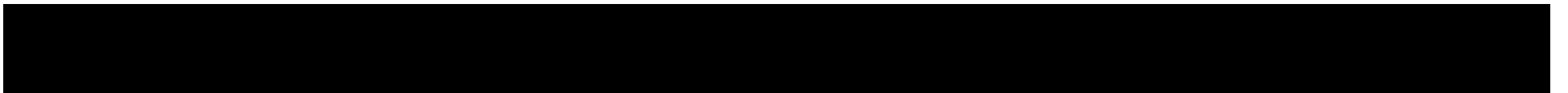


# **Minorities in a New America: A Focus on Hispanics**

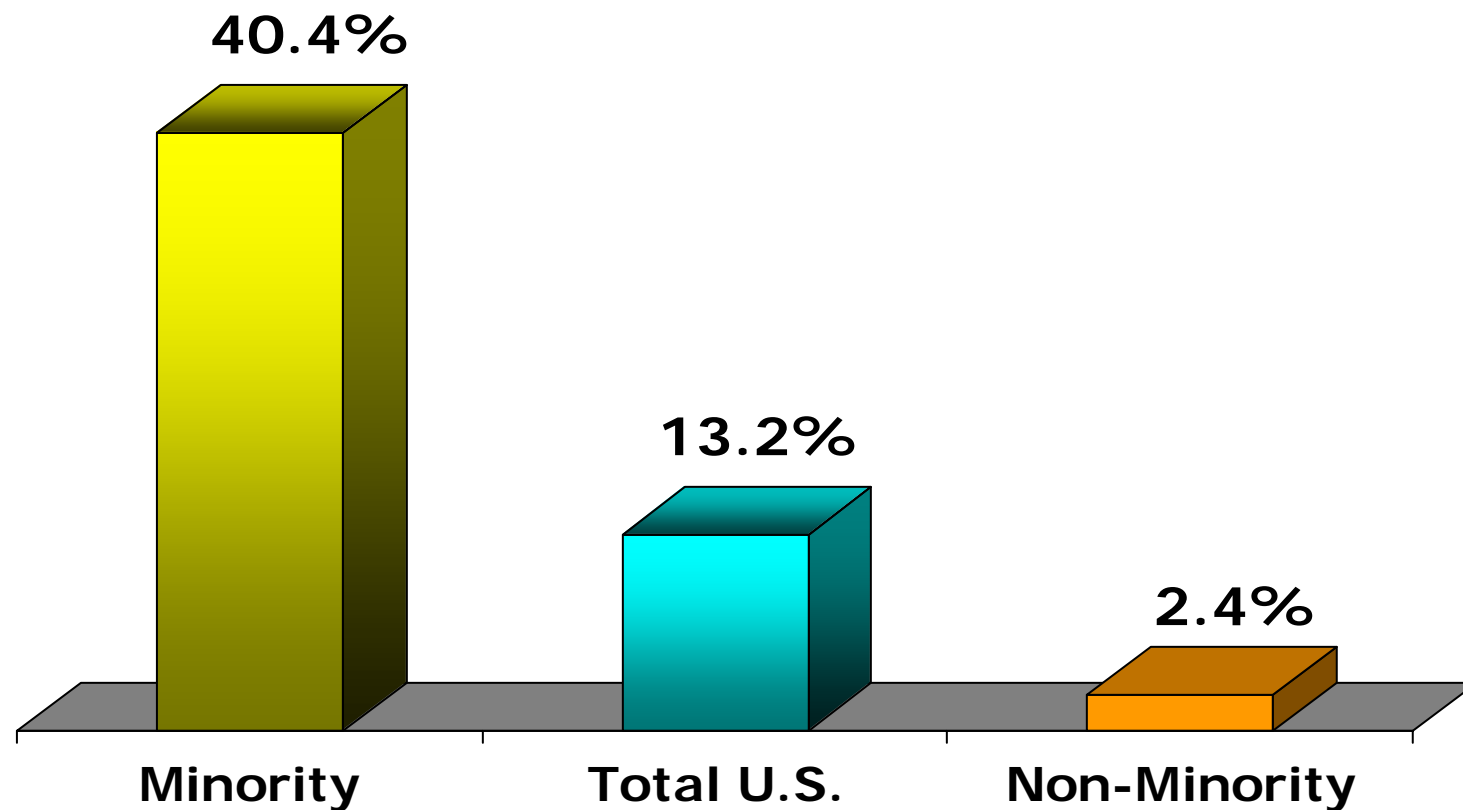
**Dr. Loui Olivas  
Arizona State University**

(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)

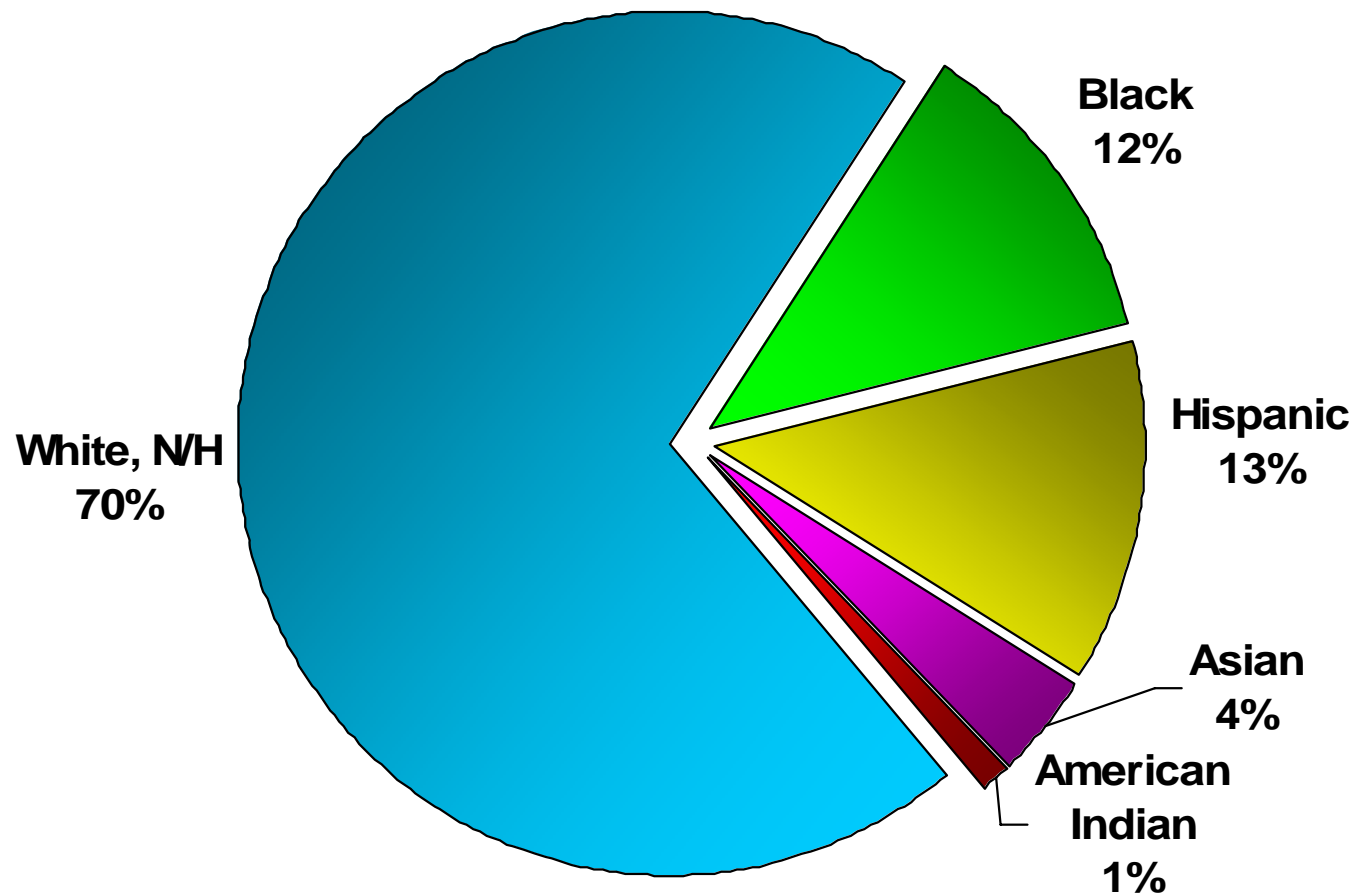
# Demographic Imperative



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



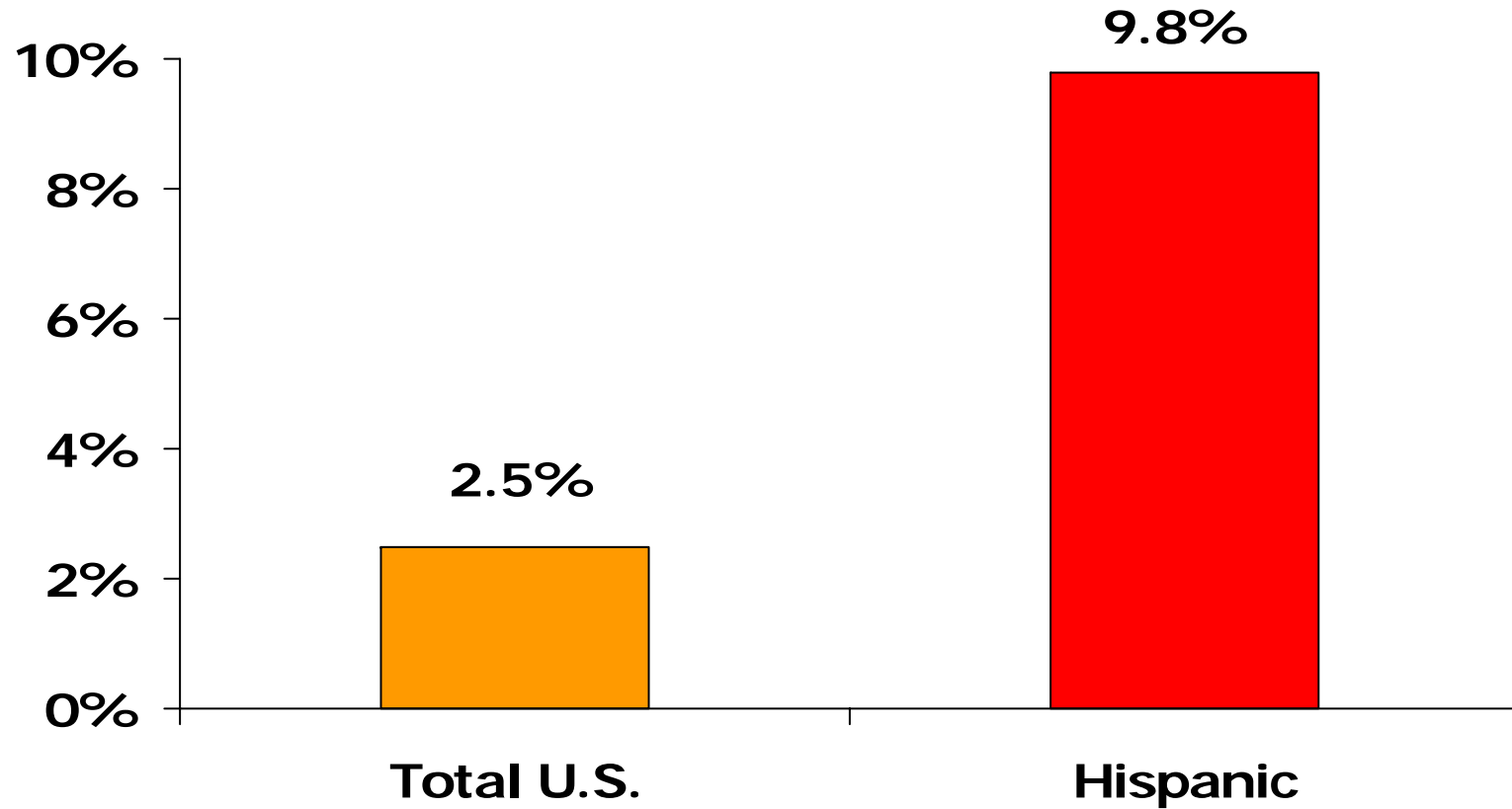
# U.S. Population Composition 2002



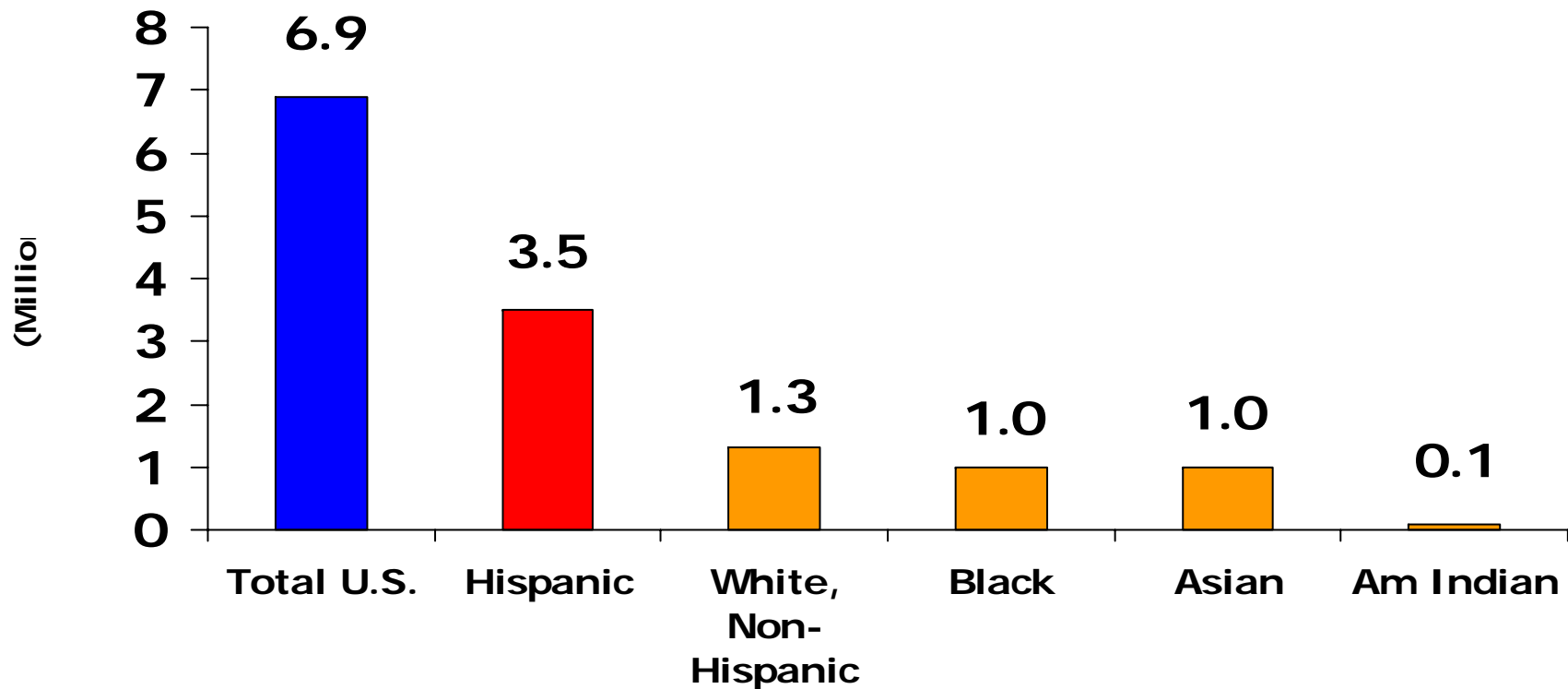
# Counting Hispanics: Census 2002

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

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

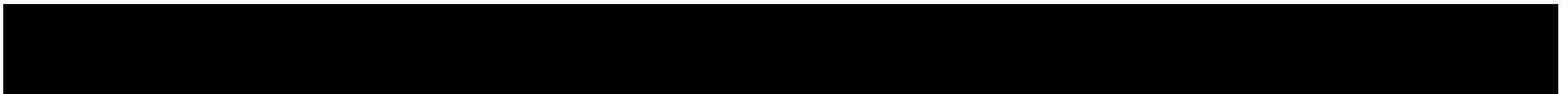


# U.S. Population Growth (April 1, 2000 – July 1, 2002)



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

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

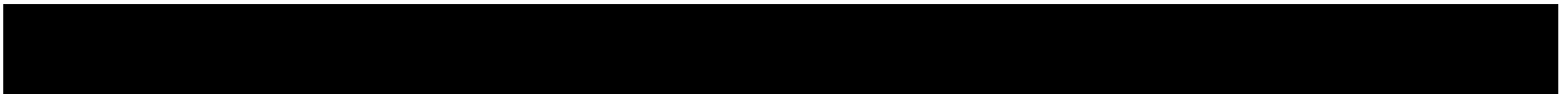


**U.S. Population Growth  
(April 1, 2000 – July 1, 2002)  
(%)**

Hispanic growth rate

9 X

White, non-Hispanic



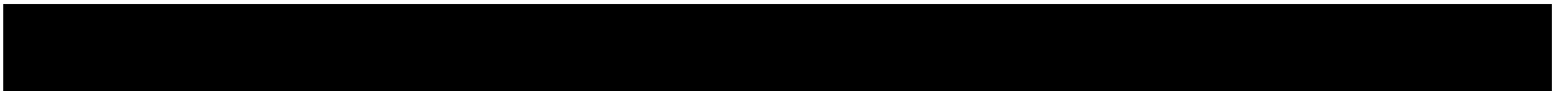
# **U.S. Population Growth (April 1, 2000 – July 1, 2002)**

