

es del Observatorio / Observatorio's Reports
Informes del Observatorio / Observatorio's Reports
s del Observatorio / Observatorio's Reports
nformes del Observatorio / Observatorio's Re
es del Observatorio / **Observatorio's Reports**
Informes del Observatorio / Observatorio's F
es del Observatorio / Observatorio's Reports
Informes del Observatorio / Observatorio's F



ISSN 2373-874X (online)

014-10/2015EN

Hispanic Map of the United States – 2015

Sara Steinmetz,
with the collaboration of Clara González Tosat
Francisco Moreno Fernández (dir.)

1

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

0. Introduction

This report examines a number of trends in the U.S. over the last twenty years to determine the impact of the Spanish language across the United States and to analyze the weight of the Hispanic population on the American economy, culture, and social trends. In particular, we examine demographic trends, language use and ability, educational attainment statistics, use of the Internet and social

media, economic and socioeconomic trends, and Spanish-language media and publications across the U.S.

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 U.S.

Length of time in the U.S., educational attainment, income, and language ability more strongly determine the success of Latinos in the United States than their ethnicity and language use alone. Those who complete high school and attain higher degrees, gain proficiency in English, and grow up in families with higher income are more likely to be successful. 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. Of particular concern is educational attainment. Unsurprisingly, higher education level is correlated with higher income, better job prospects, higher proficiency in the English language, and stronger quality of life indicators. An inability to correct the education gap for American Latinos will likely impair the community’s ability to maintain a strong path to assimilation¹.

2

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 inclusively present the current status 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

1. Population Demographics

- There are currently 57 million Hispanics in the United States, making up 17.8% of the population
- The Latino population is expected to grow to 26.6% of the U.S. population by 2050
- As of 2013, whites made up 64% of the U.S. population, and by 2045, whites may make up less than half of the population
- 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/ethnic groups in the U.S.
- In 2012, the five U.S. states with the largest Hispanic population were: California (14.5 million), Texas (10 million), Florida (4.5 million), New York (3.6 million) and Illinois (2.1 million)

3

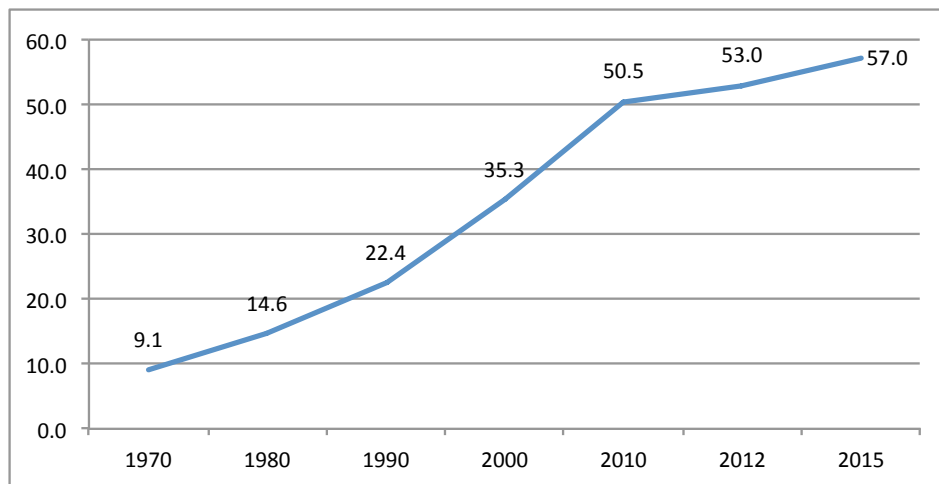
Rate of Population Growth

As of April 2015, there were 57 million Hispanics in the U.S., 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 (*The Economist* 2015c; Taylor, Lopez, 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. By 2010, the proportion of whites in the U.S. had fallen to 64%, and by 2045, some analysts have estimated that

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.

whites will make up less than half of the U.S. population (*The Economist* 2015c). While Hispanic immigration is currently declining, domestic births are rapidly rising, and since 2011, the number of white and non-white babies born in the U.S. has been approximately equal. One estimate suggests that each year alone, 900,000 Hispanics reach voting age in the United States (*The Economist* 2015c). *Figure 1* shows U.S. Hispanic population growth, in millions, since 1970.

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



Latinos continue to be the nation’s largest minority and are also among the United States’ fastest growing populations. While the white birth rate has fallen below replacement level, Hispanic women’s birth rate remains above replacement level, at 2.4, indicating that U.S.-born Hispanics will continue to replace U.S.-born whites (*The Economist* 2015c). The Hispanic population increased 2.1% between 2012 and 2013. 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 53 million. For comparison, the U.S. population increased by 56% during the same time period (1970-2014). As mentioned on the previous page, the Hispanic population is further projected to grow to 106 million by 2050,

and to 119 million by 2060, according to the latest projections from the U.S. Census Bureau (Krogstad 2014). Its share of the U.S. population, currently at 17%, is expected to reach 26.6% by 2050 and up to 31% by 2060” (Krogstad and Lopez 2014; Taylor, Lopez, Martínez and Velasco 2012). *Figure 2* shows the U.S. population breakdown by race/ethnicity from 1960 to 2013. *Figure 3* further expands on this population breakdown with forecasted population statistics through 2060.

Figure 2 – U.S. population estimates, by percent and race/ethnicity. Source: Stepler and Brown 2015.

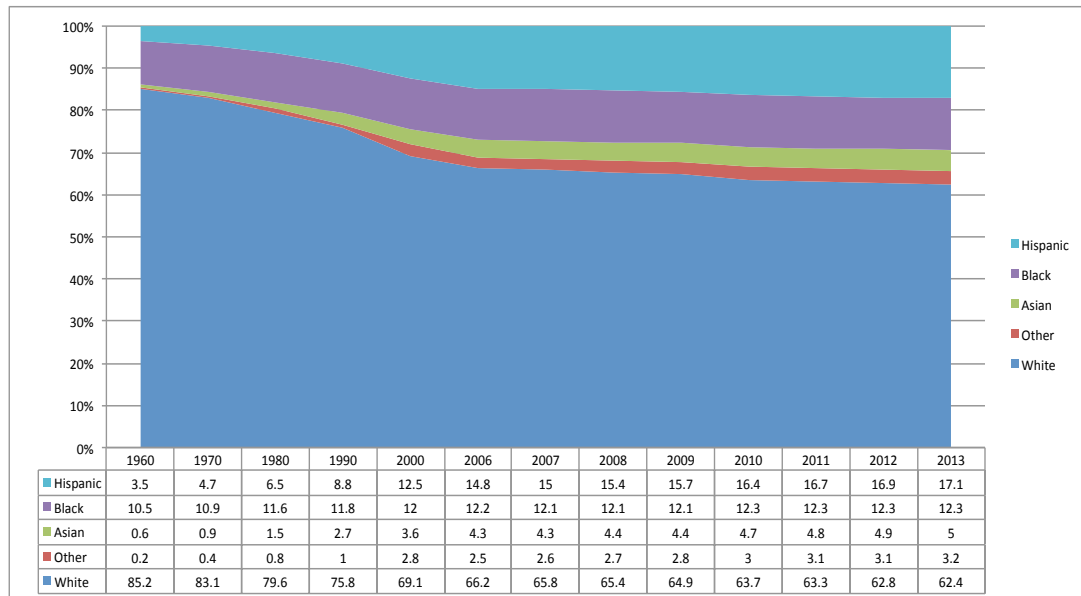
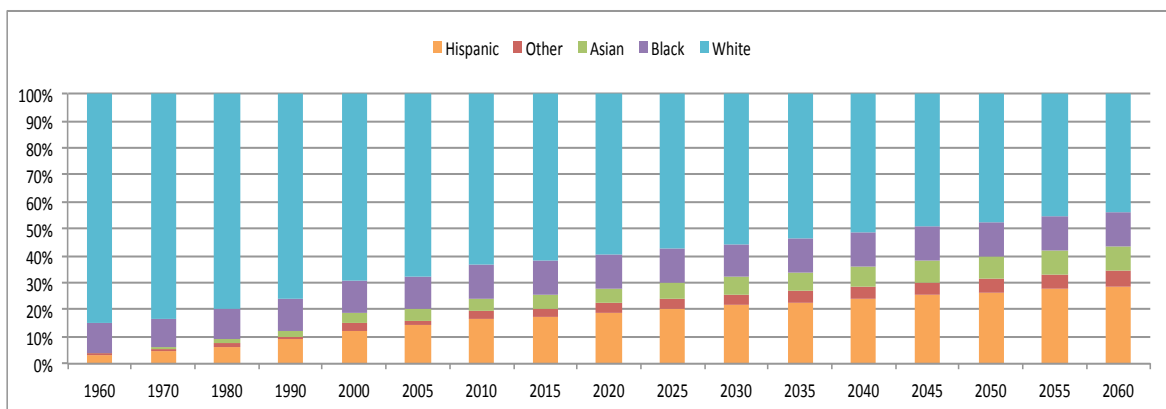


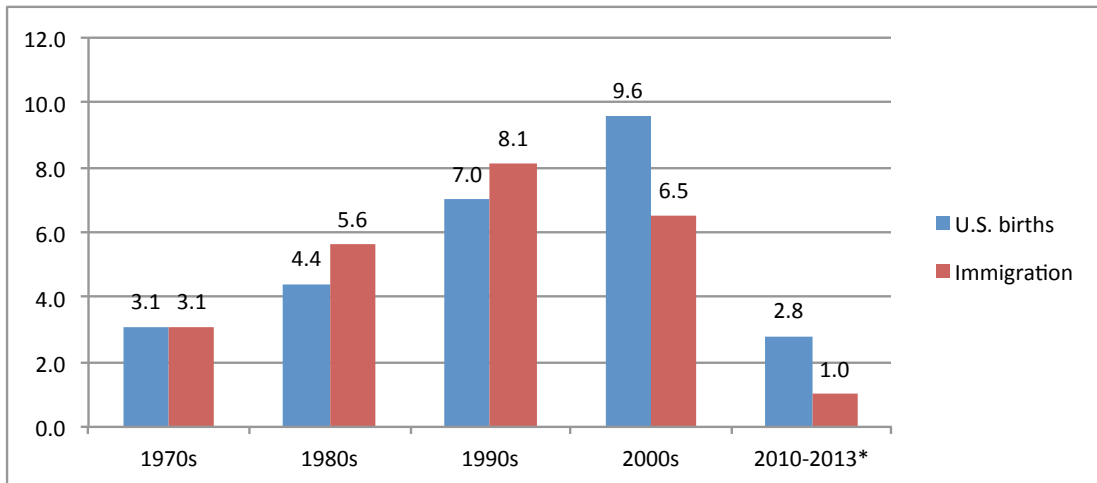
Figure 3 – Population forecast by race/ethnicity. Source: U.S. Census Bureau 2014b.



Immigration vs. natural births

While in the past most Latino population growth in the U.S. was driven by immigration, this is no longer the case. Immigration has in fact slowed substantially in the last fifteen years; however, the Hispanic population continues to rise at a steady rate. 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 U.S. 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, 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 through U.S. births.

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



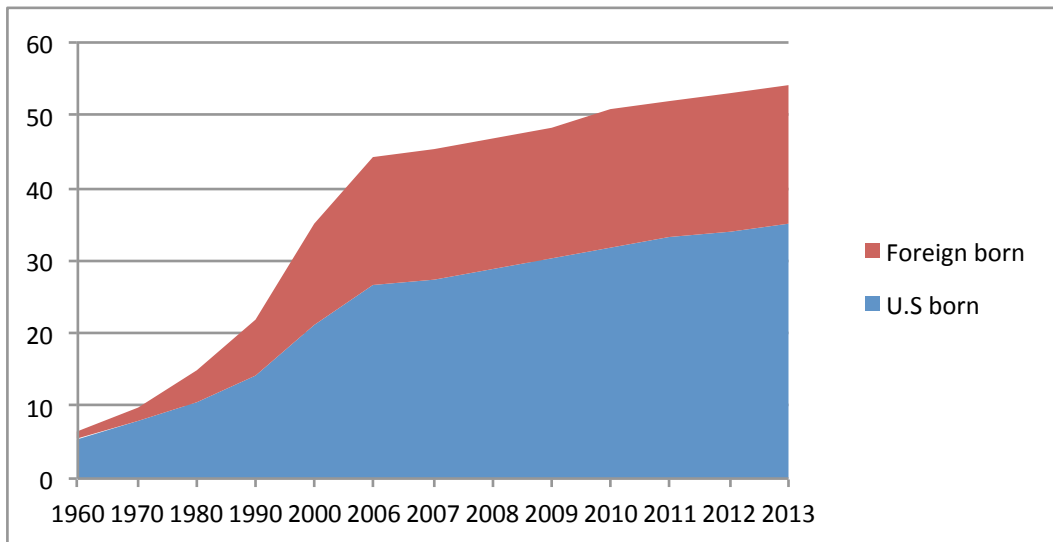
According to the Pew Research Center, although Hispanic and Asian immigrants are expected to remain the primary sources of U.S. immigrant population growth; the proportion of those that are foreign born is expected to continue to fall in both

groups. In 2014, 34.9% of Hispanics were foreign born. The U.S. Census Bureau projects that this will fall to 27.4% by 2060. 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).

The number of Hispanics immigrating to the U.S. reached a high of 18.8 million in 2010 but has since stopped growing. In 2013, immigration from both China and India overtook that from Mexico according to the U.S. Census Bureau (*The Economist* 2015e). Because the U.S. born Latino population is rising, and Mexican immigration (the primary driver behind foreign-born U.S. Hispanic population growth) is declining, the overall proportion of Hispanics who are foreign born is also declining (Brown 2014b; Brown 2014a). In 2014, the number of Mexicans entering and leaving the United States was about the same, contributing to the decline in both Mexican immigration numbers and the overall decline of Latino immigration rates. This contrasts with approximately four decades of rapid population growth from immigrating Mexicans (Passel, D'Evra and González Barrera 2012). According to the Pew Hispanic Research Center, a number of factors have influenced this trend, including “the U.S. economic downturn, stepped-up border enforcement, growing dangers associated with illegal border crossings and demographic and economic changes in Mexico” (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 Lopez 2014). Again, this emphasizes the increasing significance of the growing U.S. born Hispanic population. *Figure 5* below shows the entire U.S. estimated Hispanic population (in millions) by nativity from 1960-2013.

7

Figure 5 – Hispanic population estimates in millions, by nativity, 1960-2013. Source: Stepler and Brown 2015.

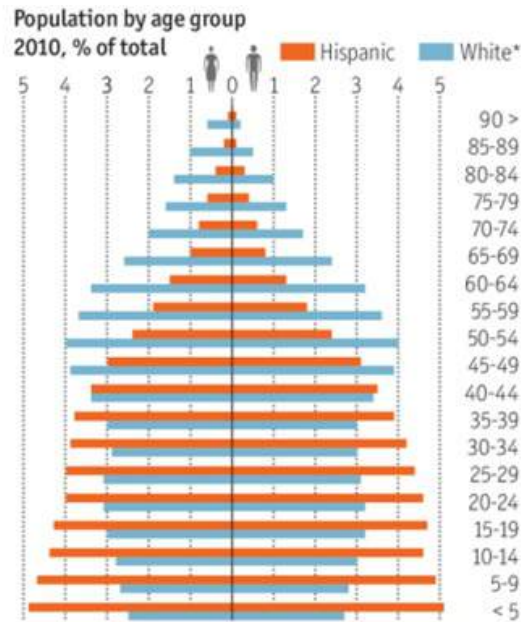


Age

Another significant result of Hispanic population growth is that Hispanics, in general, are a younger demographic than other racial and ethnic groups in the United States. Currently, 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 Lopez 2015; Stepler and Brown 2015). In 2013 there were twice as many U.S.-born as foreign-born Hispanics, a comparison of 35 million to 19 million, and those born in the U.S. made up 65% of the U.S. Hispanic population. This means that two-thirds of the U.S. Latino community is substantially younger than other demographics in the United States.

Figure 6 shows the 2010 U.S. population of Hispanics and whites, and shows how an aging white population is being replaced by a younger, Hispanic population.

Figure 6 – 2010 U.S. population by age group. Source: *The Economist* 2015c.



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). Texas has the second largest Hispanic population and has also seen the largest growth of Hispanics from 2012 to 2013, with an increase of more than 213,000 people. The Hispanic population increased the fastest in North Dakota from 2012-2013, with an increase of 17% to 21,000

Hispanics, although North Dakota also had the highest population growth rates for all major racial and ethnic groups, with the exception of Native Americans and Alaska natives (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 2012, the five U.S. states with the largest Hispanic population were: California (14.5 million), Texas (10 million), Florida (4.5 million), New York (3.6 million) and Illinois (2.1 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 2012) were: New Mexico (47%), California (38%), Texas (38%), Arizona (30%) and Nevada (27%) (Krogstad and Lopez 2014). 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 U.S. Hispanics (Hispanic Association of Colleges and Universities 2015).

10

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*. The U.S. counties with the largest Hispanic population are shown in *Table 3*.

Table 1 – The Hispanic Population by U.S. state. Source: Pew Research Center 2011.

| | State | Hispanic population |
|----|------------|---------------------|
| 1 | California | 14,358,000 |
| 2 | Texas | 9,794,000 |
| 3 | Florida | 4,354,000 |
| 4 | New York | 3,497,000 |
| 5 | Illinois | 2,078,000 |
| 6 | Arizona | 1,950,000 |
| 7 | New Jersey | 1,599,000 |
| 8 | Colorado | 1,071,000 |
| 9 | New Mexico | 972,000 |
| 10 | Georgia | 880,000 |
| 11 | Nevada | 738,000 |

Table 2 – Hispanic as a percentage of population by U.S. state. Source: Pew Research Center 2011.

| | State | % Hispanic population |
|----|------------|-----------------------|
| 1 | New Mexico | 47% |
| 2 | California | 38% |
| 3 | Texas | 38% |
| 4 | Arizona | 30% |
| 5 | Nevada | 27% |
| 6 | Florida | 23% |
| 7 | Colorado | 21% |
| 8 | New York | 18% |
| 9 | New Jersey | 18% |
| 10 | Illinois | 16% |

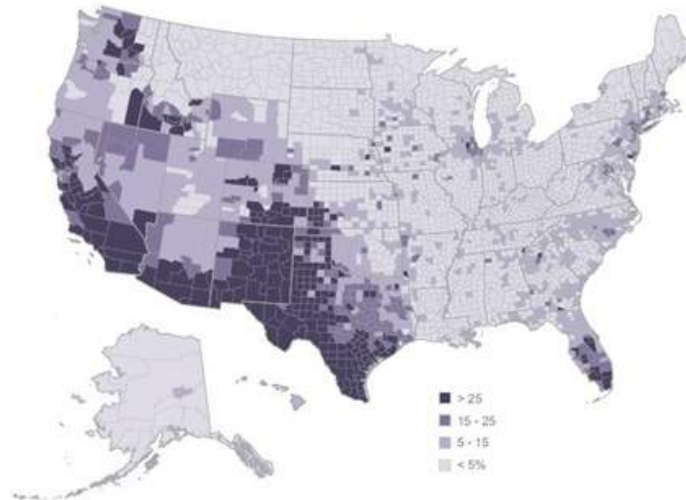
11

Table 3 – U.S. counties with largest Hispanic population. Source: Pew Research Center 2013b.

| | Country | Hispanic population |
|----|---------------------------|---------------------|
| 1 | Los Angeles, CA | 4,760,974 |
| 2 | Harris County, TX | 1,731,046 |
| 3 | Miami-Dade County, FL | 1,648,630 |
| 4 | Cook County, IL | 1,273,631 |
| 5 | Maricopa County, AZ | 1,162,596 |
| 6 | Orange County, CA | 1,042,752 |
| 7 | Bexar Country, TX | 1,033,722 |
| 8 | Riverside County, CA | 1,031,958 |
| 9 | San Bernardino County, CA | 1,030,532 |
| 10 | San Diego County, CA | 1,021,896 |

Figure 7 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 and also southern Florida.

Figure 7 – *Distribution of U.S. Hispanic population, 2011.* Source: Pew Research Center 2011.



12

Country of origin

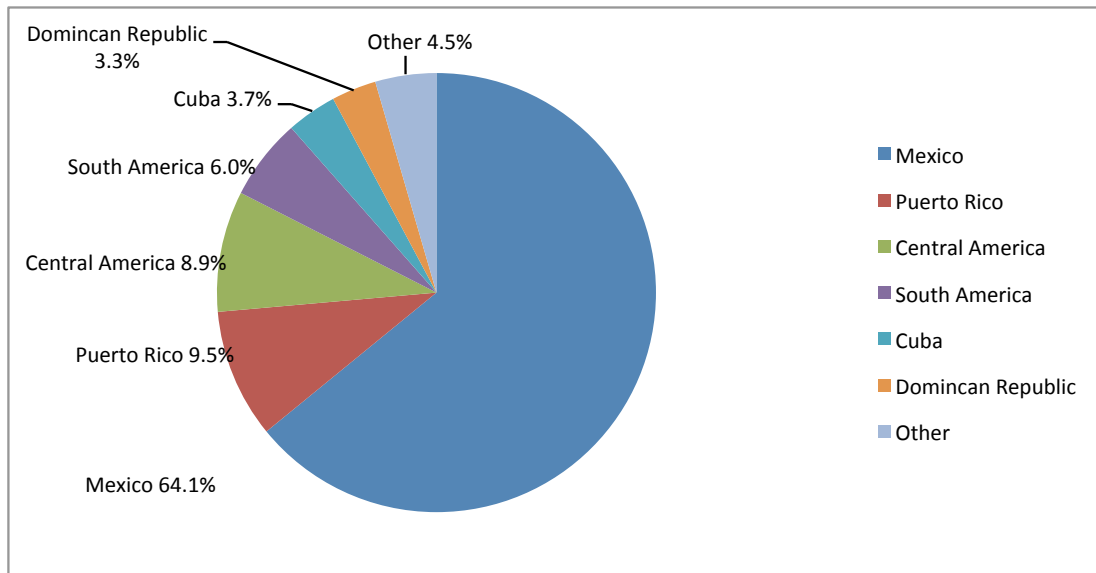
U.S. Hispanics trace their heritage to more than twenty Spanish-speaking countries. Of these groups, six have populations in the U.S. greater than one million. The 14 largest origin groups are listed below in *Table 4*. Arrivals and descendants from these 14 countries account for 95% of the U.S. Hispanic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

Table 4 – Country of origin and portion of U.S. Hispanic population, in thousands. Source: Lopez, González, Barrera and Cuddington 2013.

| | All Hispanics | 51,927 | |
|----|----------------------|--------|-------|
| 1 | Mexico | 33,539 | 64.6% |
| 2 | Puerto Rico | 4,916 | 9.5% |
| 3 | El 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% |
| 11 | Peru | 556 | 1.1% |
| 12 | Nicaragua | 395 | 0.8% |
| 13 | Venezuela | 259 | 0.5% |
| 14 | Argentina | 242 | 0.5% |

Figure 8 below shows a breakdown of the Hispanic population by country and region of origin in 2013.

