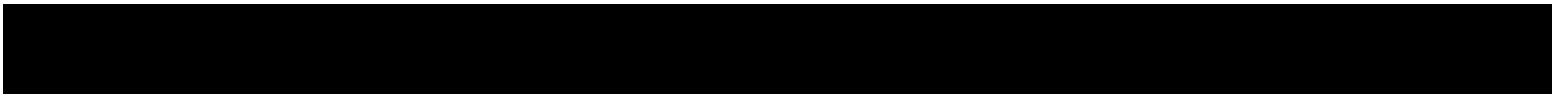


Minorities in a New America: A Focus on Hispanics

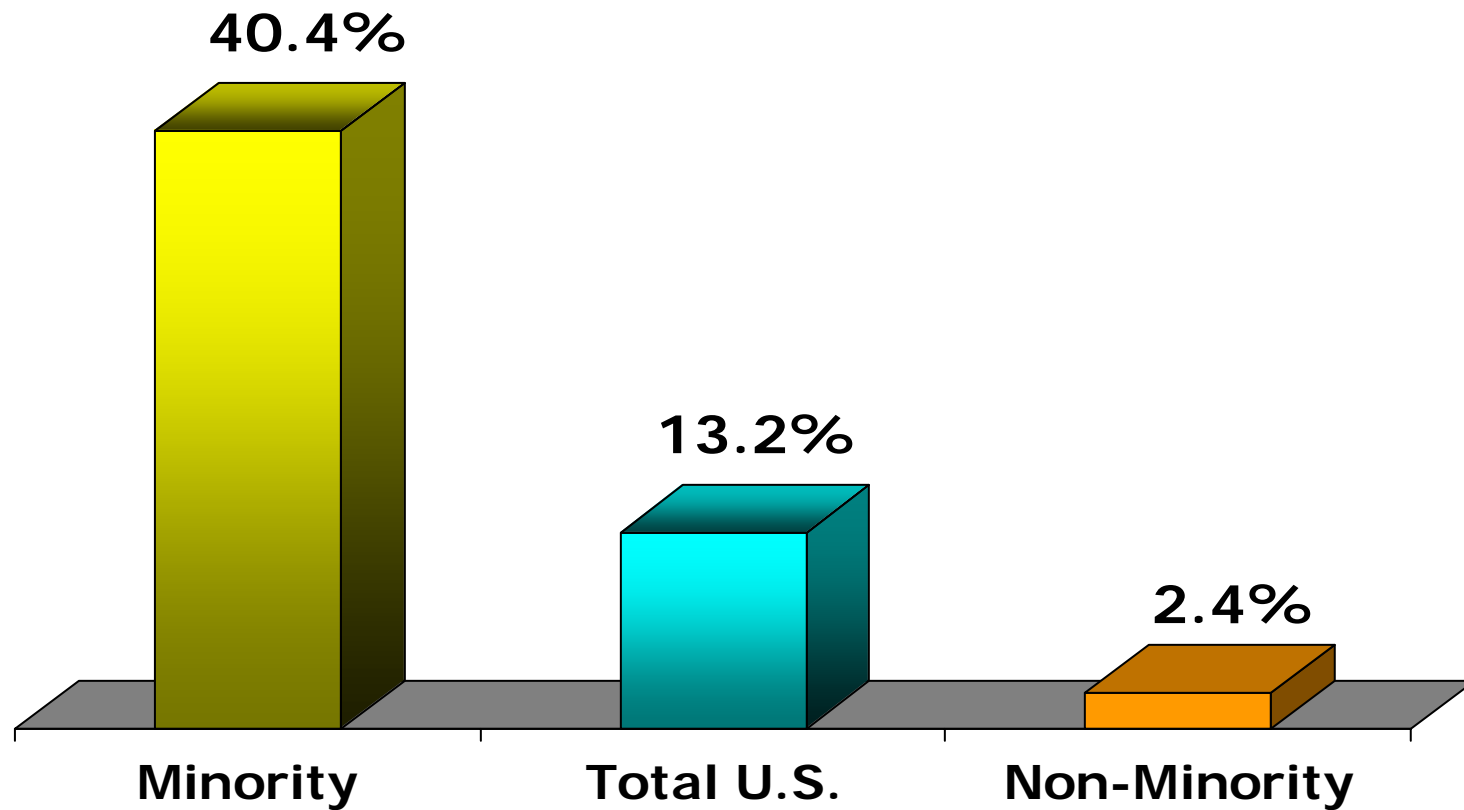
**Dr. Loui Olivas
Arizona State University**

(Slides from this presentation may not be copied, transmitted to others or used for presentation purposes, reports or other venues without the consent of Dr. Olivas)

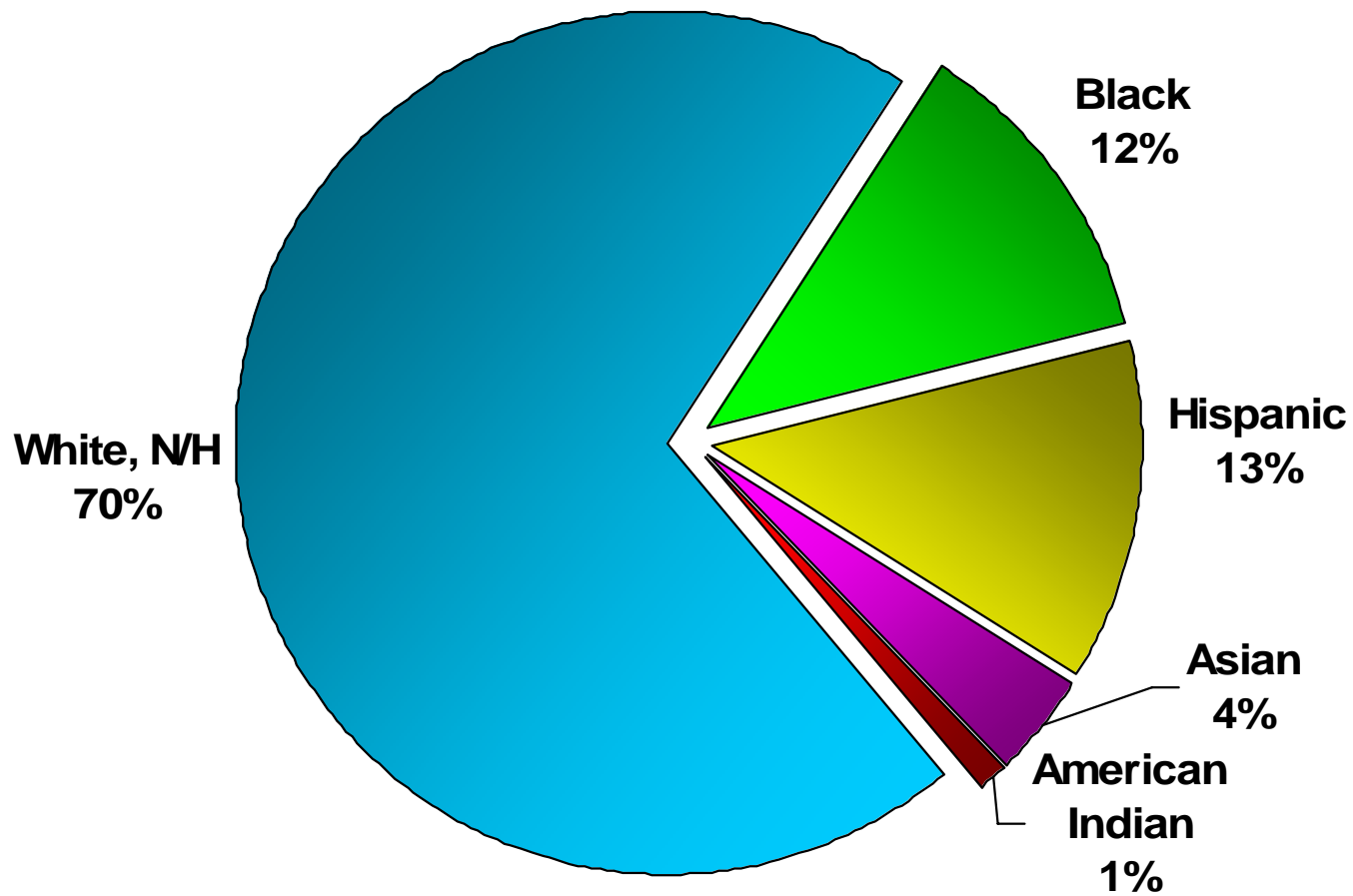
Demographic Imperative



U.S. Population Growth as a Percent, 1990 - 2000



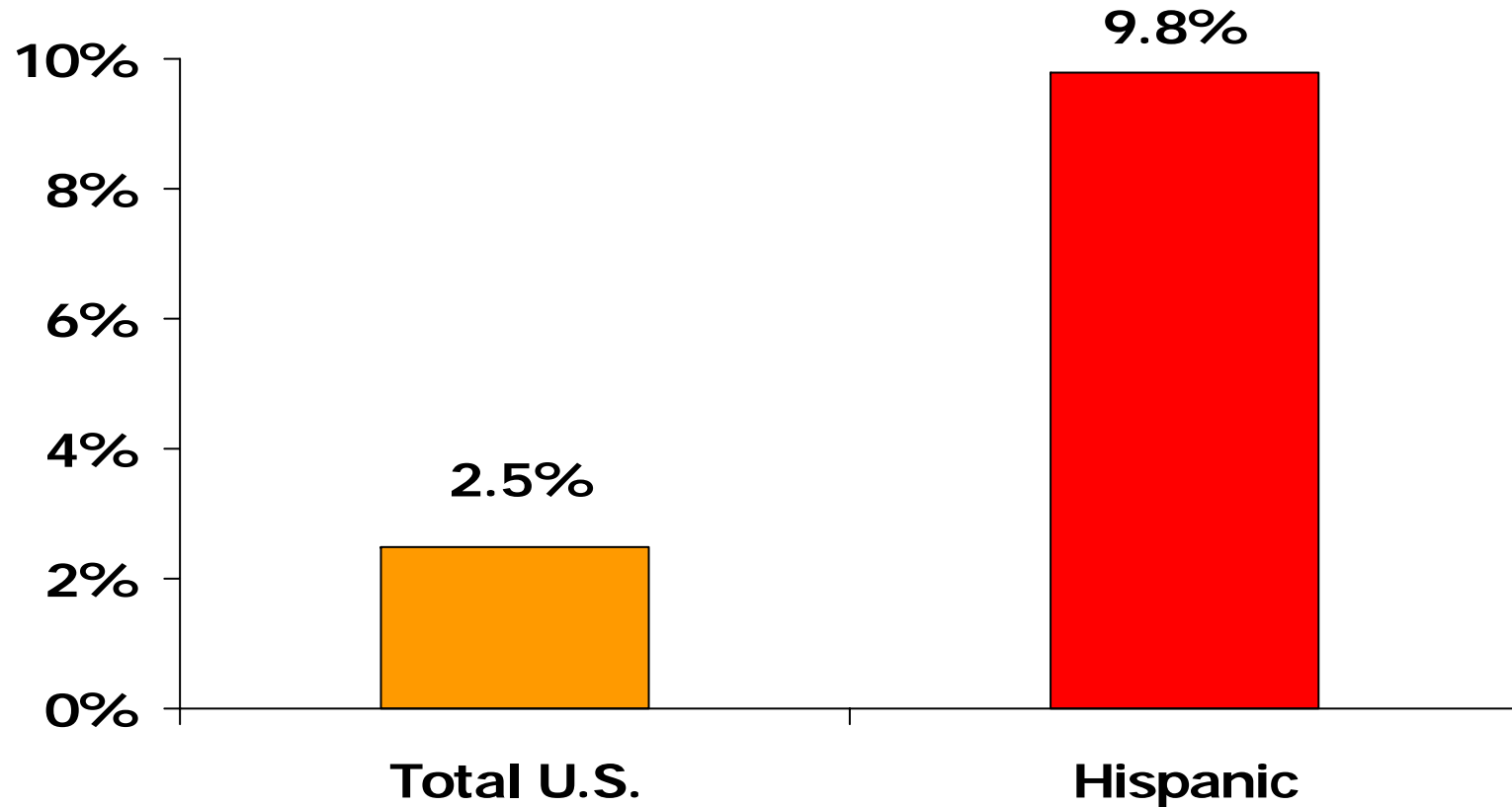
U.S. Population Composition 2002



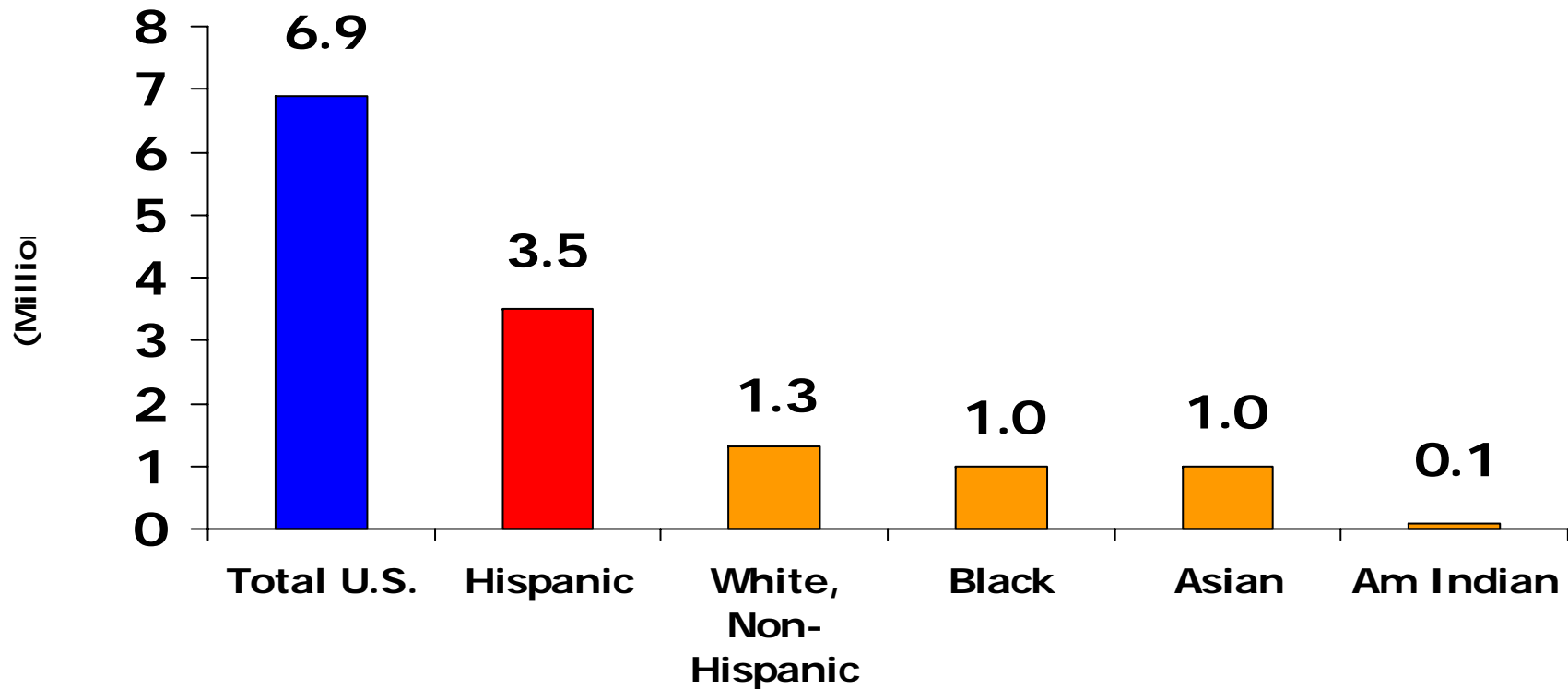
Counting Hispanics: Census 2002

■ Hispanics	38 .8 million
■ Include Puerto Rico	3.9 million
■ Adjust for undercount	1.5 million
■ Add undocumented residents (Est.)	<u>9 million</u>
Total Hispanics	53 million ??

U.S. Population Growth (April 1, 2000 – July 1, 2002)

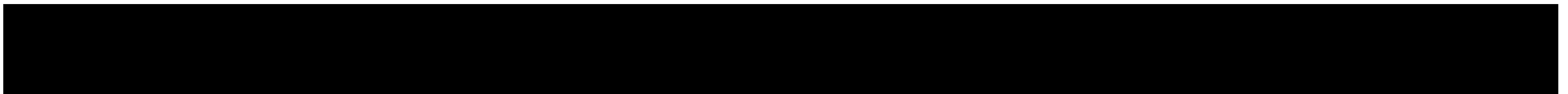


U.S. Population Growth (April 1, 2000 – July 1, 2002)



U.S. Population Growth (April 1, 2000 – July 1, 2002)

Hispanics accounted for $\frac{1}{2}$ the total
U.S. growth !