Hispanics' growth rate per month

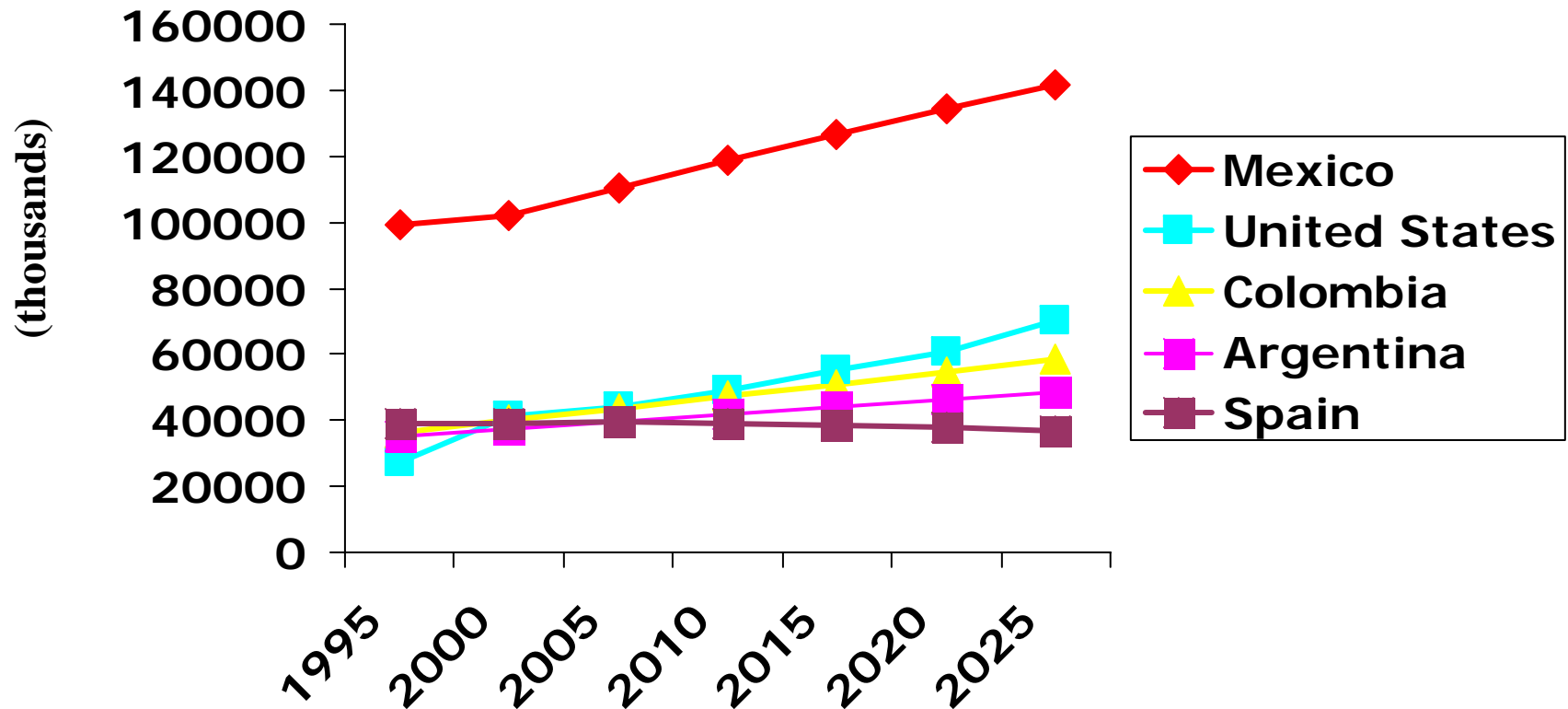
130,000

v.s.

48,000 White, non-Hispanic



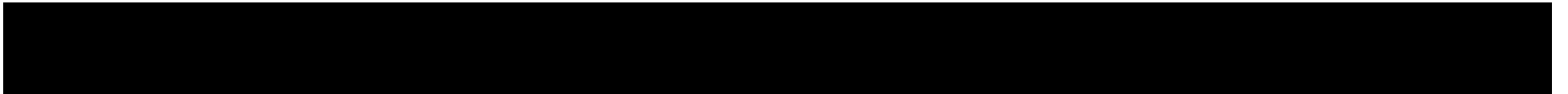
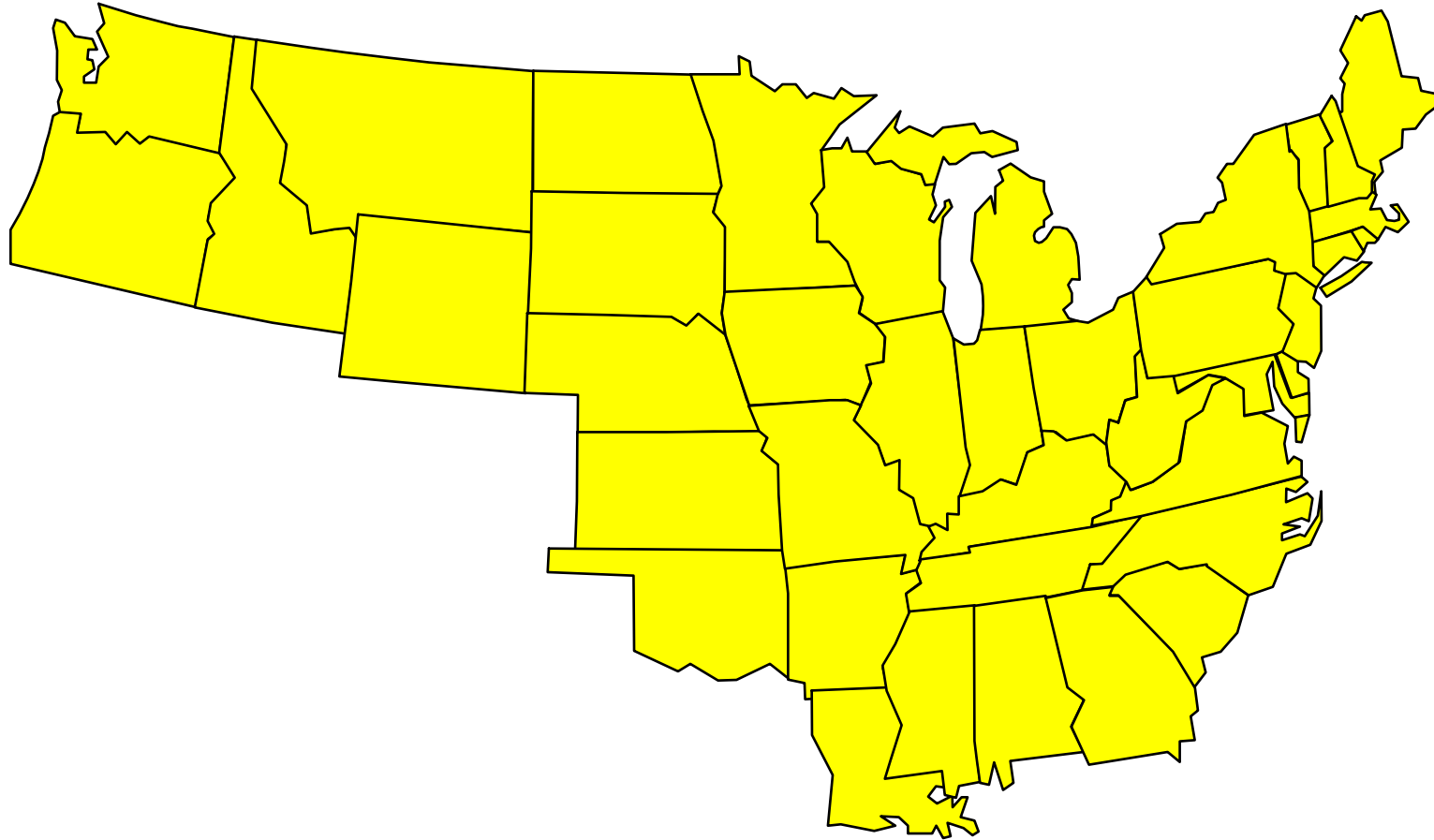
# World Hispanic Populations (1995–2025)