Figure 8 – U.S. Hispanic population by origin, 2013. Source: *The Economist* 2015c.



2. Language Use and Ability

- 76% of Hispanics are Spanish-dominant or bilingual.
- 95% of U.S. Hispanics believe it is “very important” or “somewhat 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.
- English proficiency is rising among Latinos.
- A third of the third generation of Hispanic considers themselves bilingual, and a 47% say they speak Spanish “good” or “very good.”
- 75% of U.S. Hispanics can use Spanish with some degree of proficiency.

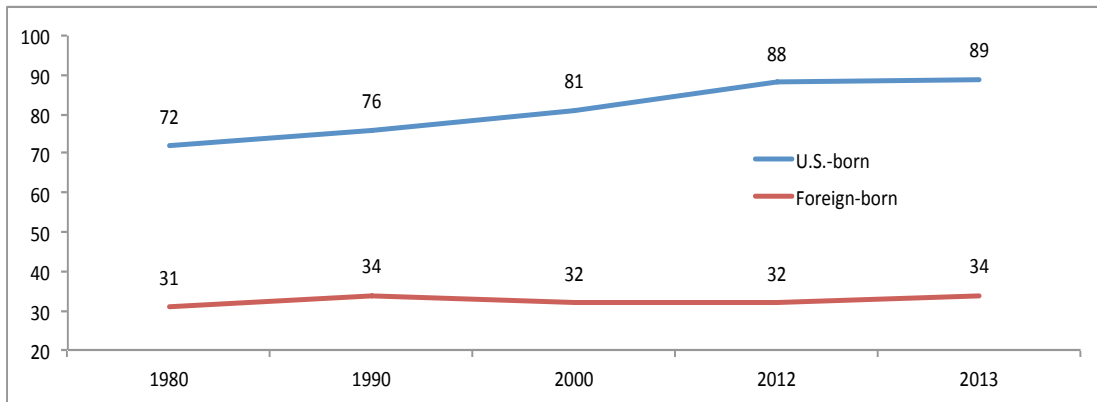
According to a Pew Research Center survey, while most Hispanics use some Spanish, English usage increases with each generation. In a 2012 survey, 38% of all Hispanic respondents were Spanish-dominant, 38% bilingual, and 24% English-dominant. By 2015, those who are English-dominant increased by one percentage point, to 25%. For those who primarily speak English, 59% are fully bilingual (Krogstad and González-Barrera 2015). A record number of Hispanics spoke English proficiently, at 33.2 million in 2013. This group made up 68% of all Hispanics ages 5 and older, an increase from 59% in 2000 (Krogstad, Stepler and Lopez 2015).

As with other economic indicators, language use is strongly affected by whether Hispanics are foreign born or native born. In 2013, Latino adults who are the children of Hispanic immigrants (e.g. second generation Hispanics) 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 (e.g., third generation Hispanics) are bilingual (Krogstad and González-Barrera 2015). This indicates that Spanish proficiency is

14

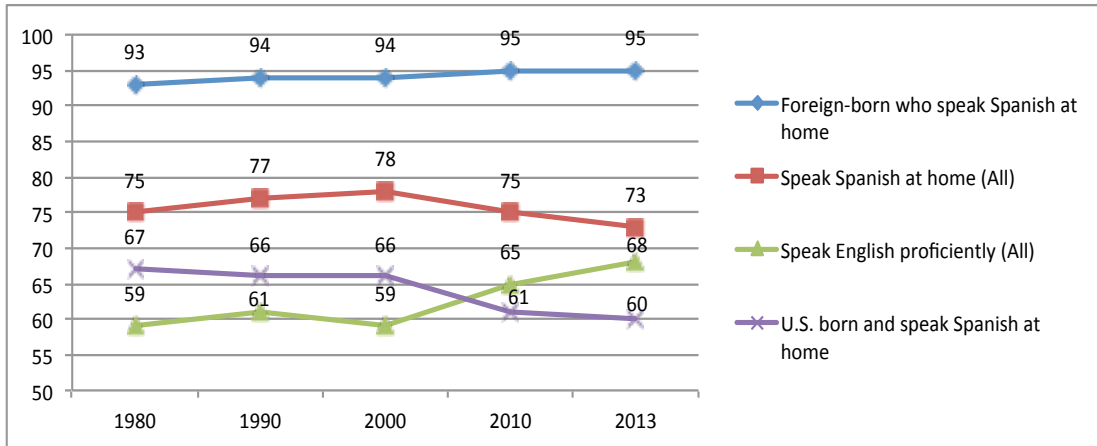
strongest among first and second generation Hispanics but begins to decline in the third generation. *Figure 9* shows the percentage of Hispanics ages 5 and older who speak only English at home or who speak English “very well,” broken down by nativity.

Figure 9 – Percent of Hispanics (ages 5 and older) who speak only English at home or who speak English “very well.” Source: Stepler and Brown 2015.



The increase in English proficiency is correlated 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 slightly to 73%. Although this share is slowly declining, there are nonetheless still 37.6 million Hispanics who speak Spanish at home, and this number has continued to rise as the U.S. Hispanic population has increased (Krogstad, Stepler and Lopez 2015). *Figure 10* shows the percentage of Hispanics ages 5 and older who speak English proficiently and who speak Spanish at home, broken down by nativity. It is significant to note that there is a declining share of U.S. born Latinos who speak Spanish at home, which is pulling down the overall percentage of Hispanics who speak Spanish at home. Unsurprisingly, the percentage of foreign-born Hispanics who speak Spanish at home remains high, and is relatively unchanged from the 1980s. The share of U.S. born Hispanic households speaking Spanish at home has declined from 67% in 1980 to 60% in 2013 (Krogstad, Stepler and Lopez 2015), proportions that do not show a drastic change despite the time passed.

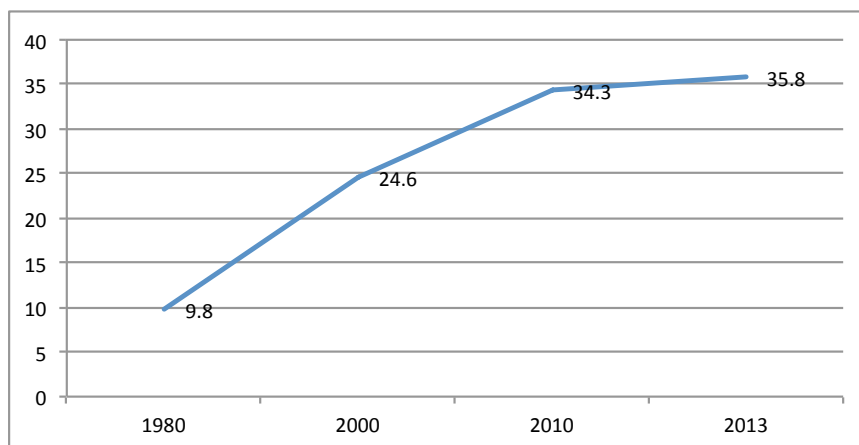
Figure 10 – Percent of Hispanics (ages 5 and older) by language ability and nativity. Source: Stepler and Brown 2015; Krogstad, Stepler and Lopez 2015.



As noted above, although the percentage of Hispanic households that speak Spanish at home is declining, the overall number of Hispanics in the U.S. living in Spanish-speaking households continues to rise. *Figure 11* below shows the total number of Hispanics living in Spanish speaking households, from 1980-2013 (in millions).

16

Figure 11 – Number of Hispanics (ages 5 and older) who speak Spanish at home in the U.S., in millions. 1980-2013. Source: Krogstad, Stepler and Lopez 2015.



There are currently 37.6 million Spanish speakers in the United States. This number includes both foreign born and U.S. born Hispanics. Among the approximately 11.2 million unauthorized immigrants in the United States, approximately 8.25 million are estimated to be Spanish speakers, and these unauthorized immigrants are included in the data among the foreign born (U.S. Census Bureau s.a. a).

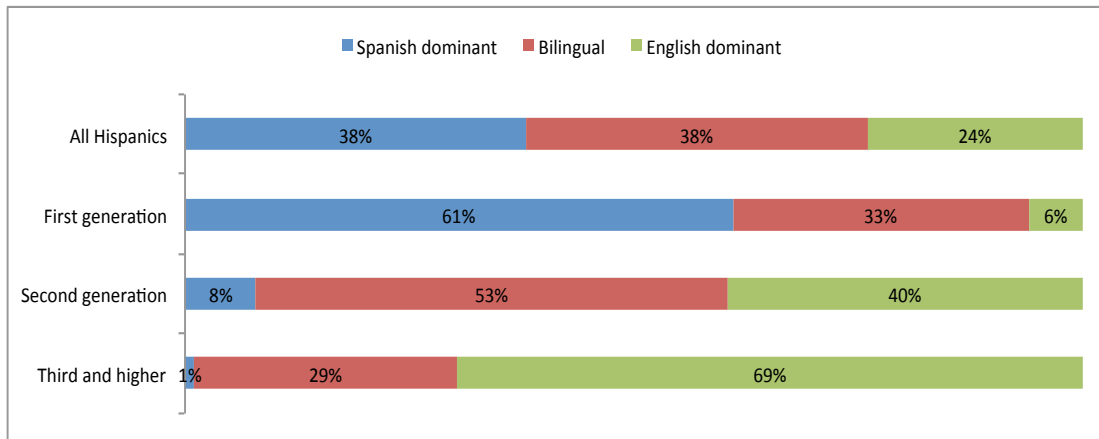
Declining bilingualism by third generation immigrants

The Lewis Mumford Center for Comparative Urban and Regional Research at the University of Albany used U.S. Census data from 2000 to analyze the languages spoken at home by school age children from new immigrant families. Their study determined that English is “almost universally” accepted by the children and grandchildren of recent immigrants to the U.S., looking back to arrivals since the 1960s. The study also concluded that by the third generation, bilingualism is maintained by only a small number across each ethnic group.

Among Hispanics, the bilingual minority is larger than it was in the past with European immigrant groups, and much larger than it is currently among Asian groups. Regardless, the study concluded that “English monolingualism is the predominant pattern by the third generation, except among Dominicans, a group known to maintain levels of back-and-forth travel to its homeland.” (Alba 2004). As noted earlier in this section, bilingualism tends to be strongest between second-generation children. The Mumford Center concluded that most second-generation children can speak their parents’ language, but that nearly all are also proficient in English. However, by the third generation, English dominance becomes increasingly prevalent. Among children in the third and later generations, most speak only English in the home, which the Lewis Mumford Center suggests makes it less likely that they will grow up to become bilingual adults.

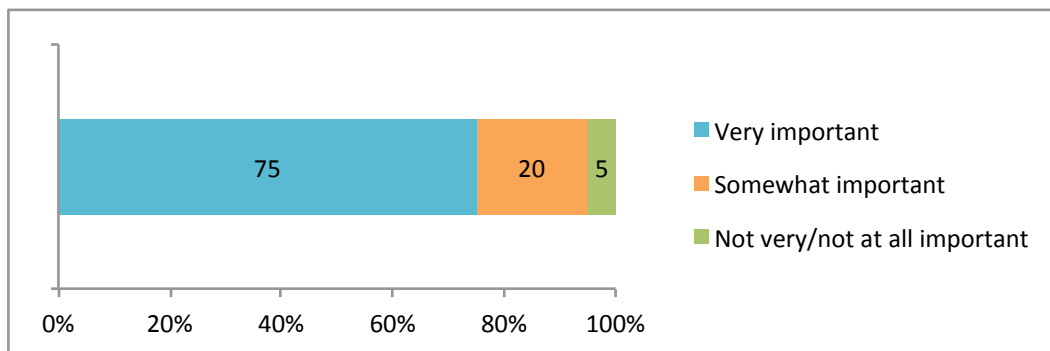
17

Figure 12 – Primary language use. Source: Taylor, Lopez, Martínez and Velasco 2012.



Language dominance is determined by speaking one language “very well” or “pretty well” and speaking that language better than the second language. *Figure 12* above shows primary language use for all Hispanics, broken down by generation. By the third and higher generations, few Hispanics report being Spanish-dominant, however nearly a third still speak Spanish well enough to identify as bilingual.

Figure 13 – How important is it that future generations of Hispanics in the U.S. continue to know how to speak Spanish? Source: Taylor, Lopez, Martínez and Velasco 2012.



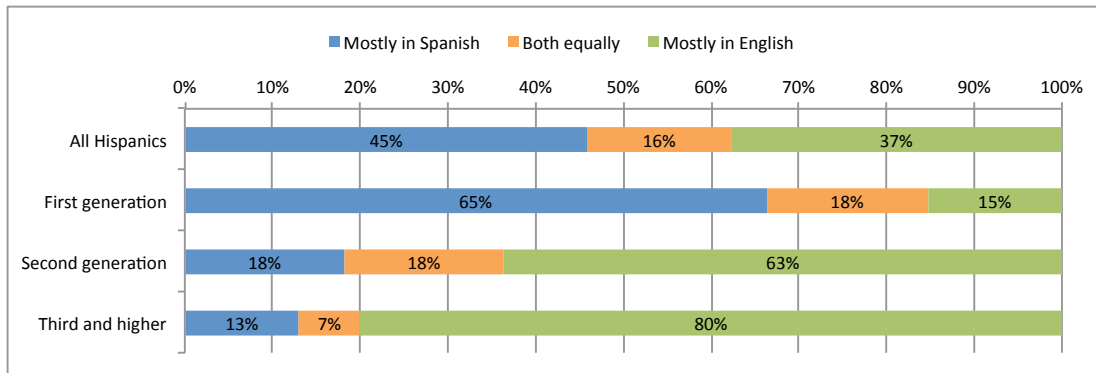
Fully 87% of Hispanics feel that learning English is important for succeeding in the United States. Despite the general decline in Spanish proficiency by third generation immigrants, Hispanics strongly maintain the importance of passing on

the Spanish language to future generations; 75% of Hispanics think it is very important to do so and 25% say it is somewhat important for future generations of Hispanics to be able to speak Spanish, for a total of 95% saying that continued knowledge of Spanish is either somewhat or very important (Taylor, Lopez, Martínez and Velasco 2012). Perhaps because of this, even by the third generation, the rate of bilingualism for Hispanics remains higher than that for other ethnic groups. Only 72% of third generation Hispanics speak only English, in comparison to 92% of Asians (Alba 2004), which shows that Spanish is stronger among later generation Hispanics than native languages have been to later generation Asians.

A 2007 study by the Pew Research Center found that while 23% of recent immigrants felt they speak English very well, 88% of their adult U.S.-born children reported speaking English very well and that for later generations of adult Hispanics, the figure rises to 94% (*The Wall Street Journal* 2013). Particularly telling, perhaps, is a question from a 2011 Pew Hispanic Center survey that asked Hispanics which language they tend to think in. While unsurprisingly 65% of first generation U.S. Hispanics selected Spanish, that number declined to 18% by second generation and 13% to in the third, with 80% of third generation Hispanics thinking in English as opposed to Spanish. *Figure 14* shows this change across each generation.

19

Figure 14 – Do you think mostly in Spanish or in English? Source: Taylor, Lopez, Martínez and Velasco 2012.



A 2015 Pew Hispanic Center report states that 89% of U.S. born Latinos was proficient in English in 2013, an increase from 72% in 1980. The report suggested that this is partially because of an increased number of Hispanics being raised in households where only English is spoken. 40% of U.S. born Latinos, or approximately 12 million people, lived in English-only households in 2013, up from 32% in 1980 (Krogstad, Stepler and Lopez 2015).

20

The proportion of foreign-born Latinos who are proficient in English has not changed much since 1980. In 1980, 31% of foreign-born Latinos (1.3 million) spoke English proficiently. In 2013, the proportion rose only slightly, to 34%, although the absolute number has increased substantially (6.5 million people) (Krogstad, Stepler and Lopez 2015). Similarly, 27% of foreign-born Hispanics reported speaking English very well in 1980, and this has increased only slightly, to 29%, in 2013. *Figure 15* shows language proficiency by nativity for U.S. Hispanics, in 1980 and in 2013.

Among all Latinos ages five and older, approximately 15.7 million who speak Spanish at home report speaking English less than very well or not at all. However, the percent of Spanish-speaking Hispanics who are not proficient in English was down to 44% in 2013, a decline of ten percentage points from 54% in 1980 (Krogstad, Stepler and Lopez 2015).

Figure 15 – Language use and proficiency for Hispanics, 1980 and 2013. Source: Krogstad, Stepler and Lopez 2015.

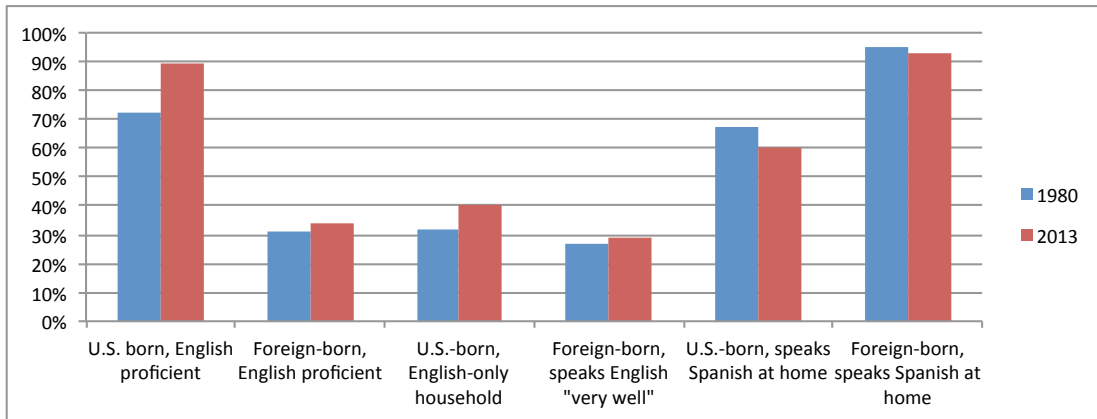


Figure 16 shows the percentage of U.S. Hispanics who speak English “very well” or “pretty well,” broken down by generation. Figure 17 shows the same data for Spanish. In general, English proficiency tends to increase with each successive generation, while Spanish proficiency, overall, tends to decline.

Figure 16 – Percent of Hispanics who speak and read English “very well” or “pretty well,” by generation. Source: Taylor, Lopez, Martínez and Velasco 2012.

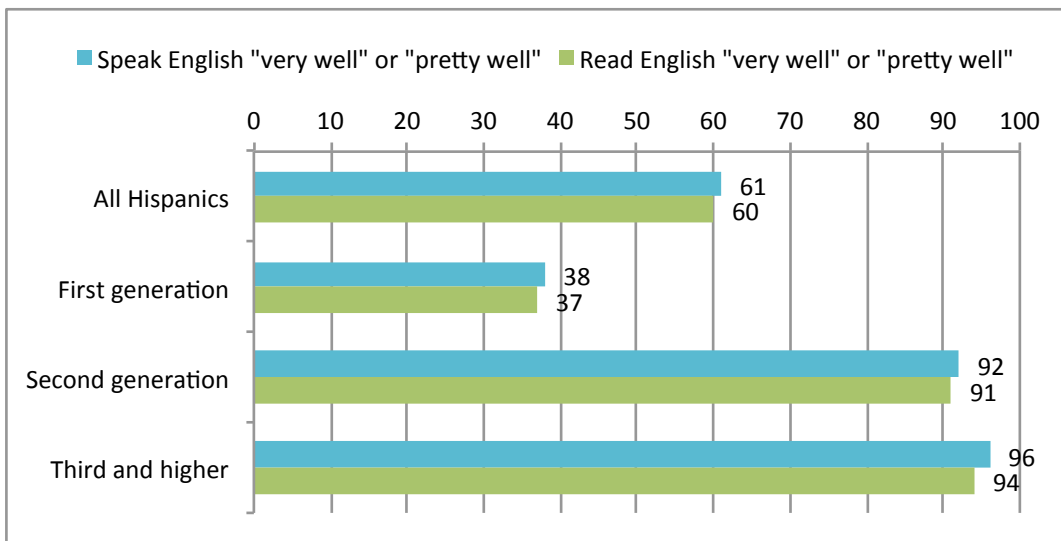
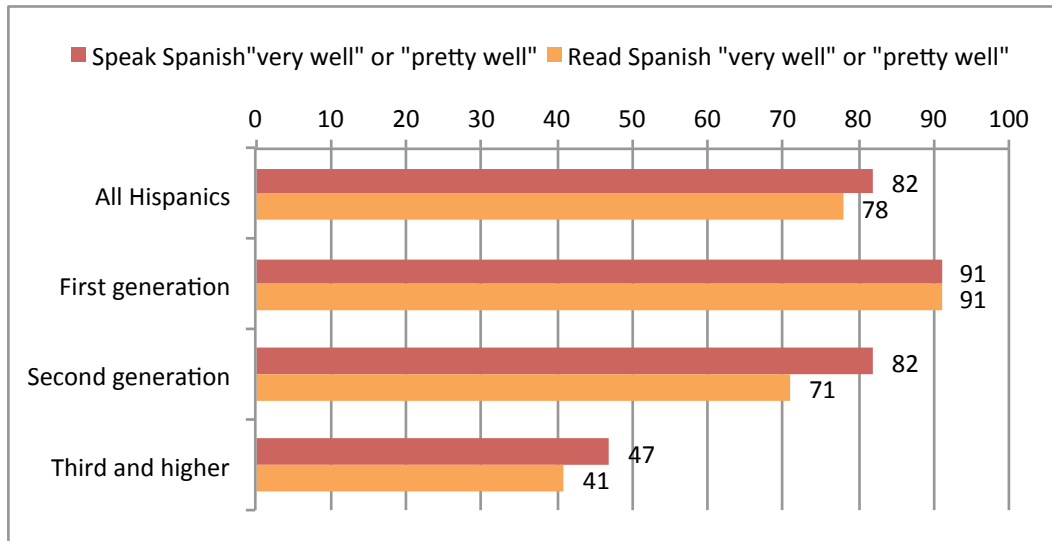


Figure 17 – Percent of Hispanics who speak and read Spanish “very well” or “pretty well,” by generation. Source: Taylor, Lopez, Martínez and Velasco 2012.