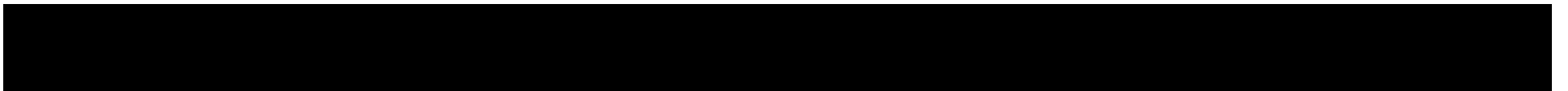


**U.S. Population Growth
(April 1, 2000 – July 1, 2002)
(%)**

Hispanic growth rate

9 X

White, non-Hispanic



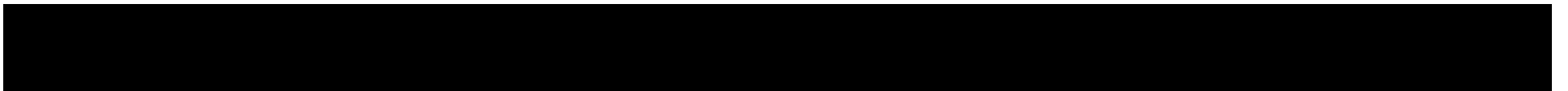
U.S. Population Growth (April 1, 2000 – July 1, 2002)

Hispanics' growth rate per month

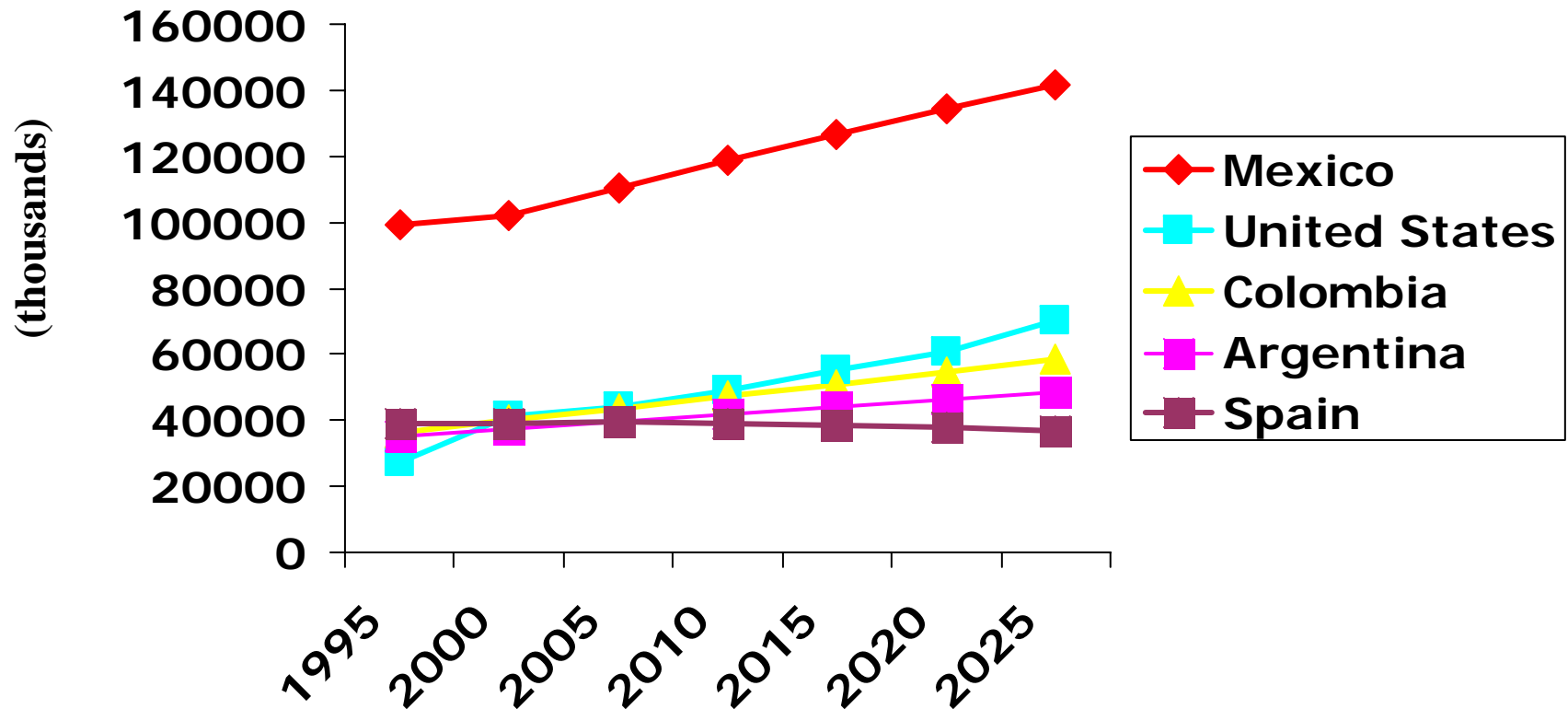
130,000

v.s.

48,000 White, non-Hispanic



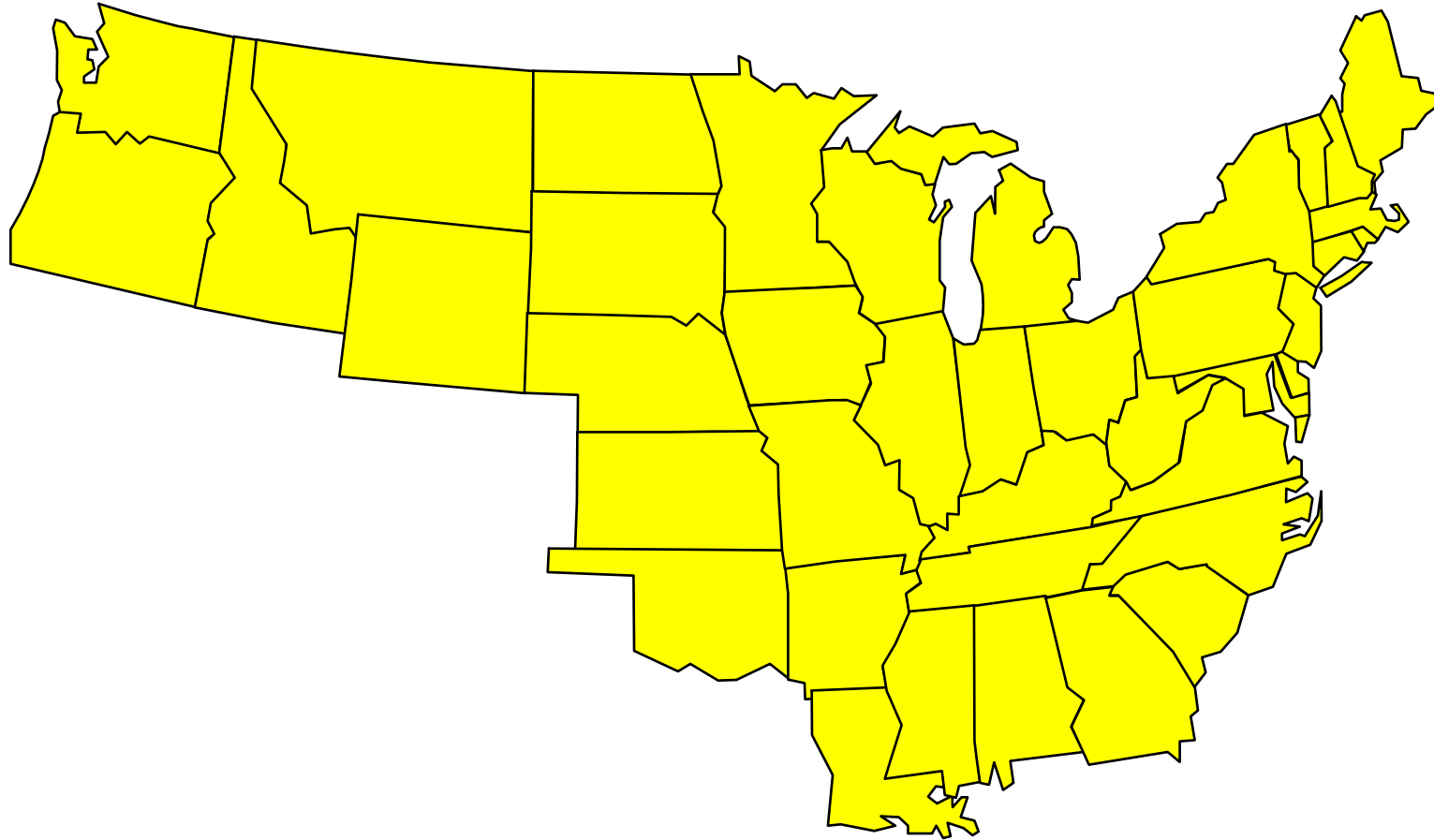
World Hispanic Populations (1995–2025)



U.S. Hispanic Population

- ✓ Hispanics are wildly **heterogeneous**, representing more than 22 countries and represent different races, backgrounds, and religions.
- ✓ What Hispanics share is a common language and rapidly expanding cultural & economic clout.
- ✓ The majority of Hispanics have lived in the Southwest before the U.S. existed.

The U.S. Prior to the Treaty of Guadalupe Hidalgo (1848)

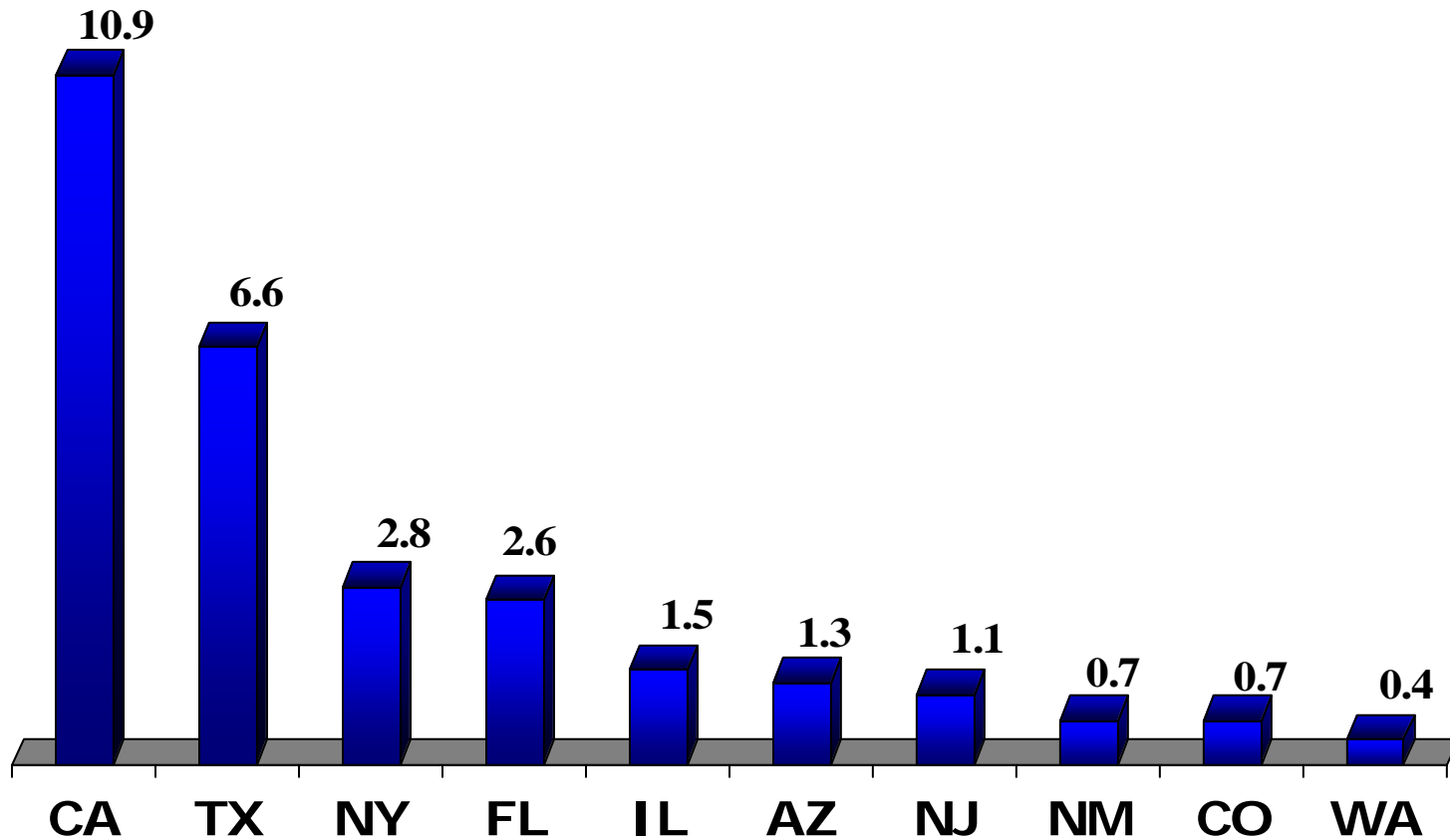


Western Hemisphere Population

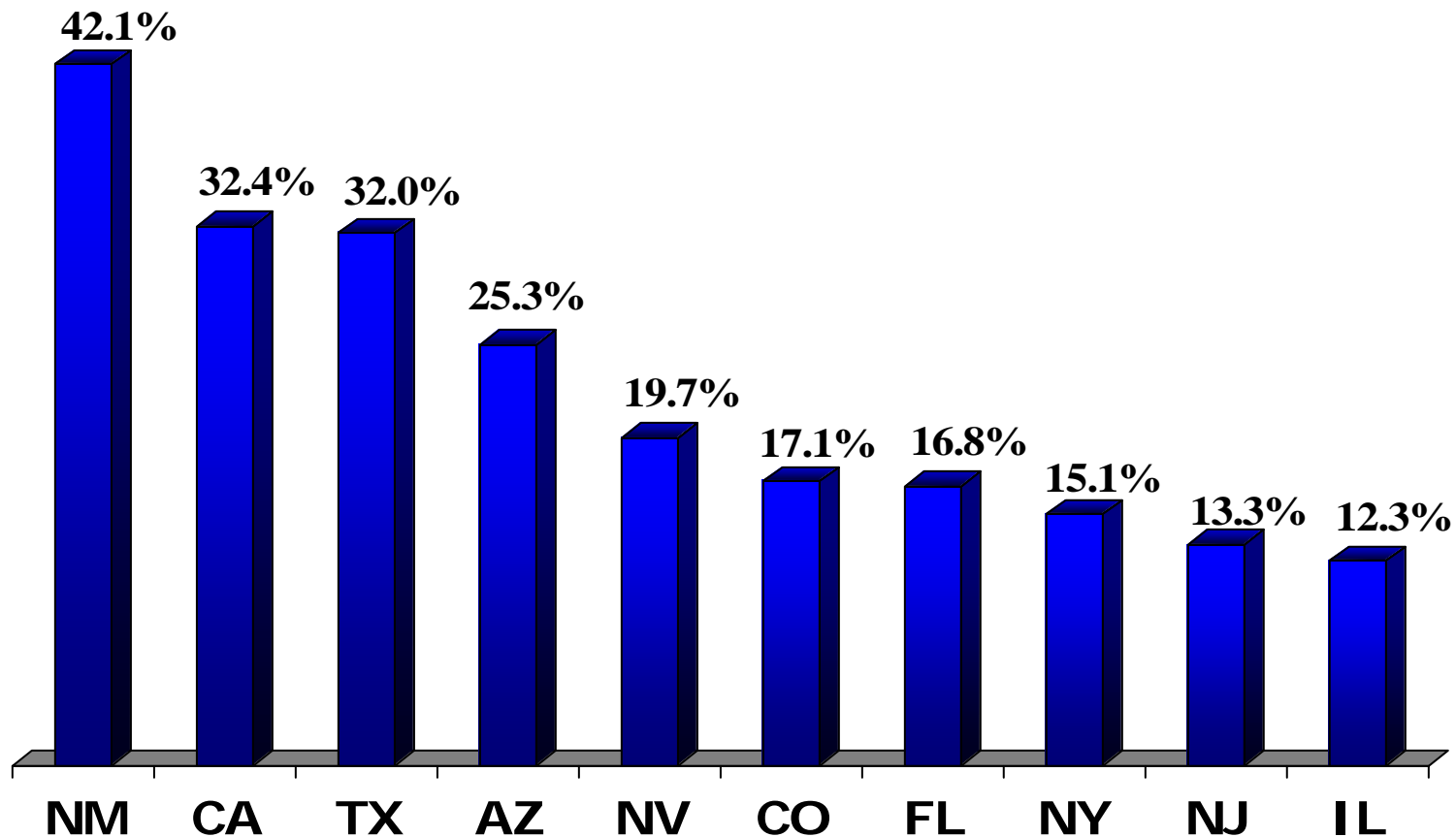


- Total 835 Million
- 551 Million Hispanic
- 66% Hispanic
- 45% Speak Spanish

Top 10 Hispanic States (000s)