# 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)

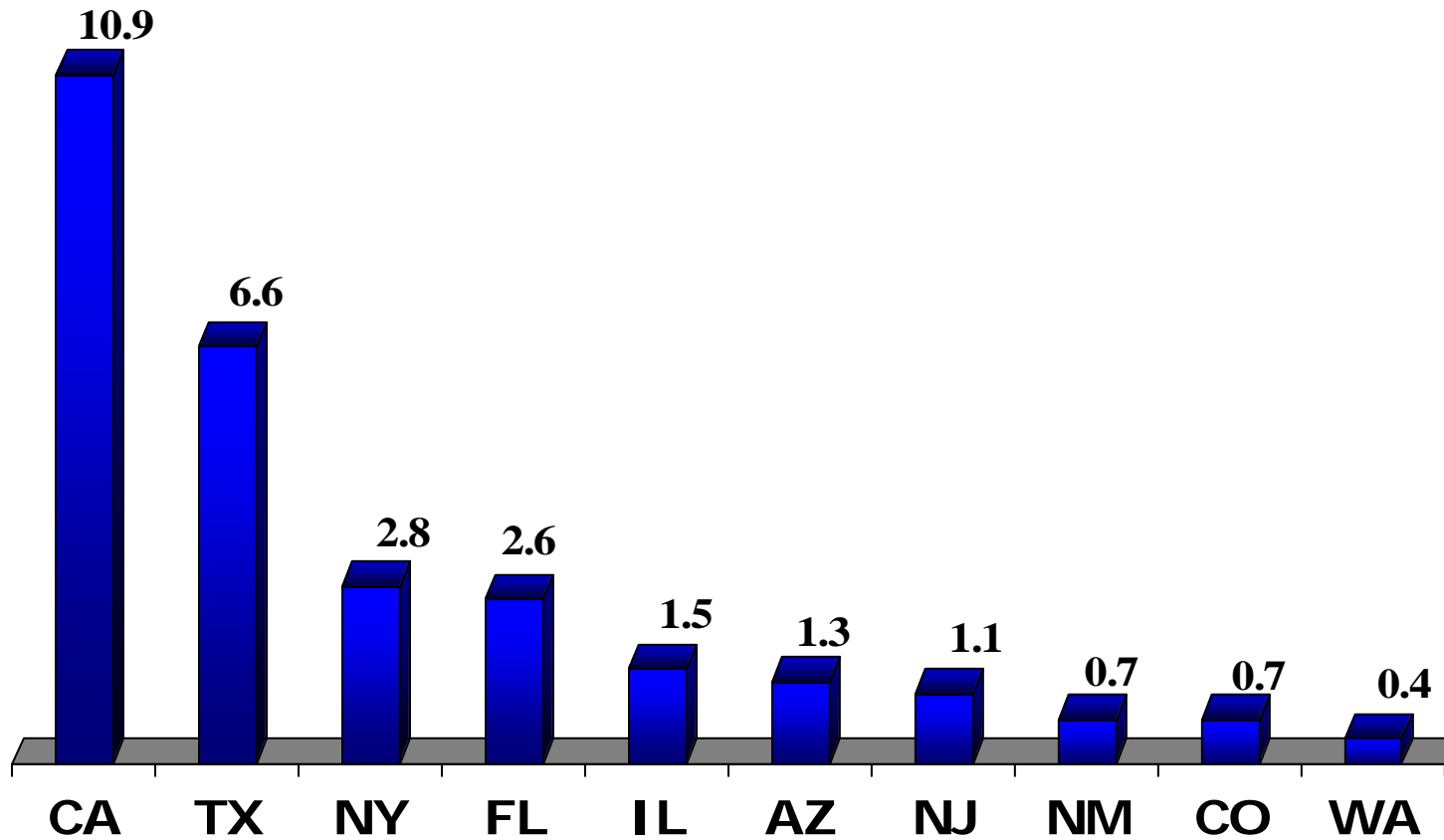


# Western Hemisphere Population

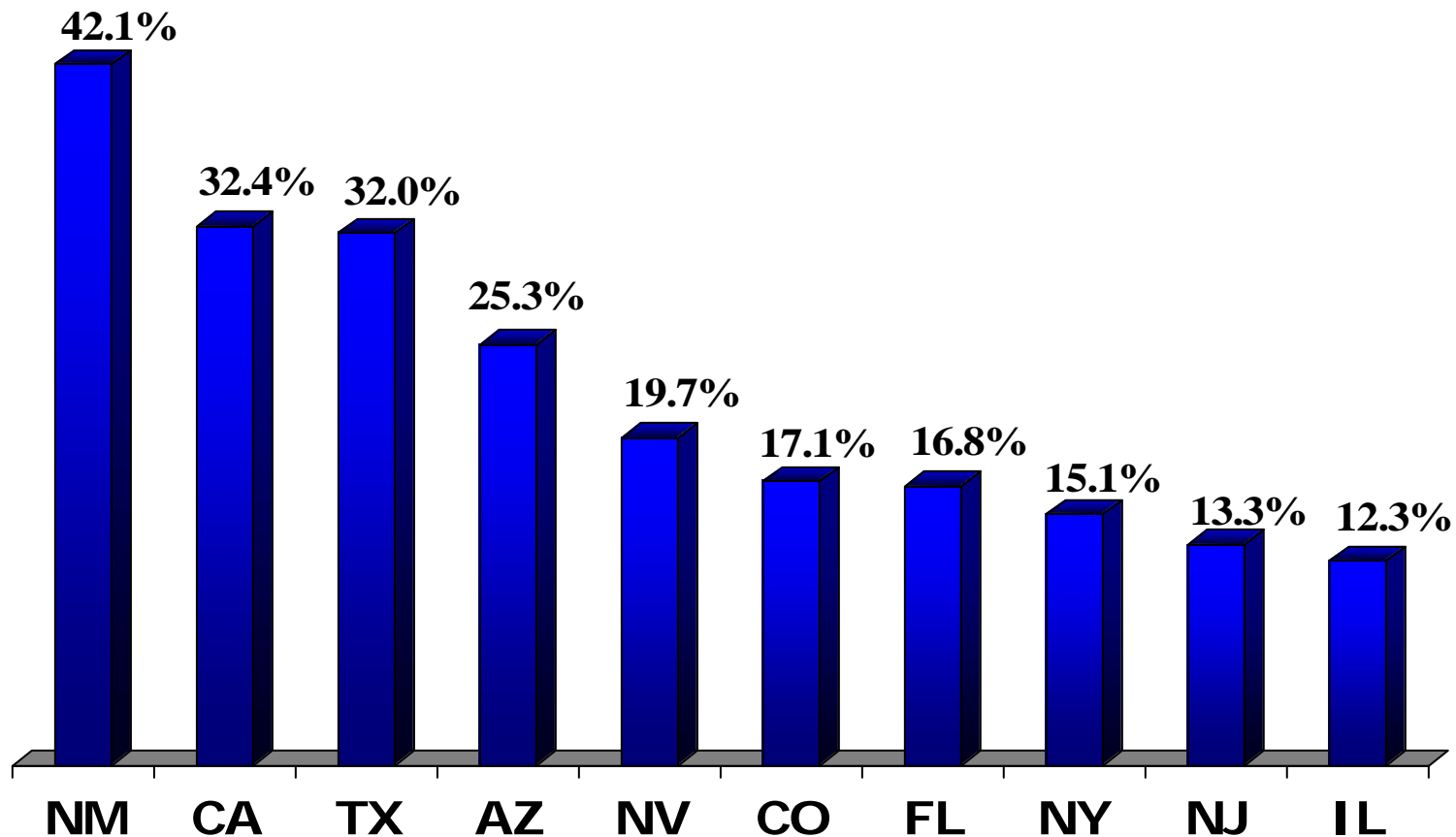


- Total 835 Million
- 551 Million Hispanic
- 66% Hispanic
- 45% Speak Spanish

# Top 10 Hispanic States (000s)

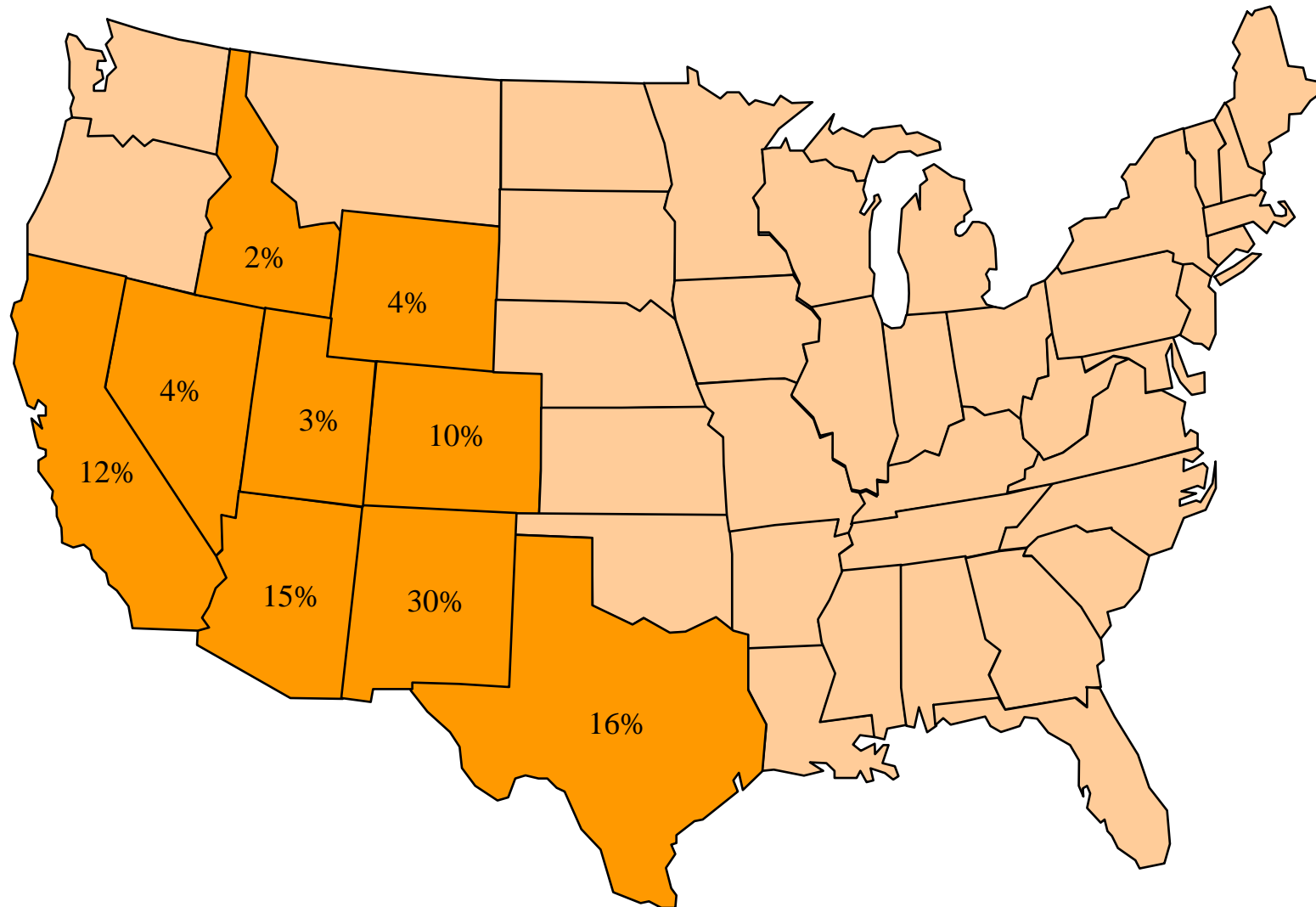


# Top 10 States by Percent of Hispanic Population - Census 2000



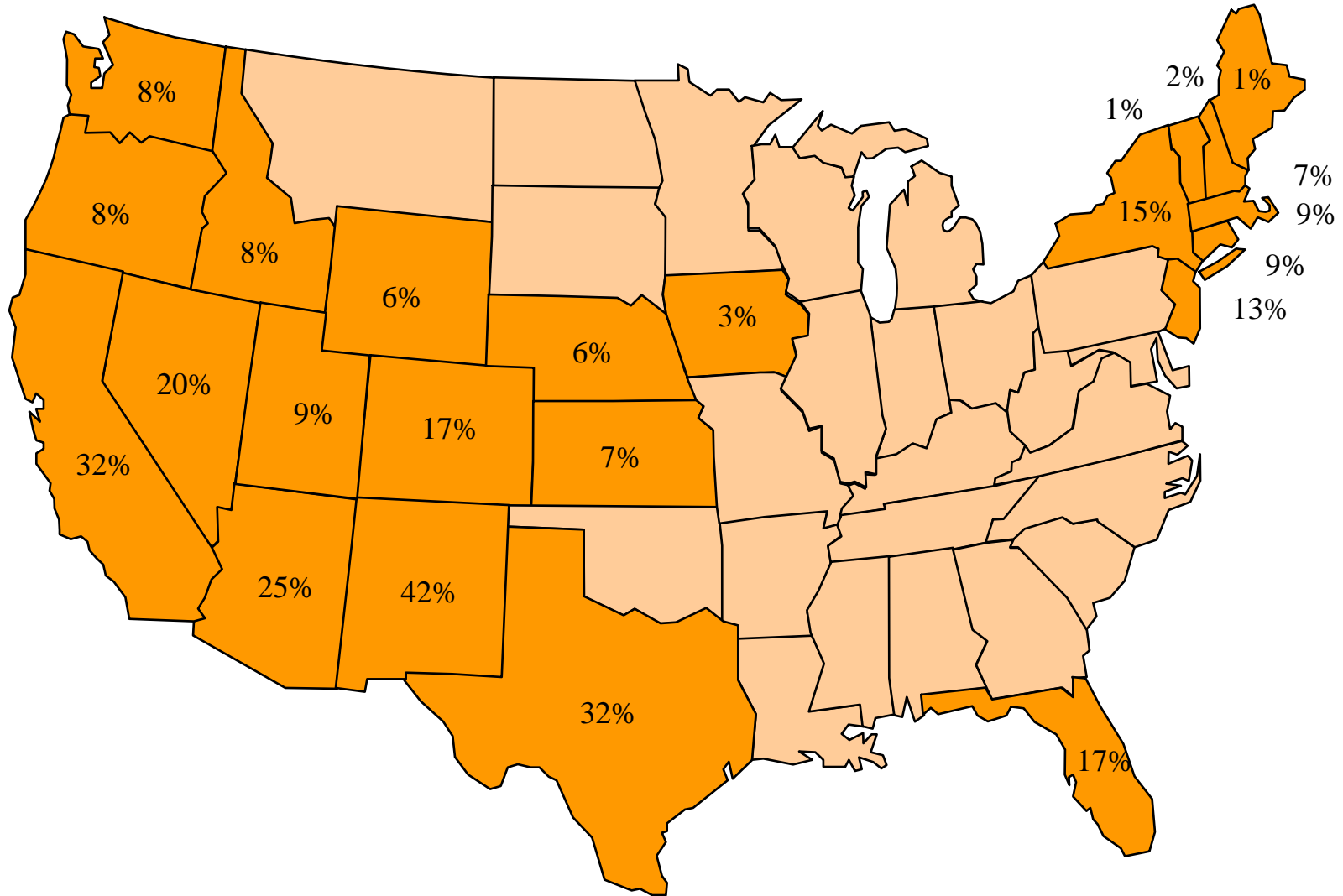
# Hispanic Disbursement: 1970

**9 States** Hispanics are Largest Minority Group

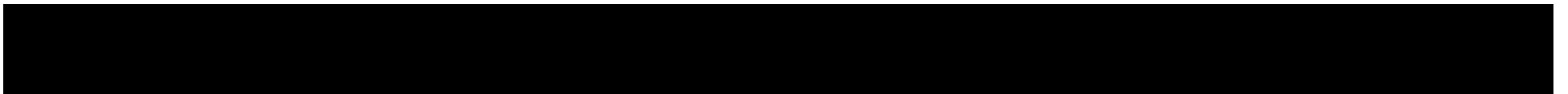


# Hispanic Disbursement: 2000

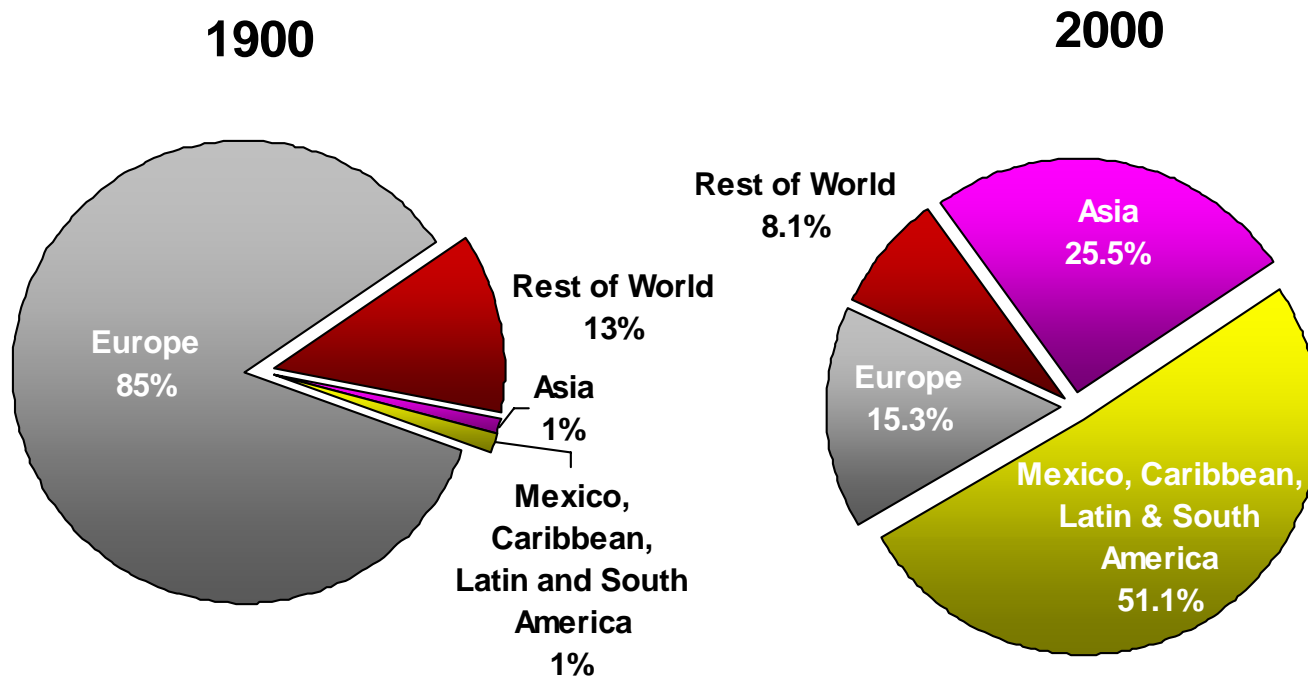
23 States Hispanics are Largest Minority Group



# Immigration



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



# Immigration

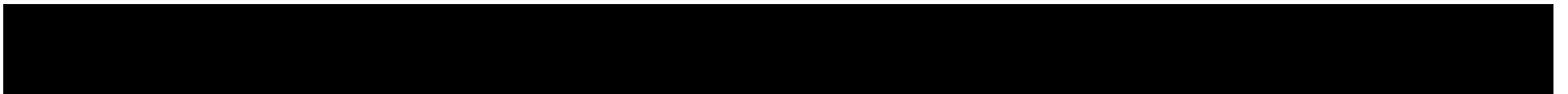
“Economist have argued that, over the past decade, immigrant labor helped fuel the economic boom and have kept inflation low”

“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

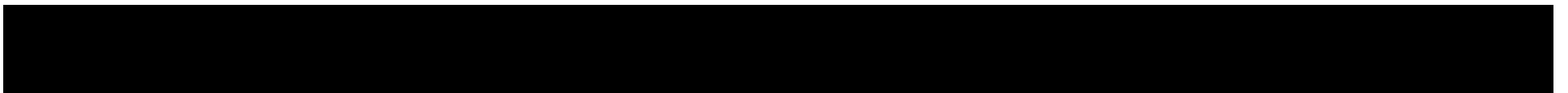
# Population Projections



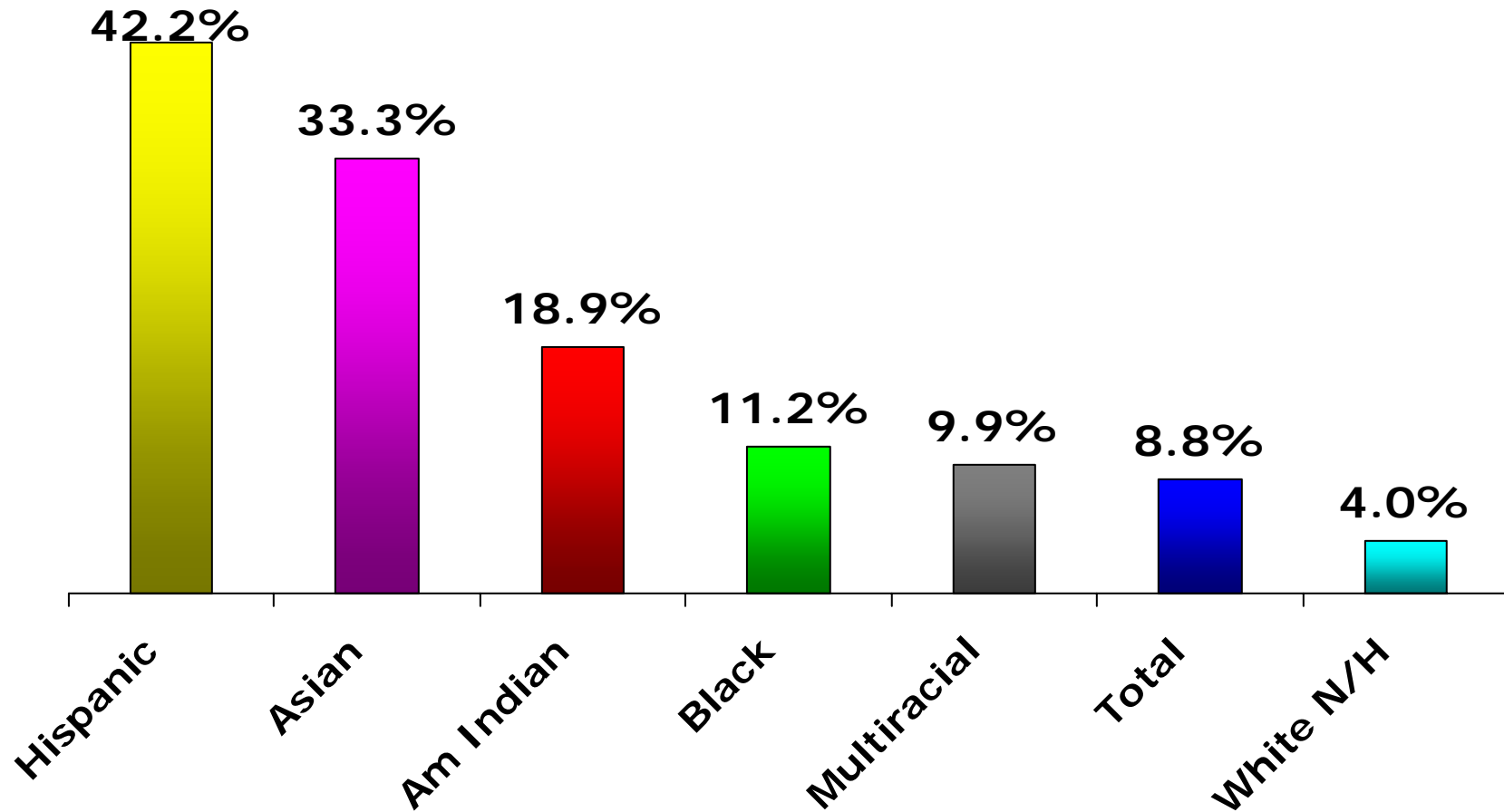
**“Demographics will not only be the most important factor in the *Next Society*, it will also be the most predictable and least controllable one.”**