Barriers to English proficiency

However, despite the overall increase in English language proficiency, there are nonetheless 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. Age, gender, nativity, educational attainment, and length of time in the U.S. all affect language use and ability.

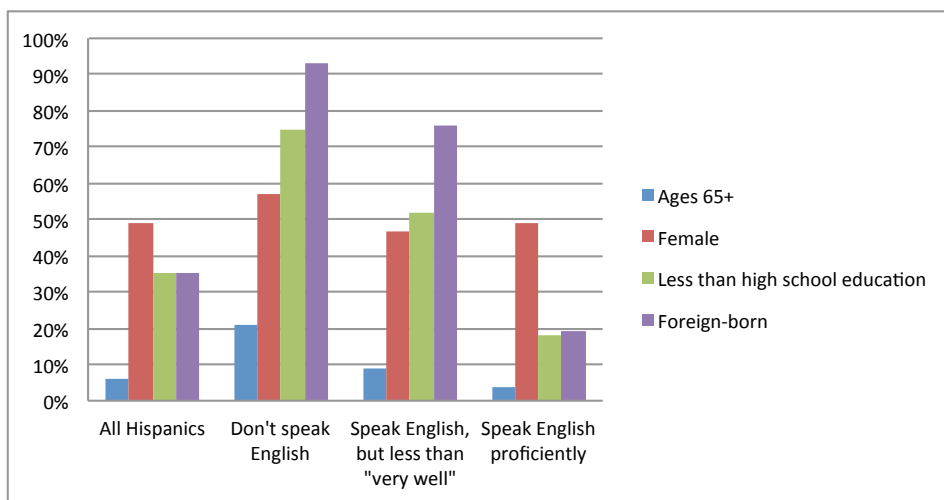
22

Among U.S. Hispanics, age most strongly impacts language use. According to research conducted by the Pew Research Center, approximately 12.3 million Hispanics who are 5 years of age or older (26%) speak English at home exclusively. Among those born in the U.S., the proportion is 39%, and it is 4% among those who are foreign-born (Krogstad and Lopez 2014). Furthermore, approximately 74% of Latinos 5 years of age or older (nearly 35.5 million people) speak a language other than English at home, and for 35.3 million of this group

that other language is Spanish. Among Hispanics 5 years of age and older who speak a language other than English at home, 56% state they can speak English very well. Only one-third of Hispanics (33%) say they do not speak English very well. When looking at immigrant Latinos in particular, there is a large language difference between children and adults. Approximately 70% of immigrant children (ages 5-17) say they speak only English or speak English very well, in comparison to 32% of immigrant adults (Krogstad and Lopez 2014). 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 Lopez 2015). *Figure 18* shows the effect of age, gender, education, and nativity on English proficiency for U.S. Latinos.

Figure 18 – Effect on age, gender, high school dropout rates, and nativity on English proficiency. Source: Krogstad, Stepler and Lopez 2015.



Finally, nativity also impacts 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 those who are English-proficient (Krogstad, Stepler and Lopez 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. For 2013, the figure is 32% and in 1980 it was 29%. Foreign-born Hispanics continue to predominantly be Spanish speakers.

Age tends to trump both nativity and length of time in the U.S. For example, Foreign born children are much more likely than foreign-born adults to speak English very well, and this group's proficiency has increased over the last thirty years. In 1980, only 43% of foreign-born Latino children spoke English at home or spoke English very well. However, by 2013, the same figure was 70%. However, children account for a small proportion of foreign-born Latinos, since most immigrants come to the U.S. as young adults before they have children (Krogstad, Stepler and Lopez 2015).

The proportion of U.S. born Latino adults who speak proficient English has increased to 89% in 2013 from 71% in 1980. Among U.S. born Hispanic children ages 5-17, the same percent rose to 89% from 64%. The portion of U.S. born Hispanics who speak only English at home has increased during this same period, from 28% to 40% (Krogstad, Stepler and Lopez 2015).

In regards to length of time spent in the U.S., data from the Pew Research Center shows that Hispanic immigrants residing within the U.S. longer have higher levels of English proficiency, both among adults and children. For children between the ages of 5-17 who have lived in the U.S. for 16-17 years, 85% speak English proficiently. For those in the U.S., 11-15 years, 84% can speak English proficiently, and for those in the U.S. less than five years, 46% speak English

proficiently (Krogstad, Stepler and Lopez 2015). The same holds true for adults; for adult immigrants in the U.S. less than 5 years, only 19% speak English proficiently, compared with 39% in the U.S. for more than 20 years.

Variance in language ability by nativity and town of residence in the United States

Which country Hispanics arrive from and where they settle in the United States can strongly affect language use, including both English acquisition and Spanish maintenance. A study by the Mumford Center concluded that high immigration rates in the 1990s did not weaken linguistic assimilation, but that Spanish-dominance and bilingualism remain stronger among communities close to the border. The study used Mexicans as an example since they made up the largest group of immigrant Hispanics. Among third generation children of Mexican descent in 1990, 64% spoke only English at home; in 2000, 71% spoke only English in the home. The authors noted that the rate of bilingualism in the third generation is much higher, in general, in border communities, and that in communities further away from the border, third generation Mexican-American children are much less likely to be bilingual (Alba 2004).

25

Another study looking specifically at second generation Latinos by Van C. Tran, an Assistant Professor of Sociology at Columbia University, largely agrees with the Mumford Center's conclusions. Van C. Tran argues that "although previous studies have focused on the shift from mother tongue to English across [Latino] immigrant generations, few have examined change in language proficiency over time within the second generation." Using a series of growth-curve models, Van C. Tran concludes that "both English and Spanish proficiency increased over time" but that there are significant differences among various Latino groups. For example, his results suggested that by the second generation, Mexicans tend to be the least proficient in English and the most proficient in Spanish. Surprisingly, his study also suggests that using Spanish at home and in school has "no effect on English acquisition, but significantly promotes Spanish retention," indicating

that a continued focus on maintaining Spanish abilities is key to an enduring bilingualism (Tran 2010).

3. Educational Attainment

- Hispanic students make up over 25% of all public school students in the U.S.
- The high school dropout rate for Hispanics is higher than for all other races/ethnicities in the U.S.
- In 2013, 42.8% of Hispanic students graduated high school, compared to 66.9% of Asians, 46.7% of whites, and 41.2% of blacks.
- Almost 46% of Hispanics chose to attend a two-year post-secondary institution instead of a 4-year institution.
- More students in the U.S. study Spanish as a second language than all other languages combined.

26

Despite the fact that Hispanics remain the racial/ethnic group least likely to achieve each educational attainment level, the overall percentage of Latinos achieving each degree has steadily risen since the 1970s (with a minor period of decline during the 1990s), with substantial progress in the last few years, particularly for high school completion.²

U.S. 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, according to a Pew Research Center survey (Krogstad 2015).

² 1975 is as far back as the NCES has reliable statistics on educational attainment for each racial/ethnic group.

³ NCES has no data for Masters programs before 2000.

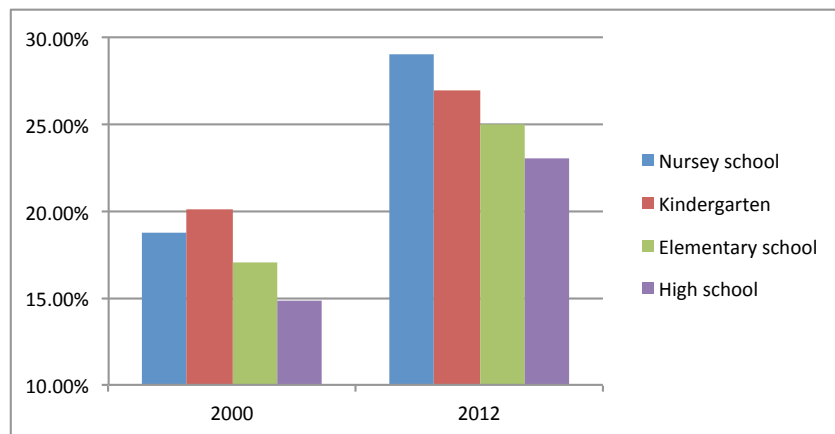
Economic factors are frequently cited as the major barrier to Hispanics pursuing higher education. In a 2014 poll conducted by the *National Journal*, 66% of Hispanics who joined the military or started working after high school, rather than attending college, said they did so in order to financially support their families. This contrasts with 39% of whites that did the same (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% of high school students in 2012. This shows that the public school demographic is rapidly shifting as an increasing number of Hispanic students enroll (Lopez and Fry 2013). *Figure 19* below shows Hispanic public school enrollment as a percentage of total enrollments at the nursery school, kindergarten, elementary school, and high school levels.

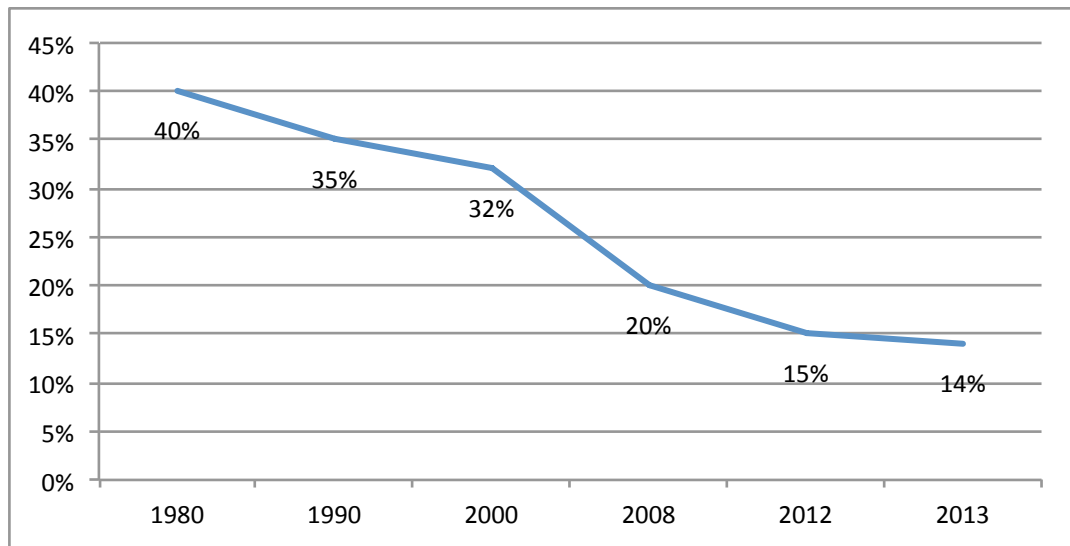
27

Figure 19 – Hispanic public school enrollment as a percentage of total enrollment at the nursery school, kindergarten, elementary school, and high school levels (2000 and 2012). Source: Lopez 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% of non-Hispanic whites (Lopez and Fry 2013). The number of Hispanic youth dropping out of high school has nonetheless been on the decline. In 2000, 32% of Hispanic youth had dropped out of high school; by 2013 this percentage was down to 14% (Lopez and Fry 2013; Krogstad 2015). The percentage of Hispanic youths ages 18-24 who have not completed high school for each decade beginning in 1980 are shown in Figure 20.

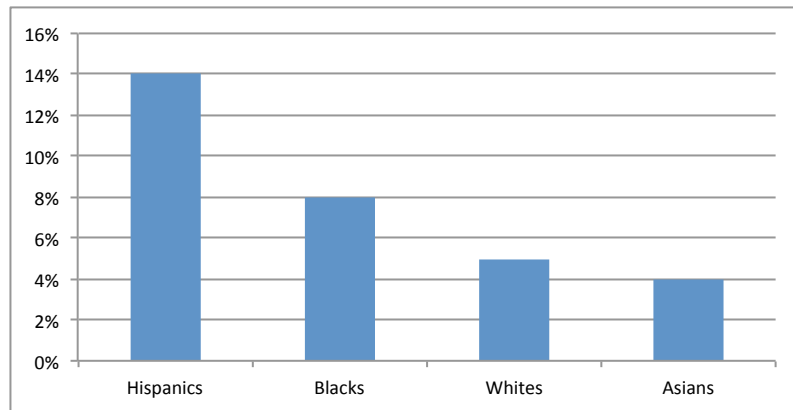
Figure 20 – Percent of Hispanic youth ages 19-24 who has not completed a high school diploma, 1980-2013. Source: Lopez and Fry 2013; Krogstad 2015.



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). 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 21* shows the dropout rates by race/ethnicity in 2013.

Figure 21 – High school dropout rates by race/ethnicity (2013). Source: Krogstad 2015.



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 (Lopez and Fry 2013). (The percent for all ethnicities immediately enrolling in college after high school was 63% in 2000 and 66% in 2012) (Lopez and Fry 2013). *Figure 22* shows college enrollment rates among those graduating high school, by ethnicity, since 1993. Although Hispanics as a whole still lag behind the other ethnic and racial groups, they appear to be making steady educational gains. In 2013, for the first time, the percentage of Hispanics graduating high school and enrolling in college surpassed that of whites; however, in 2014, Hispanic enrollment again dropped below that of whites.

Figure 22 – Percent graduating high school and enrolling in college by ethnicity. Source: U.S. Census Bureau s.a. d.

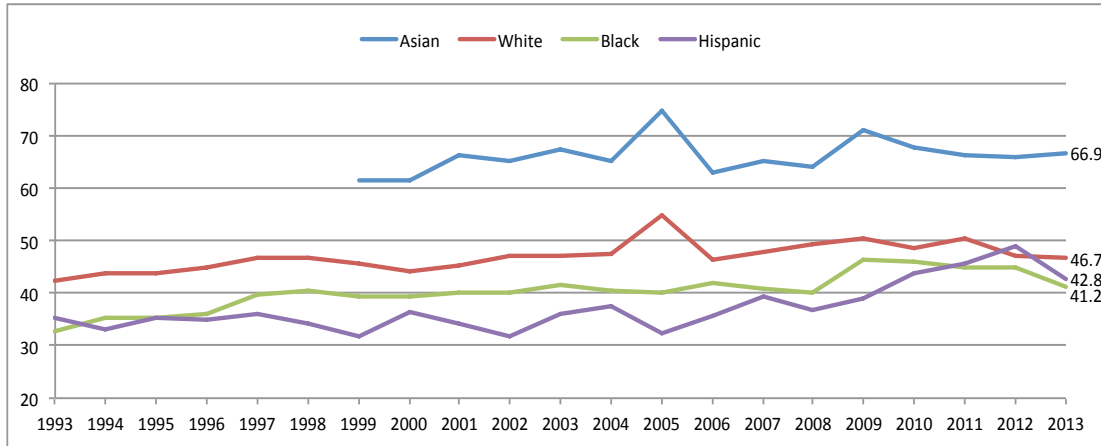
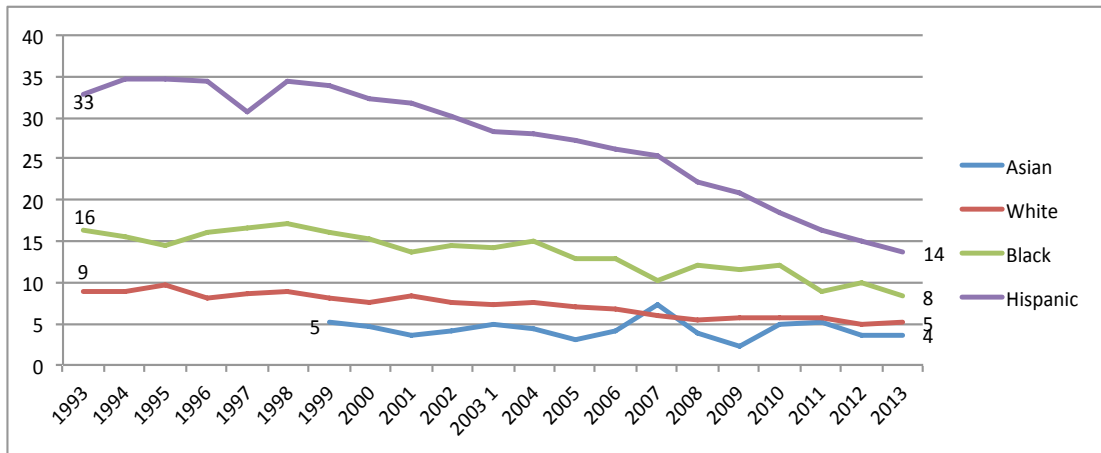


Figure 23 shows the high school dropout rates, by ethnicity, since 1993. While Hispanics continue to be more likely than any other racial/ethnic group to drop out of high school, the Hispanic dropout rate has been steadily declining.

Figure 23 – High school dropout rates, by ethnicity, since 1993. Source: U.S. Census Bureau s.a. d.



College level enrollment

A former boss of the U.S. Census Bureau, Steve Murdock, wrote a paper expressing concern about the low number of Hispanics getting advanced degrees

in Texas, warning that there will not be enough young, educated Hispanics with the qualifications necessary to fill jobs as older whites begin retiring from the Texas workforce. Hispanics are half as likely as whites to work as managers or professionals, meaning that in addition to not acquiring advanced degrees, they are also not gaining the relative experience and qualifications to take on these future jobs. Murdock's study cautioned that by 2050, there will be three times as many Hispanic workers in Texas as white workers, but that without better education prospects, Texas as a whole will become poorer and less competitive (*The Economist* 2015c).

Despite the dismal prediction by Murdock, the fact remains that the education outlook for Hispanics in the U.S. has nonetheless been increasing. There is both an increase in the number of Hispanics completing high school and also in the number entering 2 or 4-year colleges. Specifically, Hispanics are now the largest minority group at 4-year colleges (Lopez and Fry 2012). *Table 5* below shows the percent breakdown of bachelor's degree holders by ethnicity in the United States. Although Hispanics currently account for nearly 18% of the U.S. population, they only make up 9% of bachelor's degree holders, indicating a serious gap in advanced educational attainment. They do however account for 13% of two-year associate's degrees granted in the United States.

31

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 2012, 70.3% of Hispanic high school graduates ages 16-24 was enrolled in college, compared to 65.7% for Whites.

Table 5 – Possessing a Bachelor’s degree in 2010, by race/ethnicity. Source: Lopez and Fry 2012.

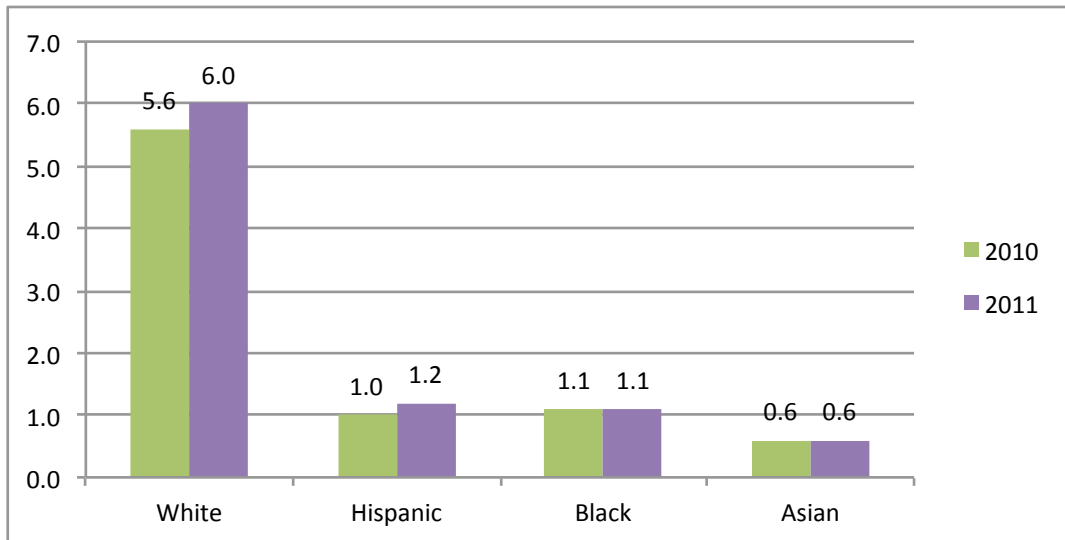
| | |
|------------------------|-----|
| White | 71% |
| Black | 10% |
| Hispanic | 9% |
| Asian/Pacific Islander | 7% |
| Other | 4% |

Table 6 – Possessing an Associate’s degree in 2010, by race/ethnicity. Source: Lopez and Fry 2012.

| | |
|------------------------|-----|
| White | 65% |
| Black | 13% |
| Hispanic | 13% |
| Asian/Pacific Islander | 5% |
| Other | 3% |

Overall degree 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 enrolled to 1.2 million. In fact, enrollments of Hispanics in 4-year bachelor degree programs in 2011 for the first time exceeded that of black enrollments, at 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 (Lopez and Fry 2012). 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 (at 908,000 Hispanics to 564,000 blacks) (Lopez and Fry 2012). *Figure 24* below shows the number of 18-24 year olds enrolled in 4-year colleges, 2010-2011, in millions, where Hispanics overtook blacks for the first time as the largest minority group enrolled.

Figure 24 – 18-24 year old enrolled in 4-year colleges, 2010-2011, in millions. Source: Lopez and Fry 2012.