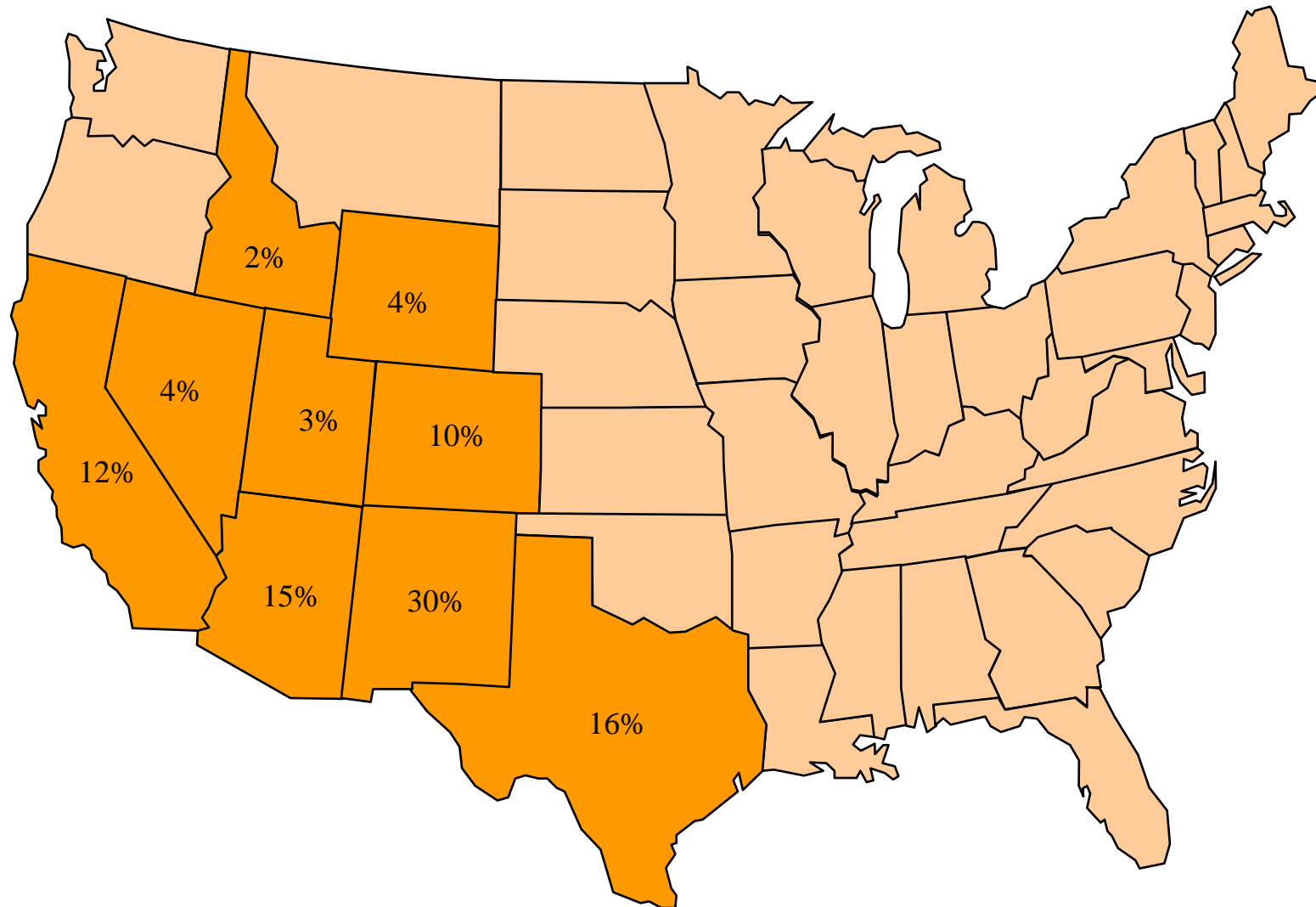


Top 10 States by Percent of Hispanic Population - Census 2000



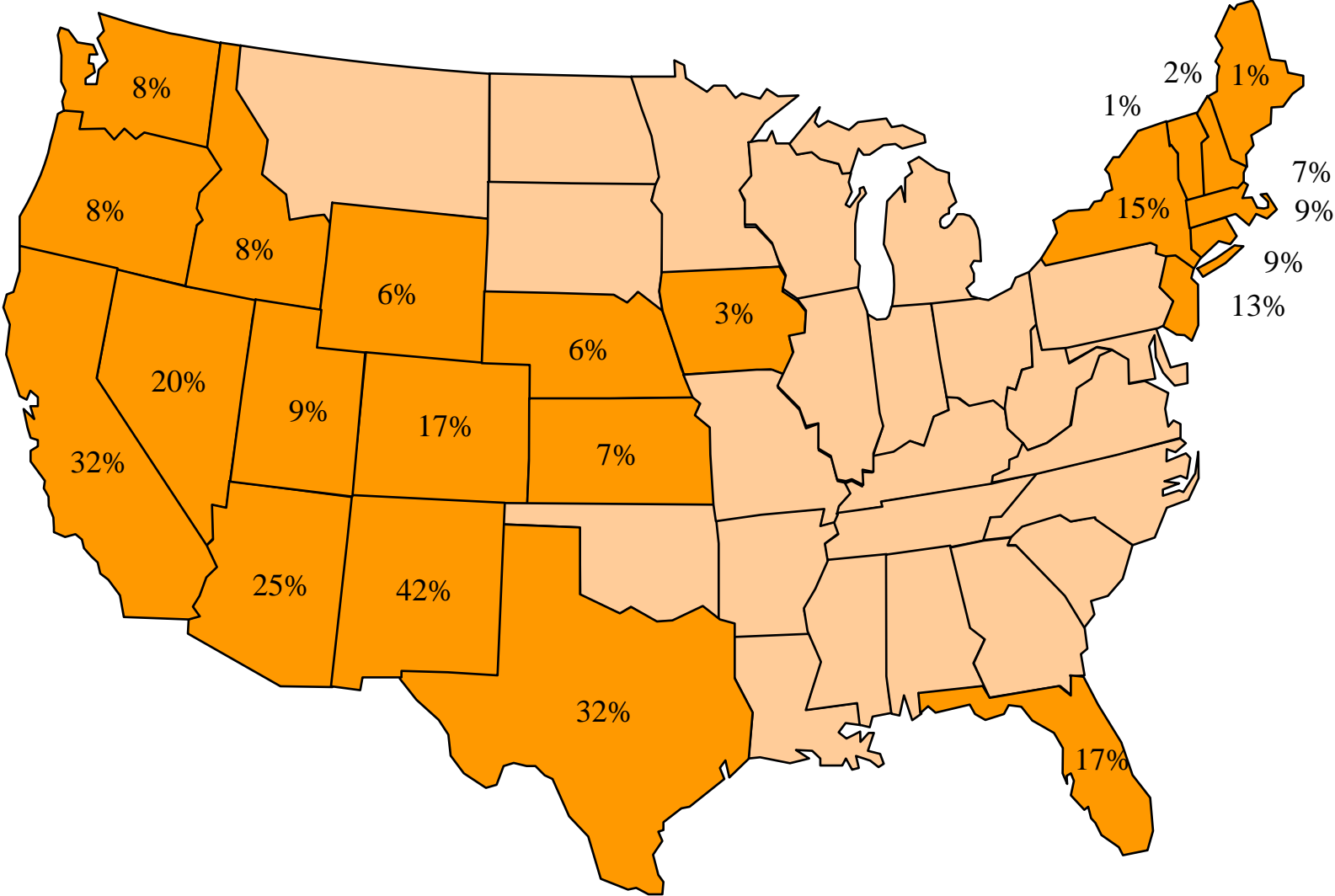
Hispanic Disbursement: 1970

9 States Hispanics are Largest Minority Group

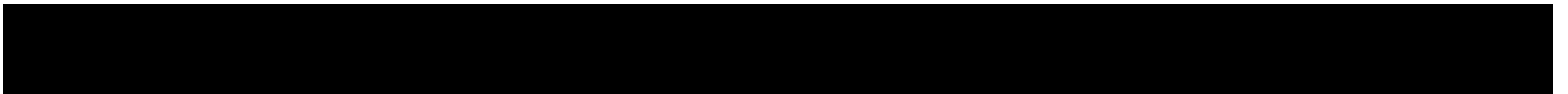


Hispanic Disbursement: 2000

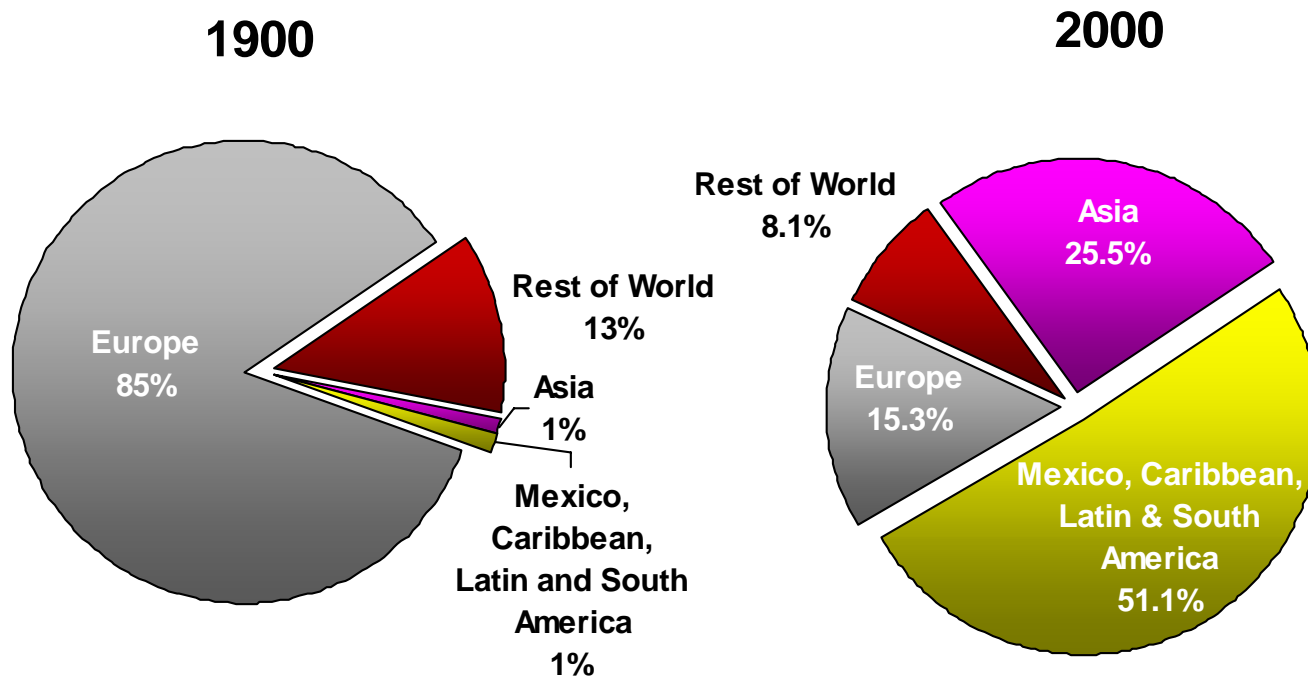
23 States Hispanics are Largest Minority Group



Immigration



Origin of Persons Born in Other Countries, U.S. 1900 - 2000



Immigration

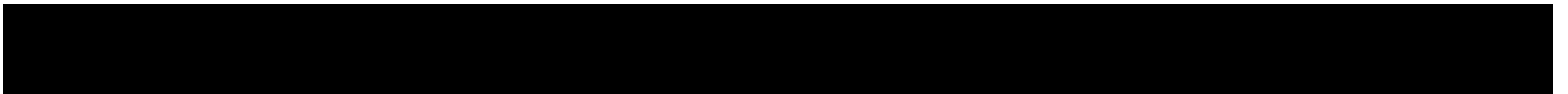
“Economist have argued that, over the past decade, immigrant labor helped fuel the economic boom and have kept inflation low”

“Despite the U.S. slump, and even in times of growth, employers are still clamoring for low-wage Mexicans to work in restaurants, hotels, meat packing plants and construction – jobs generally left un-filled.”

Undocumented Workers: Yearly Tax Contributions

- ✓ National Aggregate - \$7 Billion
- ✓ Social Security - \$2.7 Billion
- ✓ Unemployment Taxes - \$168 Million
- ✓ $\$2.7 \text{ Billion} + \$168 \text{ Million} = \$2.9 \text{ B}$
Not accessible due to legal status

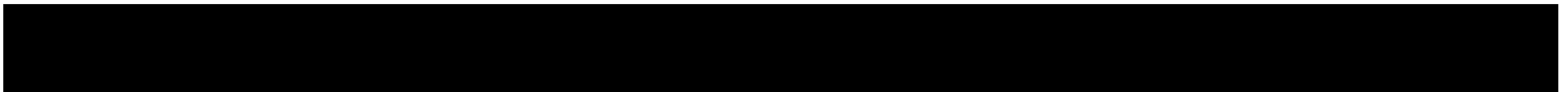
Population Projections



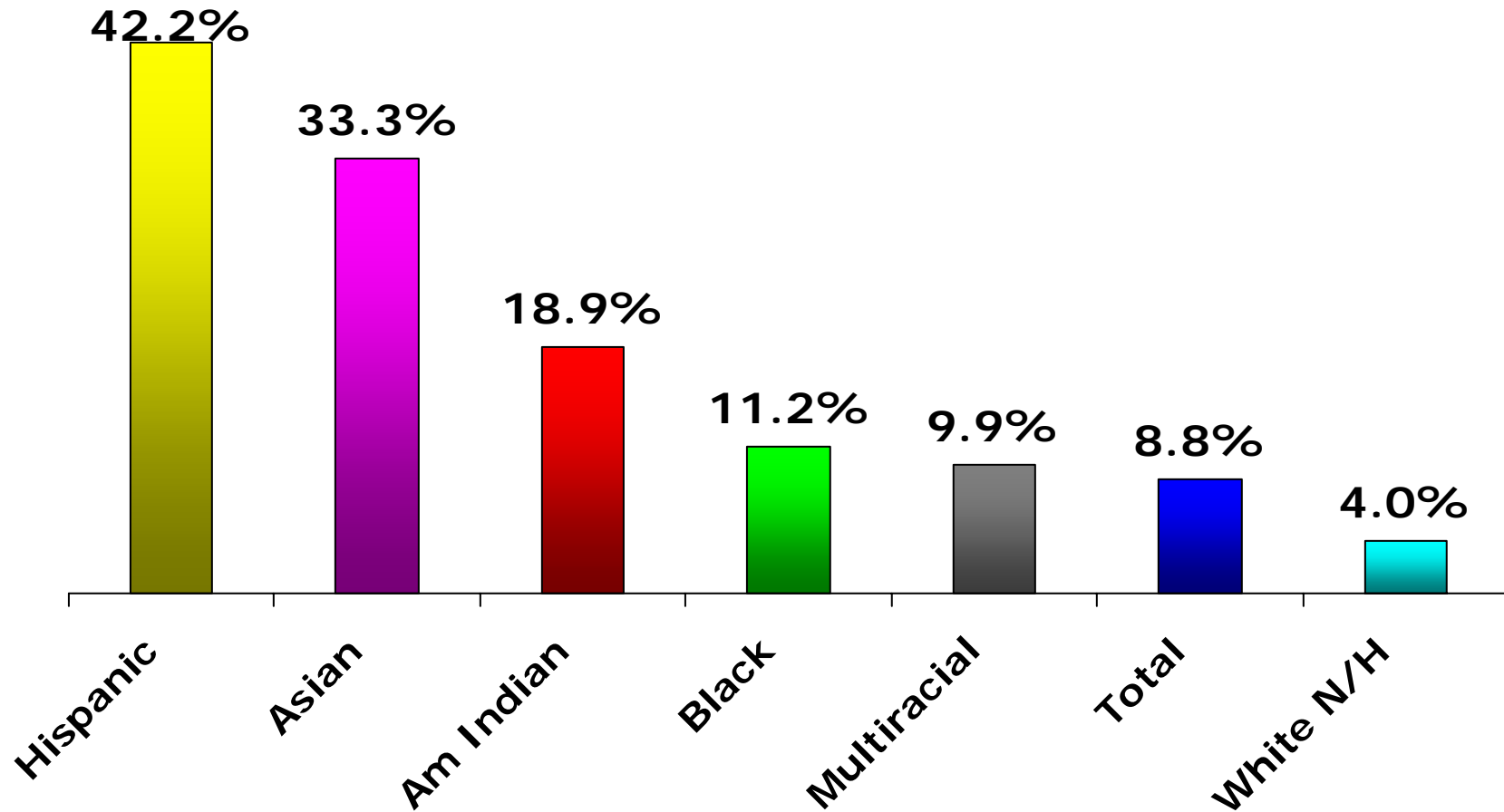
“Demographics will not only be the most important factor in the *Next Society*, it will also be the most predictable and least controllable one.”