**Peter F. Drucker**

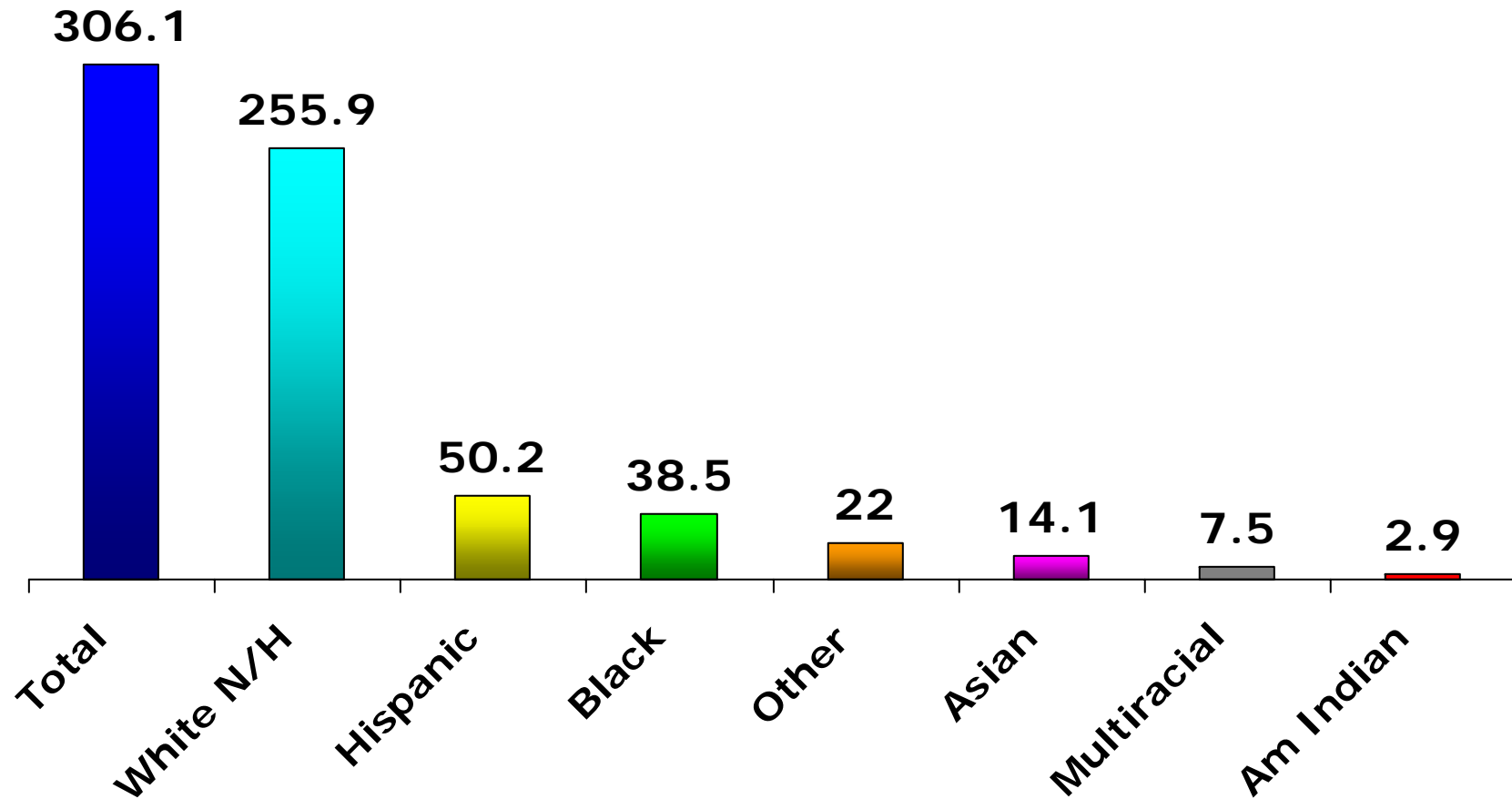
***Managing in the Next Society***



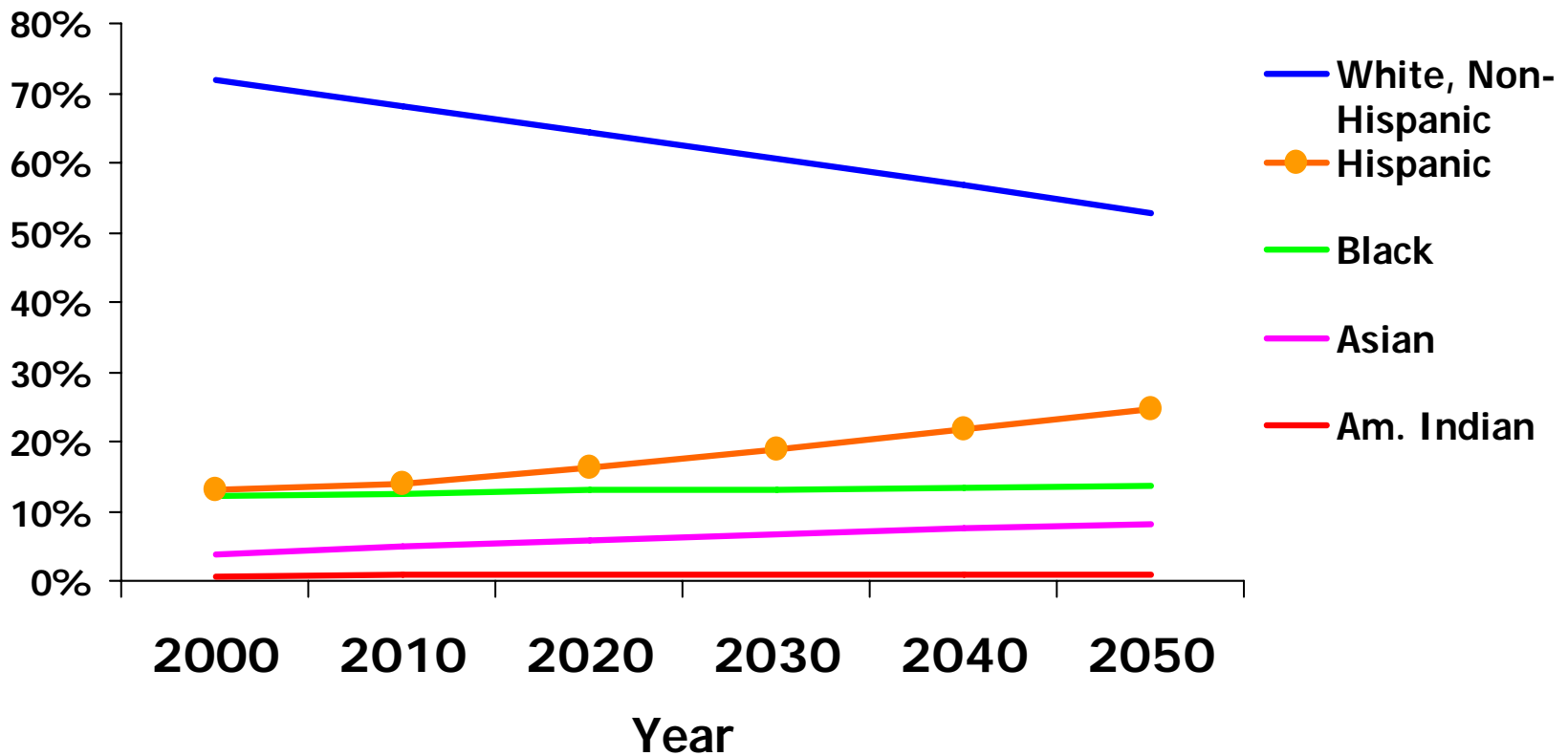
# U.S. Population Projections 2000 - 2007