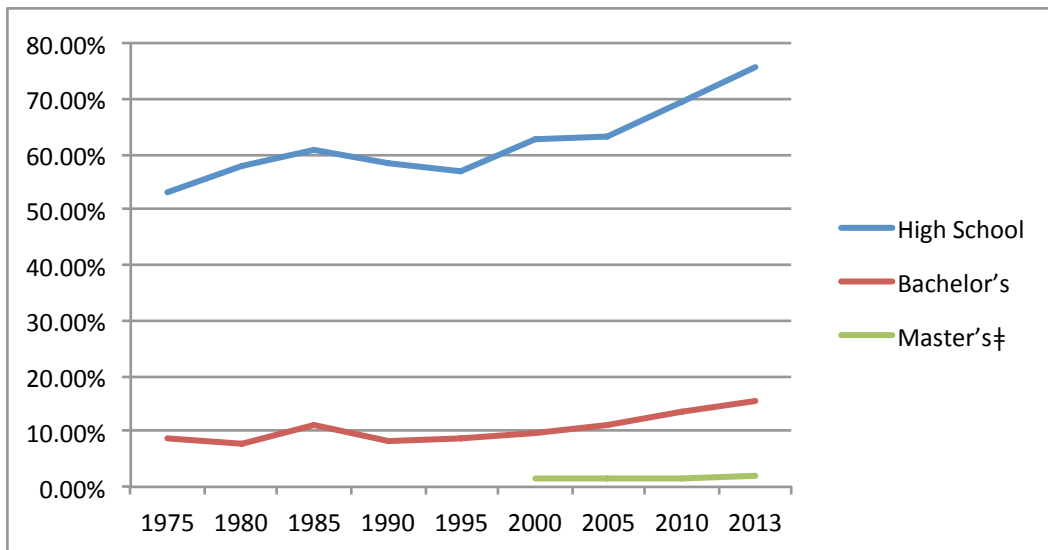
In 2011, Hispanics made up 13.1% of all 18 to 24 year olds enrolled at four-year colleges and universities.” Hispanics made up 25.2% of all 18 to 24 year old students enrolled in two-year colleges in the same year (Lopez and Fry 2012). Hispanic students are more likely than other ethnic and racial groups 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, as opposed to four-year institutions (compared to 35.2% of undergraduates of all races/ethnicities) (Hispanic Association of Colleges and Universities 2015). Overall, the number of Hispanic youths ages 18-24 who enroll in either a two or a four-year college have tripled since 1993. In 1993, 728,000 Hispanics were enrolled, as opposed to 2.2 million Hispanics in 2013, which is an increase in college-level enrollment by Hispanics of 201%. Enrollment rates during the same time period increased by 78% for black students and 14% for white students, so Hispanics by far have seen the largest increase in enrollment (Krogstad 2015).

Figure 25 below shows education attainment for Hispanics ages 25-29 from 1975-2013 at each major educational level. Rates of high school graduation

have been improving rapidly, and the number of Hispanic students completing bachelor's degrees is starting to rise as well.

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

| | High School | Bachelor's | Master's ³ |
|-------------|-------------|------------|-----------------------|
| 1975 | 53.1% | 8.8% | |
| 1980 | 58.0% | 7.7% | |
| 1985 | 60.9% | 11.1% | |
| 1990 | 58.2% | 8.1% | |
| 1995 | 57.1% | 8.9% | |
| 2000 | 62.8% | 9.7% | 1.5% |
| 2005 | 63.3% | 11.2% | 1.7% |
| 2010 | 69.4% | 13.5% | 1.5% |
| 2013 | 75.8% | 15.7% | 2.1% |

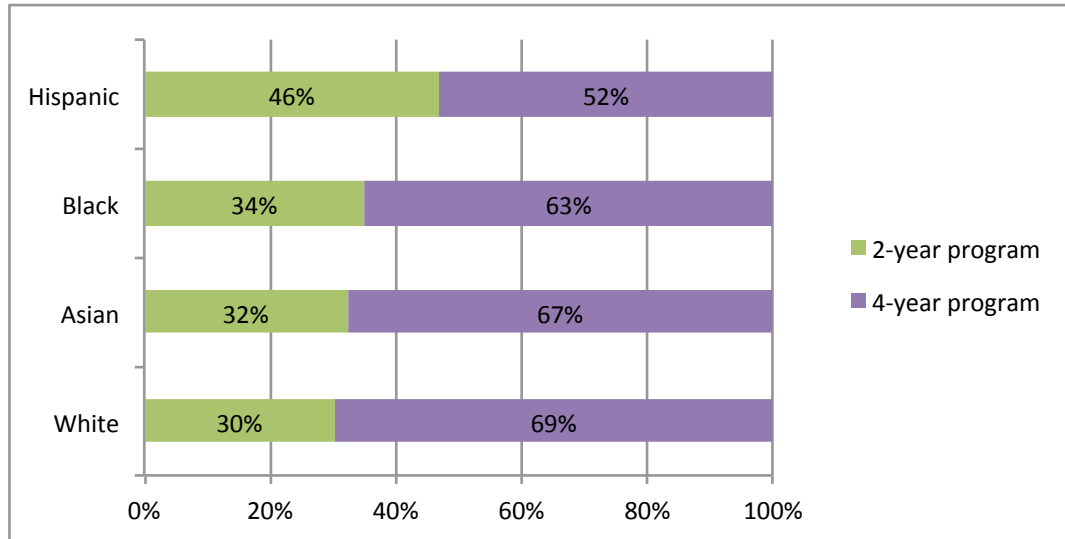


Nearly half (46%) of Hispanic college students choose to attend public two-year schools (community colleges), as opposed to a four-year, bachelor's degree-granting program. This is a larger percentage than for any other ethnic group.

³ NCES has no data for Masters programs before 2000.

Among blacks, 34% attend a two-year program, while 32% of Asians and 30% of whites do (Krogstad 2015). *Figure 26* shows the postsecondary school enrollment by institution type and race/ethnicity.

Figure 26 – Postsecondary enrollment by school type (public 2 year and any 4 year) and race/ethnicity. Source: Krogstad 2015.

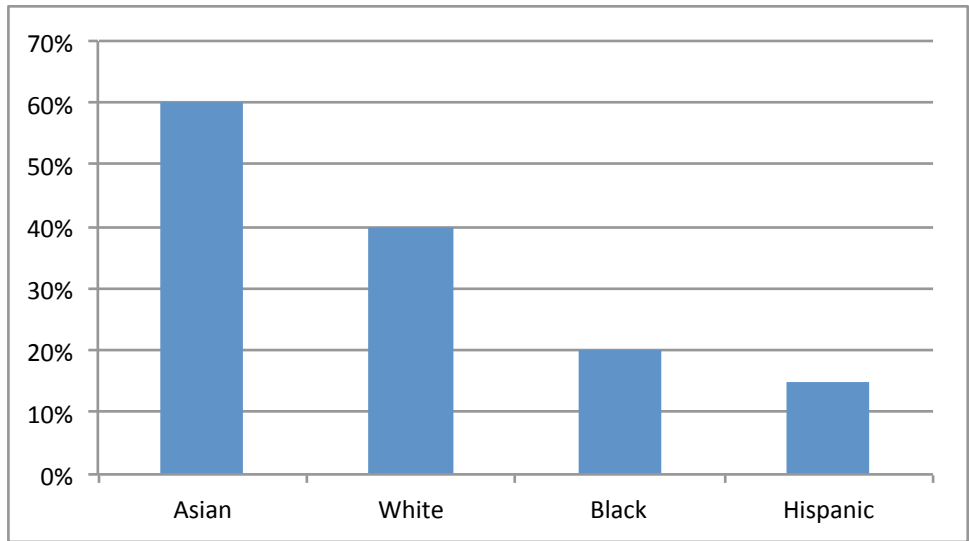


As with enrollment in higher education, completion of advanced degrees is also significant. When comparing bachelor and advanced degree holders by race/ethnicity, Hispanics tend to be less likely than blacks, whites, and Asians to complete degrees, although the percentage of Hispanics completing higher degrees has been increasing. As of 2014, 15.2% of Hispanics have at least a bachelor’s degree and 4.6% an advanced degree, compared to 35.6% and 13.3% for non-Hispanic whites (Lopez and Fry 2013). *Figure 27* shows the percentage of each racial and ethnic group who held a 4-year bachelor’s degree in 2012.

In 2013, only 15% of Hispanics ages 25-29 held a bachelor’s degree or higher. Asians, whites, and blacks all held advanced degrees at a higher rate. According to the Pew Research Center, the 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, 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 27 – Percent of each race/ethnicity, ages 25-29, holding bachelor’s degree or higher (2013). Source: Krogstad 2015.



Between 2012 and 2013, the percentage holding a bachelor’s degree increased for each ethnic group except blacks. For Asians the percentage increased from 51% to 60%, for whites from 34.5% to 40%, and for Hispanics 14.5% to 15%, while the percentage holding a bachelor’ degree decreased from 21.2% to 20, for blacks. *Table 7* shows the percent of bachelor’s degree holders, among all races/ethnicities, who are Hispanic, from 1990 to 2010. While the rate is increasing, Hispanics continue to make up a small percentage of bachelor’s degree holders in the United States, particularly given their increasing weight as a growing minority group.

Table 7 – Percent of bachelor’s degree holders among all races/ethnicities who are Hispanic. Source: Lopez and Fry 2015.

| | |
|-------------|-------------|
| 1990 | 3.1% |
| 1995 | 4.7% |
| 2000 | 6.1% |
| 2005 | 7.0% |
| 2010 | 8.5% |

Gender and Education

As with language ability, gender also plays a role in Hispanic educational attainment. Latino males are less likely than Latino females to complete high school or higher degrees (National Center for Education Statistics 2013). According to the National Center for Educational Statistics, in 2013, 73.1% of Latino males completed high school, compared to 78.8% of Latino females (National Center for Education Statistics 2013).

As with high school diplomas, Hispanic females are more likely than Hispanic males to complete a bachelor’s degree or master’s degree. In 2013, 13.1% of Hispanic males held a bachelor’s degree, compared to 18.6% of Hispanics females. For master’s degrees, 2.1% of Hispanic males and 4.0% of Hispanic females hold a degree by age 29.

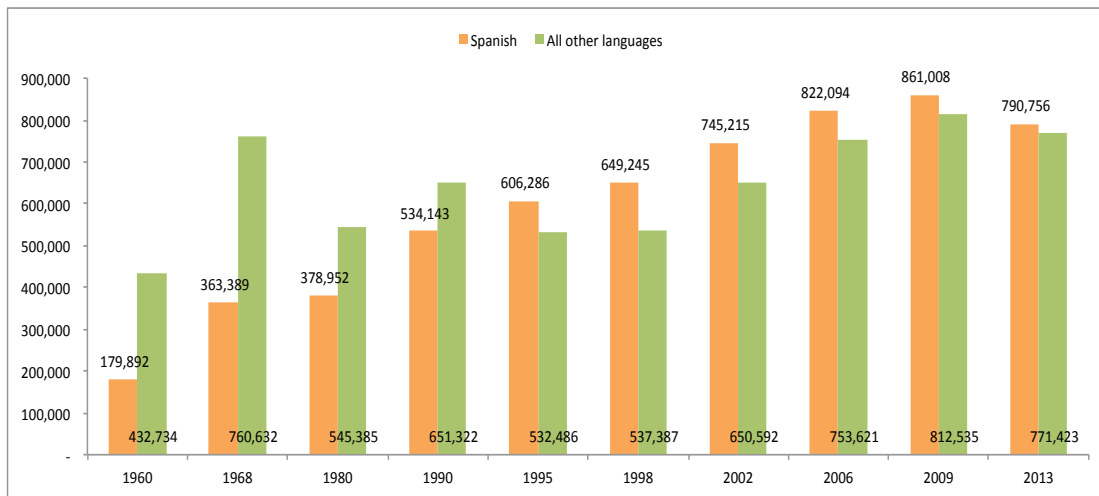
37

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 second language in the United States across all levels of language study. The Modern Language Association periodically conducts a nationwide survey on foreign language enrollment and trends. In 2013, Spanish remained the most widely studied language at the university (both two and four year institutions) level and graduate school level, with a total reported enrollment of 790,756 students in the United States. Although Spanish language study declined for the first time in the history of the survey in 2013, the

total Spanish enrollment exceeds the total number of students enrolled in all other languages combined, which in 2013 was 771,423 (Modern Language Association 2013). *Figure 28* shows Spanish language enrollment at the post-secondary level from 1960-2013.

Figure 28 – *Post-secondary enrollment in Spanish language courses.* Source: Modern Language Association 2013.



4. Economic and Socioeconomic Trends

- U.S. Hispanic purchasing power is \$1.5 trillion, larger than all but 13 countries in the world
- Median per capita for Hispanic households is below that of other races/ethnicities.
- Hispanics report finding it more difficult than other racial/ethnic groups to locate information on career opportunities, educational opportunities, and government assistance programs
- Hispanics are less likely than other racial/ethnic groups to have health insurance

- In 2010, 26% of Hispanic marriages included one partner who is not Hispanic
- Among newlyweds, couples with two Hispanic spouses report lower median combined earnings than all other racial/ethnic pairings
- Among eligible voters, voter turnout is lower for Hispanics than other racial/ethnic groups
- Hispanics have the greatest weight over presidential elections, and less weight over elections for seats in the Senate and House of Representatives.

The growing U.S. Hispanic population will greatly influence U.S. economic and socioeconomic 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 and political power, which will affect consumer marketing and political campaigns. In general, income levels have been rising and poverty rates falling among Hispanics, but Hispanics remain more likely than other racial and ethnic groups to have low incomes.

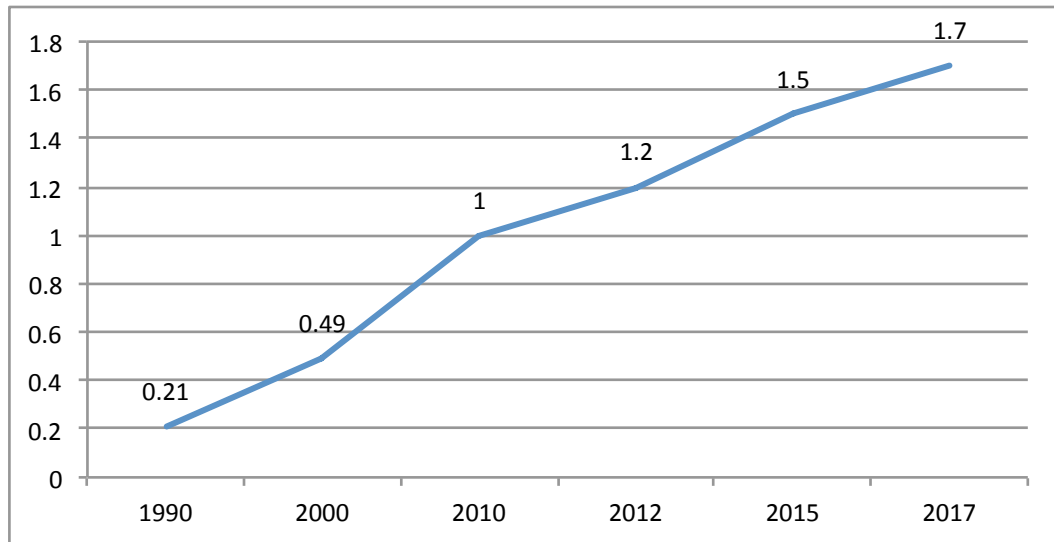
39

Purchasing power

The University of Georgia's Selig Center for Economic Growth determined that purchasing power for Hispanics was \$1.2 trillion in 2012, estimating that the Hispanic-American market is larger than the economies of all but 13 countries in the world (Selig Center for Economic Growth 2014). This is an increase in Hispanic purchasing power 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. For further comparison, the Asian-American market increased 165% between 2002 and 2012 and is expected to reach \$1 trillion by 2017, making the U.S. Asian market larger than the economies of all but 17 countries in the world (Selig Center for Economic Growth

2014). The buying power of Hispanic consumers in the U.S. from 1990 to 2017 (in trillions of U.S. dollars) is seen in *Figure 29* (data for 2017 is an estimate).

Figure 29 – U.S. Hispanic purchasing power, in trillions of U.S. dollars, from 1990 to 2017 (estimated). Source: Selig Center for Economic Growth 2014.



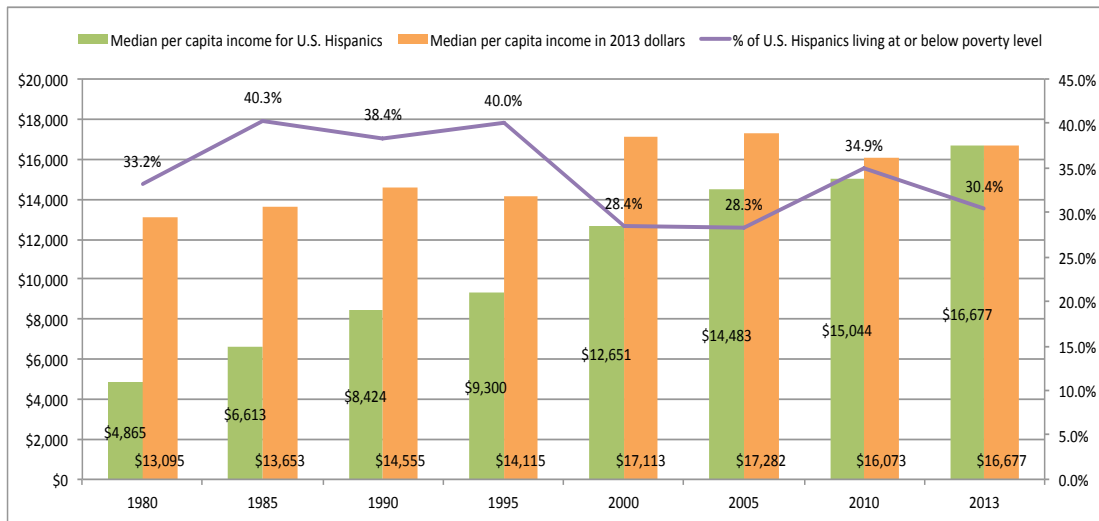
This highlights the growing importance of the Latino market throughout the U.S., and has already begun to impact decision-making in areas such as advertising and marketing.

Income and poverty

Median per capita income has been rising steadily for Hispanics since 1980. In 2013, the median per capita income for Hispanics in the U.S. was \$16,677. This is an increase from \$14,483 in 2005 and from \$4,865 in 1980 (U.S. Census Bureau s.a. b). When adjusted for inflation, however, it shows that median per capita income for Hispanics has not risen significantly. In 2013 dollars, median per capita income was \$13,095 in 1980, peaked above \$17,000 in 2005, and then declined again in 2013 to \$16,677. 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%. In 2013, the

poverty rate fell back down to 30.4% (U.S. Census Bureau s.a. c). *Figure 30* shows the median per capita income, both in real dollars and adjusted to 2013 dollars, and 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.

Figure 30 – Median per capita income and percent of Hispanics living at or below poverty line, 1980-2013. Source: U.S. Census Bureau s.a. c.

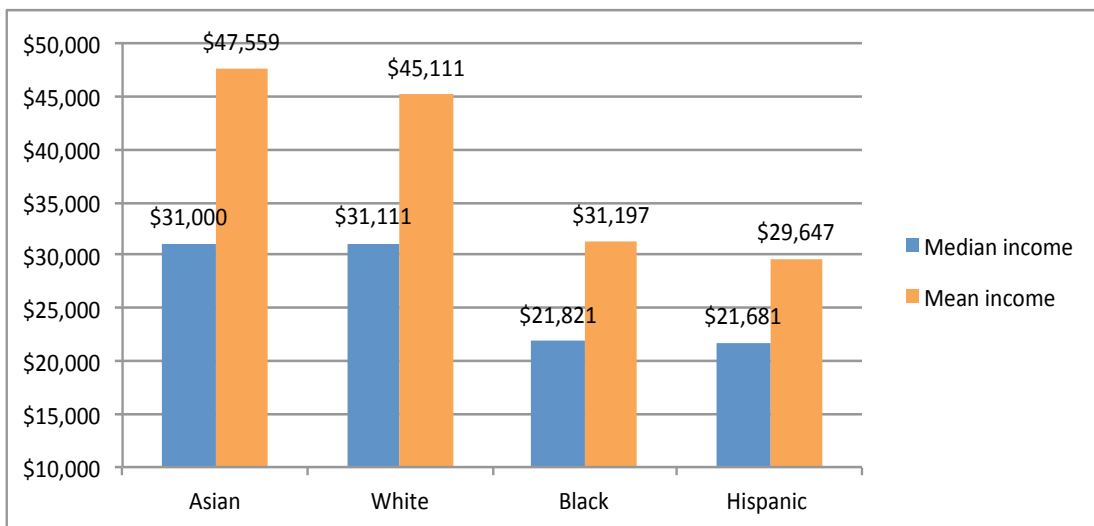


Although median per capita income has risen for Hispanics since 1980, median per capita income, along with mean and median income, still remain below that of other racial and ethnic groups in the U.S. *Figure 31* shows the median per capita income by race/ethnicity in 2013, while *Figure 32* shows the median and mean income in 2013 by race/ethnicity. Hispanics have both a lower median per capita and lower mean income than whites, blacks, and Asians, and a comparable median income to blacks, which is about \$10,000 lower than the median income for whites and Asians.

Figure 31 – Median per capita income in 2013 by ethnicity/race. Source: U.S. Census Bureau s.a. c.



Figure 32 – Mean and median income in 2013 by ethnicity/race. Source: U.S. Census Bureau s.a. c.



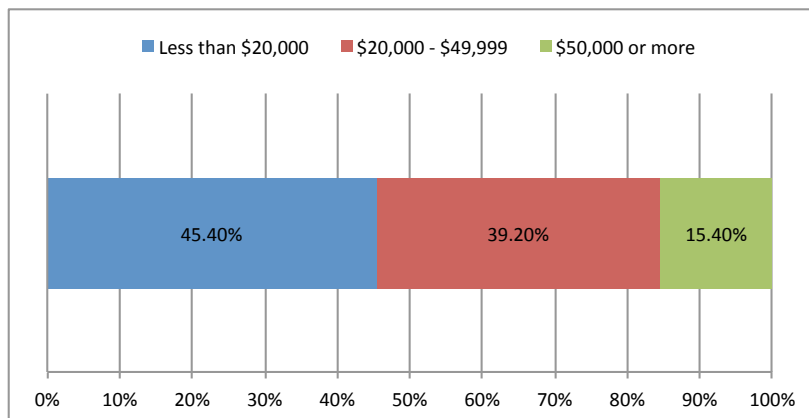
As with education and language ability, nativity tends to impact work and income prospects. Foreign-born Latino youth, on average, live in households with lower incomes than those of their native born peers. The foreign born are also more

likely than native born to live in poverty (Pew Research Center 2009). Foreign-born Latino youths (ages 16-25) are more likely than their native born counterparts to be employed in low-skill occupations. Over half (52%) of foreign born Latino youths are employed in food preparation and serving; construction; building, grounds cleaning and maintenance; and production occupations, compared to slightly more than a quarter (27%) of native born Latino youths. Native-born Latino youths are also more broadly dispersed across occupations, including both low-skill and higher-skill occupations.