Peter F. Drucker

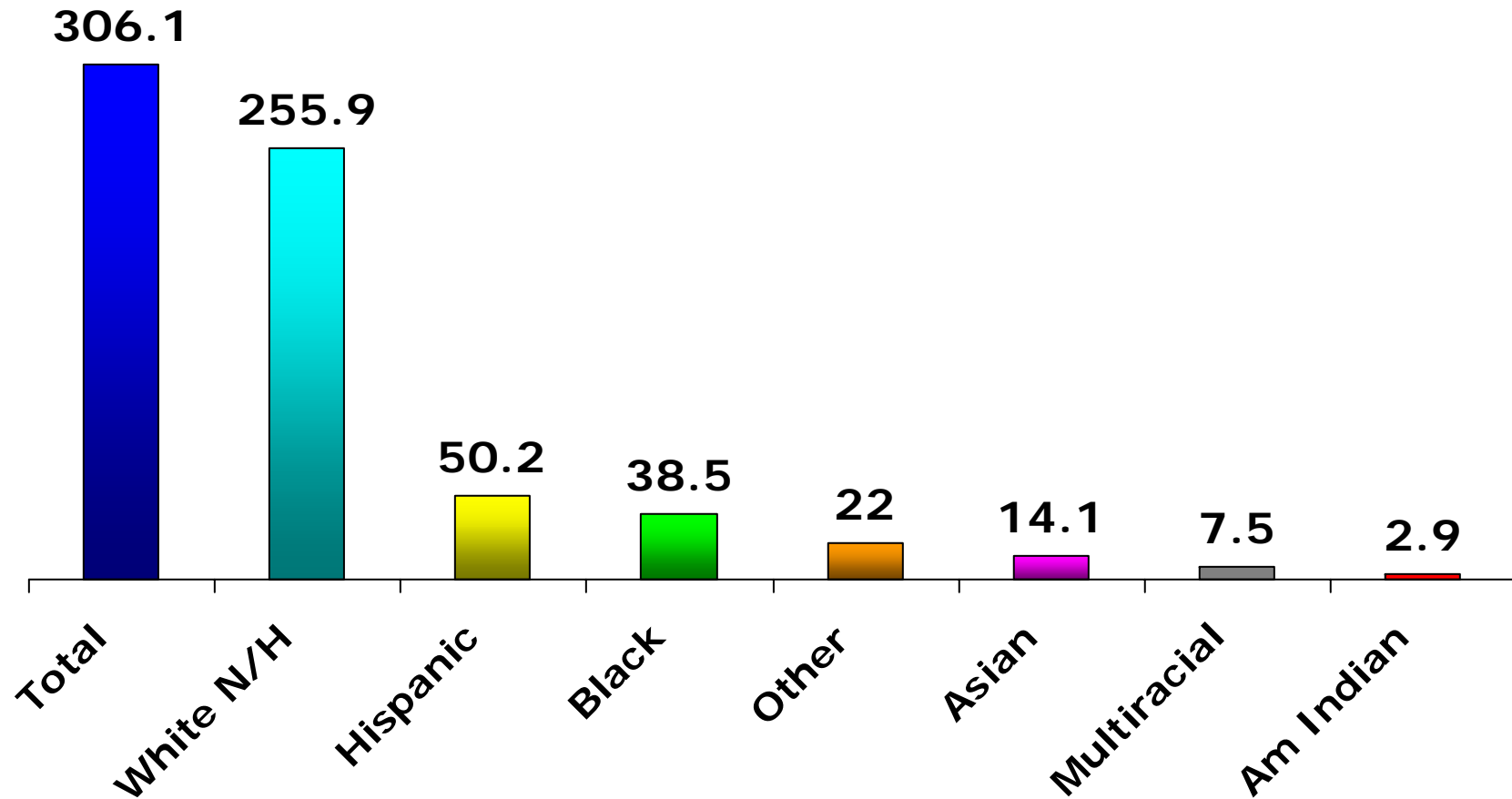
Managing in the Next Society



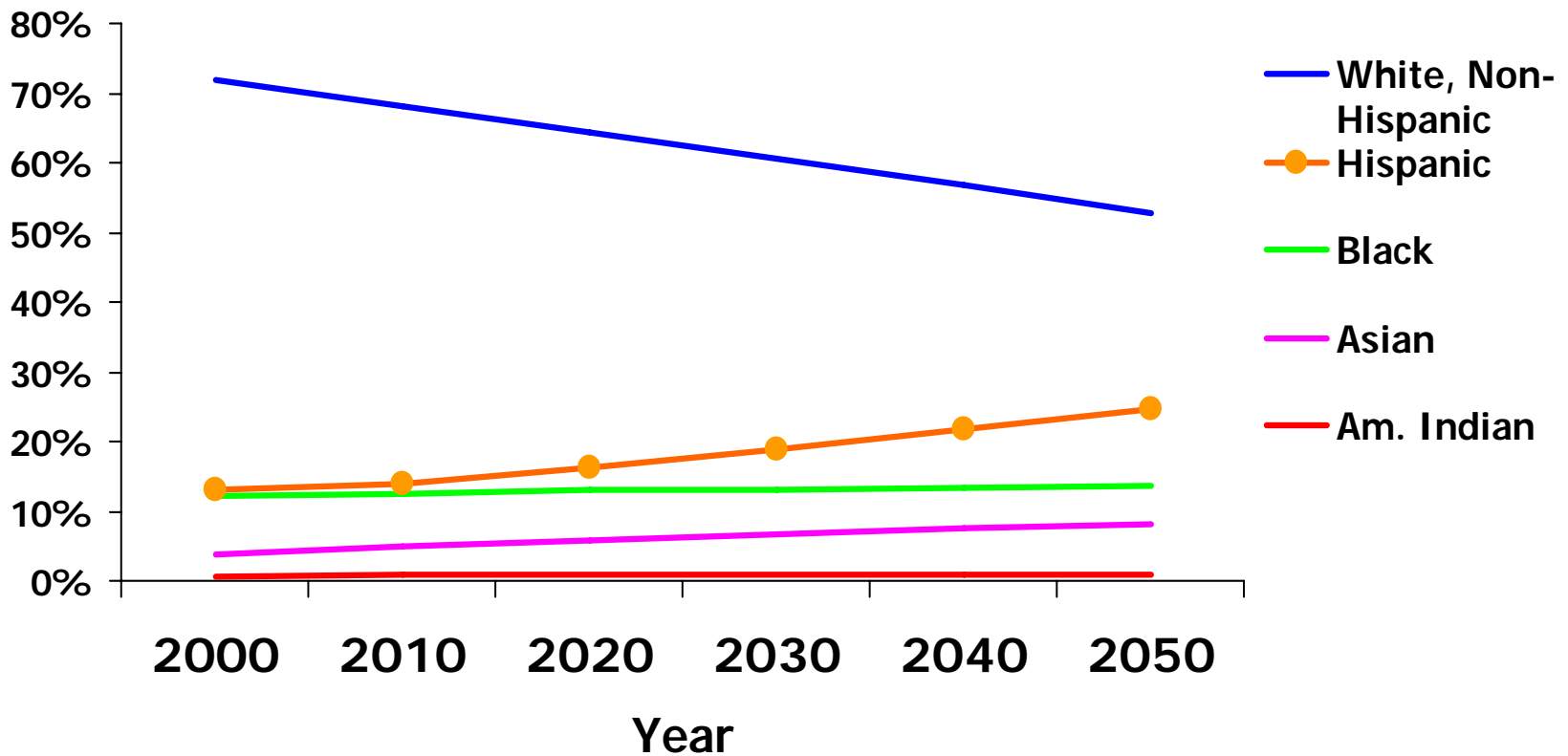
U.S. Population Projections 2000 - 2007



U.S. Population Projections 2007 (millions)

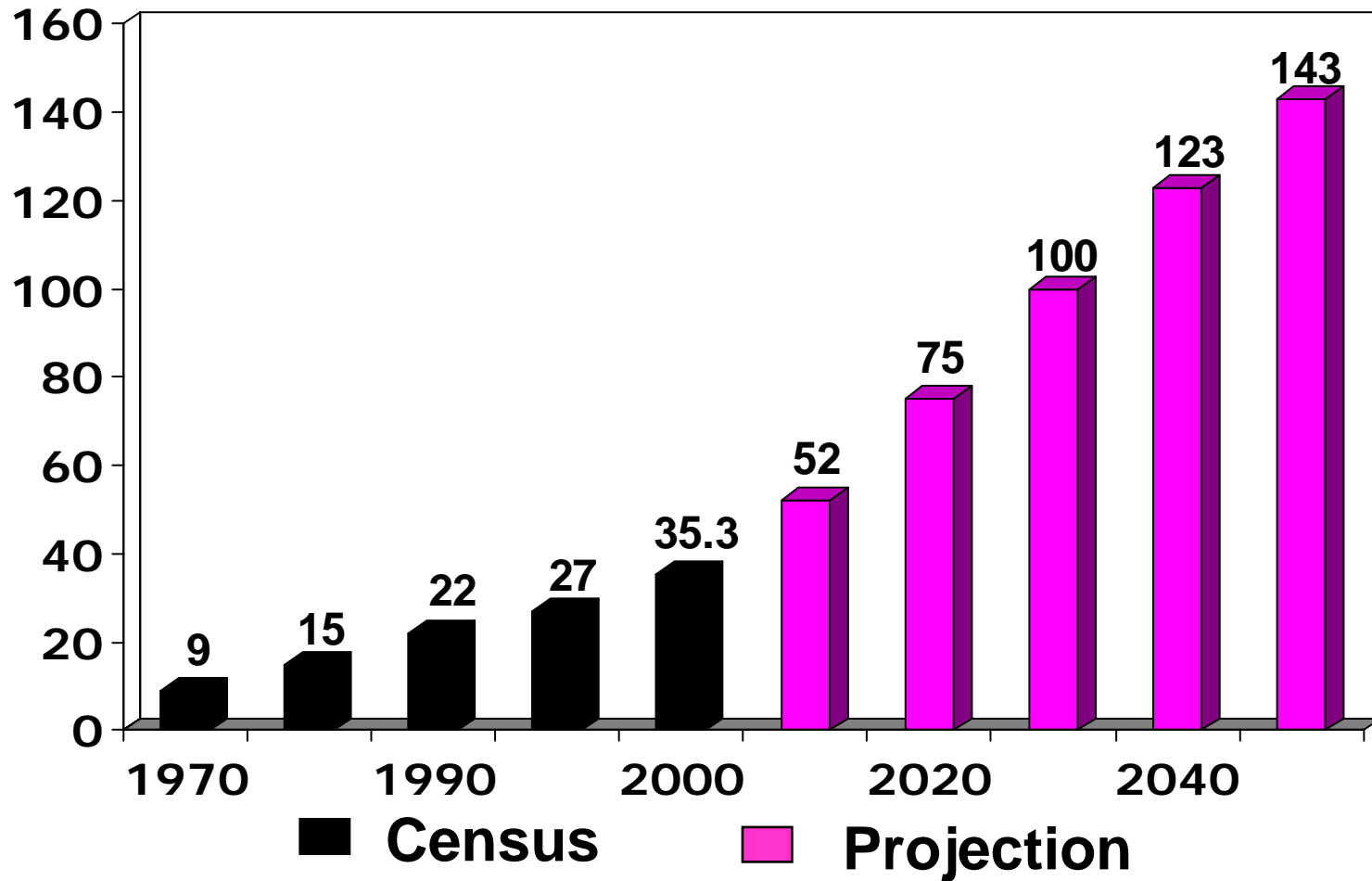


Percent Distribution of the U.S. Population by Race 2000 to 2050

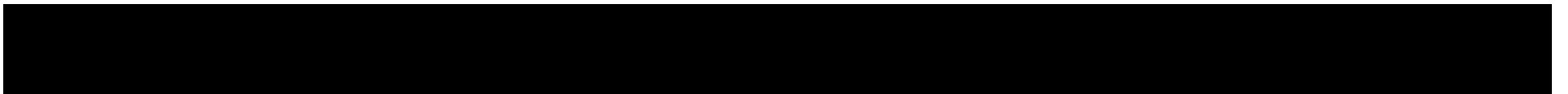


The Future: U. S. Hispanics (2050)

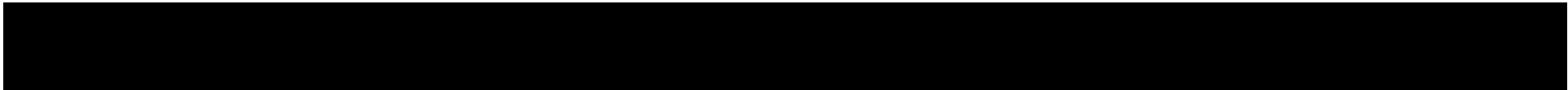
In Millions



Fertility & Births

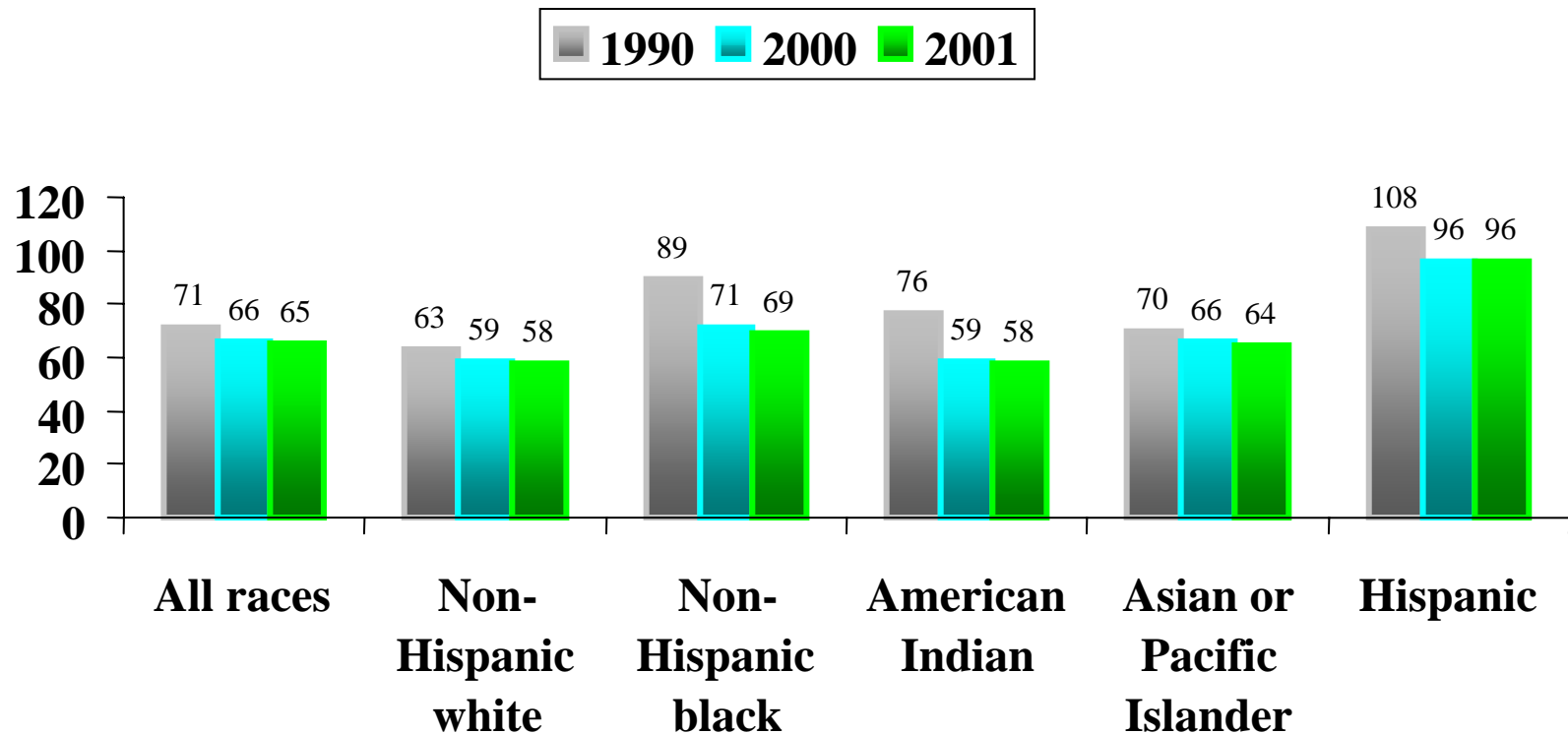


A Fertility rate of 2.1 is required for a generation to replace itself, given population losses due to death:

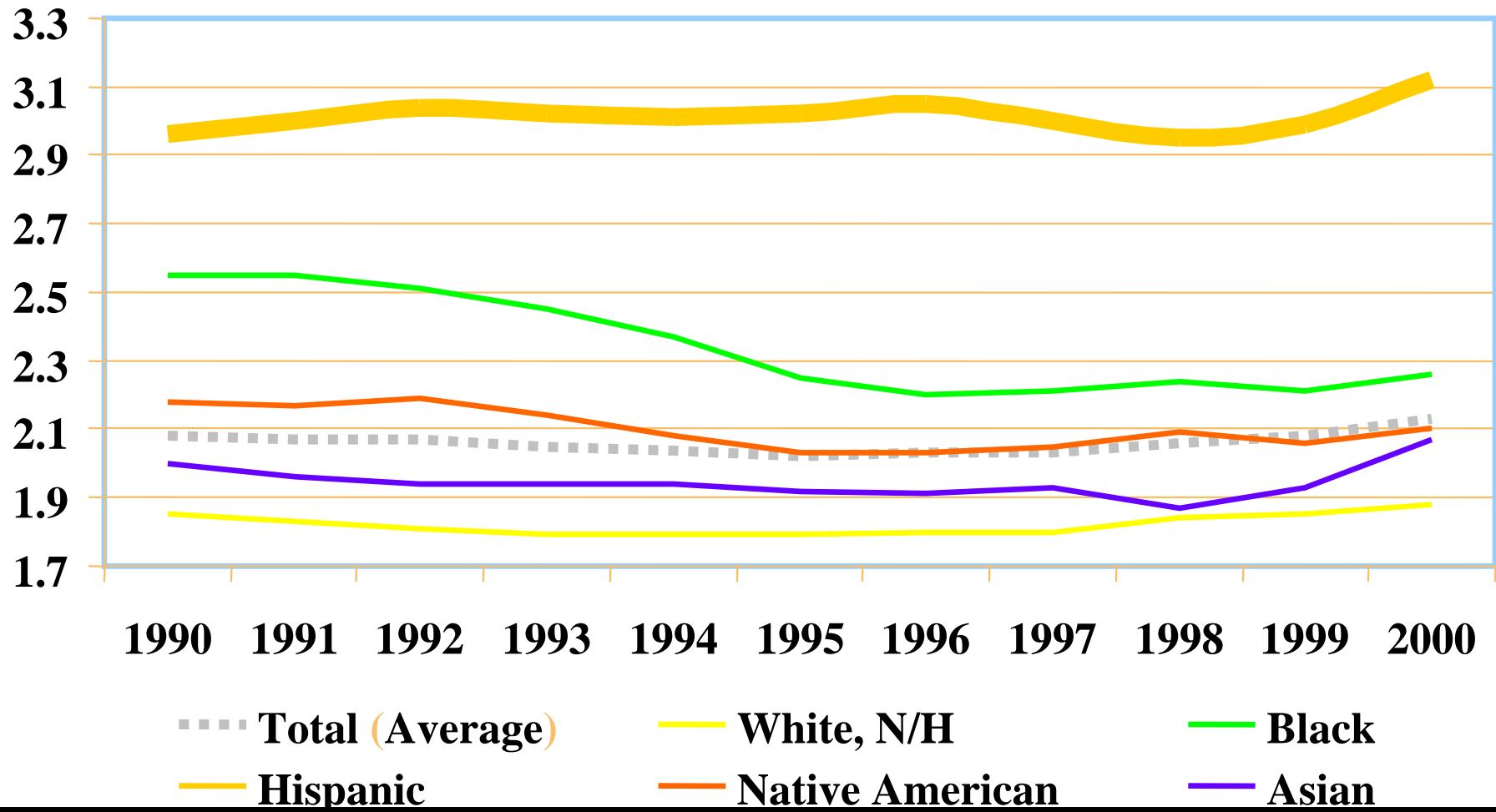


U.S. Birth Rates: Hispanic Origin

Live births p/1,000 females, Ages 15-44

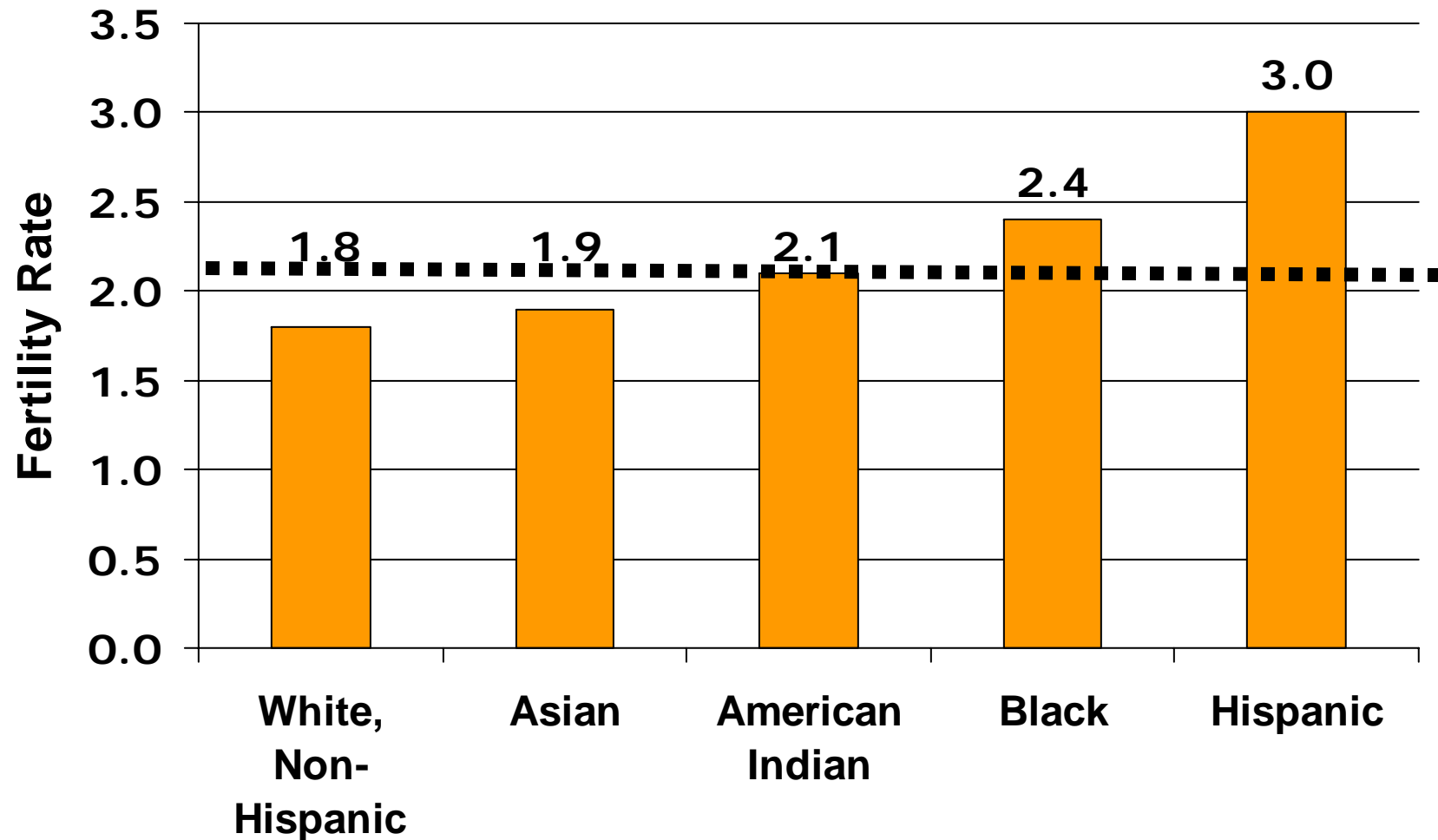


U.S. Total Fertility Rates by Race & Ethnicity: 1990-2000

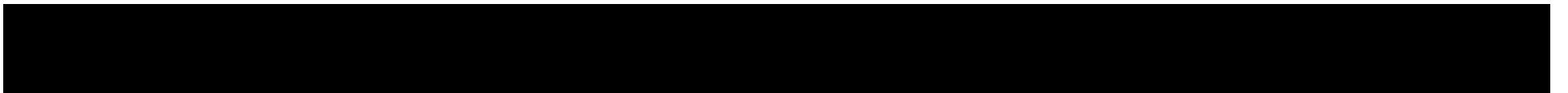


(Source: National Vital Statistics Report, Vol. 49, No. 1, April 17, 2001: Table 4 & 9)

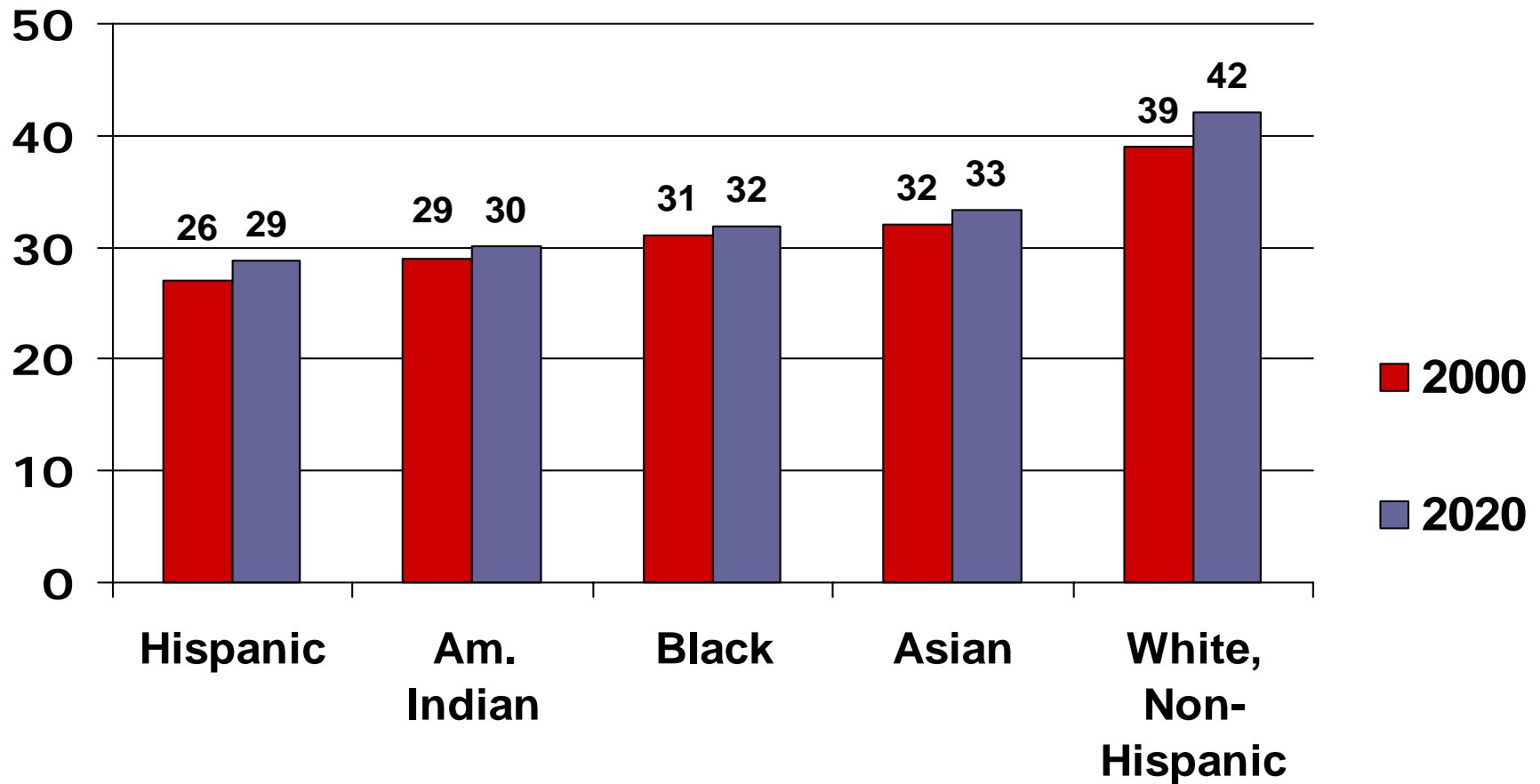
U.S. Fertility Projections (2025)



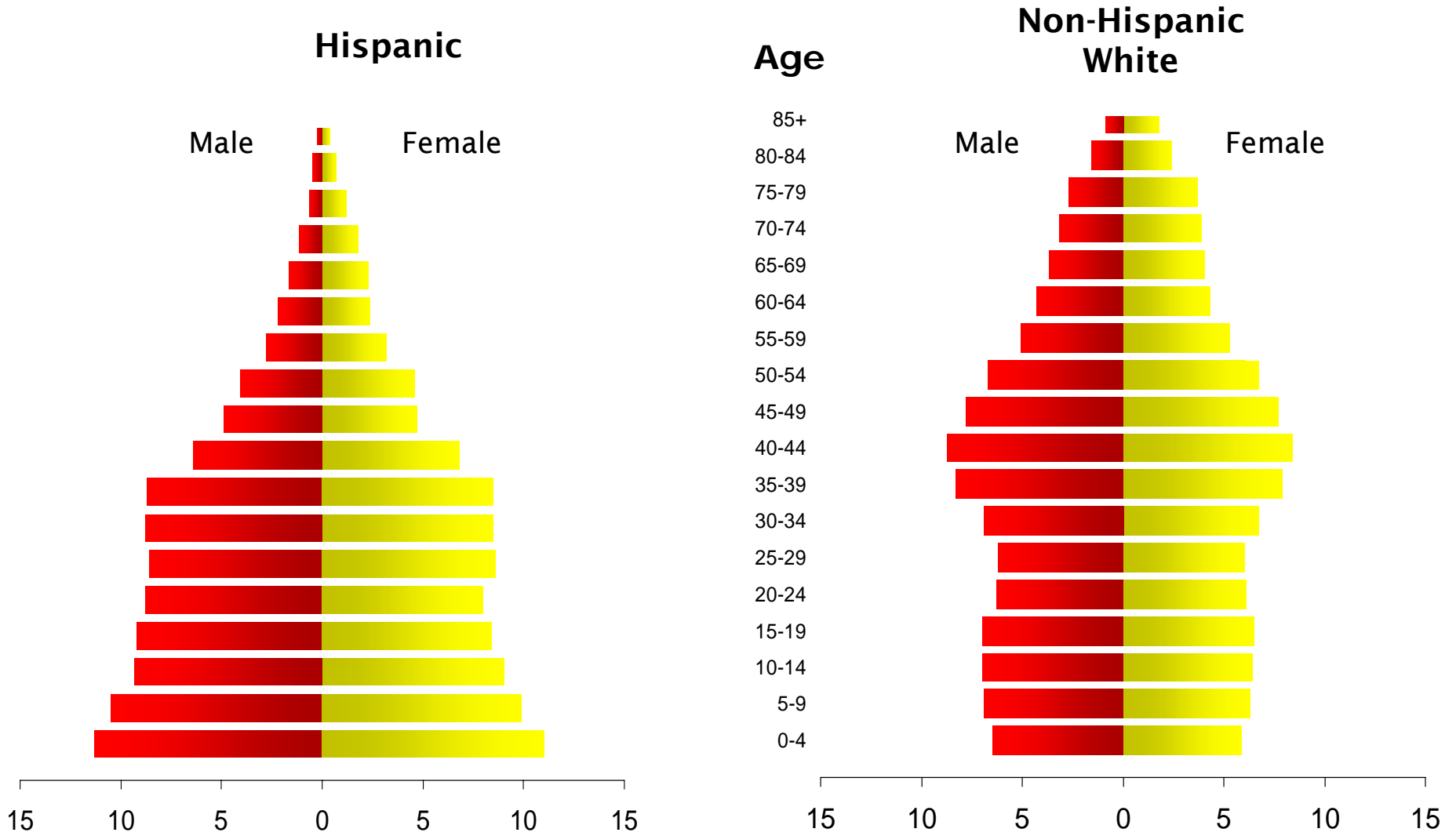
La Juventud ...



U.S. Minorities are Younger (Median Age)



Age Distribution (%) by Sex and Hispanic Origin: 2000

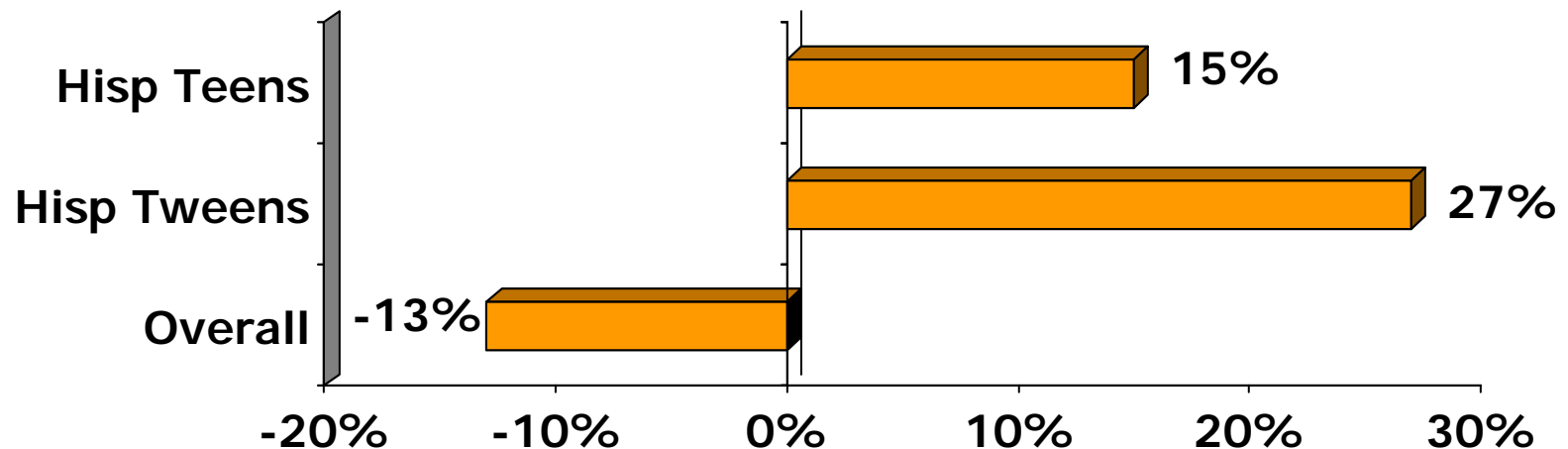


U.S. Census Bureau, *The Hispanic Population in the United States, March 2000: Issued March 2001, P20-535*

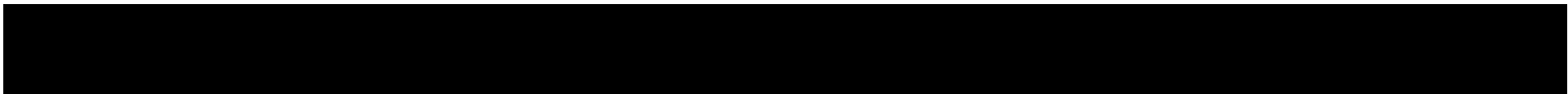
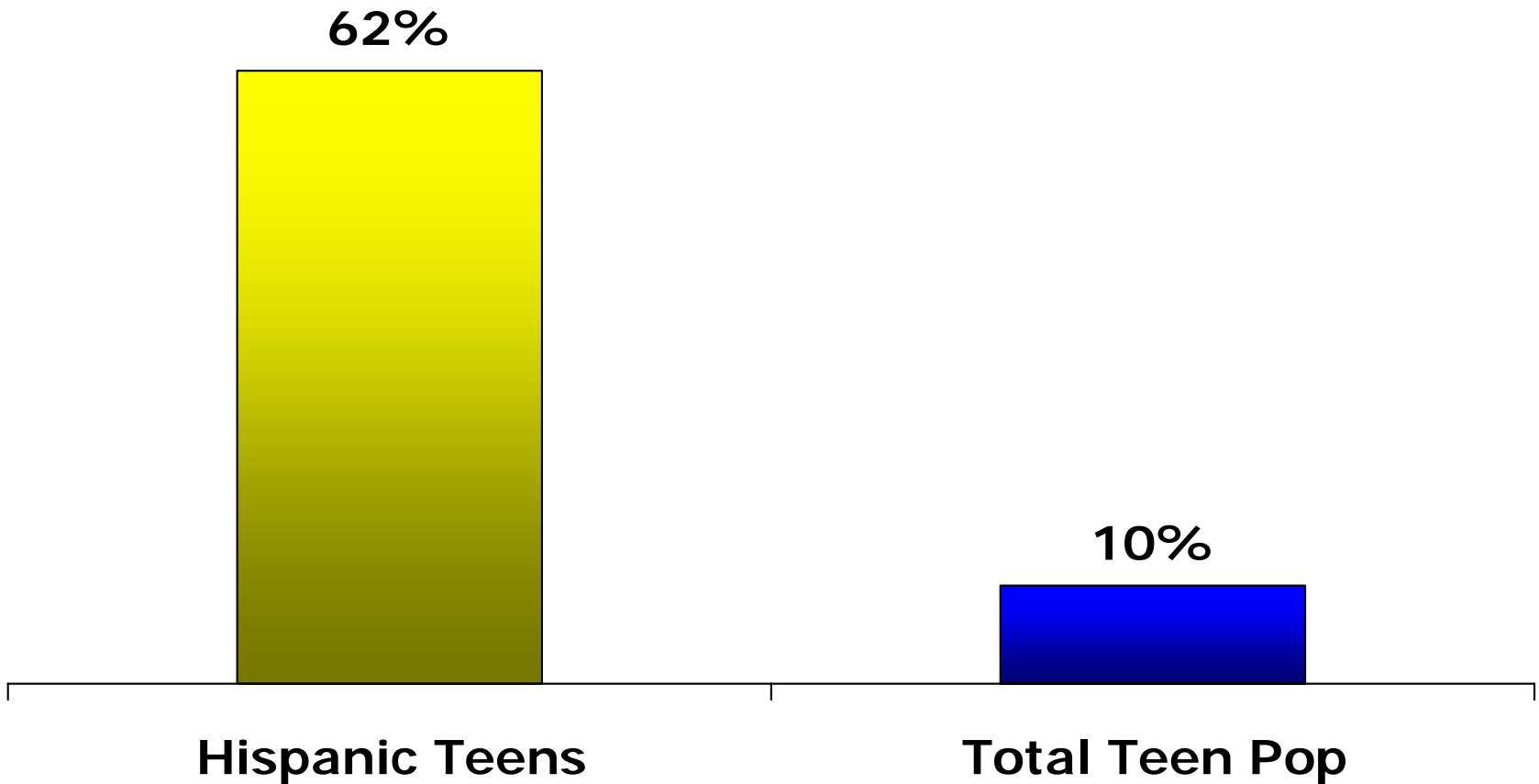
A Growing Youth