# U.S. Population Projections 2007 (millions)

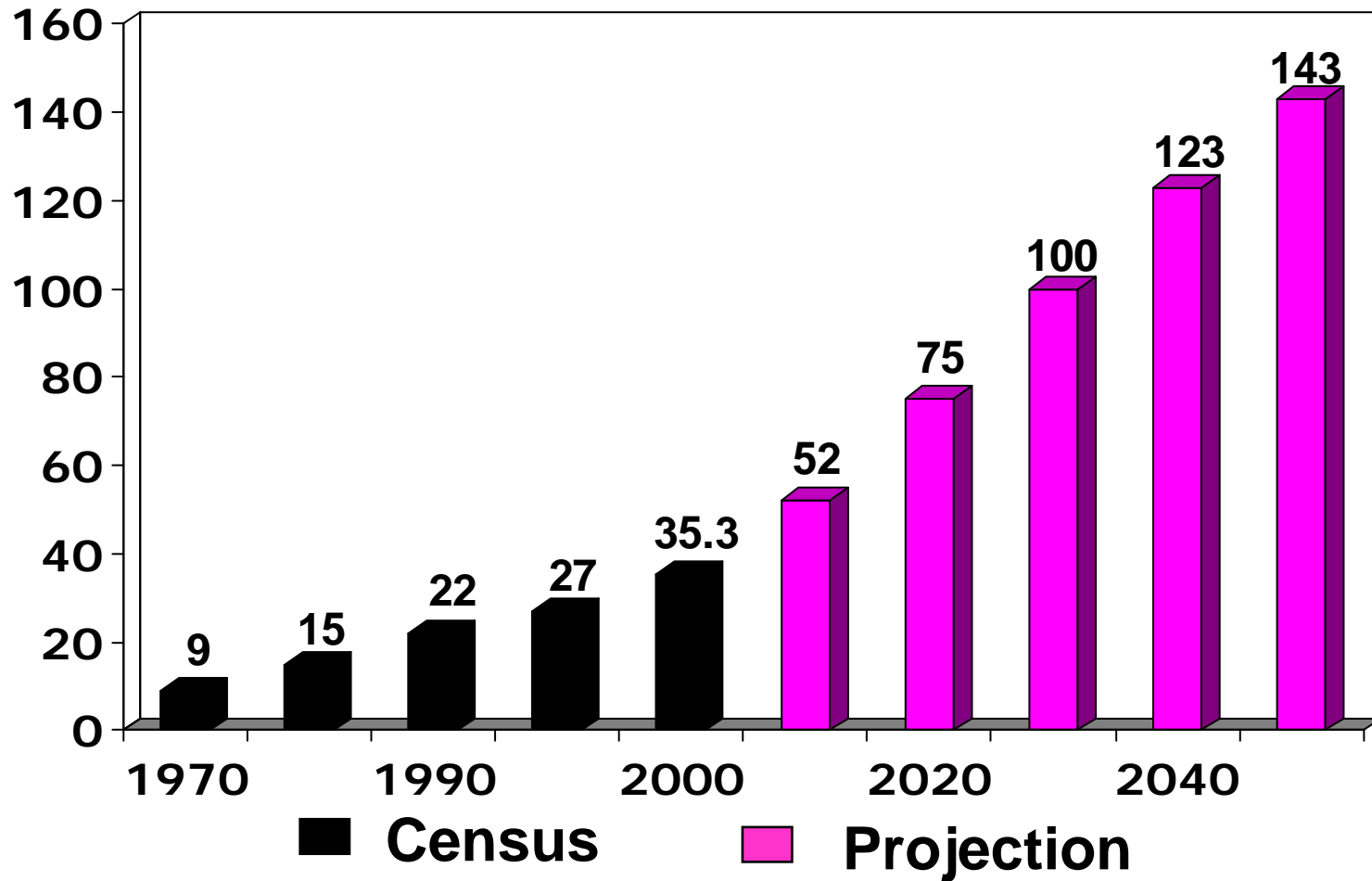


# Percent Distribution of the U.S. Population by Race 2000 to 2050

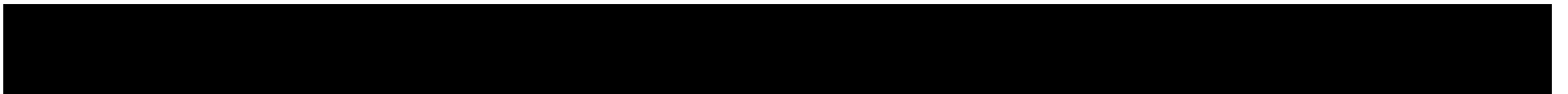


# The Future: U. S. Hispanics (2050)

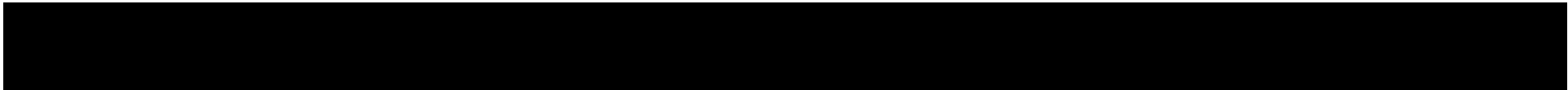
In Millions



# Fertility & Births

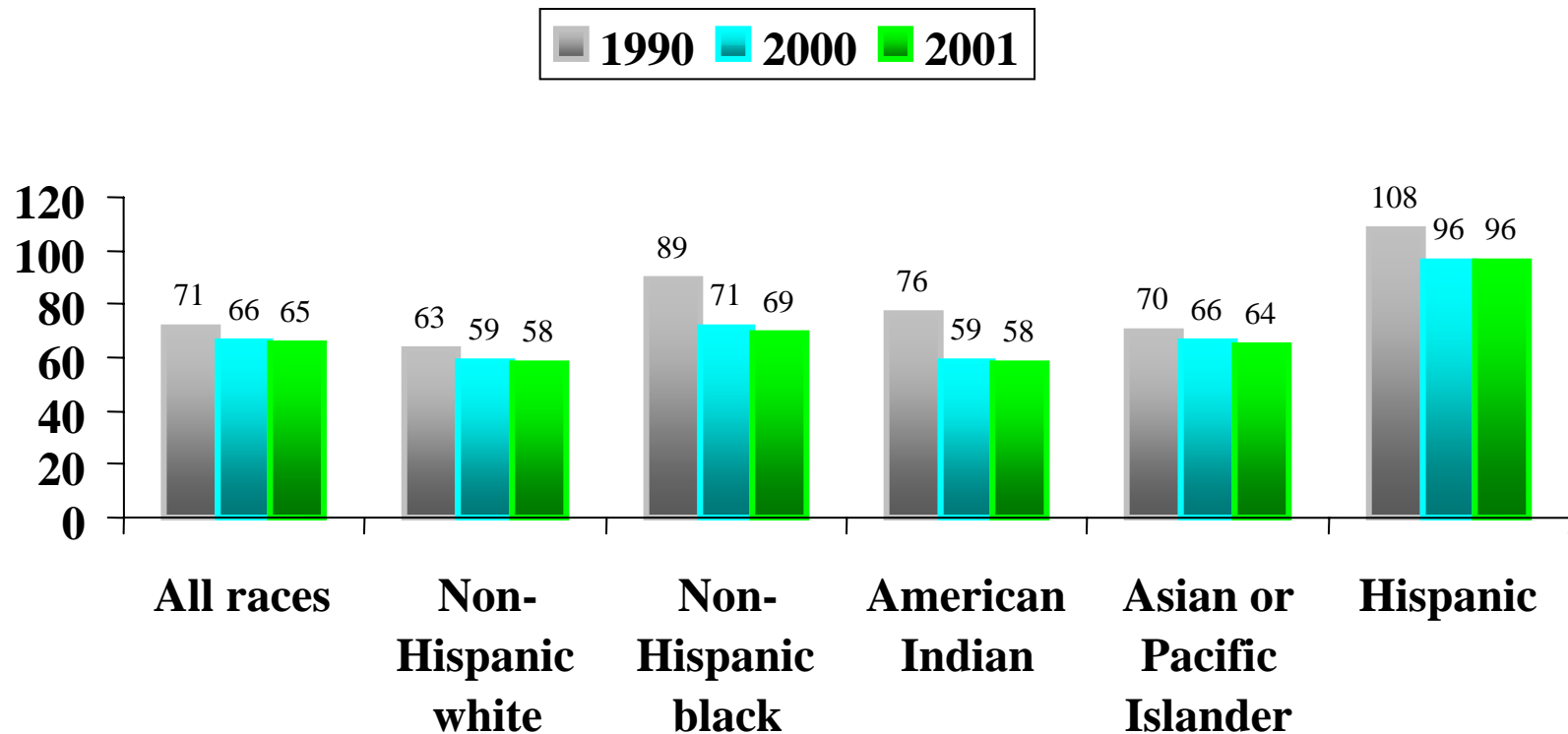


**A Fertility rate of 2.1 is required for a generation to replace itself, given population losses due to death:**

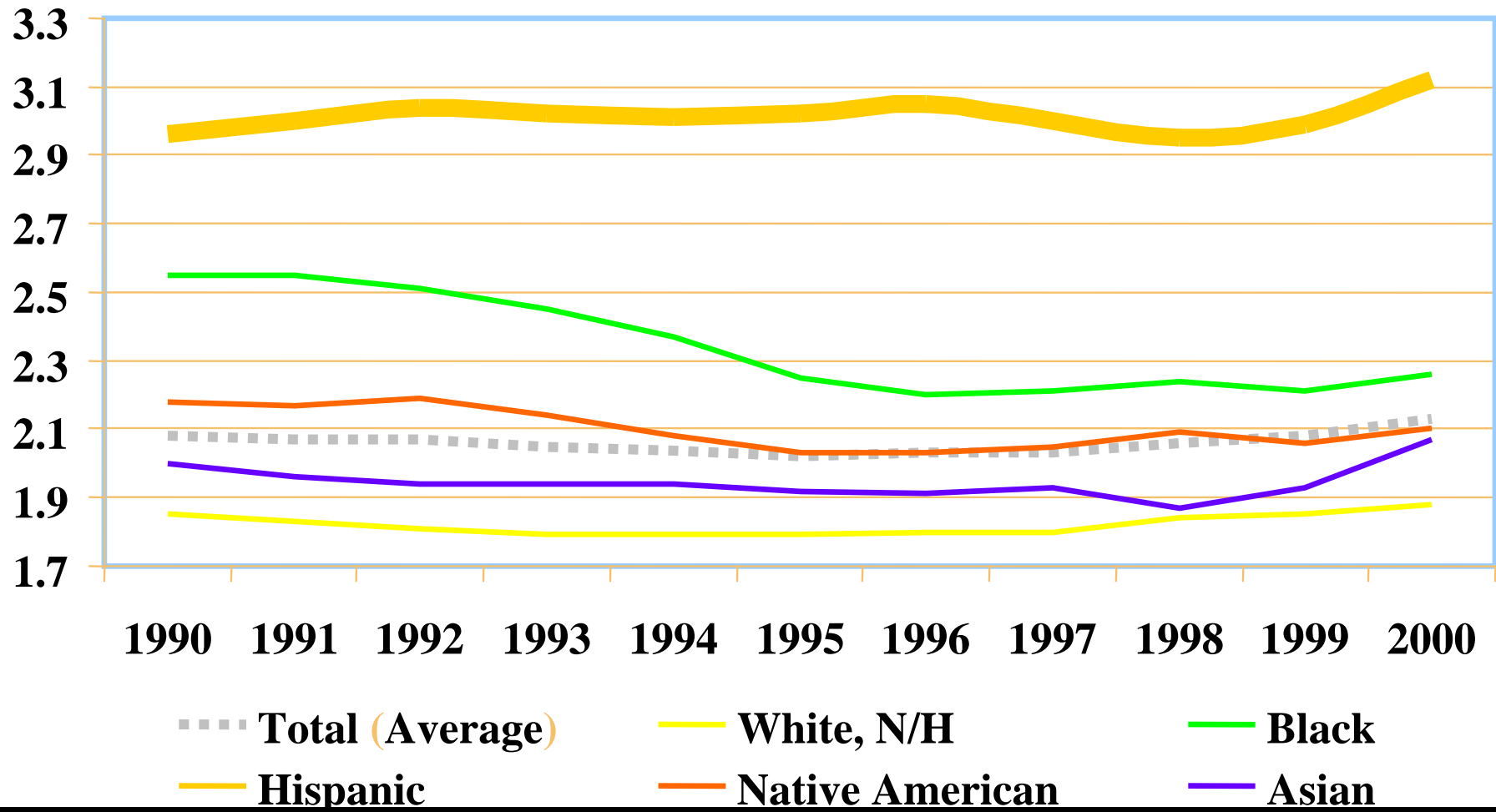


# U.S. Birth Rates: Hispanic Origin

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

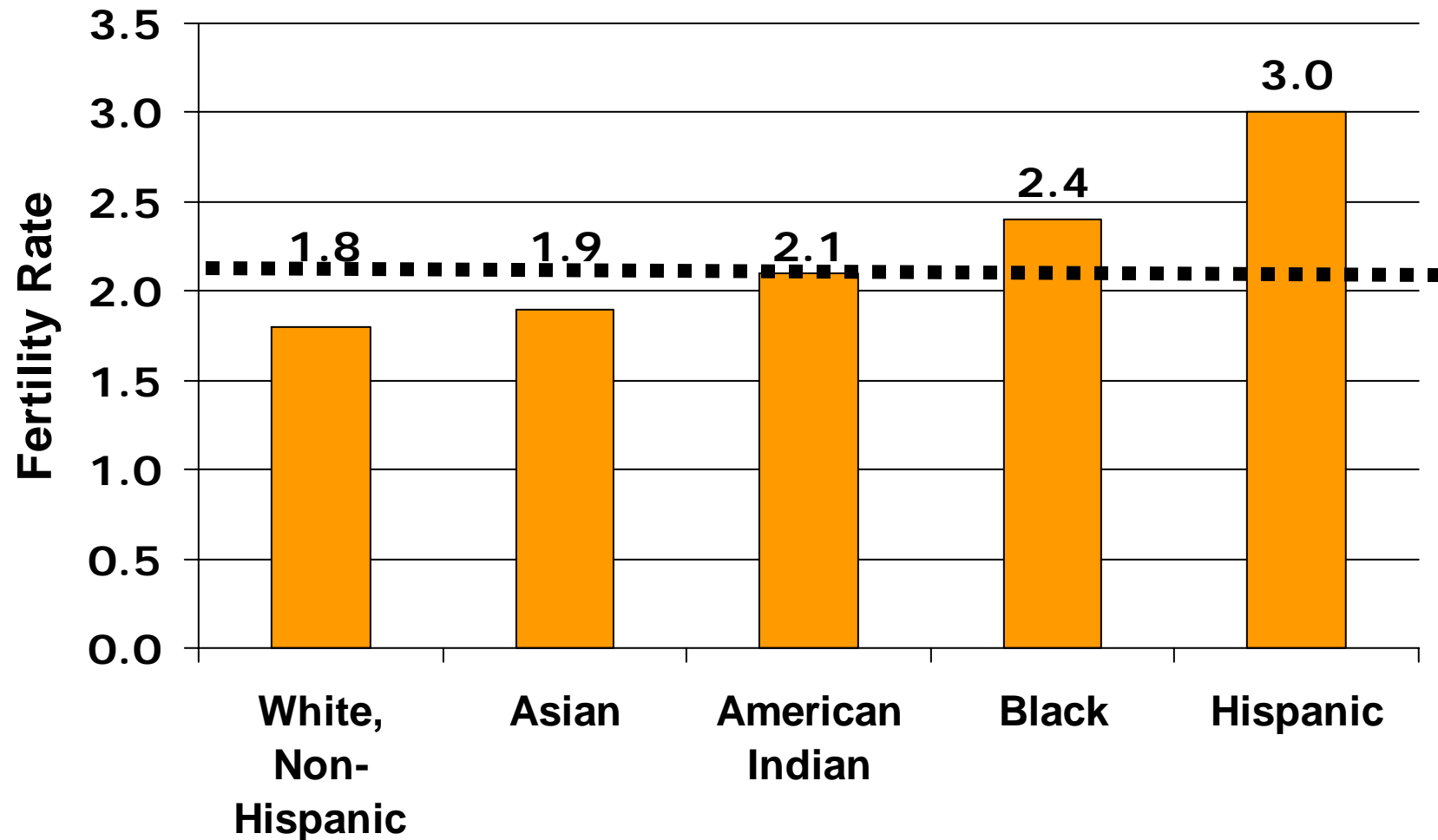


# U.S. Total Fertility Rates by Race & Ethnicity: 1990-2000

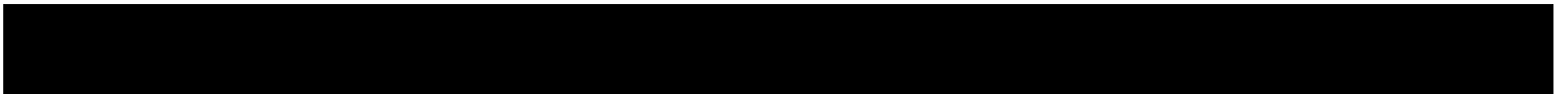


(Source: National Vital Statistics Report, Vol. 49, No. 1, April 17, 2001: Table 4 & 9)

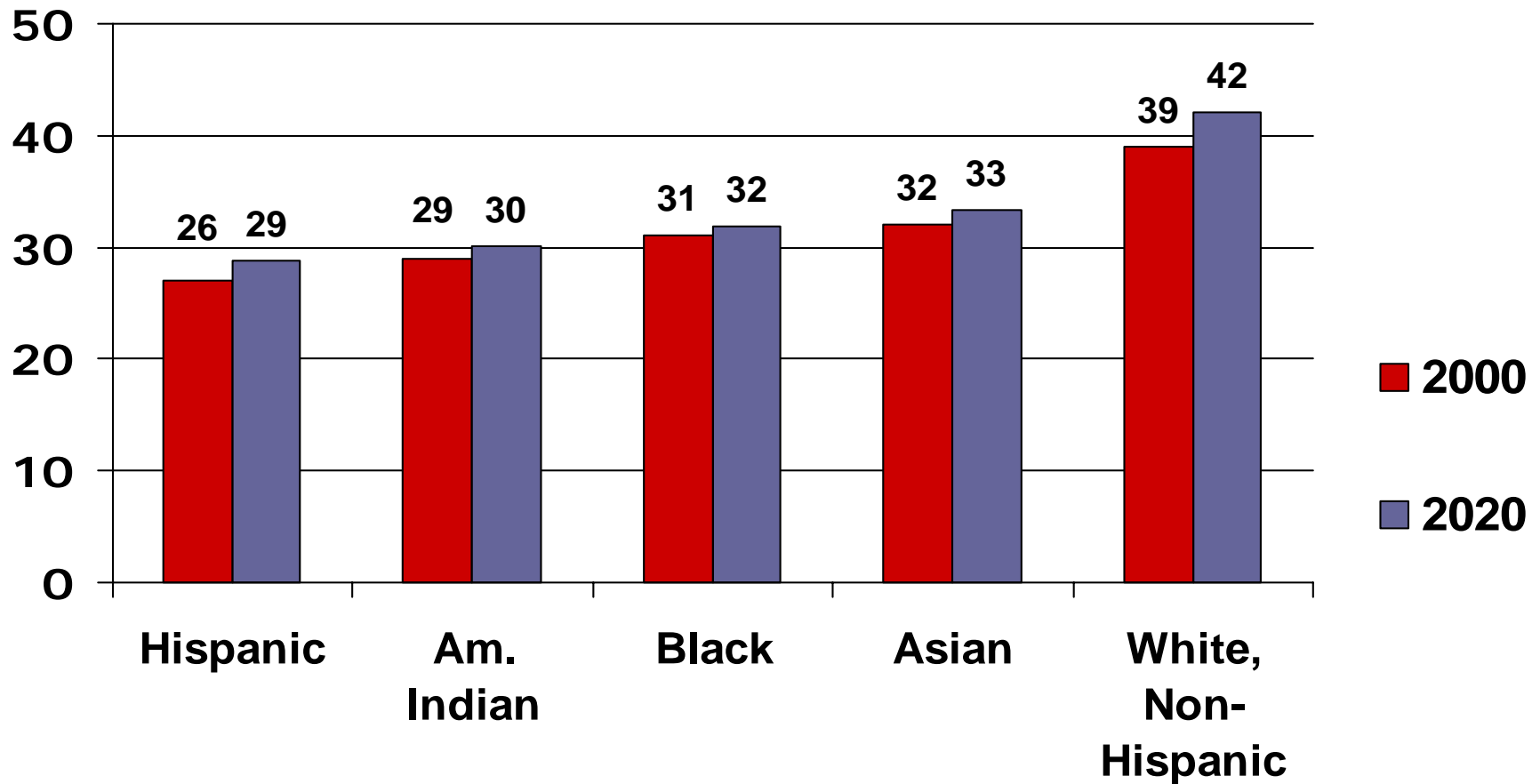
# U.S. Fertility Projections (2025)



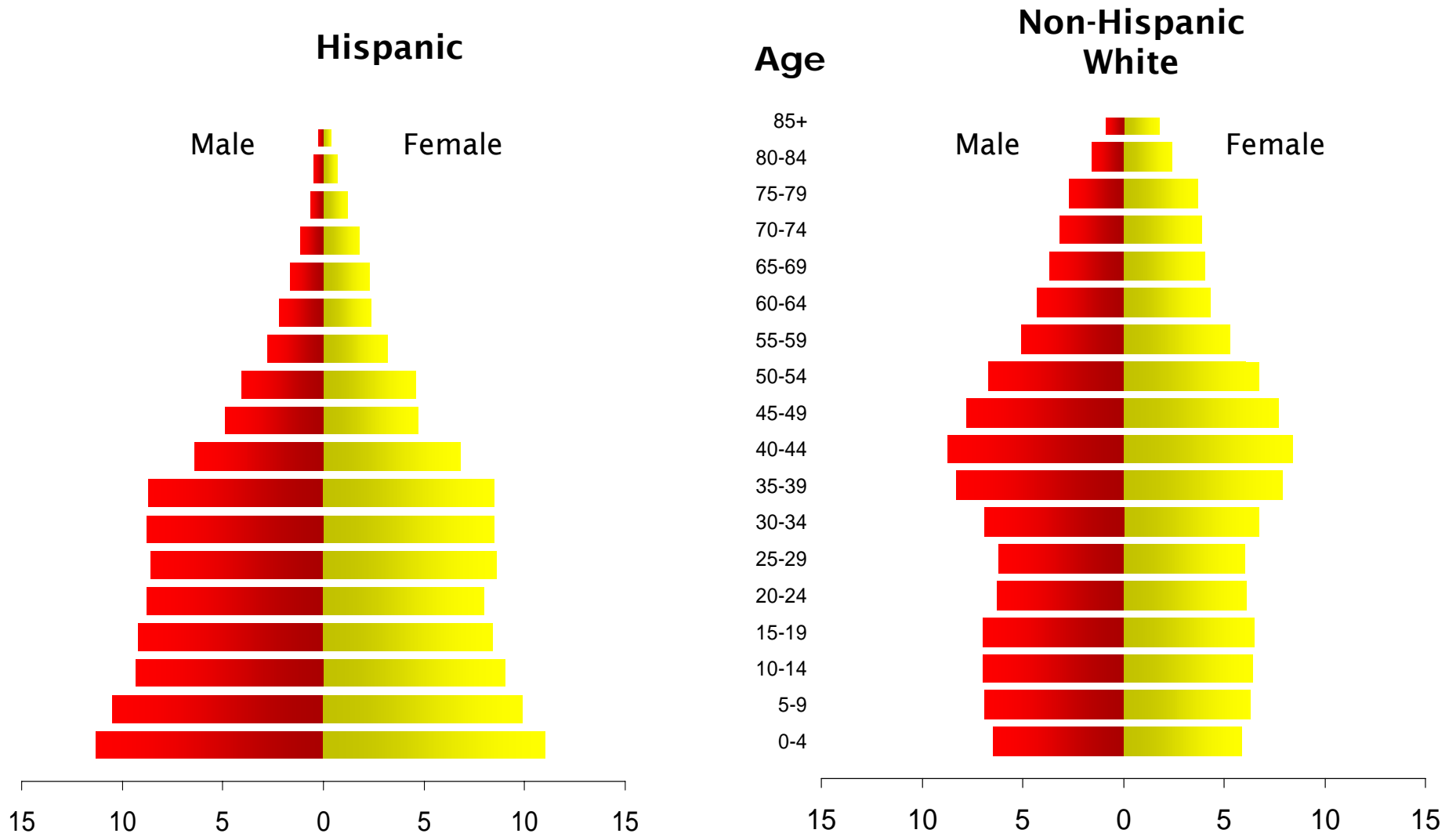
**La Juventud ...**



# U.S. Minorities are Younger (Median Age)



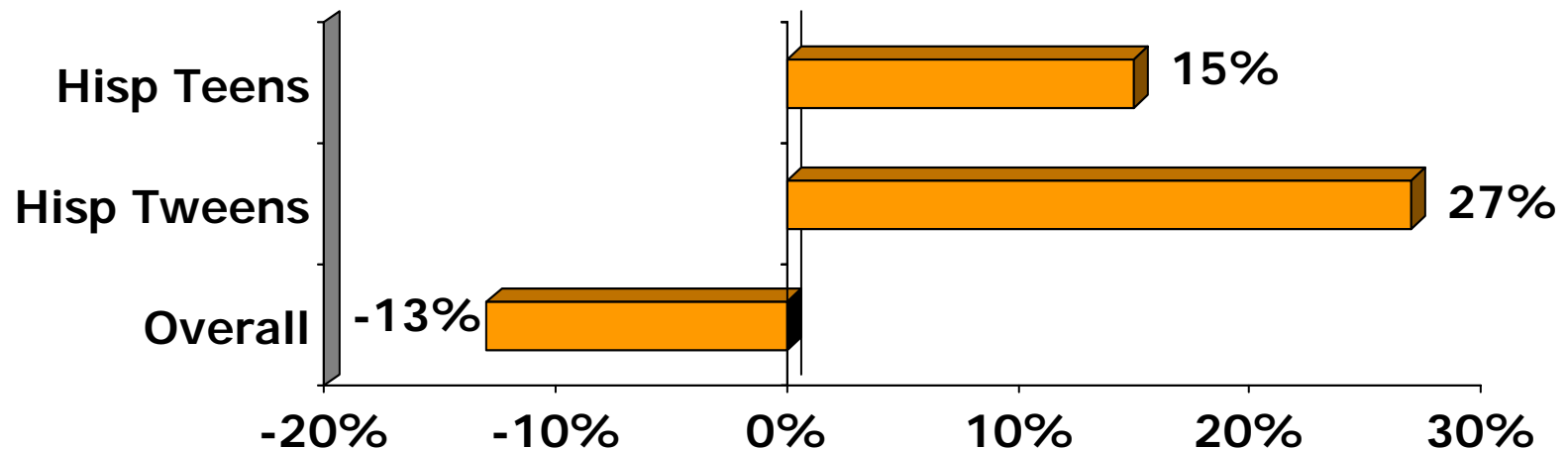
# Age Distribution (%) by Sex and Hispanic Origin: 2000