As with adults, and as a result of lower family incomes, Latino youths are more likely than youths of other races/ethnicities to live in families whose income is below poverty level. In 2009, among Latino youths (16-25 years), 23% live in poverty, compared to 28% of black youths, 18% of Asian youths, and 13% of white youths (Pew Research Center 2009).

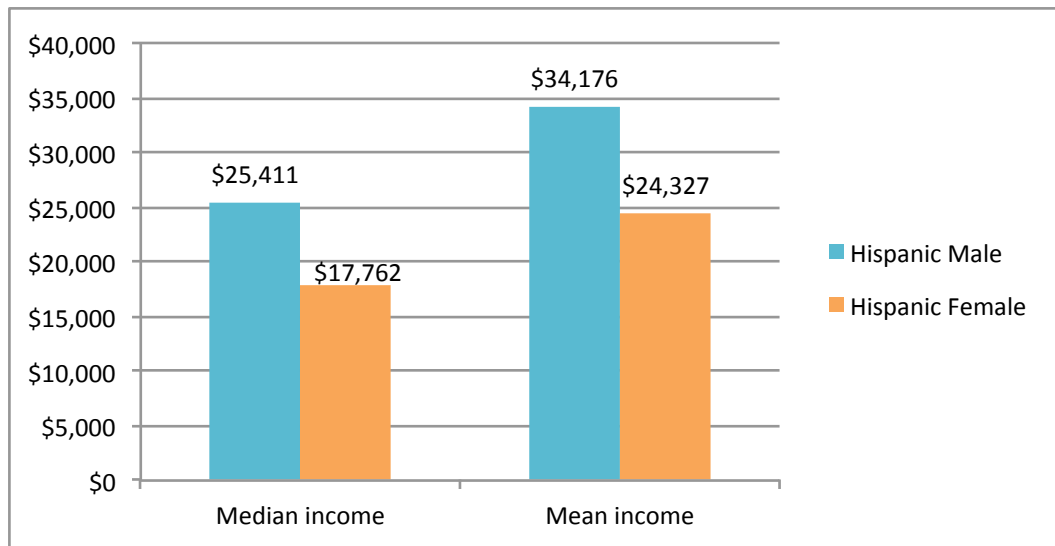
As with youths, Hispanic adults are also impacted by lower skilled work and lower incomes. In 2015, adult Hispanics were half as likely as whites to work as managers or professionals (*The Economist* 2015c). Slightly less than half of U.S. Latinos made less than \$20,000 in 2012. Another 40% made between \$20,000 and \$49,999, and only 15.4% made incomes in 2012 of \$50,000 or more (U.S. Census Bureau s.a. b). *Figure 33* shows the income distribution for Hispanics in 2012.

Figure 33 – *Income distribution for Hispanics in 2012.* Source: U.S. Census Bureau s.a. b.



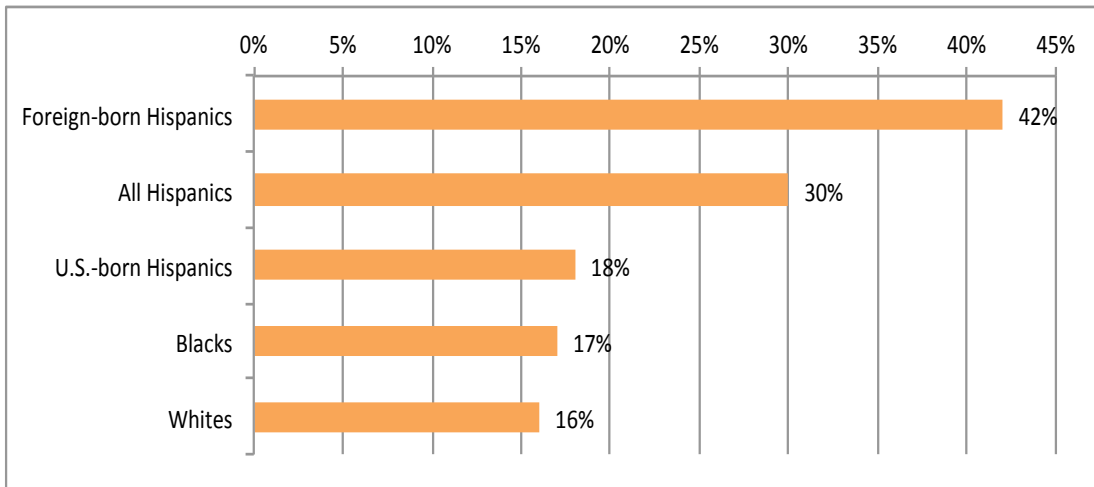
Hispanic women also tend to earn less than Hispanic men. *Figure 34* shows median and mean income for Hispanics, broken down by gender. The median income for Hispanic females is \$7,649 less than that for Hispanic males in 2013, and the mean income is \$9,849 less for Hispanic females than for Hispanic males.

Figure 34 – Median and Mean income for Hispanics in 2013, by gender. Source: U.S. Census Bureau s.a. b.



Furthermore, Hispanics are twice as likely as whites and blacks to say that finding information on job, career and education opportunities is difficult. Slightly less than one third (30%) of Hispanics believe this information is difficult to find, compared to 16% of whites and 17% of blacks. Foreign-born Hispanics and more likely to report having trouble finding this information, at 42%, as compared to 18% of U.S. Born Hispanics, as shown in *Figure 35*. This may make it more difficult for Hispanics to more broadly identify and take advantage of opportunities for professional advancement (Brown and Lopez 2015).

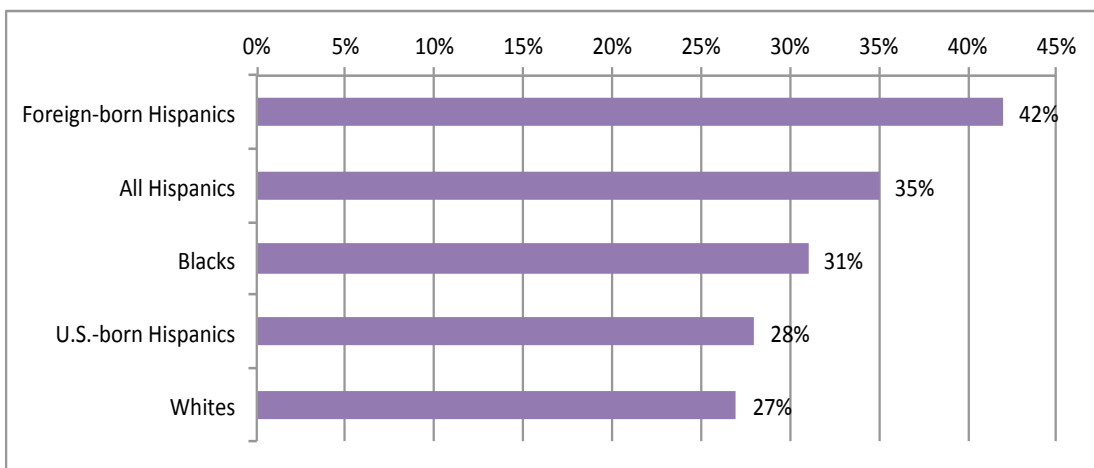
Figure 35 – Percent reporting difficulties finding information on job, career, and education opportunities. Source: Brown and Lopez 2015.



Latinos are also more likely to find it difficult to locate information on government support and benefits programs. Slightly more than one-third (35%) believes it is difficult to find this information. Once again, foreign-born Hispanics more often report difficulty than U.S.-born Hispanics, at 42% and 28%, respectively.

45

Figure 36 – Percent who find it difficult to locate information on government benefits and programs. Source: Brown and Lopez 2015.



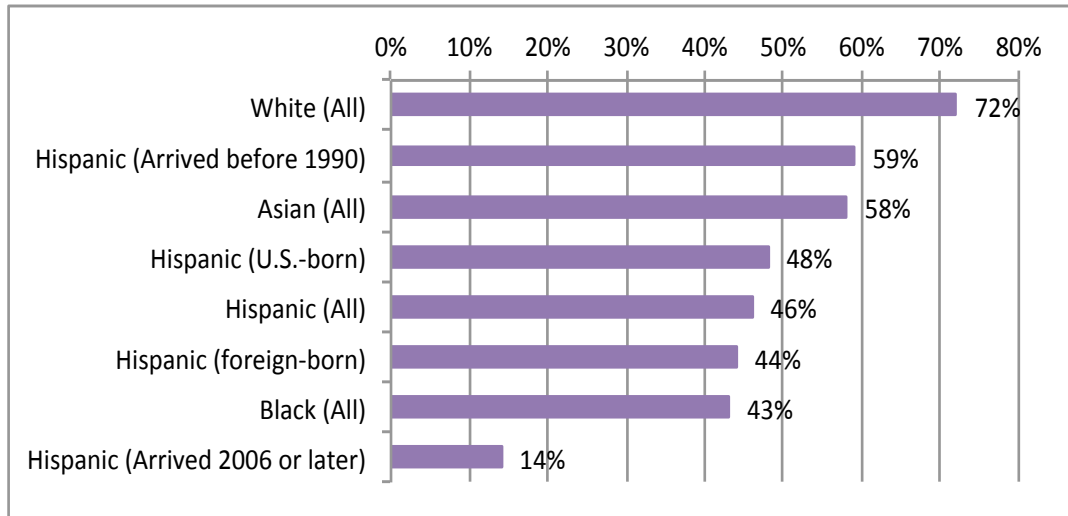
As with difficulty locating information on job and education prospects, this may make it more difficult for Latinos to effectively take advantage of government programs that may help them contribute to the well being of their households.

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. This is in comparison to 72% of white households, 58% of Asian households and 43% of black households (Krogstad and Lopez 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 Lopez 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 in the U.S. prior to 1990, 59% are homeowners, as compared to 14% of those who arrived in 2006 or later (Krogstad and Lopez 2014). *Figure 37* shows home ownership by race/ethnicity. For Hispanics, the data is also broken down by nativity and length of time in the United States. U.S. born Hispanics are about 10% less likely than Asians to own their own home, but 5% more likely than blacks. Foreign born Hispanics and the average among all Hispanics for home ownership is slightly higher than that for blacks; however, recent Hispanic arrivals are the least likely group to own their own homes.

46

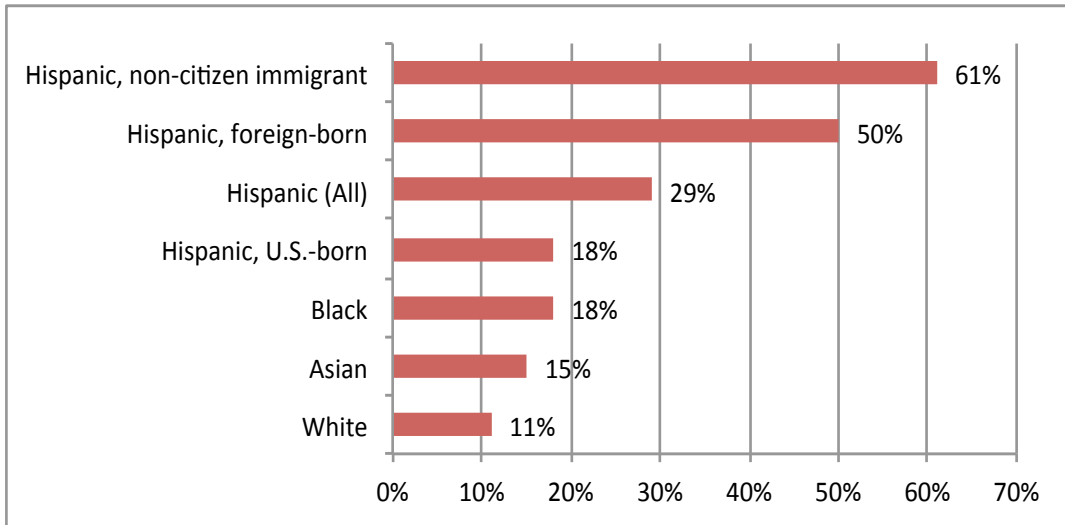
Figure 37 – Rates of home ownership by race/ethnicity. Hispanics are further broken down by nativity and length of time in the U.S.. Source: Krogstad and Lopez 2014.



Health insurance

Having health insurance also provides a look at economic status. In 2012, Latinos were the ethnic/racial group least likely to be covered by health insurance. Nearly 29% of Latinos were uninsured in 2012, compared to 18% of blacks, 15% of Asians, and 11% of whites (Krogstad and Lopez 2014). As with home ownership, the rates of health insurance coverage are affected by whether or not Hispanics are foreign born or U.S born. Among those who are foreign born, about 50% lacked health insurance in 2012, compared to 18% of native-born Hispanics. Among Hispanics who are non-citizen immigrants, the proportion lacking health insurance was even higher, at 61% (Krogstad and Lopez 2014). *Figure 38* shows the percentage of each racial/ethnic group who lacked health insurance in 2012.

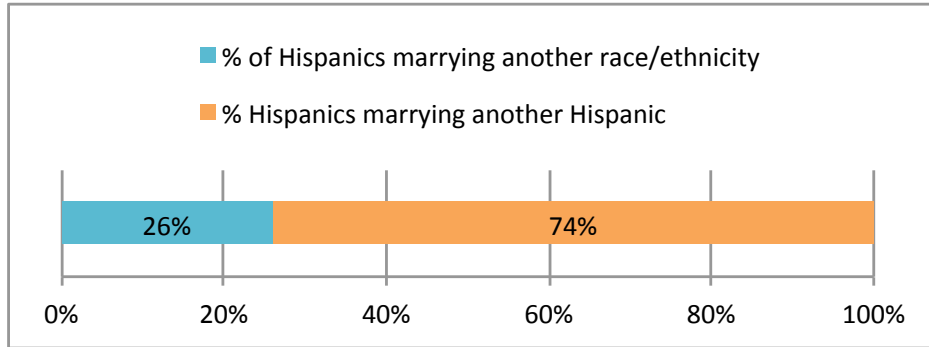
Figure 38 – Percent of each group lacking health insurance in 2012. Source: Krogstad and Lopez 2014.



Marriage

Marriage has the potential to influence both Hispanic identity and economic prospects. In 2010, 26% of Hispanic marriages included one partner who is not Hispanic (Wang 2012). This may impact how future generations identify themselves; some of the children and grandchildren of mixed marriages may not identify as Hispanic (Krogstad 2014). 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 group, further altering how their descendants view themselves.

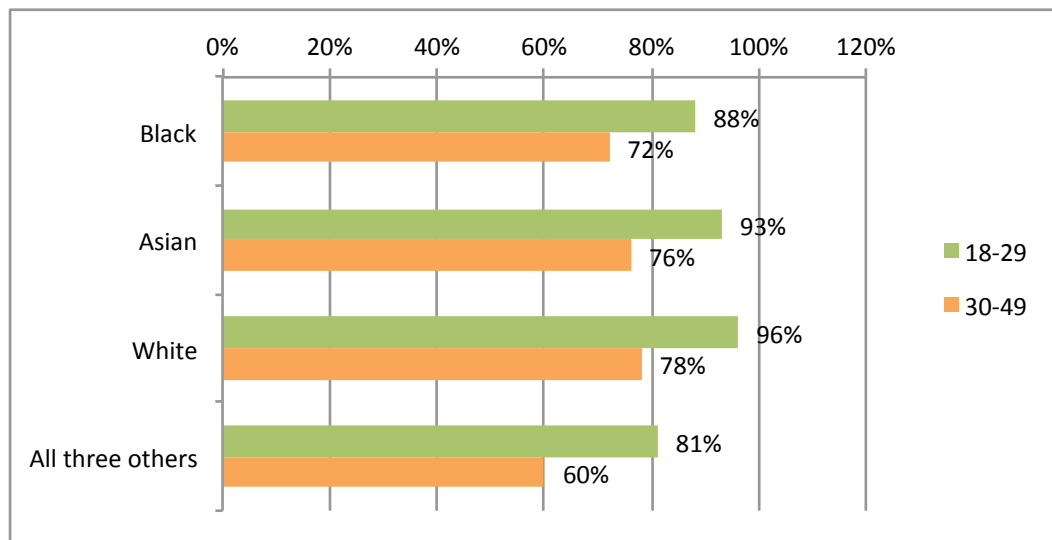
Figure 39 – Proportion of Hispanics marrying a non-Hispanic partner in 2010. Source: Wang 2012.



A 2009 survey by the Pew Research Center found that the majority of Hispanics would be fine with a family member marrying someone of a different ethnicity/race. *Figure 40* shows the results of the survey, broken down by age. Among those ages 18-29, 96% were okay with a family member marrying someone who is white, 93% with a family member marrying an Asian, and 88% were fine with the idea of a family member marrying someone who is black. The percentages were lower among those 30-49 years of age, at 78%, 76%, and 72%, respectively.

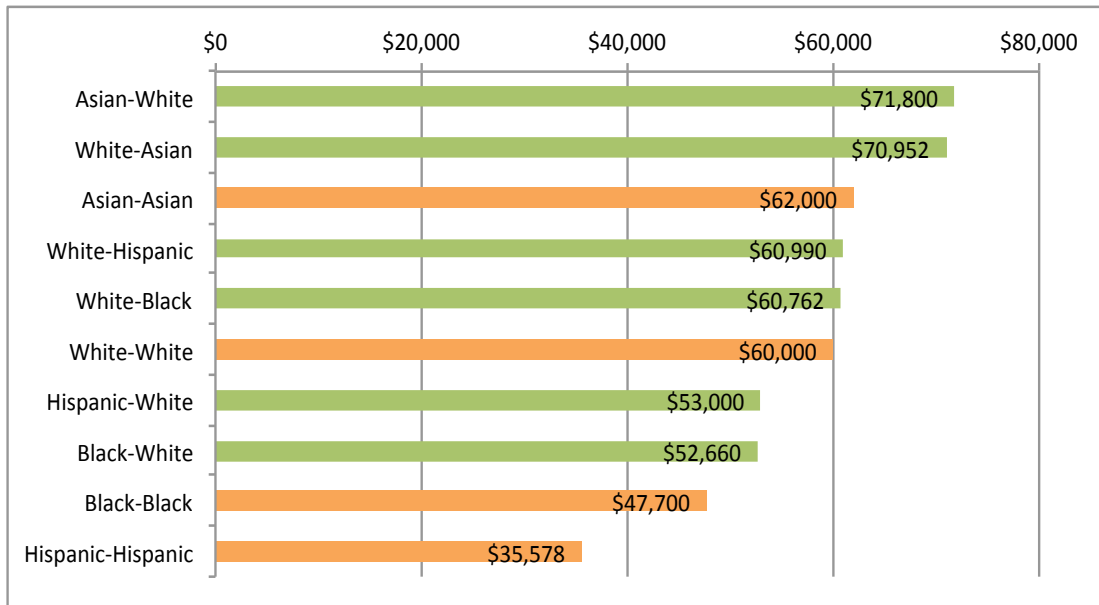
49

Figure 40 – Hispanic attitudes toward intermarriage, 2009, by age. Source: Wang 2012.



Finally, marriage can impact the economic well being of Hispanic households. A Pew Research Center analysis of 2008-2010 American Community Survey data compared the median combined income for newlyweds by race. The analysis found that newlywed couples with an Asian husband and white wife have the highest median combined earnings (in 2010 dollars), at \$71,800. Among Hispanic marriages, median combined earnings tend to be highest for couples with a white husband and Hispanic wife, at \$60,990. Couples with a Hispanic husband and white wife have median combined earnings or \$53,000. Couples with two Hispanic spouses have the lowest median combined earnings of all racial/ethnic matches, at \$35,578. *Figure 41* shows the breakdown for each newlywed group.

Figure 41 – Median combined earnings for newlyweds, by husband-wife, in 2010 dollars.
Source: Wang 2012.



In general, there has also been a decline in the number of Hispanics who marry. Between 2000 and 2012, the percentage of married Hispanics decreased from 55% to 46%. The portion of Hispanics living in households headed by a married couple also declined, from 65% to 57% (Krogstad and Lopez 2014). Additionally, during the same time period, the percentage of Hispanics over the age of 18 who have never been married increased from 29% to 37% (Krogstad and Lopez 2014). The number of two-person only Hispanic households has increased from 4% to 28% between 2000 and 2012, and the portion of Hispanic headed households with five or more family members has declined during the same period, from 31% to 26% (Krogstad and Lopez 2014). This may also, however, partially be the result of a declining median age across the Latino community.

Politics

At 17% of the U.S. population, Hispanics have the potential to become a major political constituency. In the last few years, a number of politicians, recognizing the growing importance of the Hispanic vote, have devoted time to studying Spanish, or have spoken at rallies in Spanish, so they are better able to reach and connect with this important demographic. One senator, in 2013, gave a speech within the U.S. Senate in support of immigration reform, and spoke entirely in Spanish (Banco 2013). Additionally, in 2015, Hillary Clinton's presidential campaign website is entirely bilingual.