1990-2000

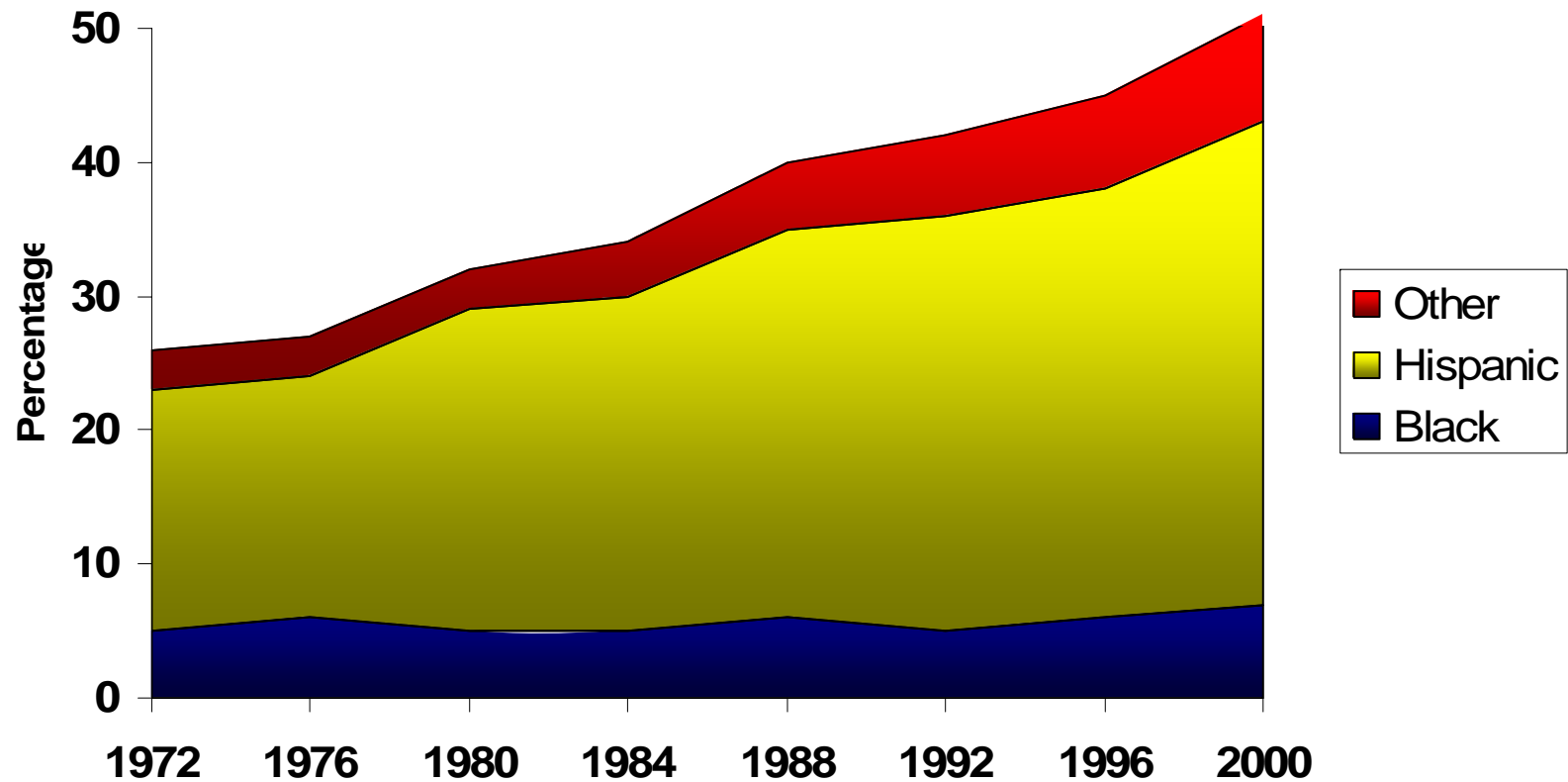
- While the general population, ages 10-19 decreased, Hispanics in these age categories increased.
 - ✓ Hispanic Tweens (10-14) ↑ 27%
 - ✓ Hispanic Teens (15-19) ↑ 15%



Hispanic Teens Fastest Growing (projected 2000 - 2020)

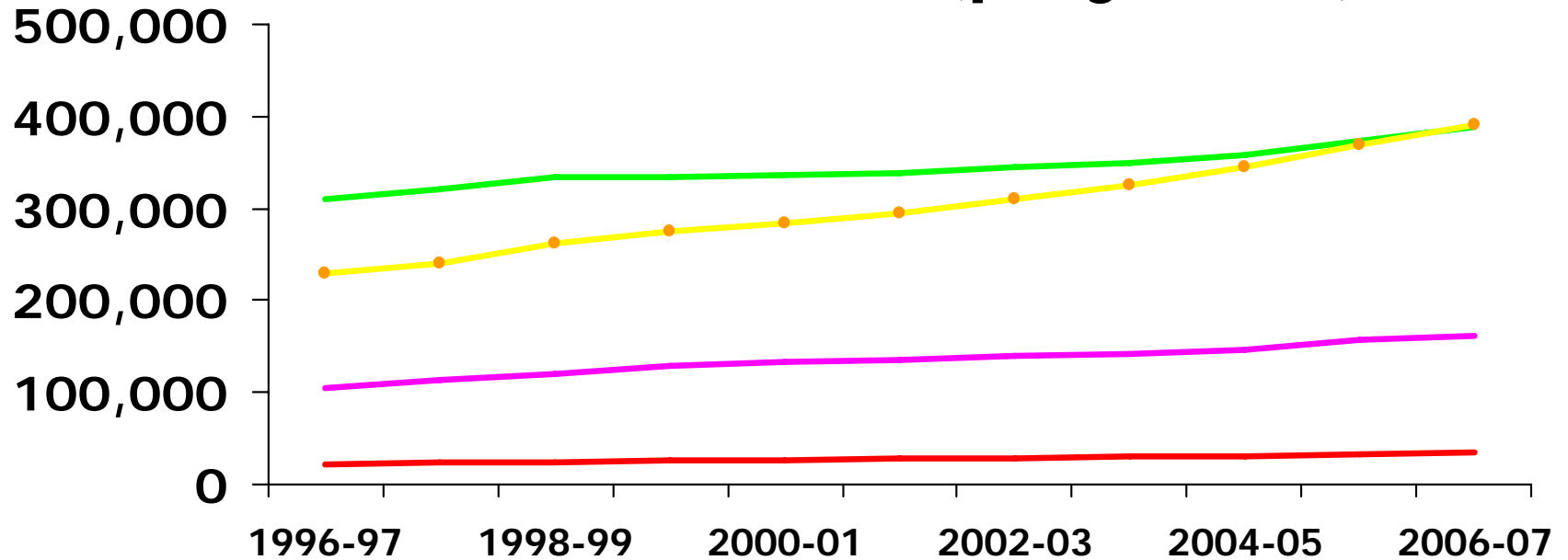


U.S. Grades 1-12 Enrollment by Race/Ethnicity (1972 – 2000)



U.S. Public High School Minority Graduates

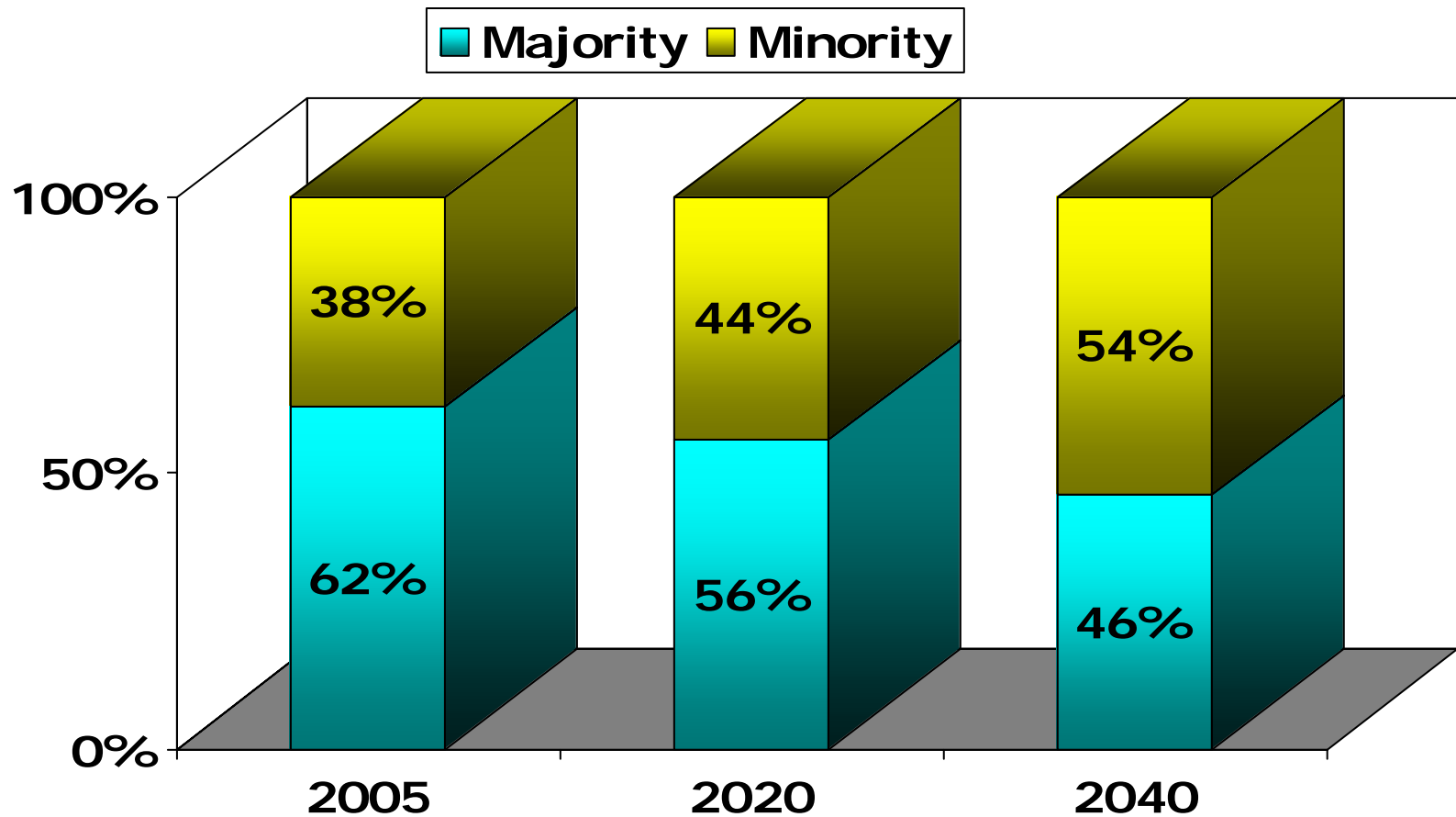
1996-97 to 2006-07 (projected)



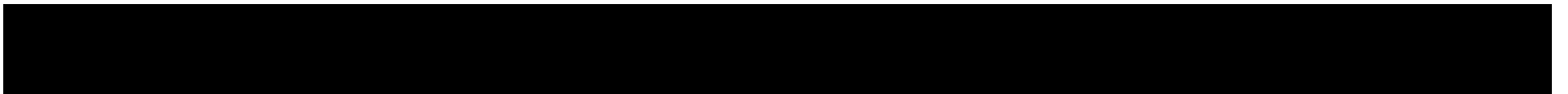
— Black — Hispanic — Am. Indian — Asian/Pacific Islander

**Hispanics will make up 25%
of the U.S. K-12 grade
population by 2025.**

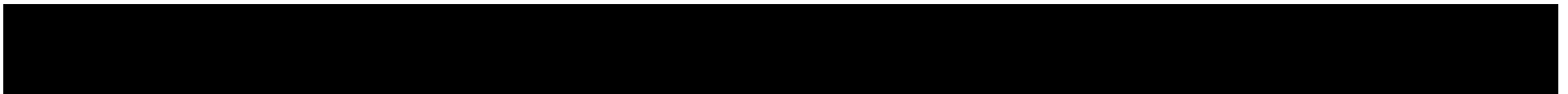
U.S. Classrooms: Projected Student Composition: Ages 5-17



U.S. Workforce



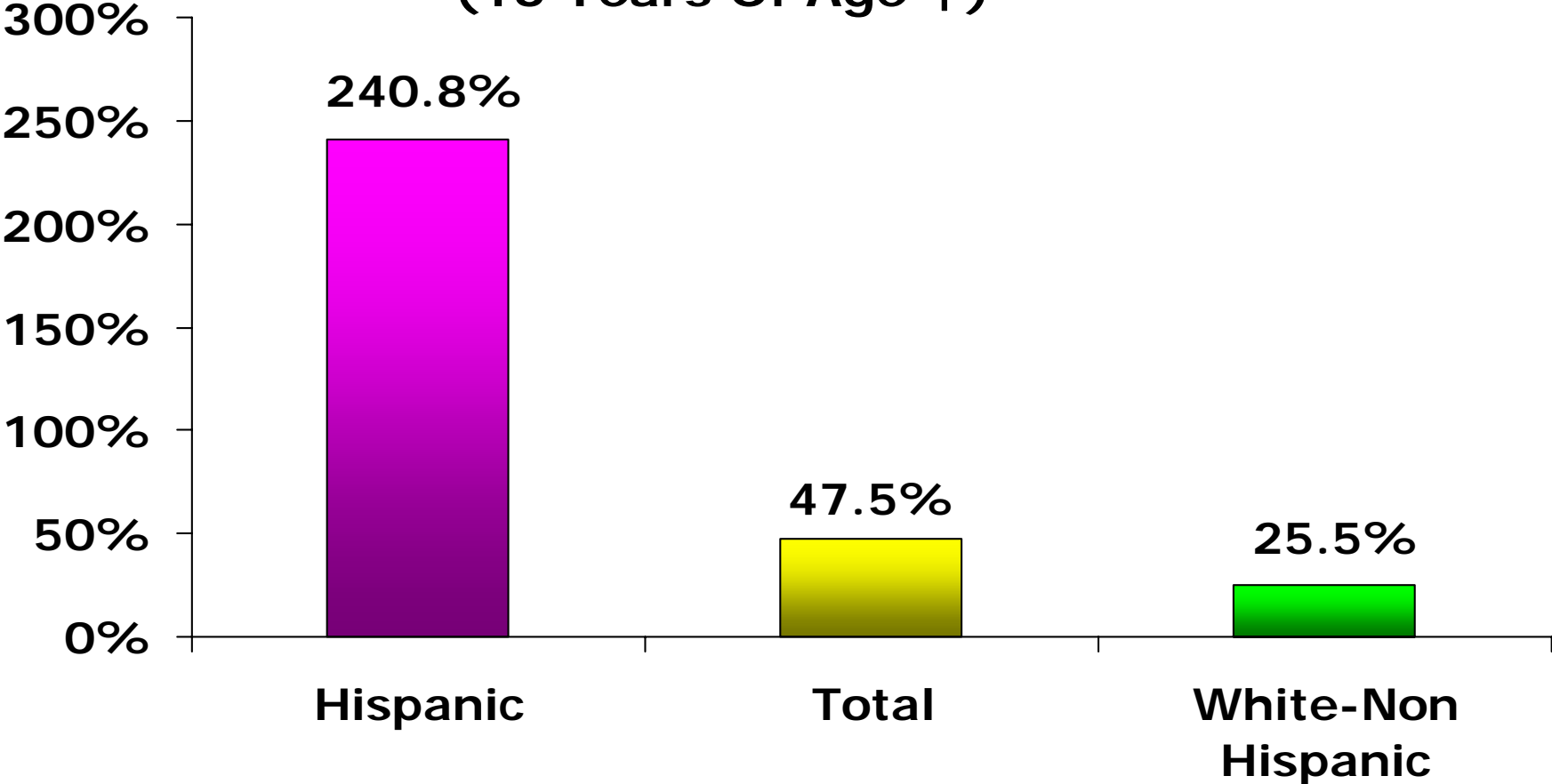
**Among all U.S. groups,
Hispanics have the highest
labor participation rates,
ages 16↑**



Work Force Participation

% Change 1980 – 2010

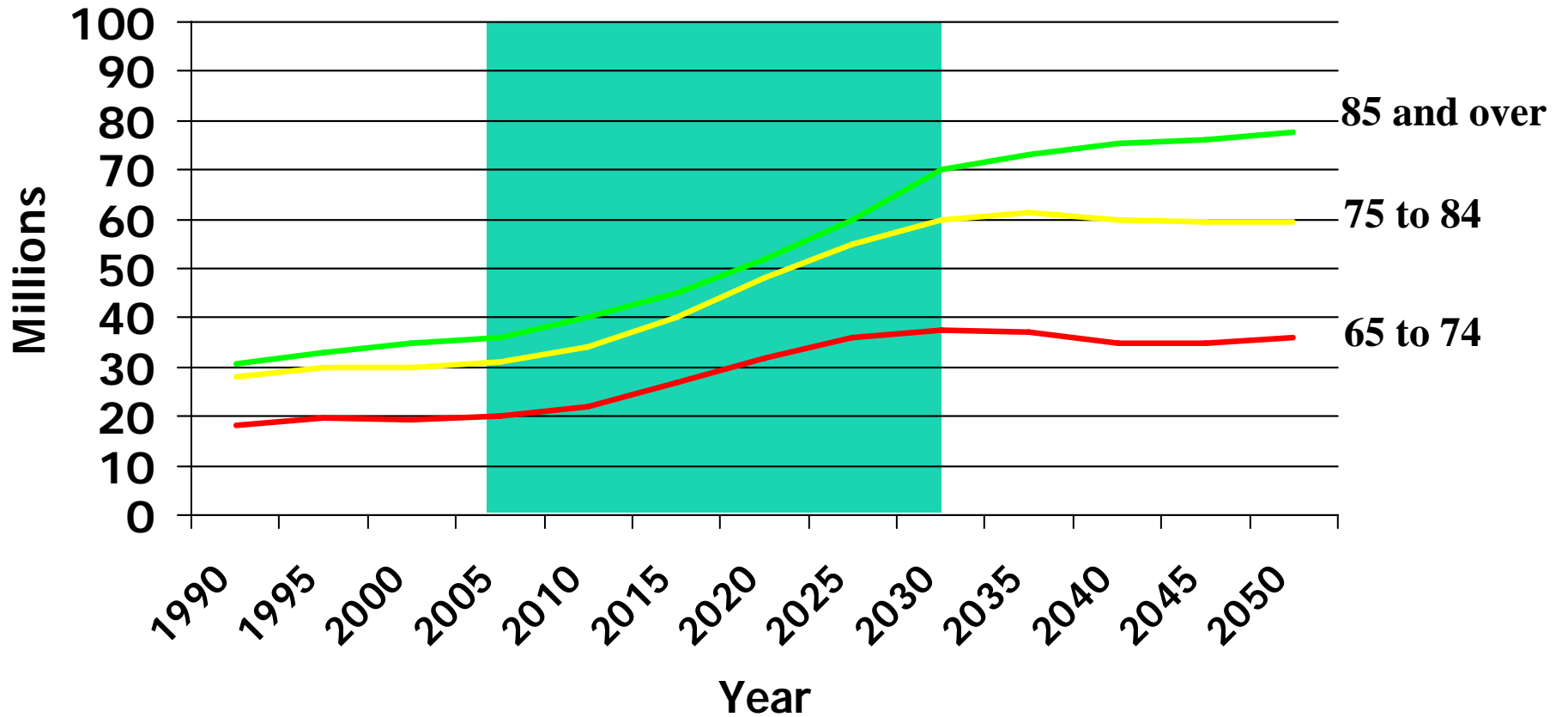
(16 Years Of Age ↑)



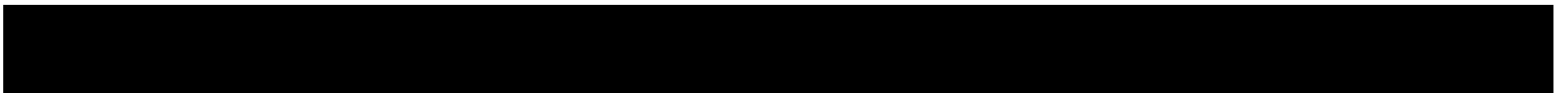
U.S. Aging Workforce

- ✓ 1/3 of the existing workforce will retire within the next 25 years. The majority of these retirees will be White, non-Hispanic
- ✓ By 2035 the 70+ age group will more than double from about 26 million in 2002 to 57 million, a predominantly non-minority group.