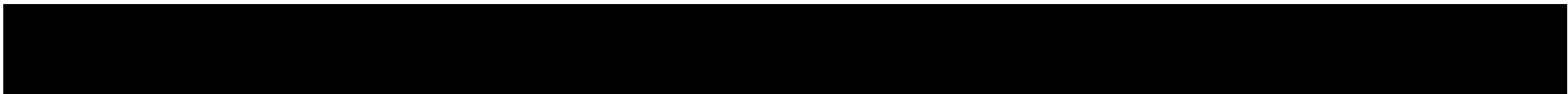
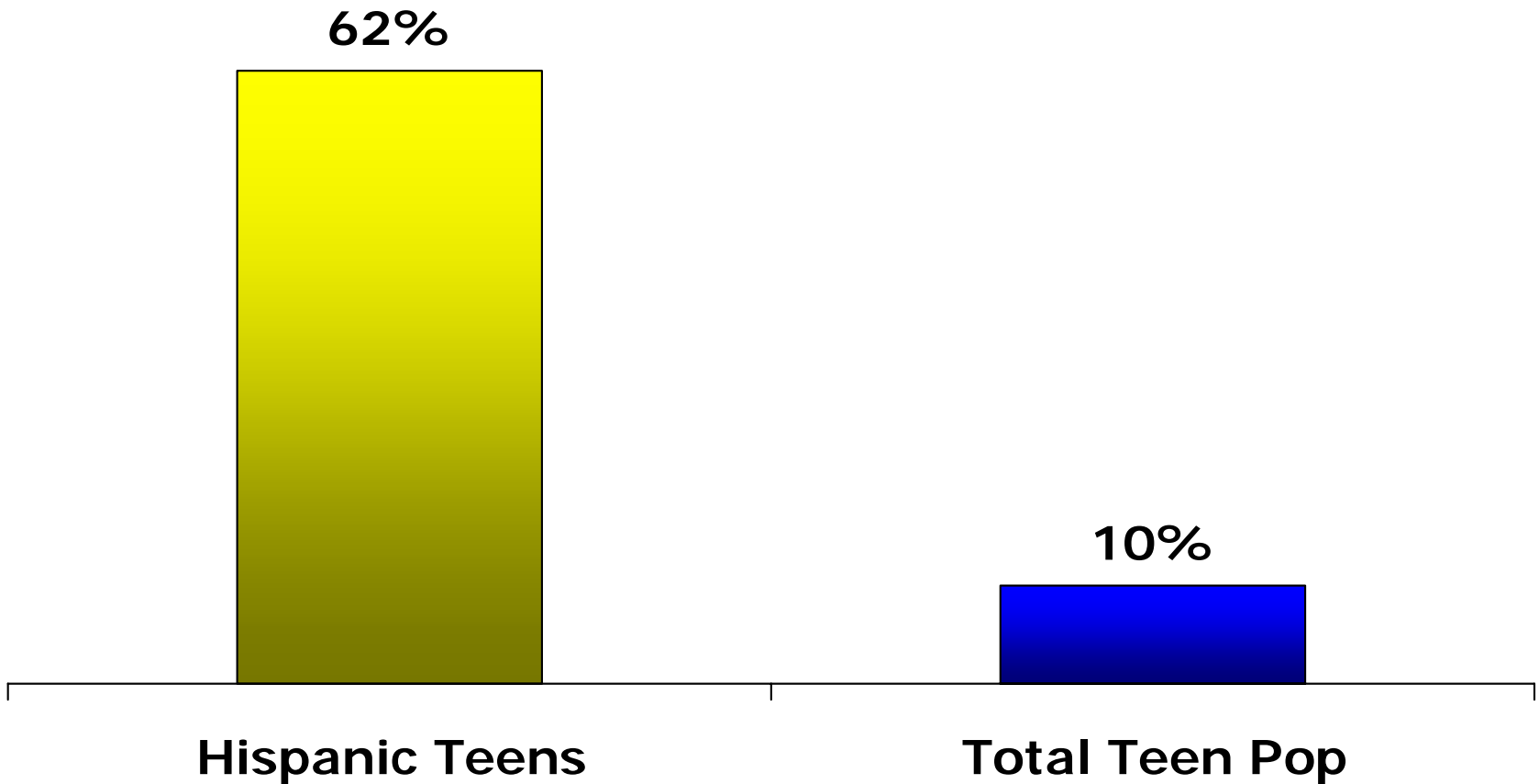
# A Growing Youth

## 1990-2000

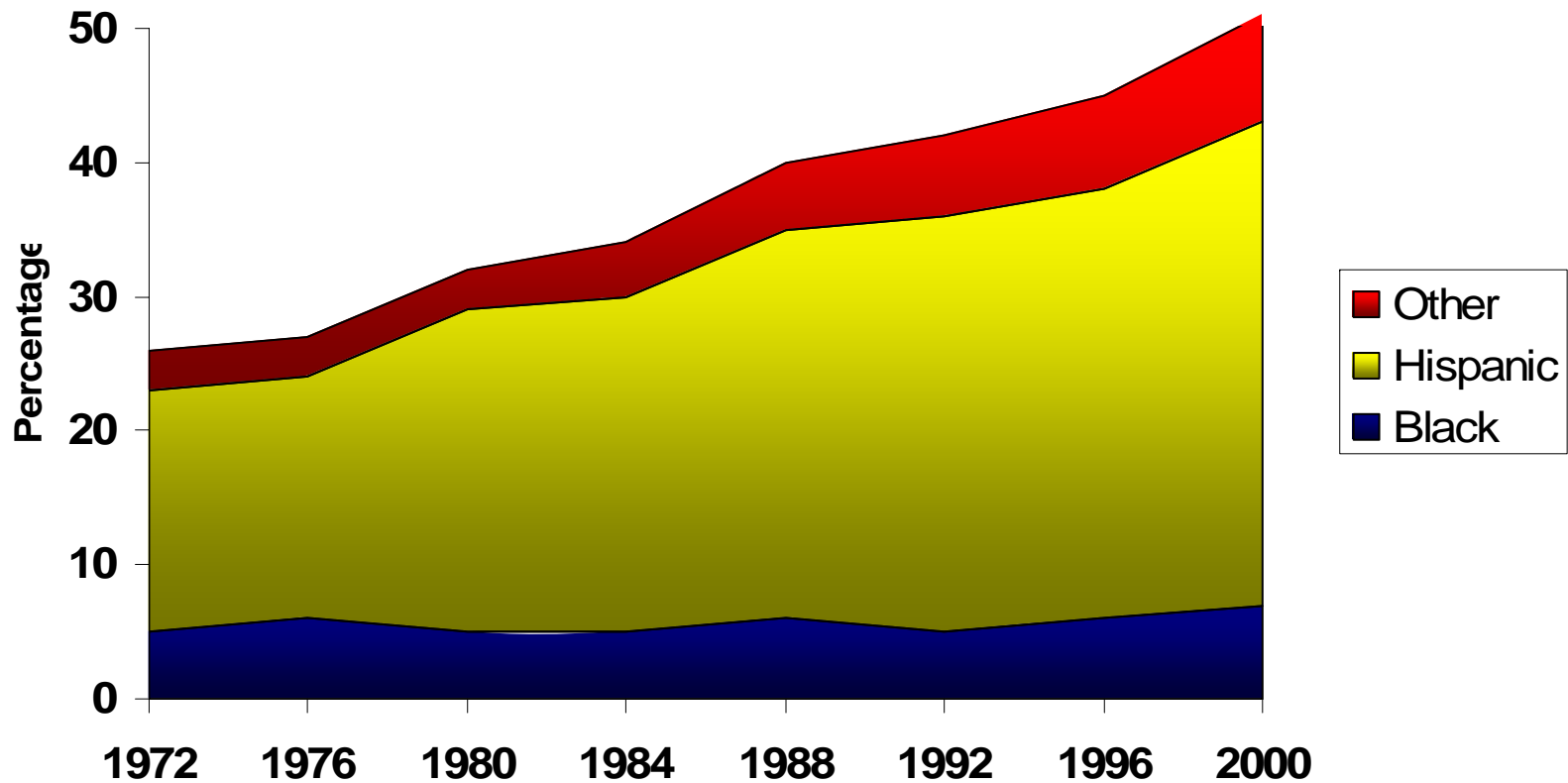
- While the general population, ages 10-19 decreased, Hispanics in these age categories increased.
  - ✓ Hispanic Tweens (10-14) ↑ 27%
  - ✓ Hispanic Teens (15-19) ↑ 15%



# Hispanic Teens Fastest Growing (projected 2000 - 2020)

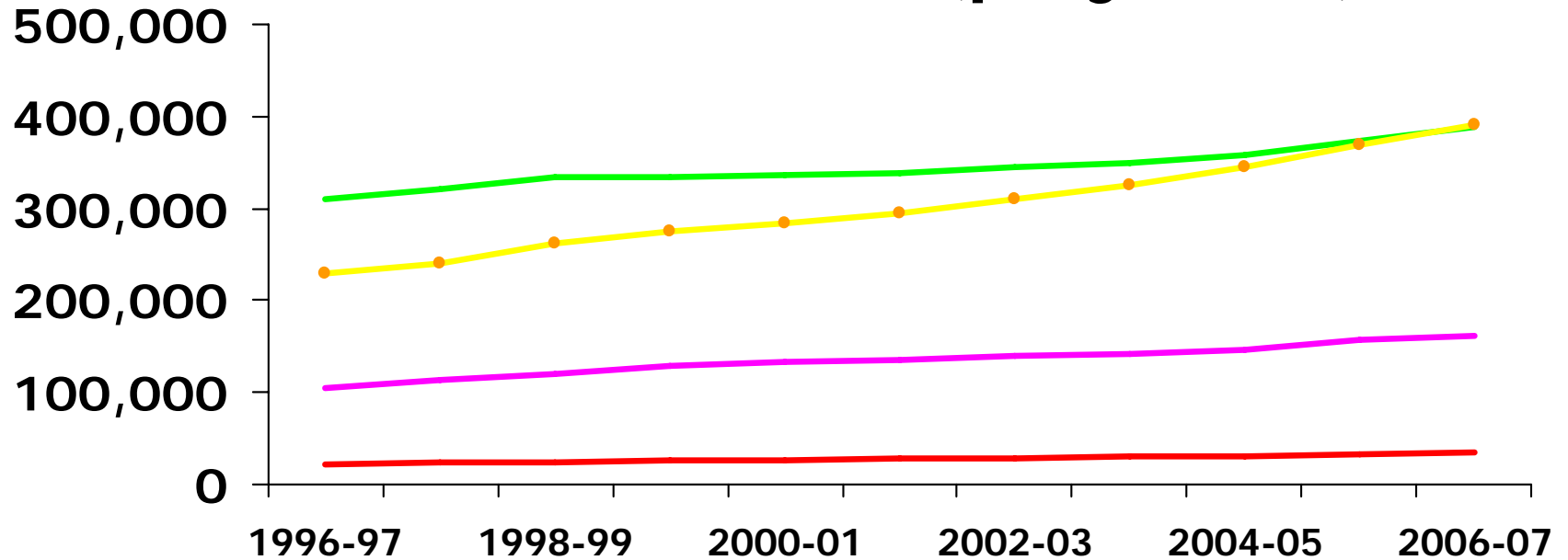


# U.S. Grades 1-12 Enrollment by Race/Ethnicity (1972 – 2000)



# U.S. Public High School Minority Graduates

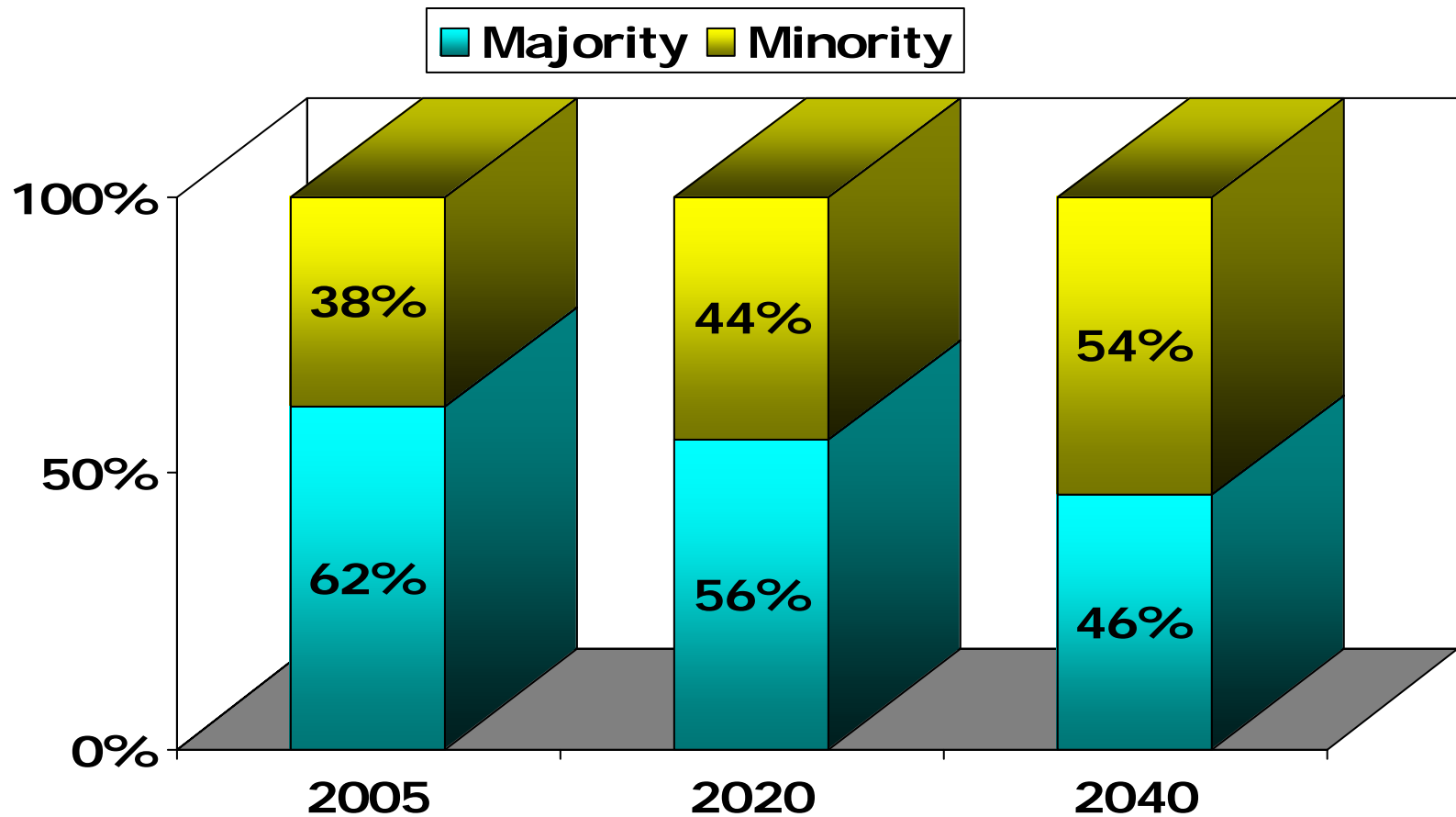
1996-97 to 2006-07 (projected)



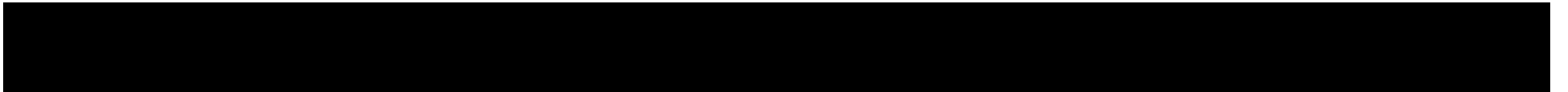
— Black — Hispanic — Am. Indian — Asian/Pacific Islander

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

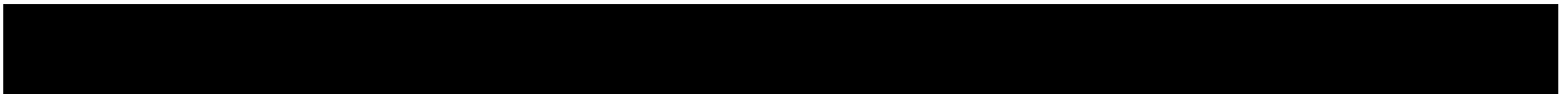
# U.S. Classrooms: Projected Student Composition: Ages 5-17