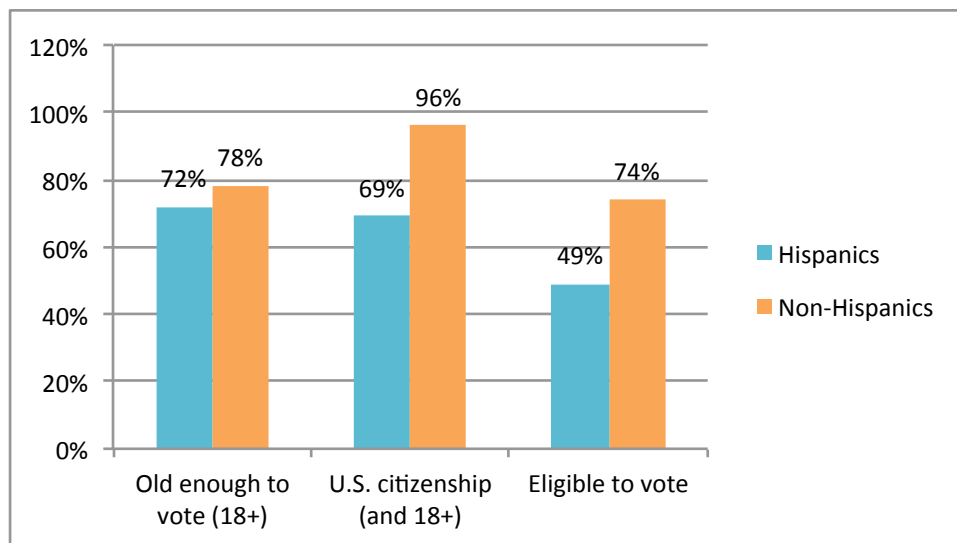
51

However, although Hispanic influence and significance as a demographic is indeed beginning to change some political campaigns and influence the strategies of candidates in areas with a particularly high concentration of Latino voters, Hispanics have not yet realized their full weight as a key demographic. This is partially because of low voter turnout. Although the U.S. born population is rising rapidly, there are still many adult Latinos who are not eligible to vote. There are also a large number of Hispanic children who have not yet reached voter age. Among eligible voters, the average age still remains young, and young voters in general are less likely to participate in elections even though they are eligible to

do so. Across all ages of eligible Hispanic voters, many tend to have low incomes, which is another predictor of low voter turnout (*The Economist* 2015d). *The New York Times* reported that in 2012 voter turnout among eligible Hispanics was only 48%, compared to 66.2% of eligible blacks and 64.1% of whites (Cohn 2014).

In terms of age, 28% of U.S. Hispanics are too young to be eligible to vote, in comparison to 22% of non-Hispanics. In terms of citizenship, only 69% of Hispanics over the age of 18 are U.S. citizens, compared to 96% of non-Hispanic adults over the age of 18. This means that only 49% of Hispanics are actually eligible to vote, while 74% of non-Hispanics are eligible to vote. Collectively, this means that even though Hispanics account for 17% of the total population, they only make up 11% of the population that is actually eligible to vote (Cohn 2014).

Figure 42 – Voter eligibility by age and citizenship for Hispanics and non-Hispanics.
Source: Cohn 2014.



A 2015 report by *The Economist* found that many Hispanics do not strongly identify with the American political parties. For example, many Hispanics tend to be socially conservative but politically liberal. Among those who agree with key Republican positions, some Hispanics felt that the Republican Party was simply not inclusive of Latinos, and remains too strongly a white, upper-income party (*The Economist* 2015d). *The Economist's* report suggested that party culture may be as responsible for swaying Latino voters as are the actual political issues and ideologies, meaning 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.

When looking at specific Senate and House races, the New York Times reports that Latino voters make up an even smaller share of the actual electorate. In addition to issues of eligibility in terms of age and citizenship, a number of other geographical factors influence the strength of Hispanic voters. First, Hispanics are primarily concentrated in large states, such as California and Texas, and are not well represented in small states. Hispanics also make up an above average portion of the population in only nine U.S. States (Cohn 2014), meaning they are underrepresented, in terms of voting power, in the other 41 states, which limits their overall strength as a voting demographic.

Additionally, most Hispanics tend to reside in less competitive states or districts, where their votes are less likely to actually influence the outcome of an election (e.g. in states that almost always tend to vote democratic). In the 2014 Senate race, for example, Hispanics made up less than 5 percent of eligible voters in 9 of the 10 ten most competitive states (Cohn 2014).

Hispanic communities are further concentrated in a way that also limits their influence in races for seats in the House of Representatives. About 50% of Hispanics live in 65 congressional districts, out of the total 435, and redistricting

can (and has been) used to limit the number of Hispanic-dominant districts (Cohn 2014).

Latinos currently hold the greatest weight over presidential elections. Growing Hispanic populations have made Nevada and New Mexico more likely to lean democratic, and Hispanic population growth in Florida is also currently shifting the voter demographic, making these states increasingly important battlegrounds for Latino votes (Cohn 2014).

Despite the current challenges, the decline in foreign born Hispanics and the rise of those born in the U.S. may help correct some of these issues in the future. A greater share of Hispanics will reach voting age, and the overwhelming majority of these will be U.S. citizens eligible to vote (currently 94% of U.S. born Hispanic children are citizens) (Cohn 2014). As these children grow up, Latinos will gain a greater voice in politics. Even if geographical technicalities continue to limit their strength in some states, there will inevitably be locations where gaining their vote may be the key to winning an election.

54

5. Identity and Social Attitudes

- When using Latino or Hispanic, 51% do not have a preference for either term. For those who do have a preference, “Hispanic” is preferred more often than Latino.
- 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.”
- 48% of third generation or higher Hispanics refer to themselves as “American,” rather than as Hispanic/Latino, or by their country of origin.

Length of time in the U.S., family income, English proficiency, educational attainment, 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 Americans.

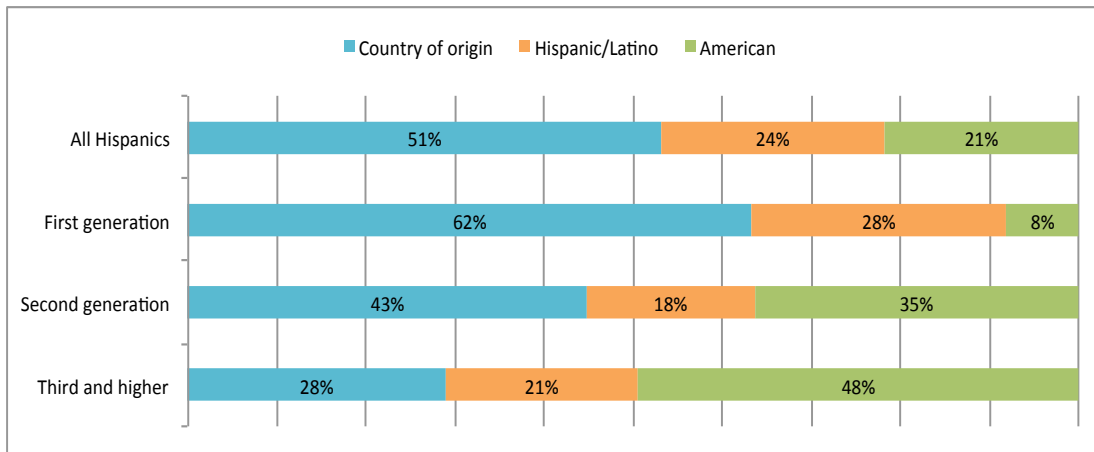
By the third and higher generations, Hispanic opinions on a variety of social issues become generally comparable to those of other ethnic groups in the U.S. A 2007 study even found an equivalent percentage of third generation Hispanics along with Asians, Blacks, and Whites, supporting making English the official language of the United States (Matthews 2013). However, the desire for future generations of Latinos to know Spanish remains very strong, indicating that the use of Spanish in the U.S. is unlikely to simply fade as Hispanic migrants acquire English language skills and become more deeply assimilated in American culture, but will instead establish a more permanent space for itself within the United States.

55

Hispanic, Latino, American or Country of Origin?

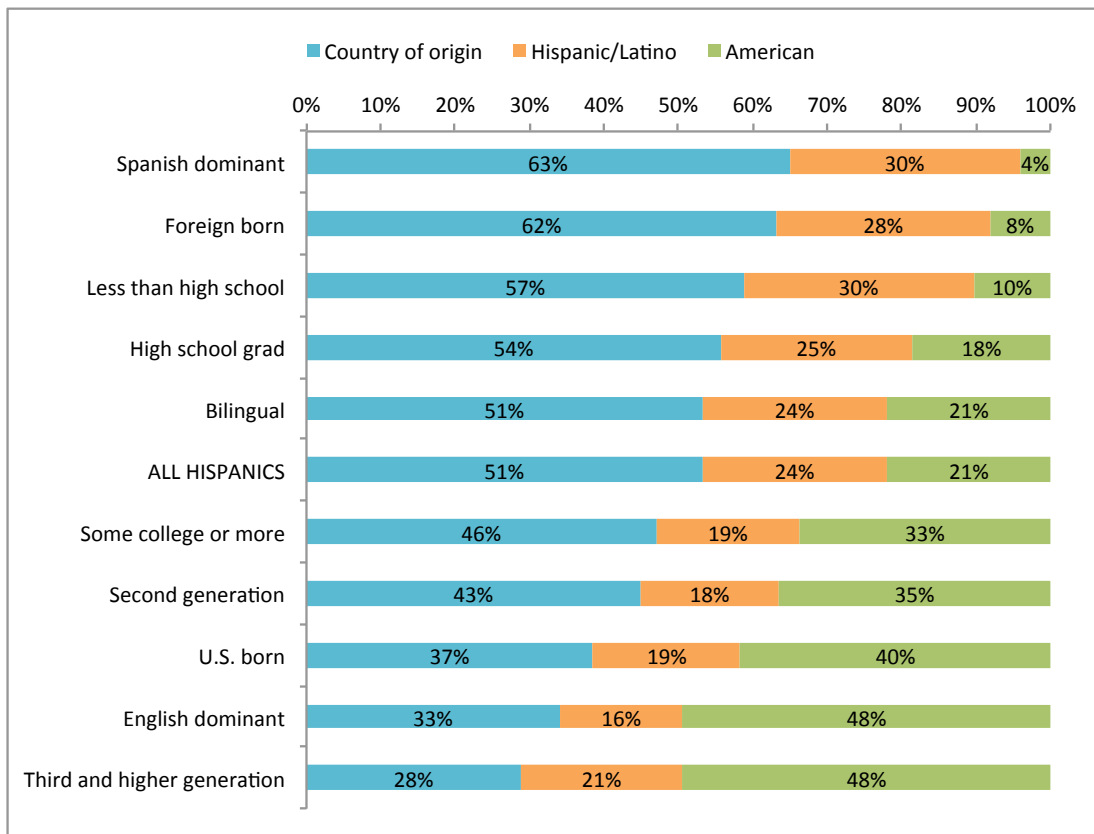
In a 2012 report, the Pew Research Center conducted a survey on Hispanics and identify. The report concluded that 51% of Hispanics prefer to identify themselves by their family's country of origin, and that only 24% prefer to use a "pan-ethnic" label, such as Hispanic or Latino (Taylor, Lopez, Martínez and Velasco 2012). The results are shown in *Figure 43*. Similarly, 69% of survey respondents felt that Latinos have many different cultures as opposed to a shared culture, although respondents did express a "strong, shared connection to the Spanish language" (Taylor, Lopez, Martínez and Velasco 2012).

Figure 43 – *Hoy do you describe yourself most often? By percent.* Source: Taylor, Lopez, Martínez and Velasco 2012.



Those who are English proficient and more highly educated are more likely to use American, Hispanic, or Latino, while those 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, Lopez, Martínez and Velasco 2012). *Figure 44* shows the breakdown of self-identification by language dominance, nativity, education, and time in the United States.

Figure 44 – What term do you use most often to describe yourself? Source: Taylor, Lopez, Martínez and Velasco 2012.



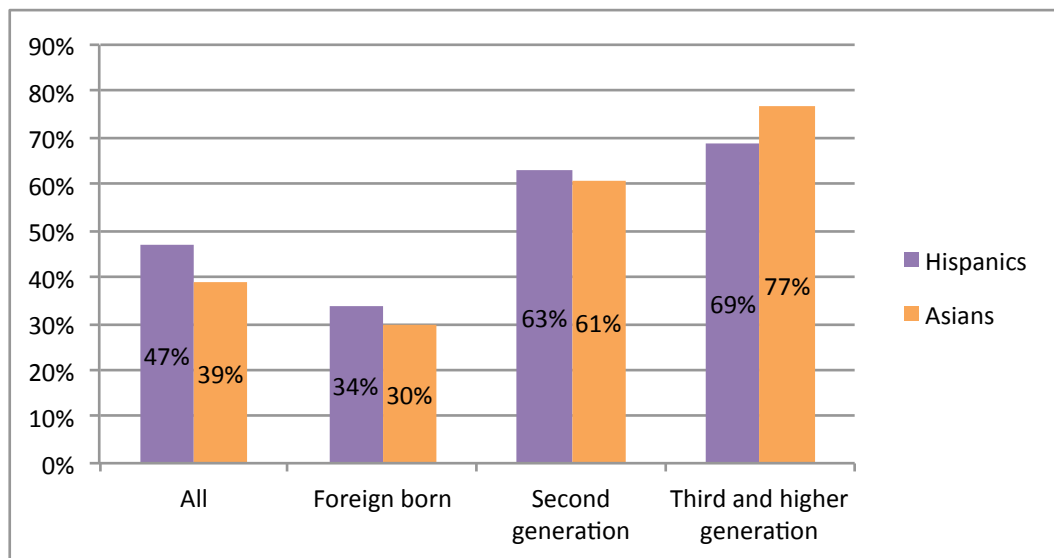
Additionally, approximately half of Hispanics (47%) say they “consider themselves to be very different from the typical American” and only 21% use the term ‘American’ to describe their identity most often. Being foreign born or U.S. born influences whether or not Latinos consider themselves to be American. U.S. born Hispanics, unsurprisingly, are the most likely to feel ‘American,’ and “express a stronger sense of affinity with other Americans and America than do immigrant Hispanics” (Taylor, Lopez, Martínez and Velasco 2012). In total, 66% of U.S. born Hispanics considers themselves typical Americans, as opposed to 34% of foreign-born Hispanics (Taylor, Lopez, Martínez and Velasco 2012). *Table 8* shows the response rate for Latinos who consider themselves to be a “typical American.”

Table 8 – Hispanics viewing themselves as a “typical American.” Source: Pew Research Center 2013a.

| | Percent saying ‘typical American’ |
|-----------------------------|-----------------------------------|
| All Hispanics | 47% |
| Foreign Born | 34% |
| Second generation | 63% |
| Third and higher generation | 69% |

It is interesting to compare the same data for Asian Americans, since Hispanics and Asians are the two dominant minority groups in the U.S. Overall, Hispanics are more likely than Asians to consider themselves “American,” but by the third and higher generations, Asians report feeling more like a ‘typical American’ than Hispanics do.

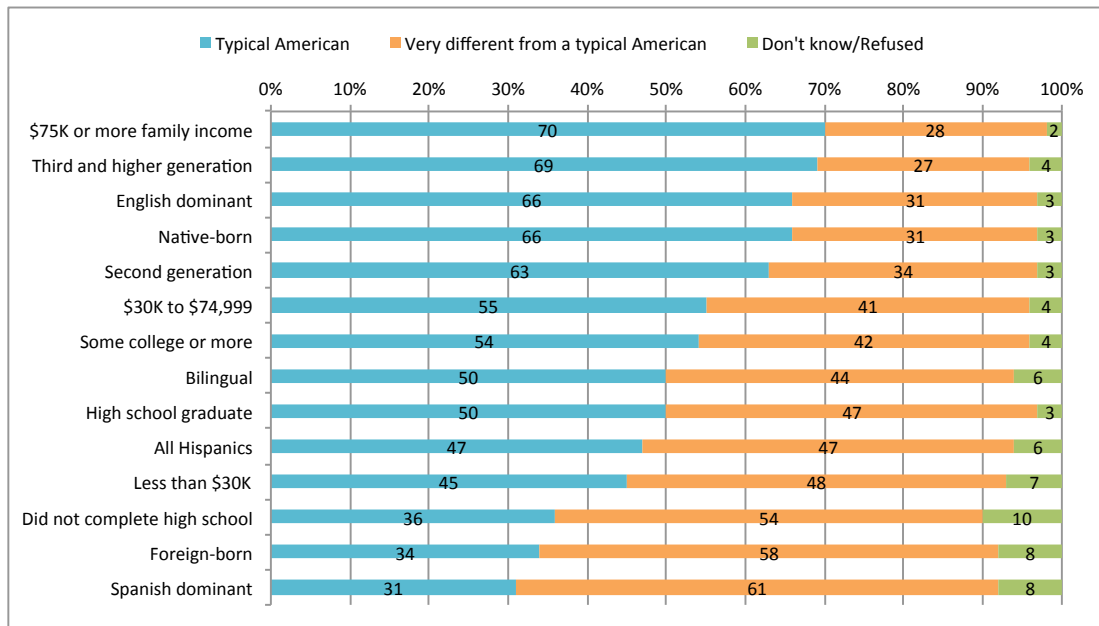
Figure 45 – Percent of Asians and Hispanics who consider themselves as a “typical American.” Source: Pew Research Center 2013a.



In general, Hispanics with higher income, who are English-dominant, and who are native born are more likely to consider themselves to be American. According to the Pew survey, income was the strongest motivator. For Hispanics making over \$75,000 a year, 70% felt they were the same as a typical American. Time in the

U.S. and English dominance were close behind; 69% of third generation Hispanics see themselves as typical American, as do 66% of English-dominant Hispanics and 66% of native-born Hispanics. 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, Lopez, Martínez and Velasco 2012). A breakdown of the responses to the question, “do you consider yourself a typical American” are included in *Figure 46*.

Figure 46 – Do you consider yourself a “typical American”? Source: Taylor, Lopez, Martínez and Velasco 2012.



59

Ethnicity and Race

When using Latino or Hispanic, 51% 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, Lopez, Martínez and Velasco 2012).

In the 2010 U.S. Census, 37%, or 18 million Hispanics selected “some other race.” 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, Lopez, Martínez and Velasco 2012).

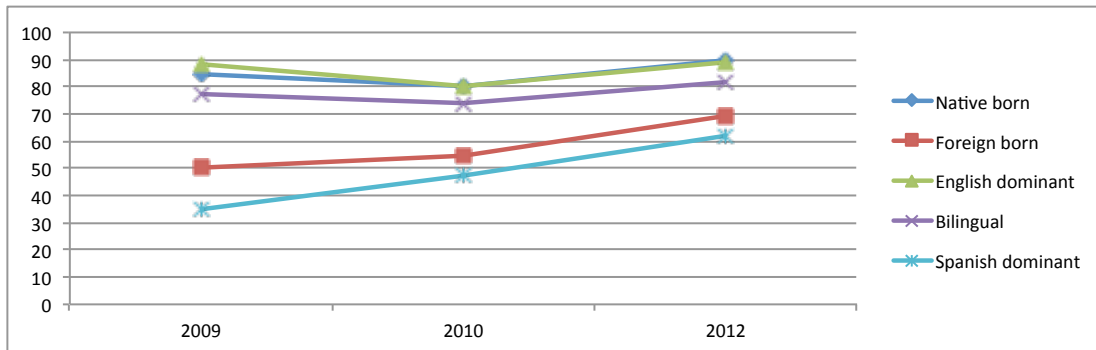
5. Technology: Internet and Social Media use

- Income, age, and educational attainment most strongly affect whether Hispanics use the Internet.
- Hispanics who are over age 65, Spanish-dominant, or did not complete high school are the least likely to access the Internet.
- Hispanics are more likely than blacks or whites to use a smartphone to access the Internet.

According to a survey conducted by the Pew Research Center in 2012, 78% of Latinos use the Internet to send or receive email at least occasionally, an increase of 14 percentage points from 2009 (64%) (Lopez, González-Barrera and Patten 2013). The Pew Research Center suggests that the increase is most likely related to the growing number of foreign born and Spanish-dominant Latinos using the Internet. The same study found that since 2009, use of the Internet has increased 18 percentage points for foreign-born Latinos, and even more dramatically, 27 percentage points, for Spanish-dominant Latinos (Lopez, González-Barrera and Patten 2013). However, Internet use remains highest among English speakers and those that are bilingual. Nearly all (90%) of English-dominant Hispanics use the Internet at least occasionally, as do 83% of bilingual Latinos. By contrast, only 63% of Spanish-dominant Latinos use the Internet at least occasionally (Lopez, González-Barrera and Patten 2013).

60

Figure 47 – Internet use among U.S. Hispanics, 2009-2012. Source: Lopez, González-Barrera and Patten 2013.

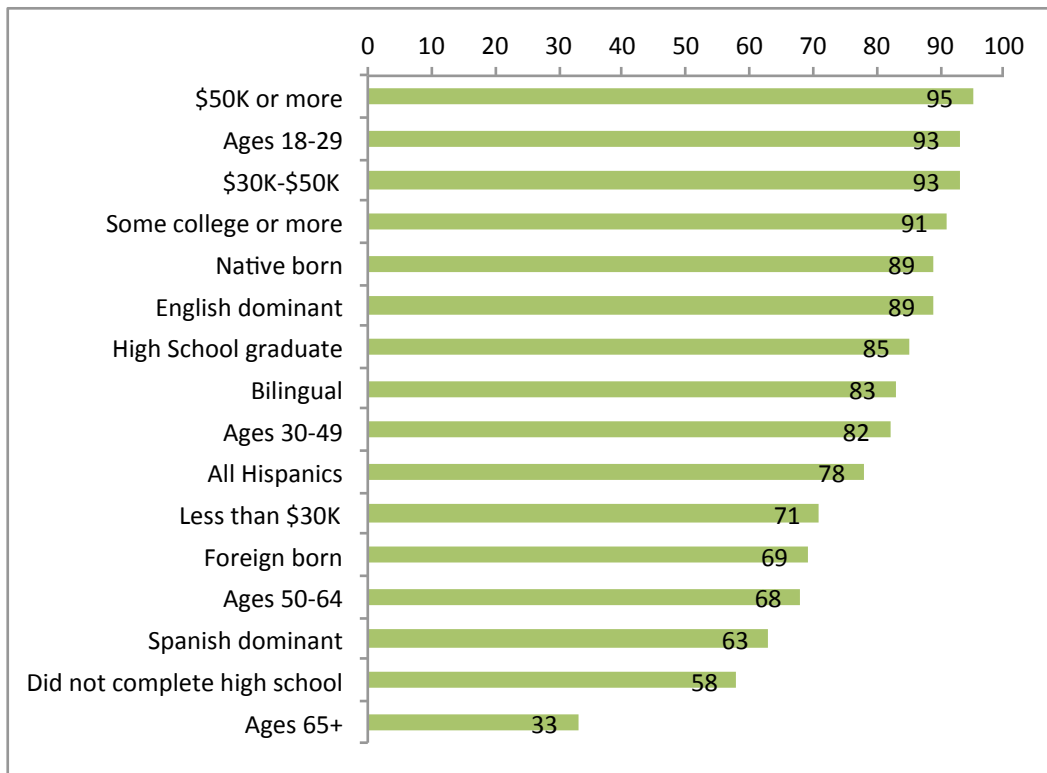


Income, educational level, age, and whether or not a household has children also have a strong impact on use of the Internet. Hispanic families with higher incomes are more likely to use the Internet than their less well-off counterparts. According to the Pew Research Center, 95% of Hispanic adults with a family income of \$50,000 or more use the Internet at least occasionally, as do 93% of Hispanic families with income between \$30,000-49,000 and 46% of families with incomes below \$30,000. Young Hispanics are also more likely to use the Internet at least occasionally. Among Hispanic youth ages 18-29, 93% use the Internet at least occasionally, as opposed to 82% of those 30-49 years, 68% of 50-64 years, and only 33% of those 65 and older.