Population of Persons Age 65 ↑ 1990 to 2050



Our future workforce will be more “diverse” & include not just greater racial and ethnic mixes, but also include diversity of culture, age, language, gender, skills, religions and sexual orientation.



New American Youth

- The new generations of American youth are more flexible, less ethnically and linguistically polarized, and more willing to adopt “lifestyles & fashions” previously unimaginable to their parents and grandparents.

Gen Y - the Next Generation

Baby Boomers		
Born 1946-1964 Ages 36-55 78 million		

Gen Y - the Next Generation

Baby Boomers	Generation X	
Born 1946-1964 Ages 36-55 78 million	Born 1965-1976 Ages 26-35 43 million	

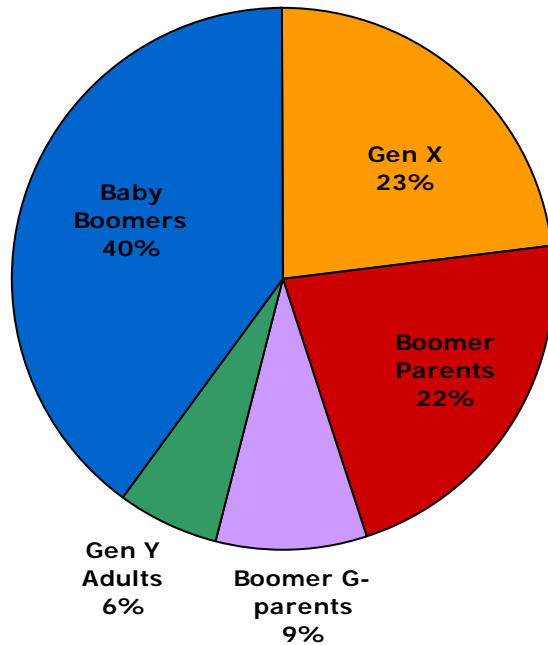
Gen Y - the Next Generation

Baby Boomers	Generation X	Generation Y
Born 1946-1964 Ages 36-55 78 million	Born 1965-1976 Ages 26-35 43 million	Born 1977-1994 Ages 8-25 73 million (Predominantly Minority)

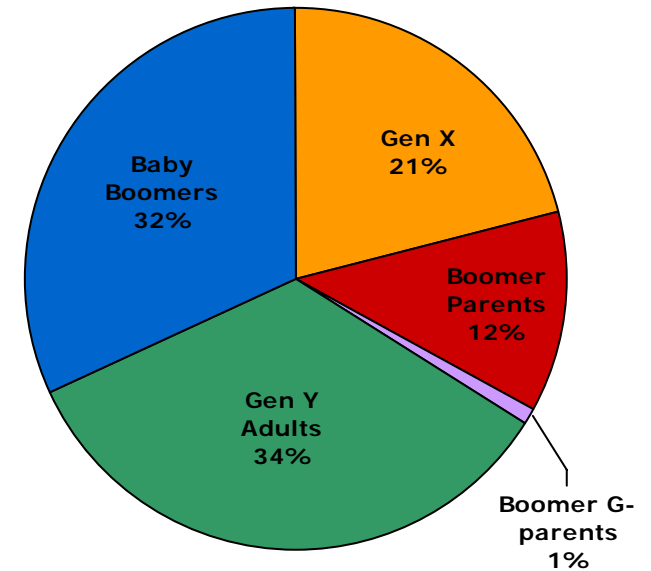
Gen Y

The Largest Market Segment in 2015

2000



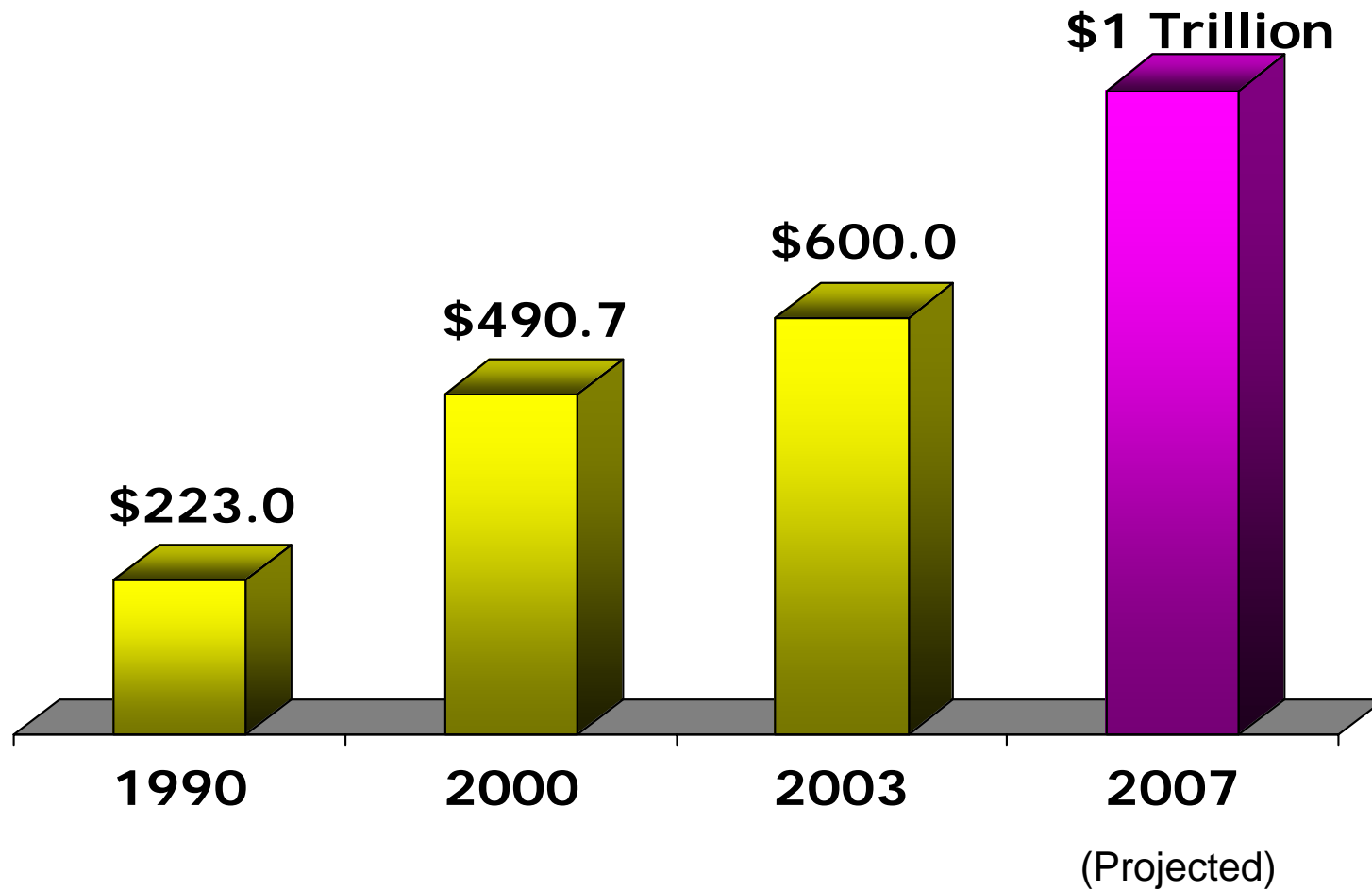
2015



Hispanic Purchasing Power



U.S. Hispanic Market Buying Power (billions)

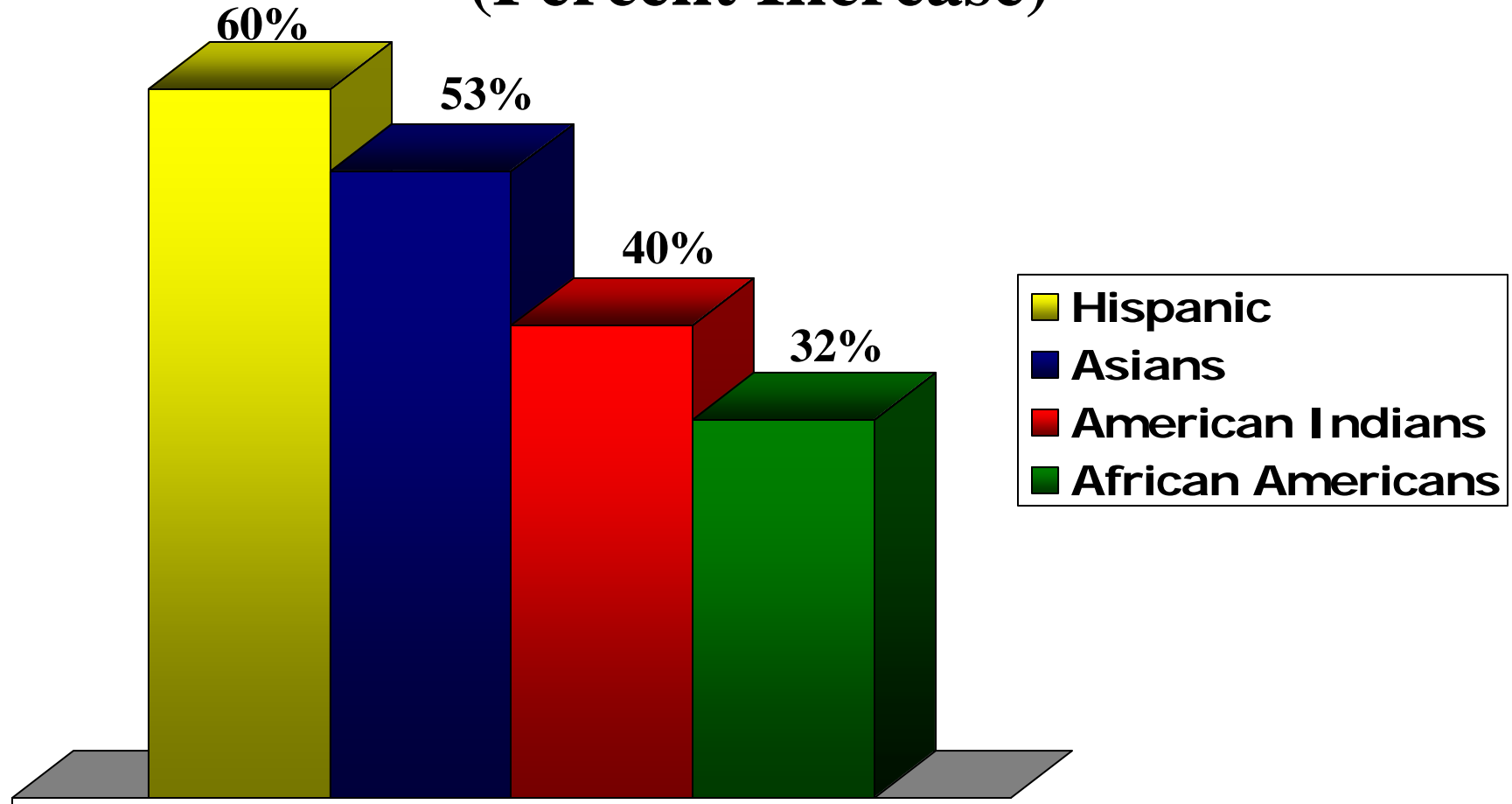


Hispanic Purchasing Power

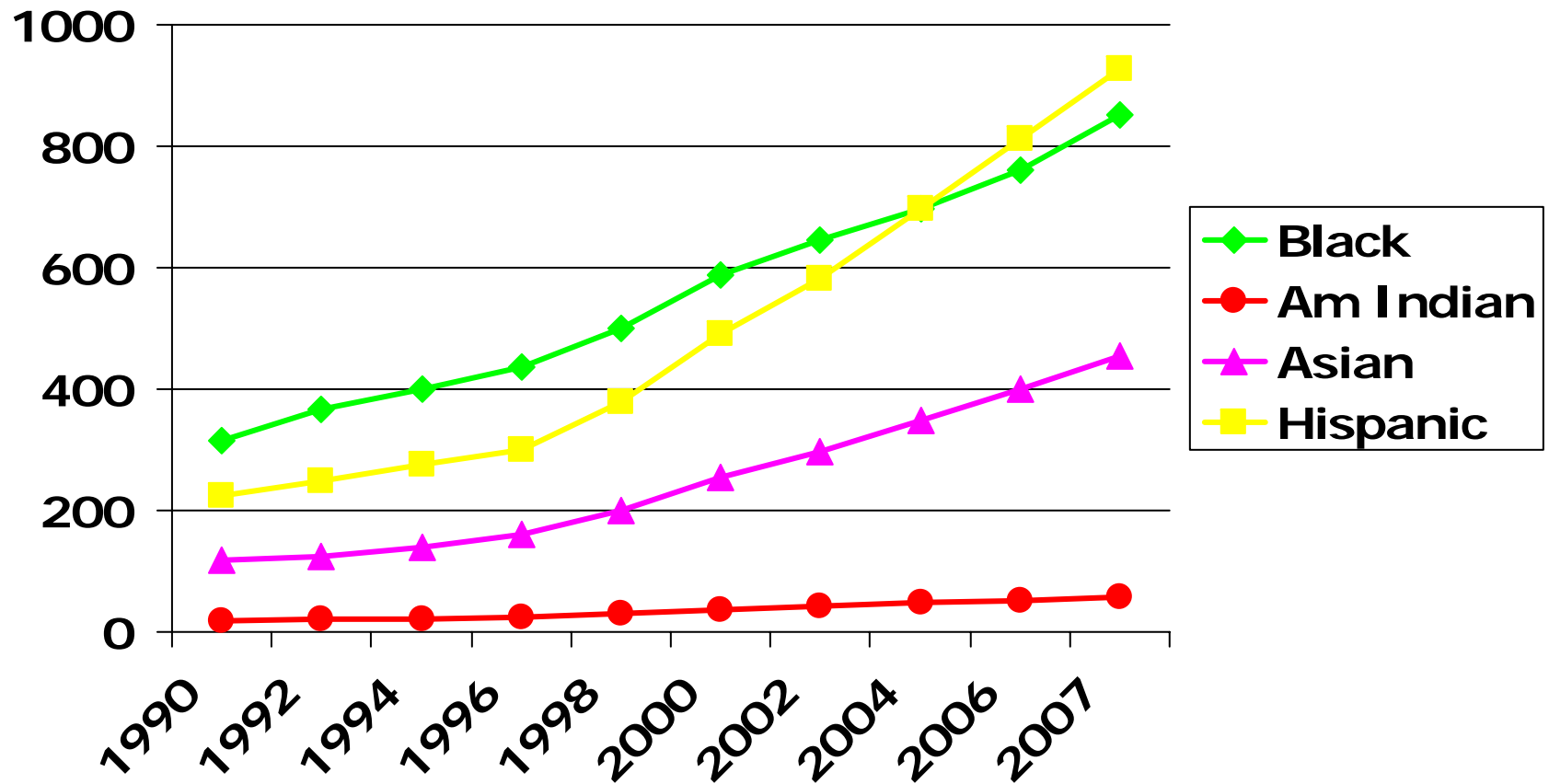
- Now accounts for 7.4% of total U.S., up from 6.9% in 2002
- Hispanics will contribute 21% (\$60 B) of the nations (\$284 B) increase from 2002-2003
- Yet, Hispanics represent 13.5% of the total U.S. population