# **U.S. Workforce**



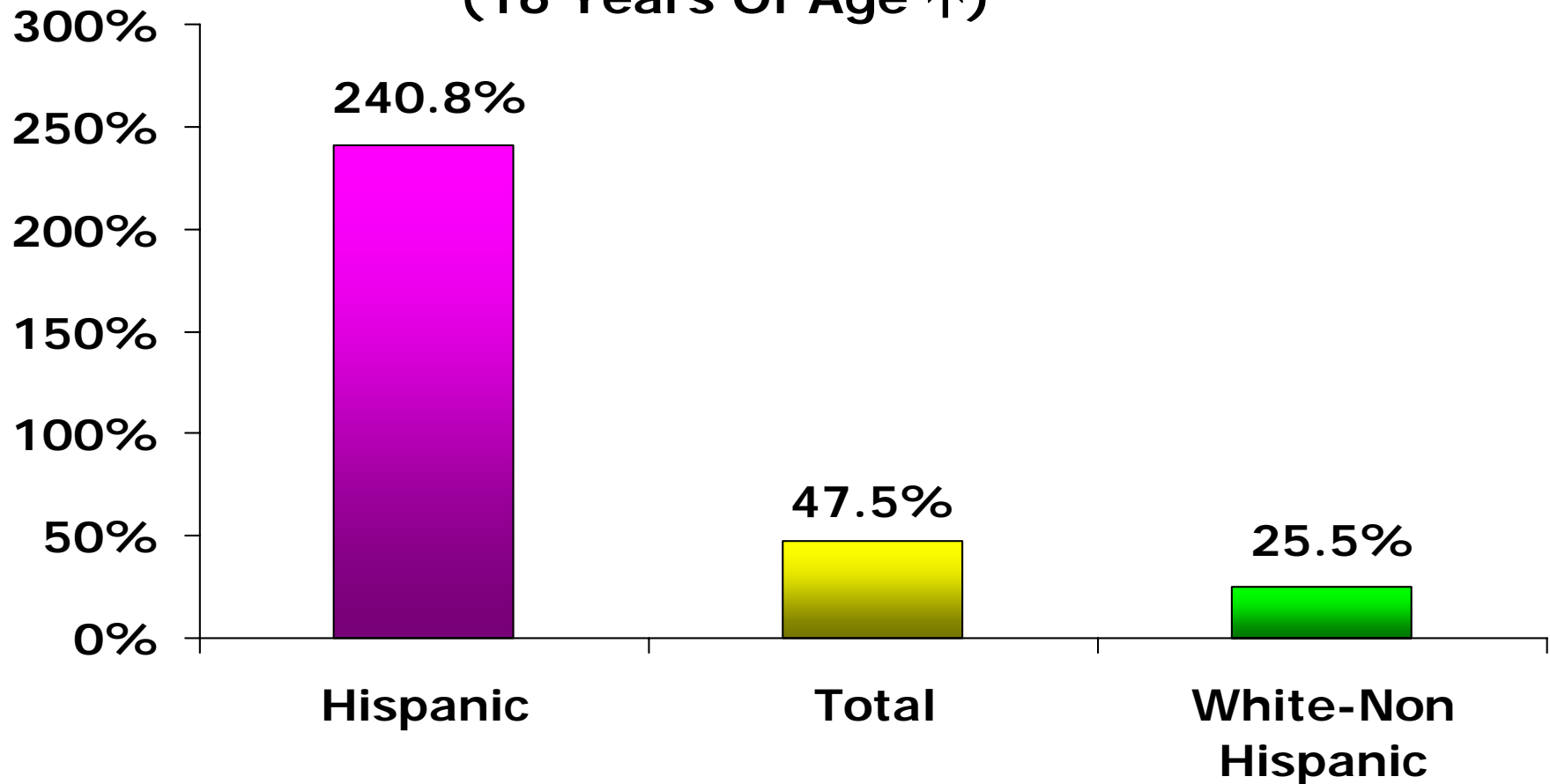
**Among all U.S. groups,  
Hispanics have the highest  
labor participation rates,  
ages 16↑**



# Work Force Participation

**% Change 1980 – 2010**

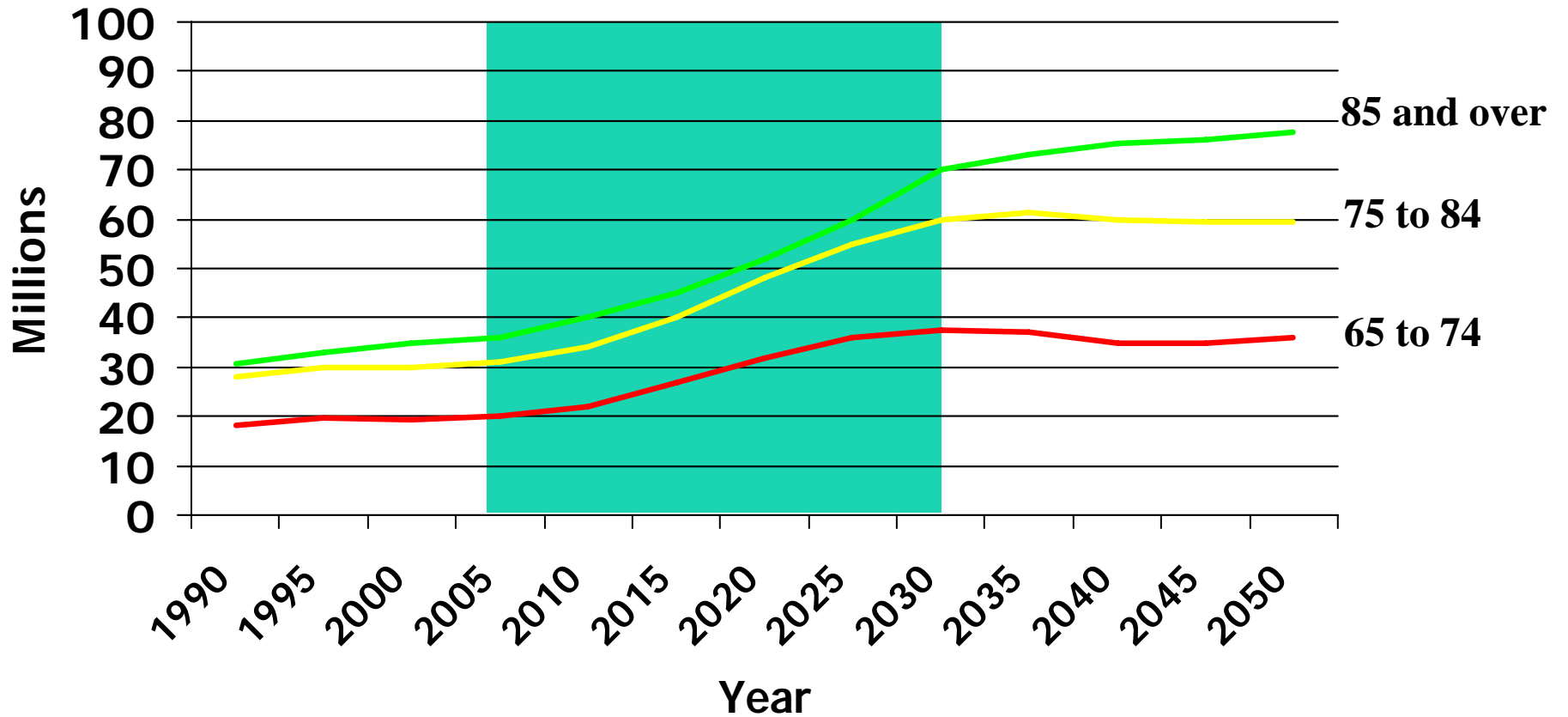
(16 Years Of Age ↑)



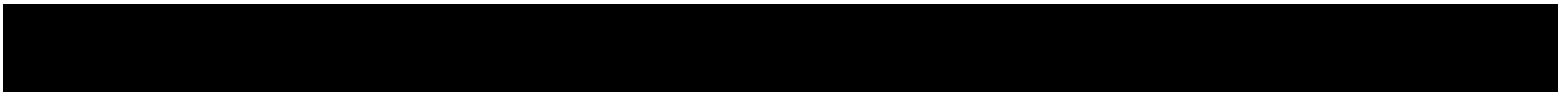
# U.S. Aging Workforce

- ✓ 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

|   |  |  |
|---|--|--|
| <b>Baby Boomers</b>                               |  |  |
| Born 1946-1964<br>Ages 36-55<br><b>78 million</b> |  |  |

# Gen Y - the Next Generation

| <b>Baby Boomers</b>                        | <b>Generation X</b>                               |  |
|--|---|--|
| Born 1946-1964<br>Ages 36-55<br>78 million | Born 1965-1976<br>Ages 26-35<br><b>43 million</b> |  |