61

Lowest Internet use is among Spanish-dominant Latinos (63%, as mentioned above); Latinos without a high school diploma (58% use the Internet occasionally); and Latinos 65 years of age and older (33%). Among those who use the Internet at least occasionally, almost three quarters are English-dominant or bilingual (31% and 41%, respectively). In comparison, among non-Internet users, only 13% are English dominant and 29% bilingual.

Figure 48 – U.S. Hispanics & the Internet, percent who use Internet at least occasionally to send emails. Source: Lopez, 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. Similarly, 42% of Latino Internet users have some college experience while 15% of non-Internet users have some college education (Lopez, González-Barrera and Patten 2013).

Smartphone use

Age, income, being native or foreign born, educational attainment, and being English- or Spanish-dominant also affect whether or not Latinos choose to 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 Latinos ages 18-29 from a family with income over

\$50,000. Furthermore, 81% of English-dominant Latinos and 79% of bilinguals access the Internet through a mobile device, compared to 65% of Spanish-dominant Latinos (Lopez, González-Barrera and Patten 2013).

U.S. born Latinos are more likely to access the Internet on a mobile device than those born abroad. 81% of native-born Hispanic Internet users use a mobile device to access the Internet, compared to 70% of foreign-born Latino Internet users (Lopez, 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. Of the Latino Internet users who use a mobile device to occasionally access the Internet, 33% are English dominant and 43% are bilingual. Of those who do *not* use mobile devices to access the Internet, only 24% are English dominant and 34% bilingual.

Overall, when compared to other racial/ethnic groups, Hispanics are slightly more likely to use a cell phone to access the Internet, as shown in *Table 9*. (Lopez, González-Barrera and Patten 2013).

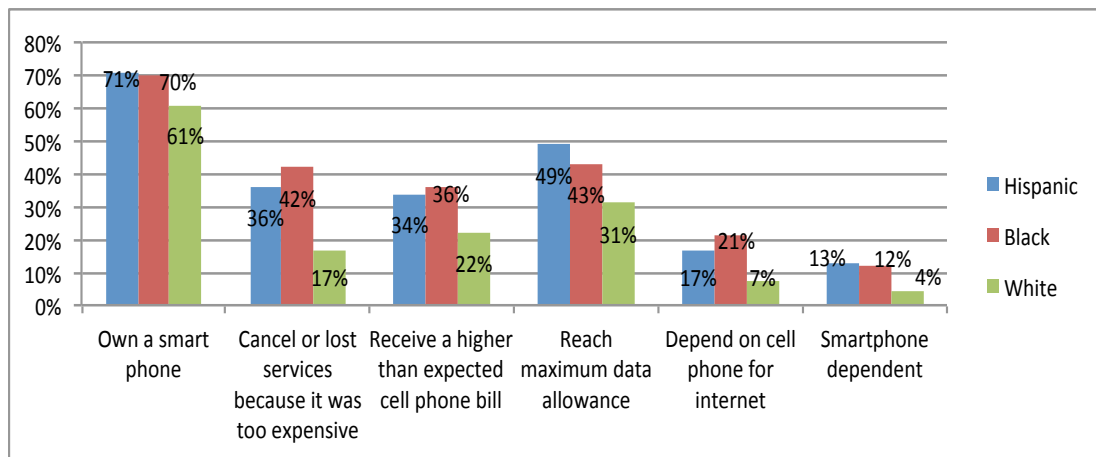
Table 9 – Percentage of mayor racial/ethnic groups using cell phones to access the Internet. Source: Lopez, González-Barrera and Patten 2013.

| | |
|----------|-----|
| Hispanic | 49% |
| Black | 48% |
| White | 36% |

In comparison to blacks and whites, Hispanics are slightly more likely to own a smart phone, with 71% of Hispanics owning smart phones, compared to 70% of blacks and 61% of whites (Lopez, González-Barrera and Patten 2013). Hispanics are more likely than whites, but less likely than blacks, to cancel or have their service cut off because the cost of the service was a financial burden; 42% of blacks, 36% of Hispanics and 17% of whites have ended cell phone service for financial reasons. Similarly, Hispanics are slightly less likely than blacks but substantially more likely than whites to receive a cell phone bill that is higher than

expected (36% of blacks, 34% of Hispanics, and 22% of whites). Hispanics are also more likely than both blacks and whites to reach the maximum data allowed on their plans (49% of Hispanics, 43% of blacks, and 31% of whites “frequently” or “occasionally” reach the max amount of monthly data permitted on their smart phones) (Lopez, González-Barrera and Patten 2013). *Figure 49* shows smart phone use by race/ethnicity.

Figure 49 – *Smartphone use, by race/ethnicity.* Source: Lopez, González-Barrera and Patten 2013.



Hispanics are less likely than blacks but substantially more likely than whites to depend on their cell phones for Internet access. In general, young adults, non-whites and lower income Americans were more dependent on their cell phones for Internet access. Among American adults with a smartphone, 7% of whites, 17% of Hispanics and 21% of blacks did not have a broadband Internet connection at their home in 2013, and 12% of whites, 19% of blacks and 23% of Hispanics had few options for accessing the Internet beyond their cell phones (Lopez, González-Barrera and Patten 2013). The Pew Research Center designated adults as “smartphone dependent” if they own a smartphone and also have limited access to the Internet beyond their phones; 4% of whites, 12% of blacks and 13% of Hispanics were categorized as “smartphone dependent” (Lopez, González-Barrera and Patten 2013).

Social Media use

Latinos are active users of social media, and according to data from the Pew Research Center, 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. *Table 10* shows social media use for 2013 and 2014 for whites, blacks and Hispanics on five popular social networking platforms.

Table 10 – *Social Media use by race/ethnicity, 2013-2014. “White” and “Black” refer to only non-Hispanic whites and blacks. “All” encompasses all Internet users. Source: Duggan et al. 2015.*

| | Facebook | | Twitter | | Instagram | | Pinterest | | LinkedIn | |
|-----------------|----------|------|---------|------|-----------|------|-----------|------|----------|------|
| | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
| All | 71% | 71% | 18% | 23% | 17% | 26% | 21% | 28% | 22% | 28% |
| White | 71% | 71% | 16% | 21% | 12% | 21% | 21% | 32% | 22% | 29% |
| Black | 76% | 67% | 29% | 27% | 34% | 38% | 20% | 12% | 30% | 28% |
| Hispanic | 73% | 73% | 16% | 25% | 23% | 34% | 18% | 21% | 13% | 18% |

7. Media and Publications

- A growing number of Hispanics consume news in English.
- Hispanics who are third generation or higher, have household incomes over \$50,000, were born in the U.S., and have completed some college are much more likely to read news in English only
- The Observatory of the Spanish Language and Hispanics Cultures in the United States of the Instituto Cervantes at Harvard University has identified 321 print and electronic Spanish newspapers across the U.S. The publications were identified in 39 different states, including Washington, D.C.
- When comparing revenue, ratings, and the number of stations owned, Univision is the largest Spanish-language media company in the U.S.

- The average Hispanic spends nearly 30% more on music each year than other racial/ethnic groups.

News and Language

As the number of U.S. born Hispanics rises, this will impact the Hispanic media industry. After several years of growth, according to the Pew Research Center in 2015, circulation of Spanish-language newspapers declined between 2013 and 2014. The same is true for audiences of news programs on the largest Spanish-language media company in the U.S., Univision. Although audiences of Telemundo, a smaller Hispanic network, grew in 2014. There has also been an increase in the number English-language networks targeting Hispanics; examples include *Fusion* and *The Latin Post* (Matsa 2015a).

Figure 50 – Percent of Hispanics who consume some news, by language. Source: Matsa 2015a.

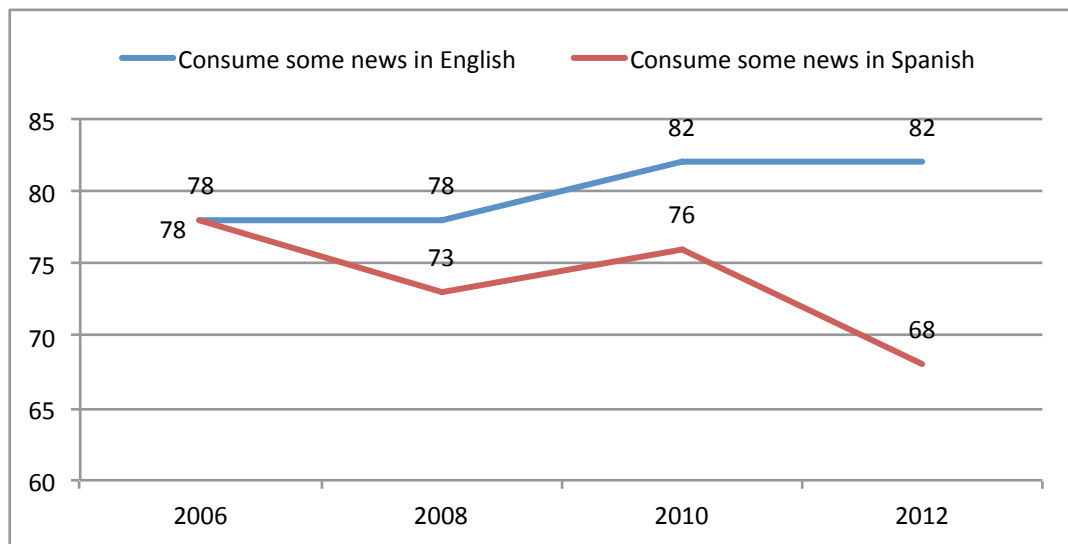
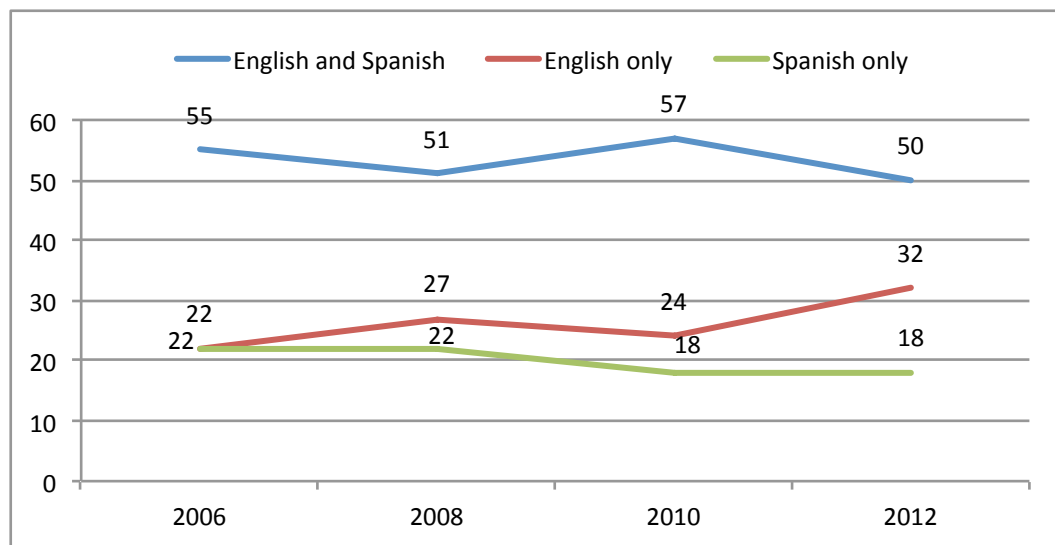


Figure 48 shows the percentage of Hispanics who consume some news in Spanish and English, among those who read the news. The Pew data suggest that a growing number of Hispanics consume news in English (Lopez and González-Barrera 2013a). In 2012, 82% of Hispanics said they got at least some of their

news in English, an increase from 78% in 2006. Similarly, the percentage who get at least some of their news in Spanish has declined from 78% in 2006 to 68% in 2012 (Lopez 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 (Lopez and González-Barrera 2013a). An increasing number of Hispanics are also getting the news only in English, an increase from 22% in 2006 to 32% in 2012. Similarly, the percent of Hispanic adults who consume news only in Spanish is also declining, from 22% in 2006 to 18% in 2012. *Figure 51* shows the evolving trends in how Hispanics consume news.

Figure 51 – *In which language do you consume news media? (Percent)*. Source: Lopez and González-Barrera 2013a.

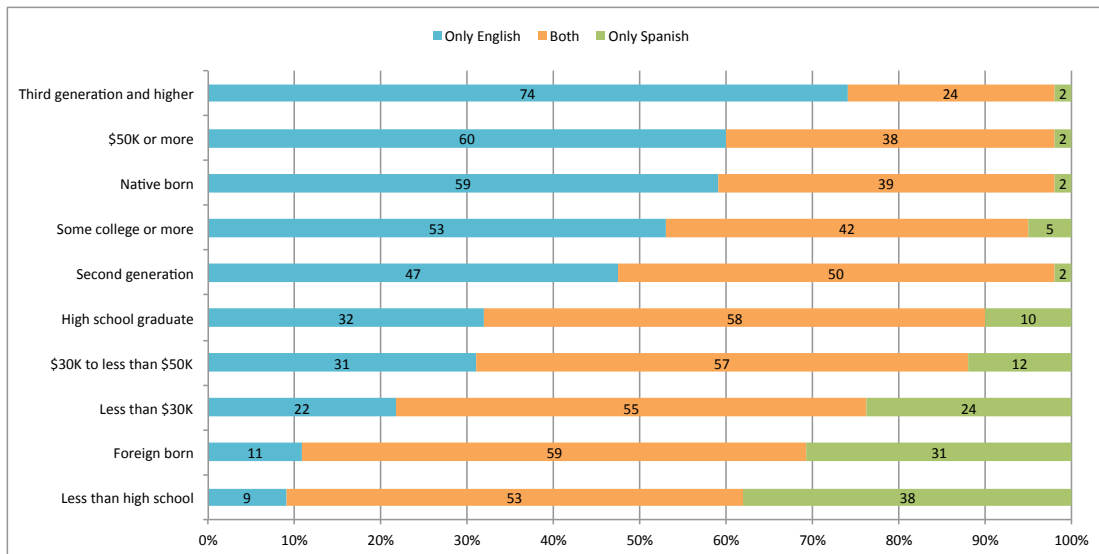


While the changes are not drastic, they do indicate that younger Hispanics are gradually interacting more with English media and the use of Spanish in some areas is slowly declining.

The Pew survey found that 41% of Hispanic youths between the ages of 18-29 obtain news only in English. This contrasts sharply with Hispanics over age 65, where 43% receive news only in Spanish. An exception to this is that older

Hispanics with higher incomes and higher education are also more likely to consume news in only English (Lopez and González-Barrera 2013b). Higher income and higher education both more broadly correlate to greater use of English to consume news. Nativity also impacts the language used for news consumption; those who are U.S. born are substantially more likely to consume news in English, while those who are foreign born primarily rely on Spanish news sources. *Figure 52* shows language use for news consumption by nativity, generation, income, and education.

Figure 52 – Language used for news consumption by nativity, generation, income, and education. Source: Lopez and González-Barrera 2013b.



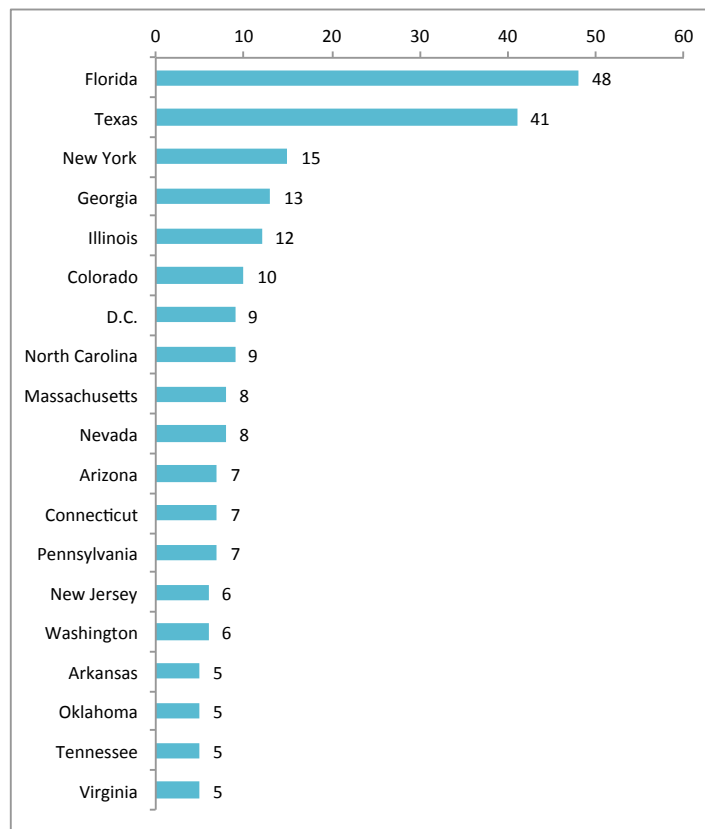
Newspapers

According to data from the Alliance for Audited Media, three well-established Hispanic daily newspapers saw decreases in print circulation during 2014, after several years of growth. *El Nuevo Herald*, from Miami, saw a 7% decline in circulation in 2014 compared to the previous year. *La Opinion*, from Los Angeles (the largest daily Spanish-language newspaper in the U.S.), witnessed a 10% decline in circulation. *El Diario La Prensa*, based in New York City, declined by 9% (Matsa 2015a). The Pew Research Center identified 31 weekly newspapers with

available circulation data and found that on average among this group, circulation grew by 4% from 2013 to 2014. Six declined in circulation, eight appeared stable, and 17 saw increased circulation (Matsa 2015a). Kantar Media estimates that advertising revenue for Spanish language newspapers fell by 5% in 2014, after two years of increases by 2% (Matsa 2015a).

The Observatory of the Spanish Language and Hispanics Cultures in the United States of the Instituto Cervantes at Harvard University has identified 321 print and electronic Spanish newspapers across the U.S. The publications were identified in 39 different states, including Washington, D.C. (González-Tosat 2015). The states with the largest number of distinct publications are shown in *Figure 53*.

Figure 53 – States with the largest number of distinct Spanish language publications, both digital and in print. Source: González-Tosat 2015.



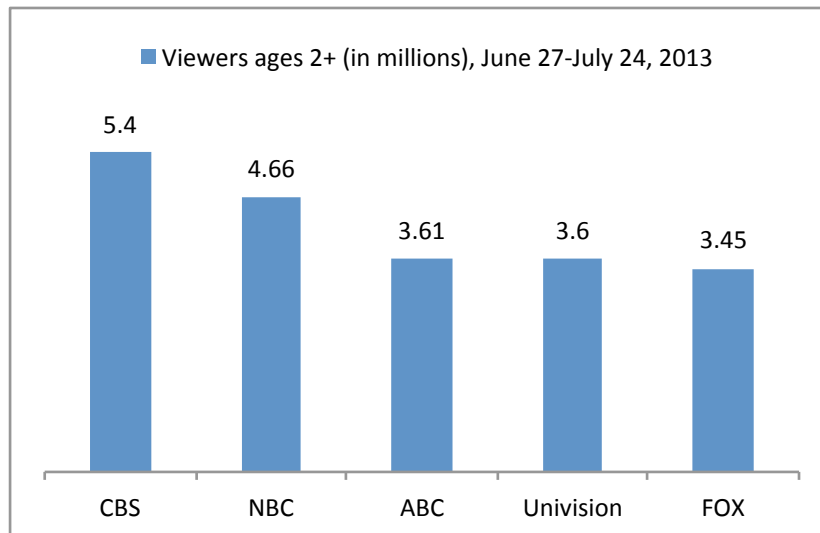
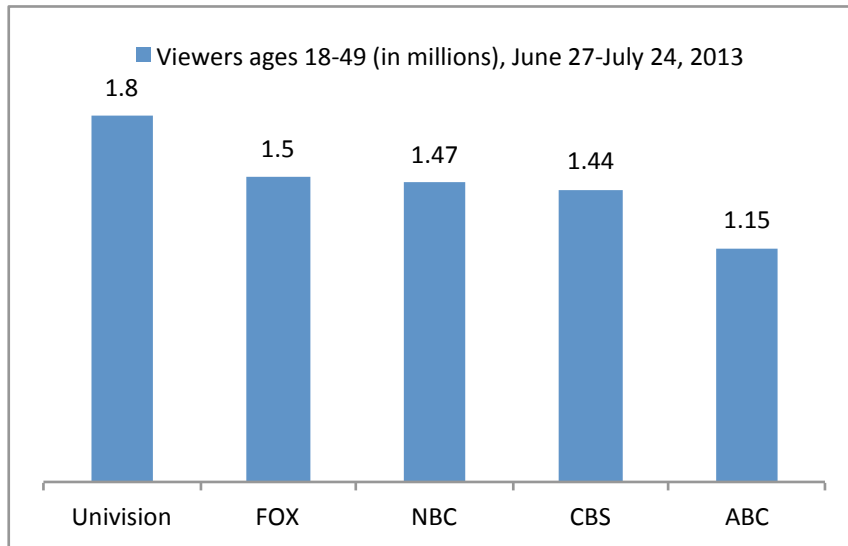
Television news

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). During the week of June 27-July 24, 2013, Univision finished first among broadcast networks, including ABC, CBS, NBC and Fox, on six out of seven nights during evening broadcasts among both 18-34 year olds and 18-49 year olds, two sought-after demographics. This was the first time Univision outperformed the other networks during a major sweeps period among the key 18-49 nightly demographic. However, Univision had before and continues since to sometimes outperform the other networks in daily primetime ratings (Lopez 2013). Additionally, in markets with a large Latino population, such as Los Angeles, New York City, and Houston, Univision hosts the most watched local news shows (Lopez 2013).