Buying Power 2002-2007

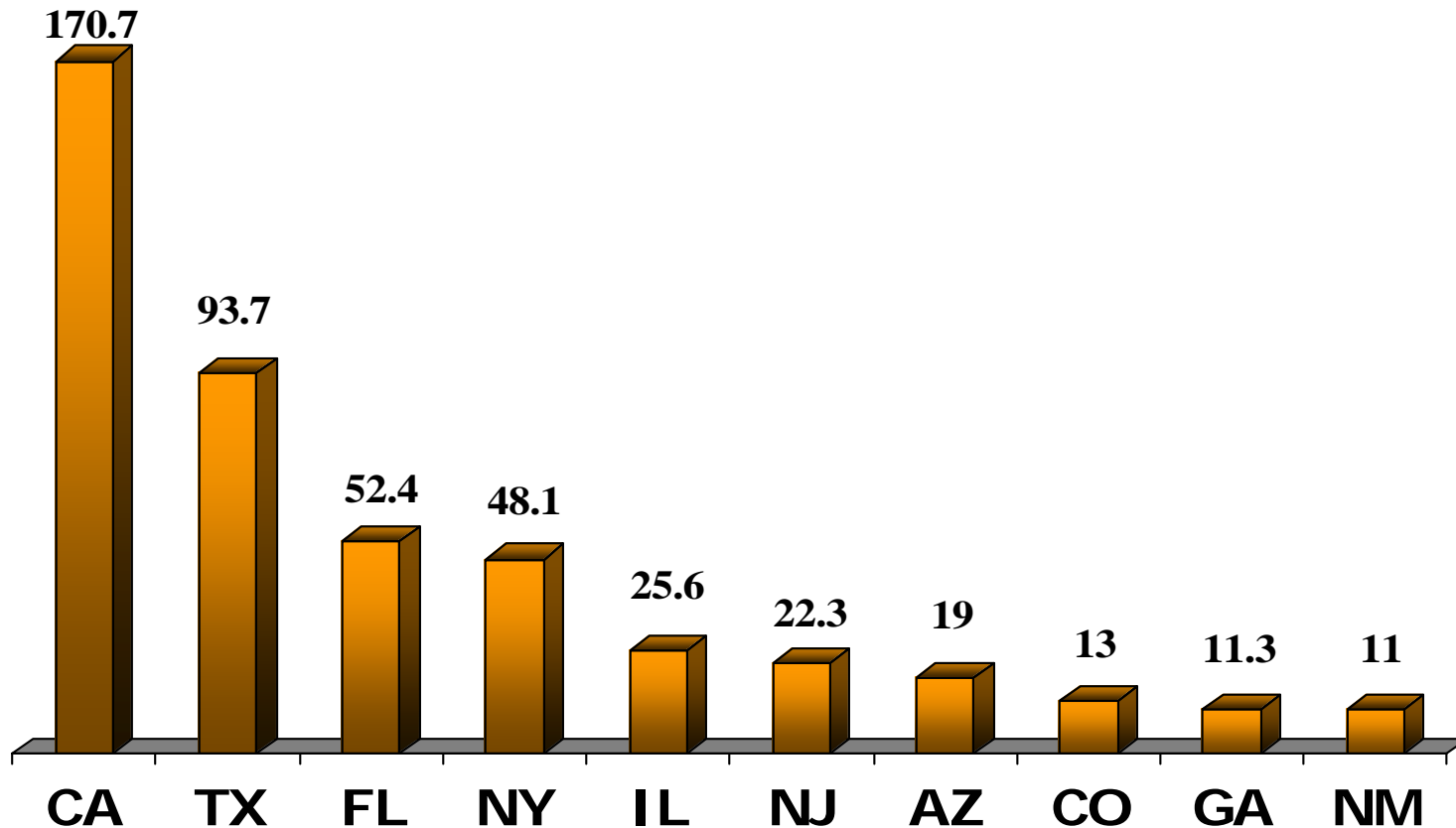
(Percent Increase)



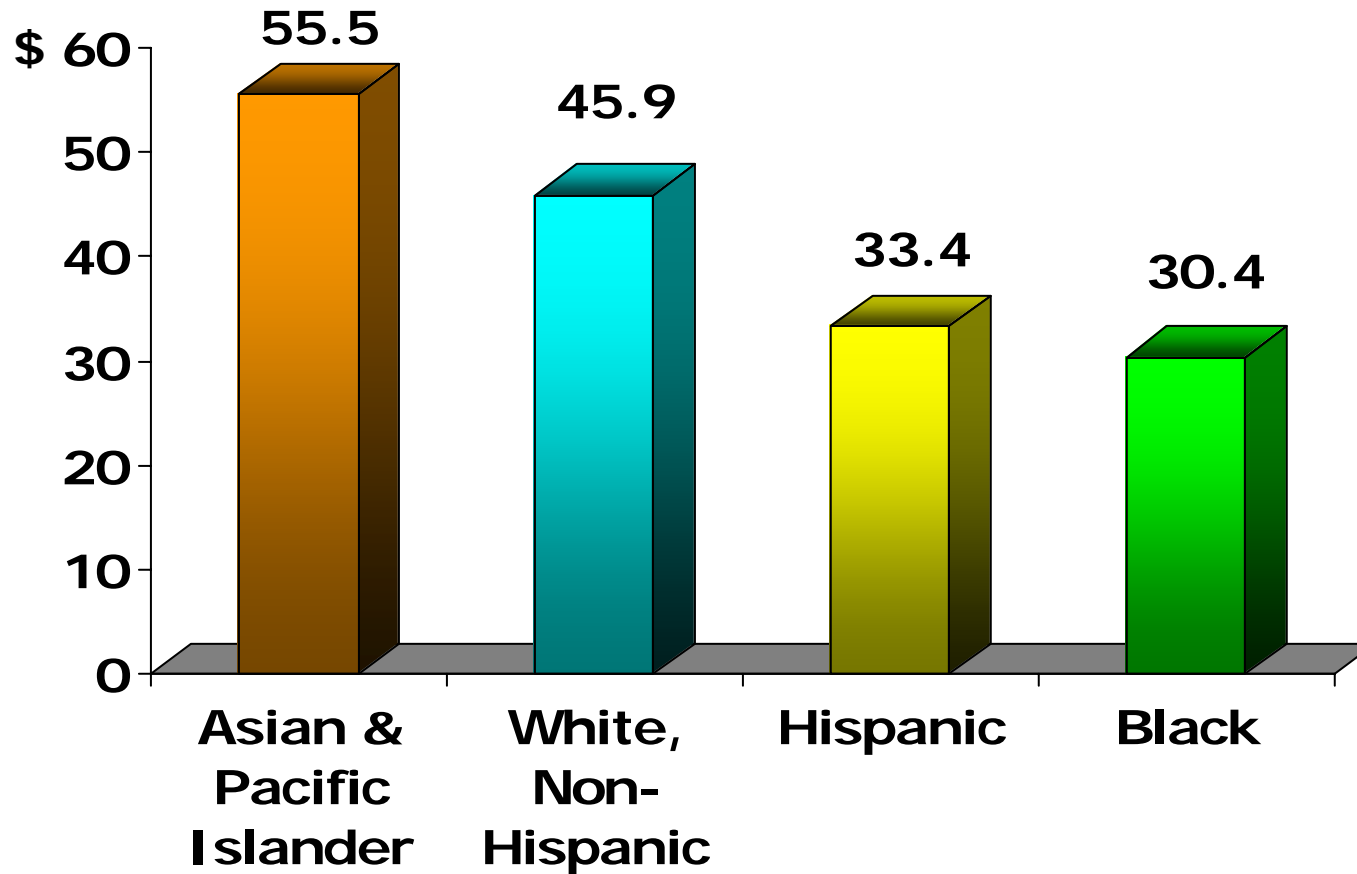
Minority Buying Power 1990-2007



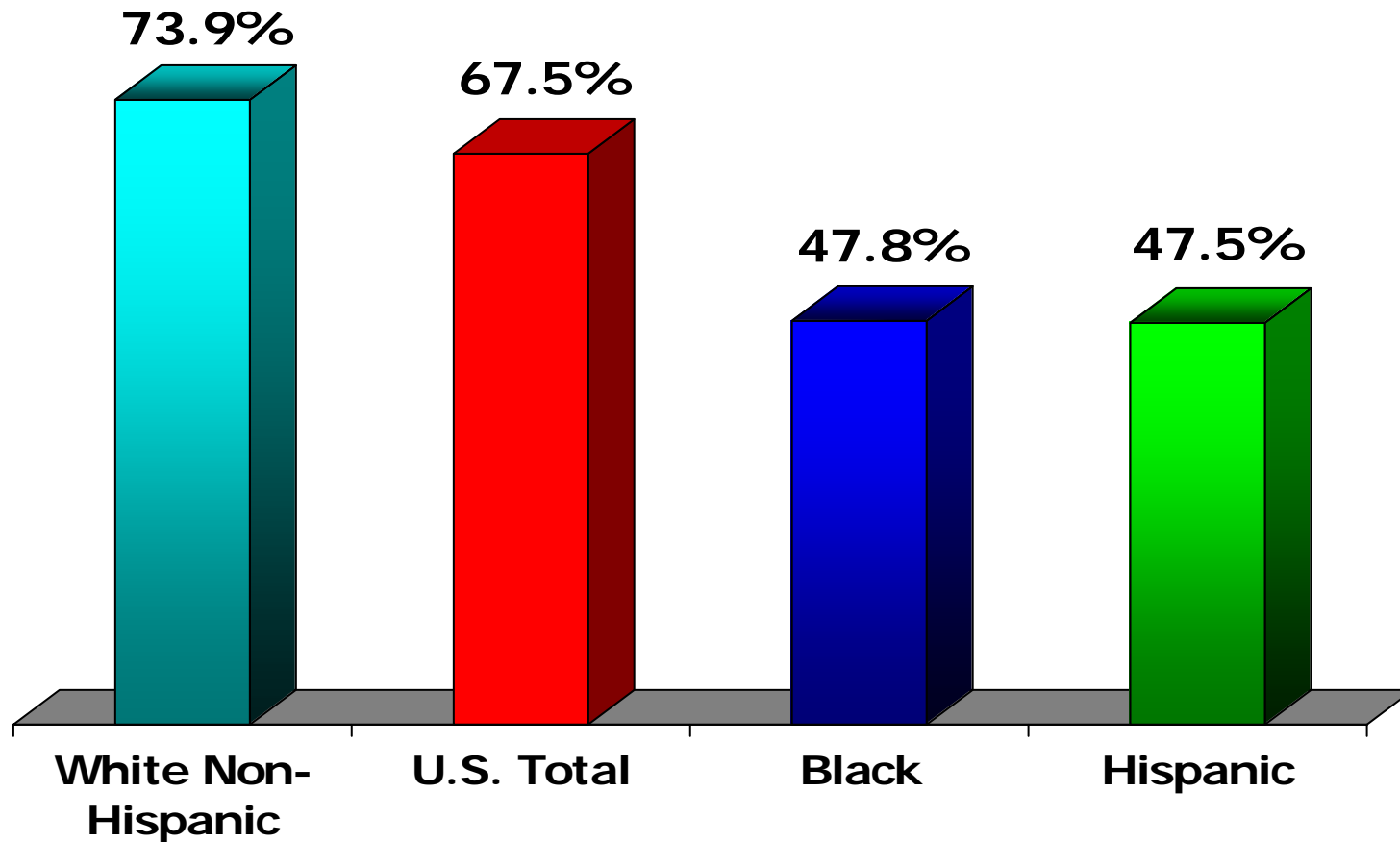
Hispanic Buying Power Top 10 States (\$ billions), 2002



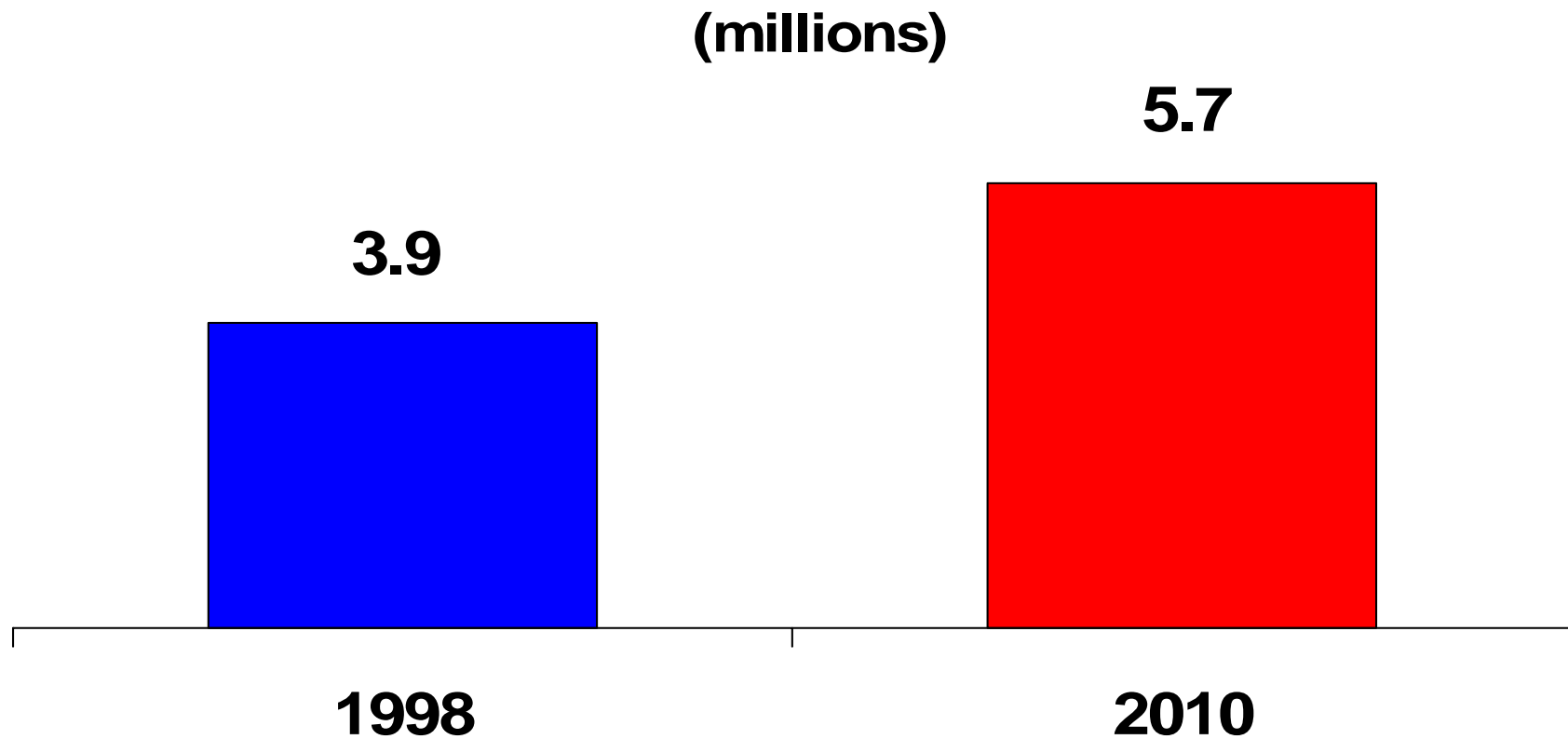
U.S. Household Median Income 2000 (in thousands)



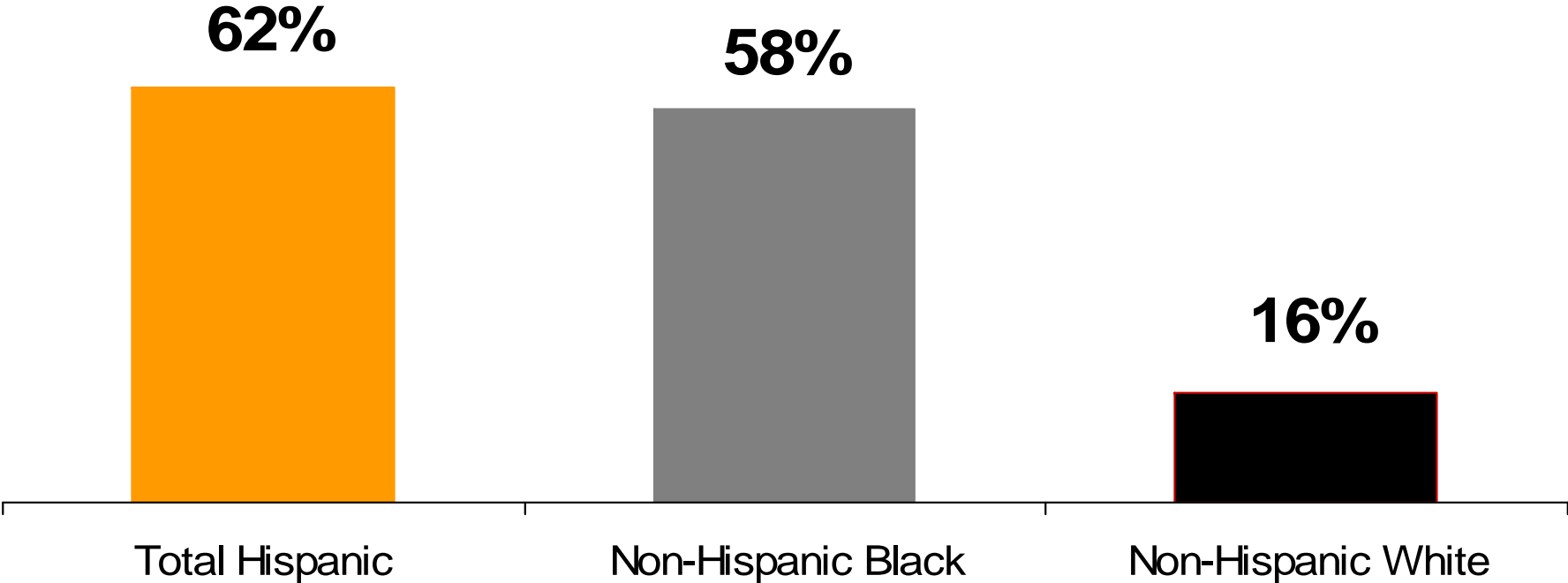
Homeownership Rates: 2000



Hispanic Homeownership Will Grow by 1.8 Million Homes by 2010



From 1993 to 1997, Mortgage Volumes Among Hispanics Increased More Than Any Other Group



Source: Standard & Poor's DRI, "Hispanic Consumer Market" November 1998

Hispanic Average HH: Census 2000 (Number of persons)