Analysts at the Pew Research Center pointed out that this seems to contradict their recent studies finding that a growing proportion of Hispanics consume news, watch television and listen to music in English instead of Spanish. It can be explained however 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 who speaks Spanish and watch Spanish news programs has risen.

70

Figure 54 – Viewers by age group (June 27th. – July 24th., 2013). Source: Lopez 2013.



After record high annual viewership in 2013 (an increase of 11% from the previous year), Univision’s ratings declined in 2014, and remain behind that of the major U.S. broadcasting corporations, including NBC, ABC and CBS, which together had a combined viewership increase of 5% in 2014 (Matsa 2015b). In comparison, Univision’s evening newscast lost 8% of its viewers in 2014 (Matsa 2015a). Univision’s early evening broadcast, *Primer Impacto*, lost 11% of

viewership (approximately 1.4 million daily viewers). Additionally, Univision's Sunday night news program, *Aquí and Ahora*, declined by 14%, or approximately 1.9 million nightly viewers. Univision's Sunday morning political program, *Al Punto*, saw the lowest decline in viewership, of 3% (Matsa 2015a).

Telemundo, a rival of Univision, witnessed growth across its major programming in 2014, despite viewership numbers that are still much lower than those for Univision. Its Sunday morning talk show, *Enfoque*, increased viewership by 17% from 2013, or about 181,000 viewers. Its evening broadcast, *Noticiero Telemundo*, increased 11%, or 800,000 viewers, and its early evening news program, *Primer Impacto*, increased viewers by 11% as compared to the previous year (Matsa 2015a).

According to Nielsen statistics, 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).

72

Digital News

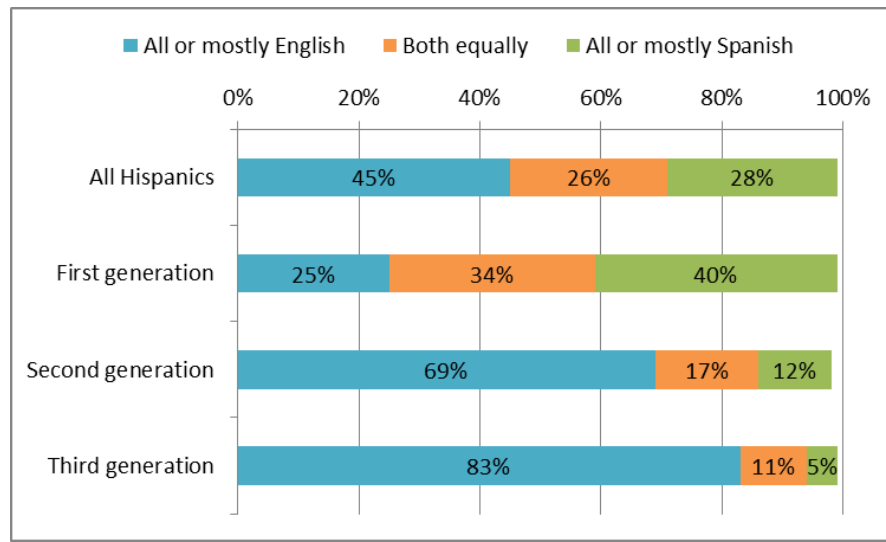
The number of visitors to digital Hispanic news sites is on the rise. In January 2015, Univision had nearly double the amount of web traffic as *Telemundo*, at 6.7 million compared to 3.2 million, respectively, with mobile phone visits outnumbering those from computers. Both sites have much lower traffic than the three major U.S. commercial broadcast networks. In January 2015, Yahoo/ABC News had 65 million visitors; NBS News had 56 million visitors; and CBS News had 47 million (Matsa 2015a).

Television and Language

Figure 55 shows the breakdown of language use among Hispanics for watching television, by generation. 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 55 – Language use for television, by generation. Source: Pew Research Center 2012.

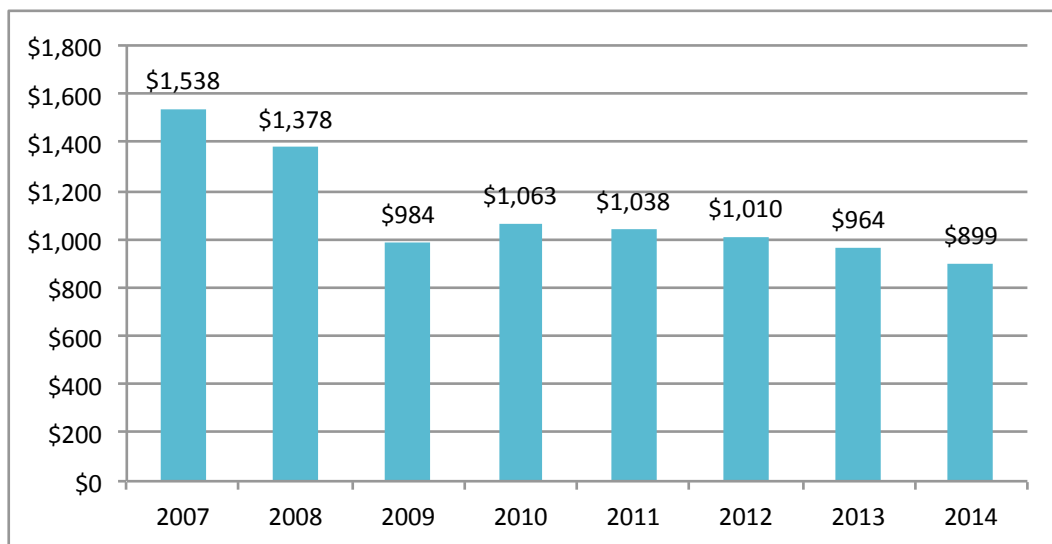


Slightly more than a quarter of Hispanics (26%) say they watch television in both languages equally. U.S. born Hispanics are more likely than immigrant Hispanics to report watching television in English; while 40% of foreign born Latinos report primarily watching television in Spanish, only 25% of U.S. born Latinos report mostly watching programs in Spanish. Another 34% of foreign-born Latinos report watching television equally in English and Spanish (Pew Research Center 2012). Among second generation Latinos, 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 Latinos state using only or mostly English to watch television, 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 30 of these air news programs. From 2013 to 2014, combined revenue across all Spanish language radio stations declined 7%, or about \$900,000, according to BIA/Kelsey. Average ad revenue from 2007 to 2014 is shown in *Figure 56*. The biggest drop in revenue was during the 2009 recession (Matsa 2015a).

Figure 56 – Average annual ad revenue, in thousands, for Spanish language radio networks.
Source: BIA/Kelsey and Pew Research Center 2012.



74

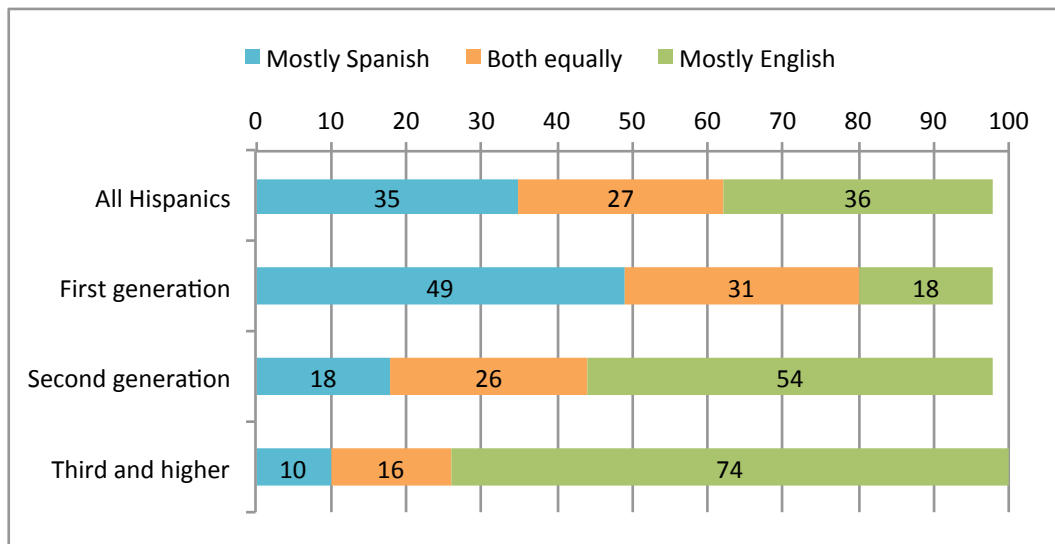
Music

According to Nielsen statistics, the average Hispanic spends nearly 30% more on music each year than other racial/ethnic groups. Latinos 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.

While the number of Spanish radio stations has increased in the U.S., presumably increasing opportunities for Hispanics to listen to Spanish music in addition to Spanish news, only slightly more than one third of Hispanics report listening to

music only or mostly in Spanish (35%). Another 36% report listening to music primarily in English, while 27% report listening to music in both languages equally. Nativity plays an important role in music choice. 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, Lopez, Martínez and Velasco 2012). *Figure 57* shows the results of the 2011 Pew Hispanic Center’s National Survey of Latinos in regards to what language is primarily used when listening to music.

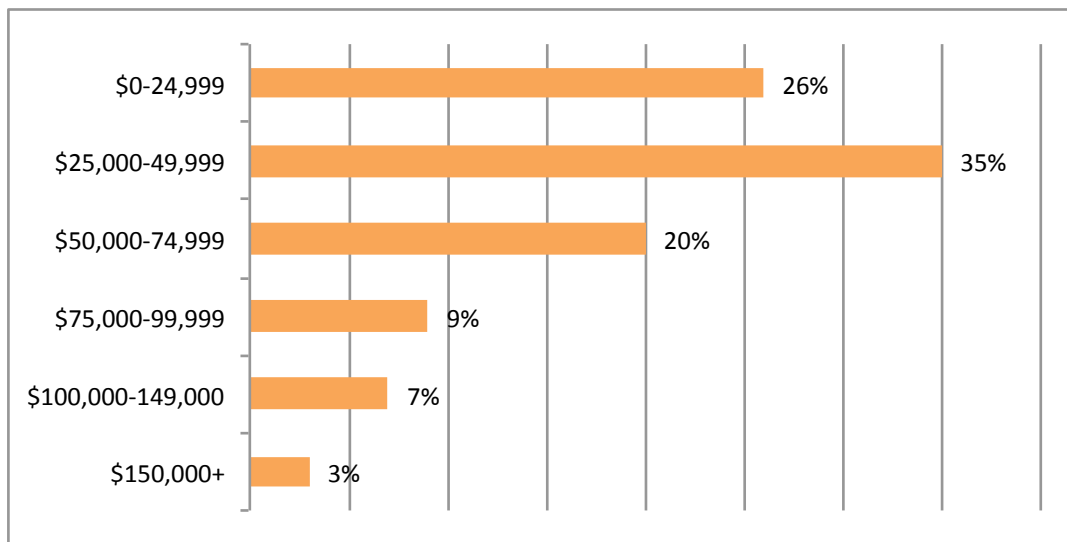
Figure 57 – When you listen to music, is it mostly in Spanish or English? (Percent). Source: Taylor, Lopez, Martínez and Velasco 2012.



An English language 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 further 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 58*. Because the survey was conducted only in English, it may not account for the preferences of non-English speakers (Nielsen 2014b).

Figure 58 – *Income breakdown for those of all races/ethnicities who listen to Latin music.*
Source: Nielsen 2014b.



8. Conclusion

This report proves that the Spanish language has increased its importance across the U.S. 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 country. Length of time in the U.S., educational attainment, income, and language ability more strongly determine the success of Latinos in the United States than their ethnicity and language use alone.

References

- Alba, R. (2004). "Language Assimilation Today: Bilingualism Persists More Than in the Past, But English Still Dominates." Lewis Mumford Center for Comparative Urban and Regional Research at the University of Albany. En <http://bit.ly/1L1XeRY> [Consulted on 10-02-2015].
- Banco, E. (2013). "A speech in Spanish is a first for the Senate." *The New York Times*. <http://nyti.ms/1R1u0nD> [Consulted on 10-11-2014].
- Brown, A. (2014a). "U.S. Hispanic and Asian populations growing, but for different reasons." *Pew Research Center*. <http://pewrsr.ch/1uAbCeQ> [Consulted on 26-05-2015].
- Brown, A. (2014b). "The U.S. Hispanic population has increased six fold since 1970." *Pew Research Center Fact Tank*. 26-02-2014. <http://pewrsr.ch/1ews1Tw>
- Brown, A. and Mark Hugo Lopez (2015). "Public Libraries and Hispanics: Experiences using and finding information." *Pew Research Center*. <http://pewrsr.ch/1jdDWj7> [Consulted on 20-06-2015].
- Cohn, N. (2014). "Why Hispanics don't have a larger political voice." *The New York Times*. <http://pewrsr.ch/LXggPB> [Consulted on 12-02-2015].
- Duggan, M., et al. (2015). "Demographics of key social networking platforms" *Pew Research Center*. <http://pewrsr.ch/1xMwvDG> [Consulted on 11-06-2015].
- Fry, R. and Mark Hugo Lopez (2012). "Hispanic student enrollments reach new highs in 2011: College graduation and Hispanics." *Pew Research Center*. <http://pewrsr.ch/MdKxJE> [Consulted on 10-11-2014].
- González-Tosat, C. (2015) "Cibermedios hispanos en los Estados Unidos." *Informes del Observatorio/Observatorio Reports IO/OR*. Cambridge: Instituto Cervantes at Harvard University.
- Hispanic Association of Colleges and Universities (2015). "Hispanic Higher Education – 2015." <http://bit.ly/1jeytci> [Consulted on 06-06-2015].
- Krogstad, J. M. (2014). "With fewer new arrivals, Census lowers Hispanic population projections." *Pew Research Center Fact Tank*. <http://pewrsr.ch/1BSSg4p> [Consulted on 16-12-2014].
- Krogstad, J. M. (2015). "5 Facts about Latinos and education." *Pew Research Center*. <http://pewrsr.ch/1Awcp48> [Consulted on 27-05-2015].
- Krogstad, J. M. and Ana González-Barrera (2015). "A majority of English-speaking Hispanics in the U.S. are bilingual." *Pew Research Center*. <http://pewrsr.ch/19MGhgV> [Consulted on 31-05-2015].

77

- Krogstad, J. M. and Mark Hugo Lopez (2014). "Hispanic nativity shift: U.S. births drive population growth as immigration stalls." *Pew Research Center Hispanic Trends*. <http://pewrsr.ch/1fTkfVO> [Consulted on 29-04-2014].
- Krogstad, J.M., Renee Stepler and Mark Hugo Lopez (2015). "English proficiency on the rise among Latinos» *Pew Research Center*. <http://pewrsr.ch/1HbZcgl> [Consulted on 06-06-2015].
- Lopez, M. H. (2013). "What Univision's milestone says about U.S. demographics." *Pew Research Center*. <http://pewrsr.ch/1VHytxn> [Consulted on 12-12-2014].
- Lopez, M. H. and Ana González-Barrera (2013a). "A growing share of Latinos get their news in English." *Pew Research Center*. <http://pewrsr.ch/1ilBeNX> [Consulted on 12-06-2015].
- Lopez, M. H. and Ana González-Barrera (2013b). "Demographics and Language of news media consumption." *Pew Research Center*. <http://pewrsr.ch/1jFxJJg> [Consulted on 12-06-2015].
- Lopez, M. H., Ana González-Barrera and Danielle Cuddington (2013). "Diverse origins: The nation's 14 largest Hispanic-origin groups." *Pew Research Center*. <http://pewrsr.ch/1jR3JOM> [Consulted on 23-02-2015].
- Lopez, M. H., Ana González-Barrera and Eileen Patten (2013). "Closing the digital divide: Latinos and technology adoption." *Pew Research Center*. <http://pewrsr.ch/1RIVMNR> [Consulted on 23-02-2015].
- Lopez, M. H. and Richard Fry (2013). "Among recent college grads, Hispanic college enrollment rate surpasses that of whites." *Pew Research Center*. <http://pewrsr.ch/MdKxJE> [Consulted on 14-12-2014].
- Matthews, D. (2013). "Hispanic immigrants are assimilating just as quickly as earlier groups." *The Washington Post*. <http://wapo.st/1oAUDnp> [Consulted on 13-02-2015].
- Matsa, K. E. (2015a). "Hispanic Media Fact Sheet." *Pew Research Center*. <http://pewrsr.ch/1GHagoo> [Consulted on 12-05-2015].
- Matsa, K. E. (2015b). "Network News: Fact Sheet." *Pew Research Center*. <http://pewrsr.ch/1MO2Hv2> [Consulted on 12-05-2015].
- Modern Language Association (2013). "Highlights of the MLA's 2013 Survey of Enrollments in Languages Other Than English." <http://bit.ly/1vSxA8K> [Consulted on 10-05-2015].
- National Center for Education Statistics (2013). Table 104.20: "Percentage of persons 25 to 29 years old with selected levels of educational attainment, by race/ethnicity and sex: Selected years, 1920 through 2013." <http://1.usa.gov/1iRBfiy> [Consulted on 12-12-2014].
- Nielsen (2014a). "Hispanic consumers and music." <http://1.usa.gov/1iRBfiy> [Consulted on 14-12-2014].

- Nielsen (2014b). “Rhythm and culture: Tapping into today’s Latin music listener.” <http://bit.ly/1Pk5ZtC> [Consulted on 03-02-2015].
- Passel, J. S., D’Evra Cohn and Ana González-Barrera (2012). “Net migration from Mexico falls to zero - and perhaps less.” *Pew Research Center Hispanic Trends*. <http://pewrsr.ch/POdRsv> [Consulted on 23-04-2015].
- Pew Research Center (2009). “Between two worlds: How young Latinos come of age in America.” <http://pewrsr.ch/1jRktFt> [Consulted on 11-10-2014].
- Pew Research Center (2011). “State and county databases: Latinos as percent of population, by state, 2011.” Table ALL-11. <http://pewrsr.ch/1HbZcgl> [Consulted on 06-03-2015].
- Pew Research Center (2012). “Language use among Latinos.” <http://pewrsr.ch/1wL3q9N> [Consulted on 06-03-2015].
- Pew Research Center (2013a). “A typical American: data.” <http://wapo.st/1oAUDnp>
- Pew Research Center (2013b). “U.S. Hispanic population by county, 1980-2011.” <http://pewrsr.ch/1DBoNiE> [Consulted on 10-03-2015].
- Pew Research Center (2014). “Unauthorized immigrant population trends for states, birth countries and regions.” <http://pewrsr.ch/1wG16ho> [Consulted on 05-03-2015].
- Selig Center for Economic Growth (2014). “Hispanic consumer market in the U.S. is larger than the entire economies of all but 13 countries in the world, according to annual UGA Selig Center Multicultural Economy study.” University of Georgia. Terry College of Business. <http://bit.ly/1nbeStg> Full report in: <http://bit.ly/1MhLH3k> [Consulted on 12-04-2015].
- Stepler, R. and Anna Brown. “Statistical Portrait of Hispanics in the United States, 1980-2013.” *Pew Research Center Hispanic Trends*. <http://pewrsr.ch/1HluSCR> [Consulted on 12-05-2015].
- Taylor, P., Mark Hugo Lopez, Jessica Martínez and Gabriel Velasco (2012). “When Labels Don’t Fit: Hispanics and their view of identity.” *Identity, Pan-Ethnicity and Race*. Pew Research Center. <http://pewrsr.ch/Z6T3jU> [Consulted on 04-04-2015].
- The Economist (2015a). “A multi-hued future: Have faith in the melting pot.” <http://econ.st/1CcQjE9> [Consulted on 15-03-2015].
- The Economist (2015b). “A Suitable box to tick: The origin of the “Hispanic label.” <http://econ.st/1abHfmy> [Consulted on 20-04-2015].
- The Economist (2015c). “America’s Hispanics: From minor to major.” <http://econ.st/1x06jaO> [Consulted on 14-03-2015]
- The Economist (2015d). “Politics: Not Our Thing.” <http://econ.st/1MXttIE> [Consulted on 12-06-2015].

- The Economist (2015e) “The future's Asian.” <http://econ.st/1gylQU> [Consulted on 06-06-2015].
- The Wall Street Journal (2013). “America's Assimilating Hispanics: The evidence shows they are following the path of earlier immigrants.” <http://on.wsj.com/1L24sp3> [Consulted on 01-06-2015].
- Tran, Van C. (2010). “English Gain vs. Spanish Loss? Language Assimilation among Second-Generation Latinos in Young Adulthood.” Harvard University. En <http://bit.ly/1LkfHdZ> [Consulted on 05-03-2015].
- U.S. Census Bureau (s.a. a). “FAQ» <http://1.usa.gov/1WZFBRp> [Consulted on 22-11-2014].
- U.S. Census Bureau (s.a. b). “Historical income data.” <http://1.usa.gov/1iv03tH> [Consulted on 22-11-2014].
- U.S. Census Bureau (s.a. c). “Historical poverty data.” <http://1.usa.gov/1juygge> [Consulted on 20-11-2014].
- U.S. Census Bureau (s.a. d). “Historical School Enrollment Time Series.” <http://1.usa.gov/1Ov6iTz> Table A-5a. [Consulted on 20-11-2014].
- US Census Bureau (2014a). “Population estimates.” <http://1.usa.gov/1Ov6iTz> [Consulted on 12-02-2015].
- U.S. Census Bureau (2014b). “Estimates and projections by age, sex, race and ethnicity.” Table 10. <http://1.usa.gov/1VGVD6W> [Consulted on 03-04-2015].
- U.S. Census Bureau (2014c). “2014 National Population Projections: Summary Tables.” <http://1.usa.gov/1vON2Gp> [Consulted on 03-04-2015].
- Wang, W (2012). “The rise of intermarriage: Rates, characteristics vary by race and gender.” Pew Research Center. <http://pewrsr.ch/LXggPB> [Consulted on 13-12-2014].

80

Sara Steinmetz

Instituto Cervantes at Harvard University

Clara González Tosat (col.)

Instituto Cervantes at Harvard University

Francisco Moreno Fernández (dir.)

Instituto Cervantes at Harvard University