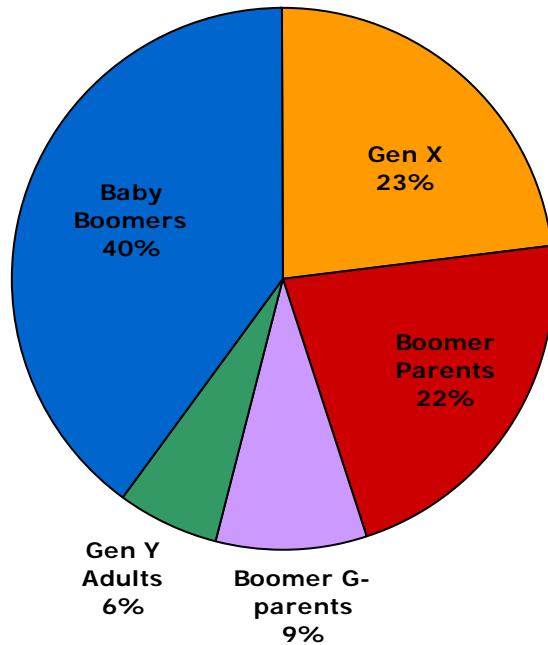
# Gen Y - the Next Generation

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

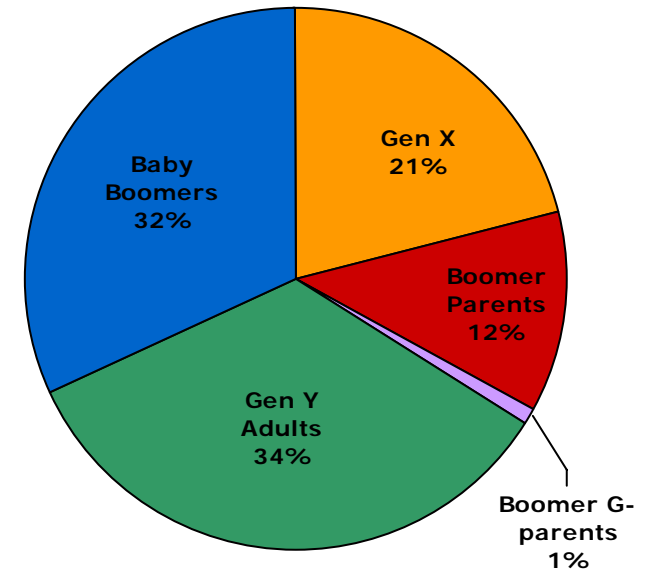
# Gen Y

## The Largest Market Segment in 2015

2000



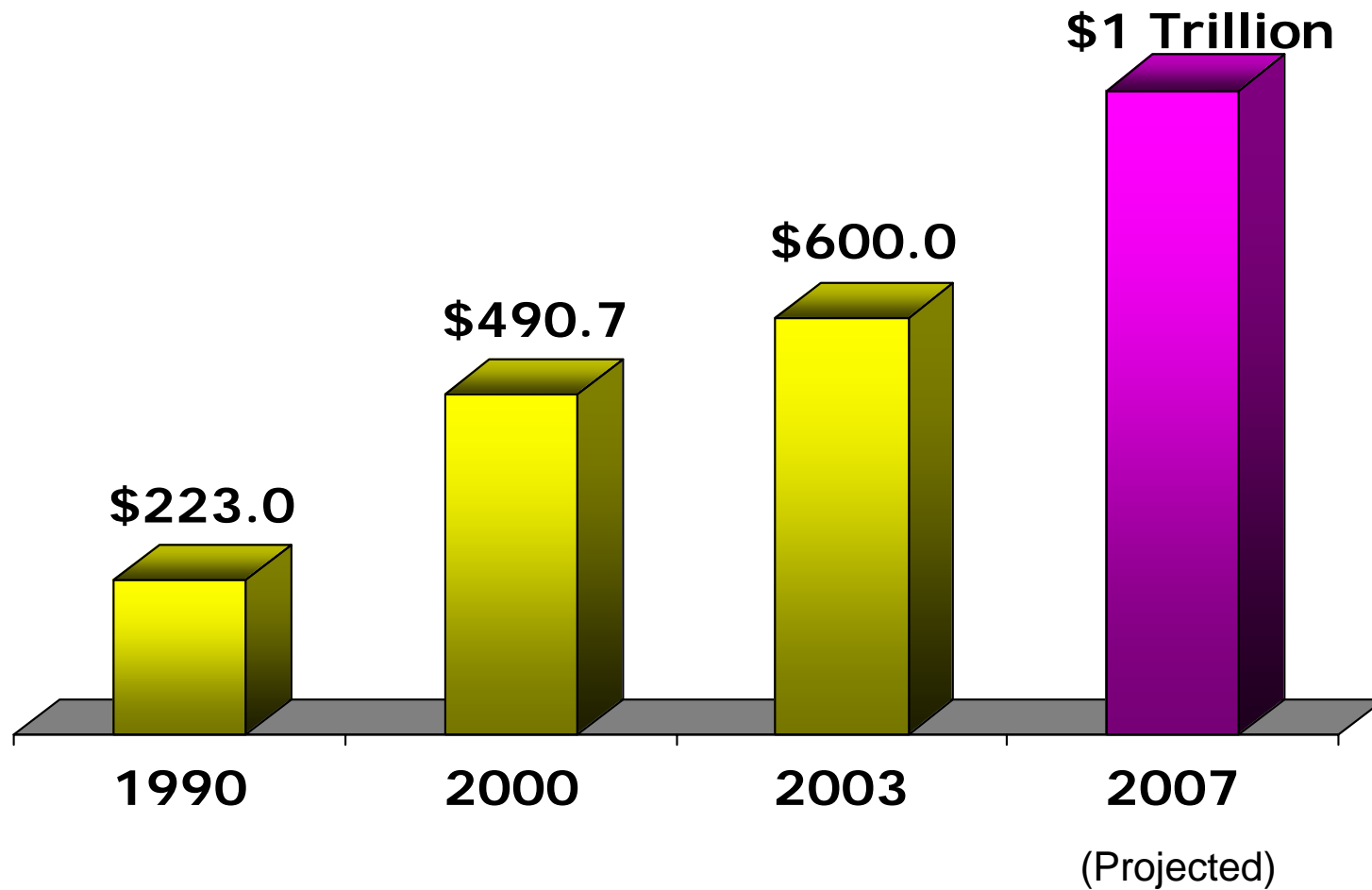
2015



# Hispanic Purchasing Power



# U.S. Hispanic Market Buying Power (billions)

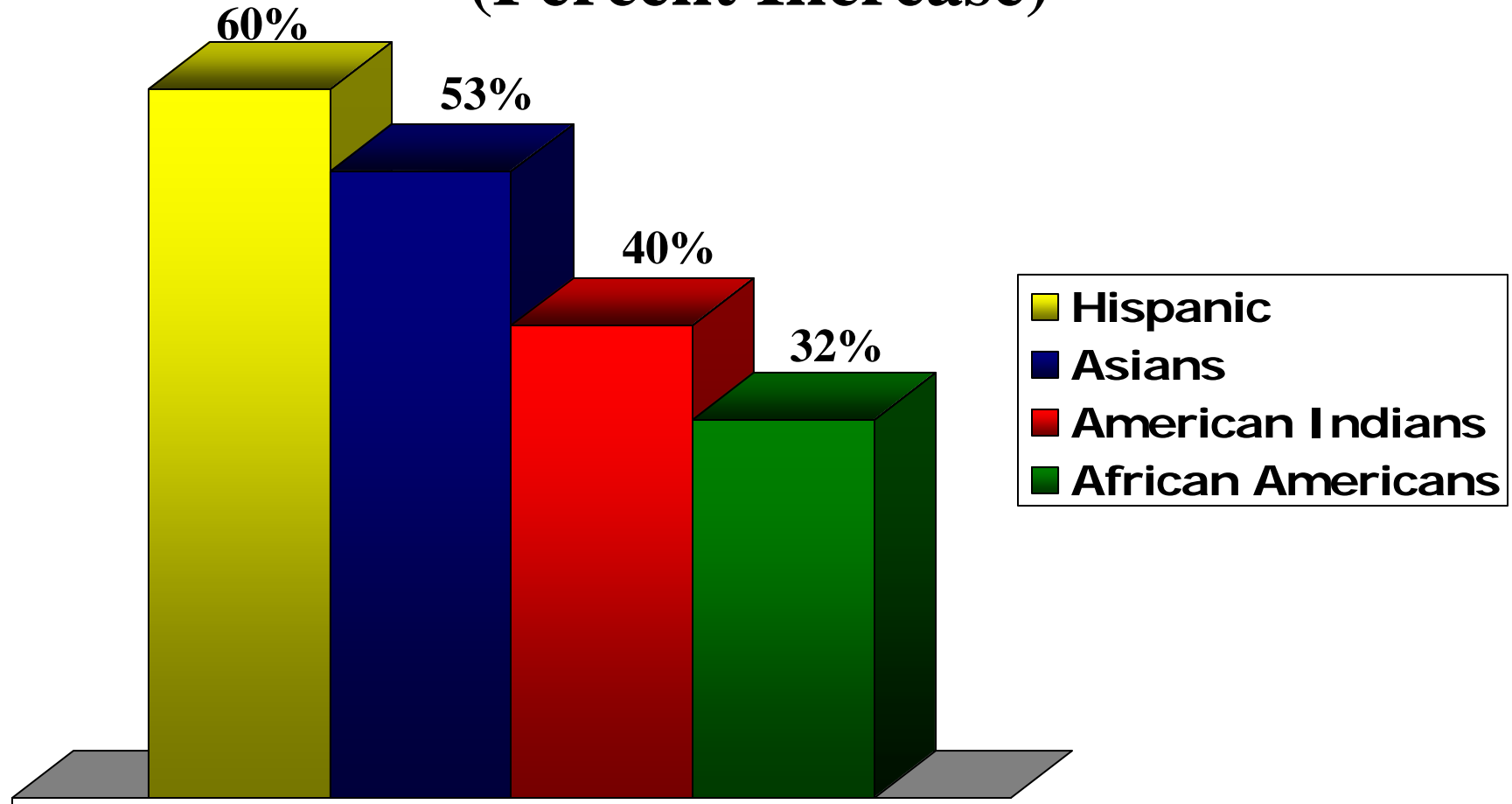


# Hispanic Purchasing Power

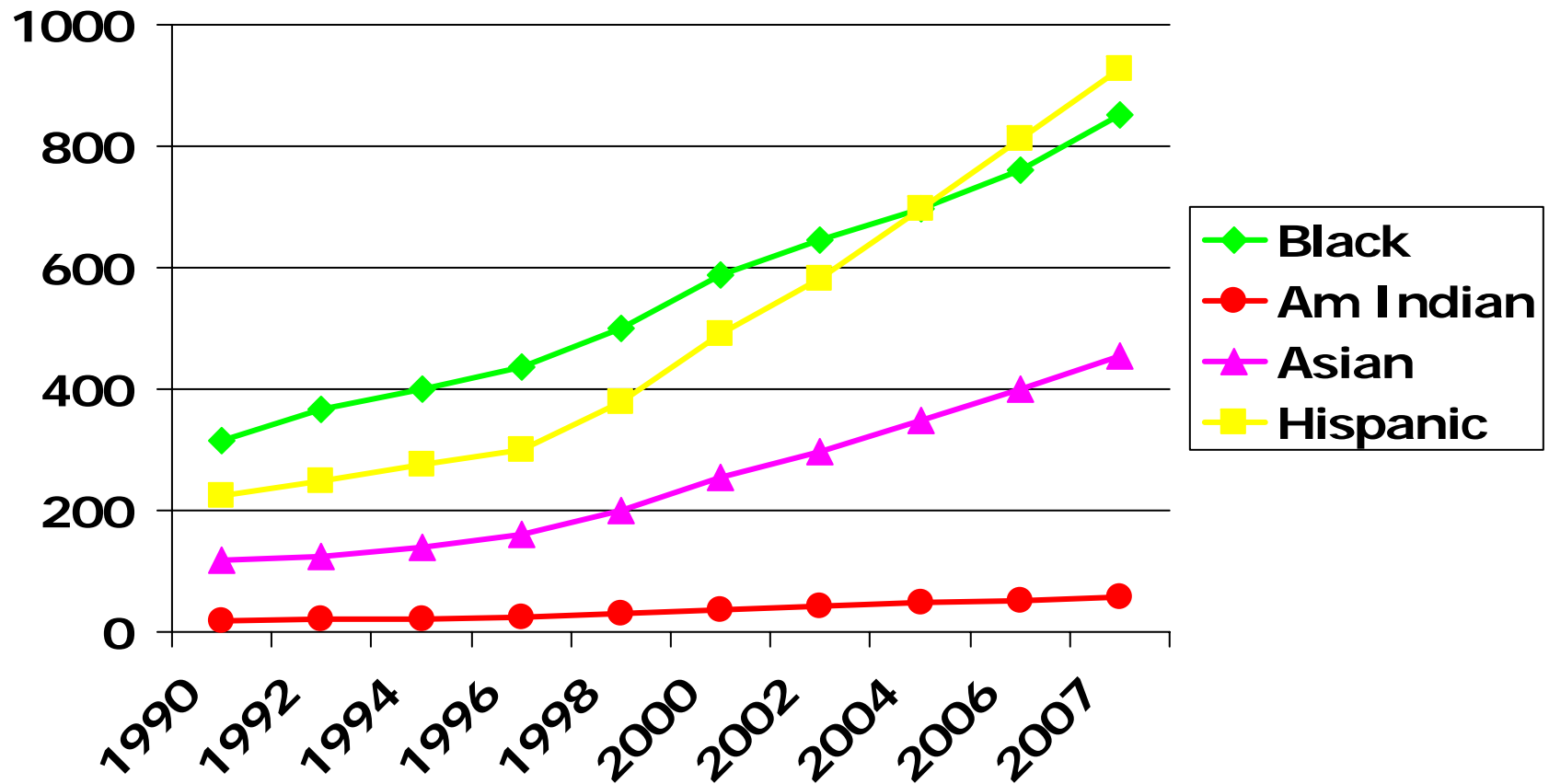
- Now accounts for 7.4% of total U.S., up from 6.9% in 2002
- Hispanics will contribute 21% (\$60 B) of the nations (\$284 B) increase from 2002-2003
- Yet, Hispanics represent 13.5% of the total U.S. population

# Buying Power 2002-2007

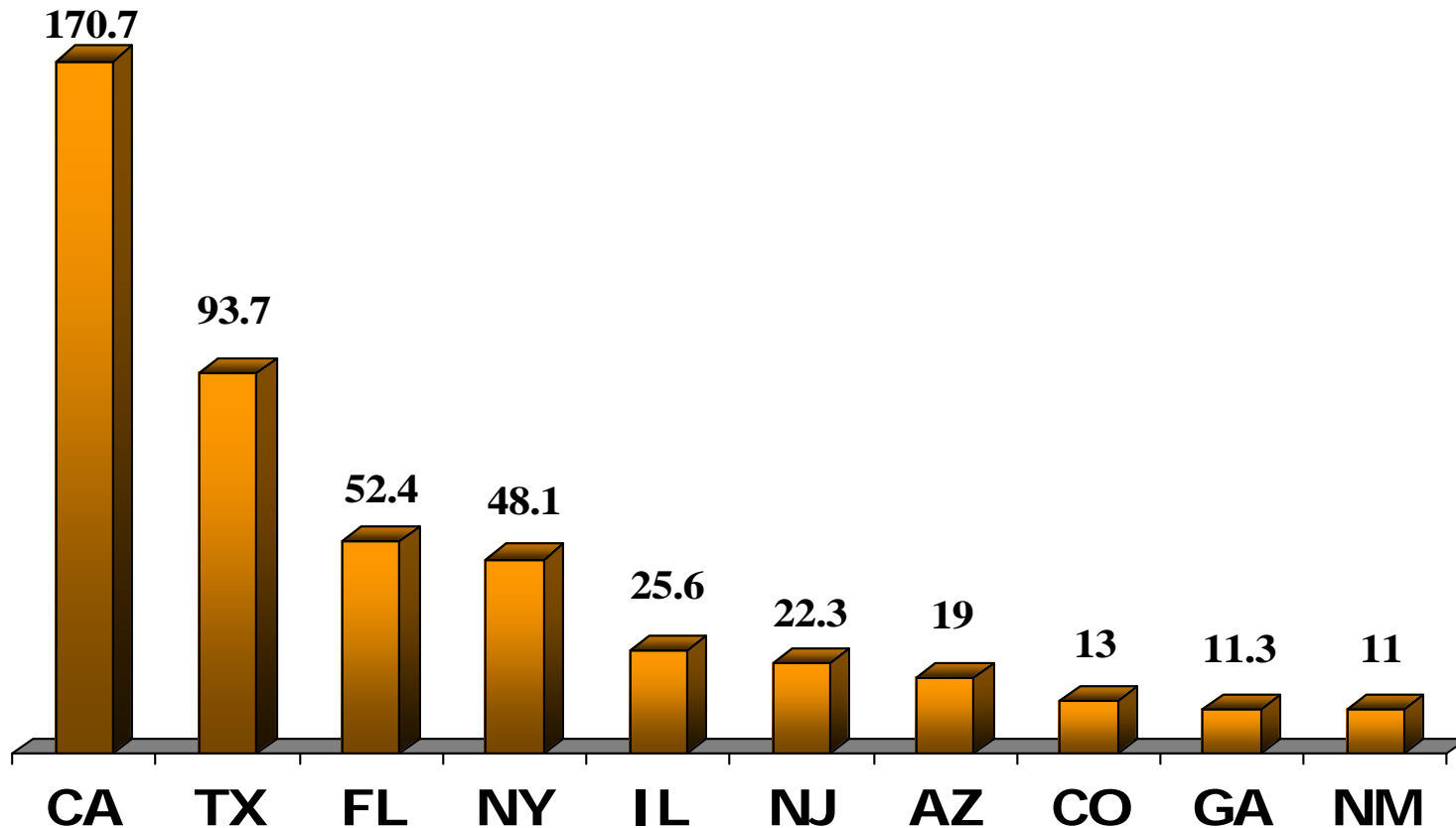
(Percent Increase)



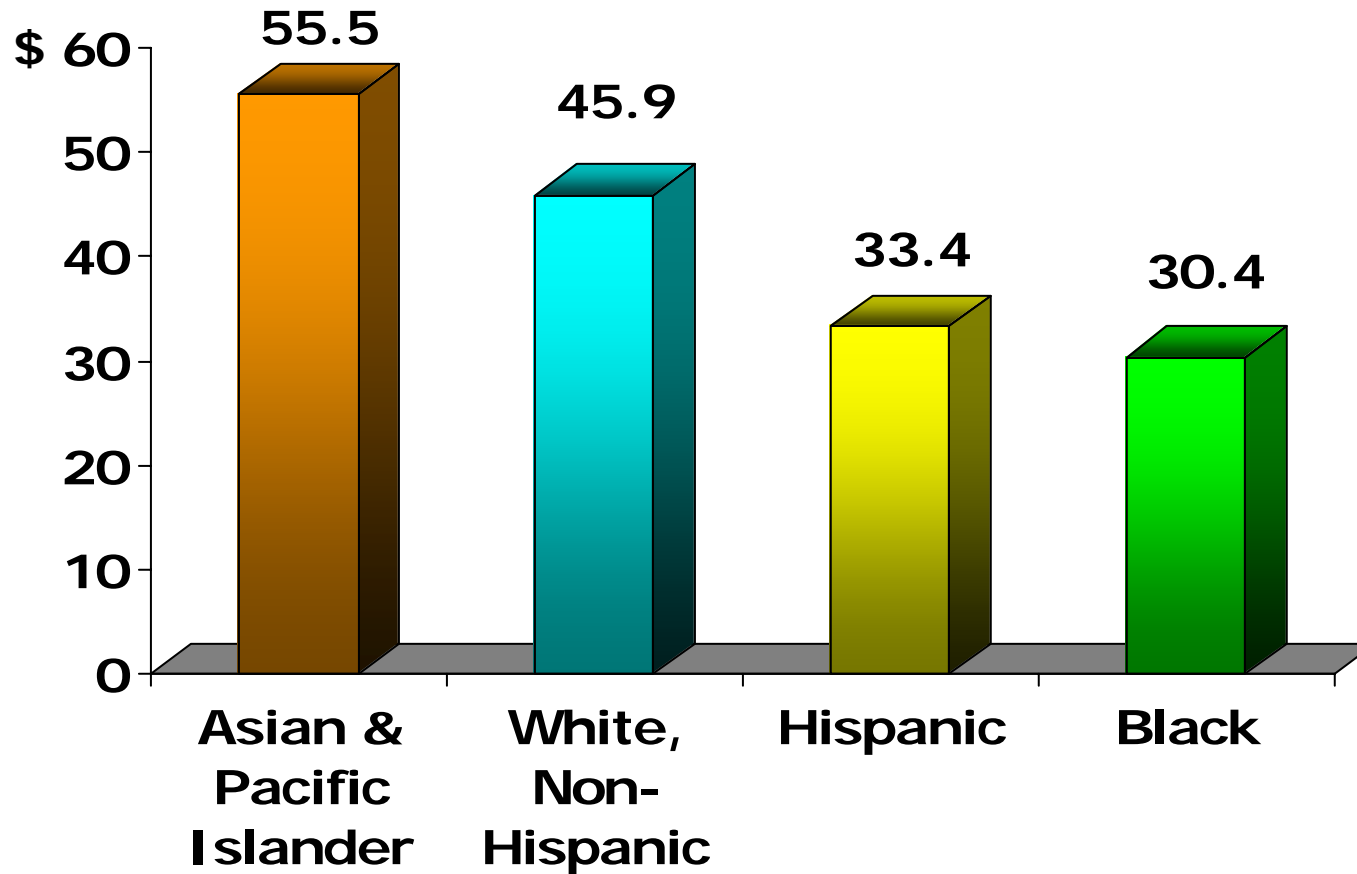
# Minority Buying Power 1990-2007



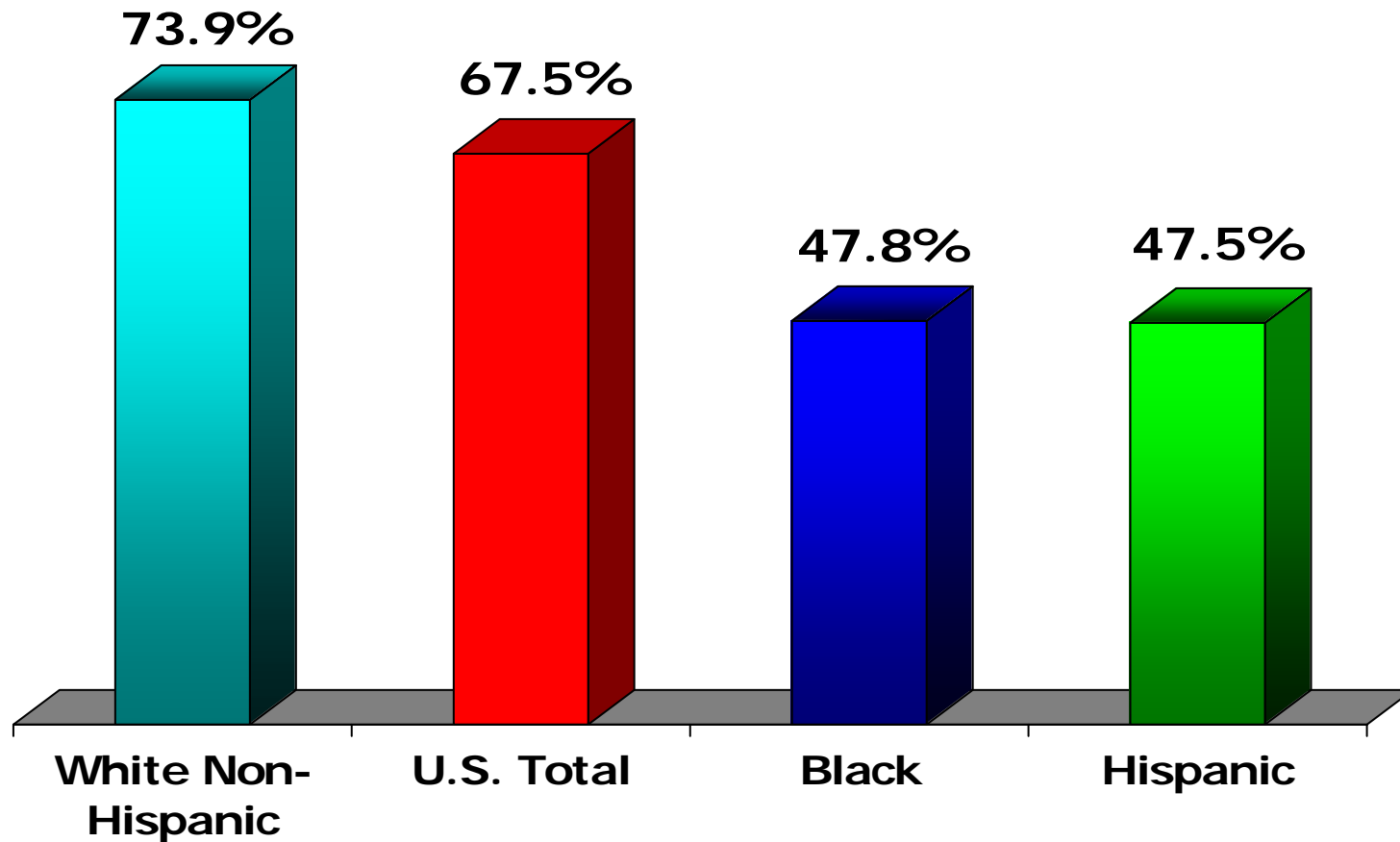
# Hispanic Buying Power Top 10 States (\$ billions), 2002



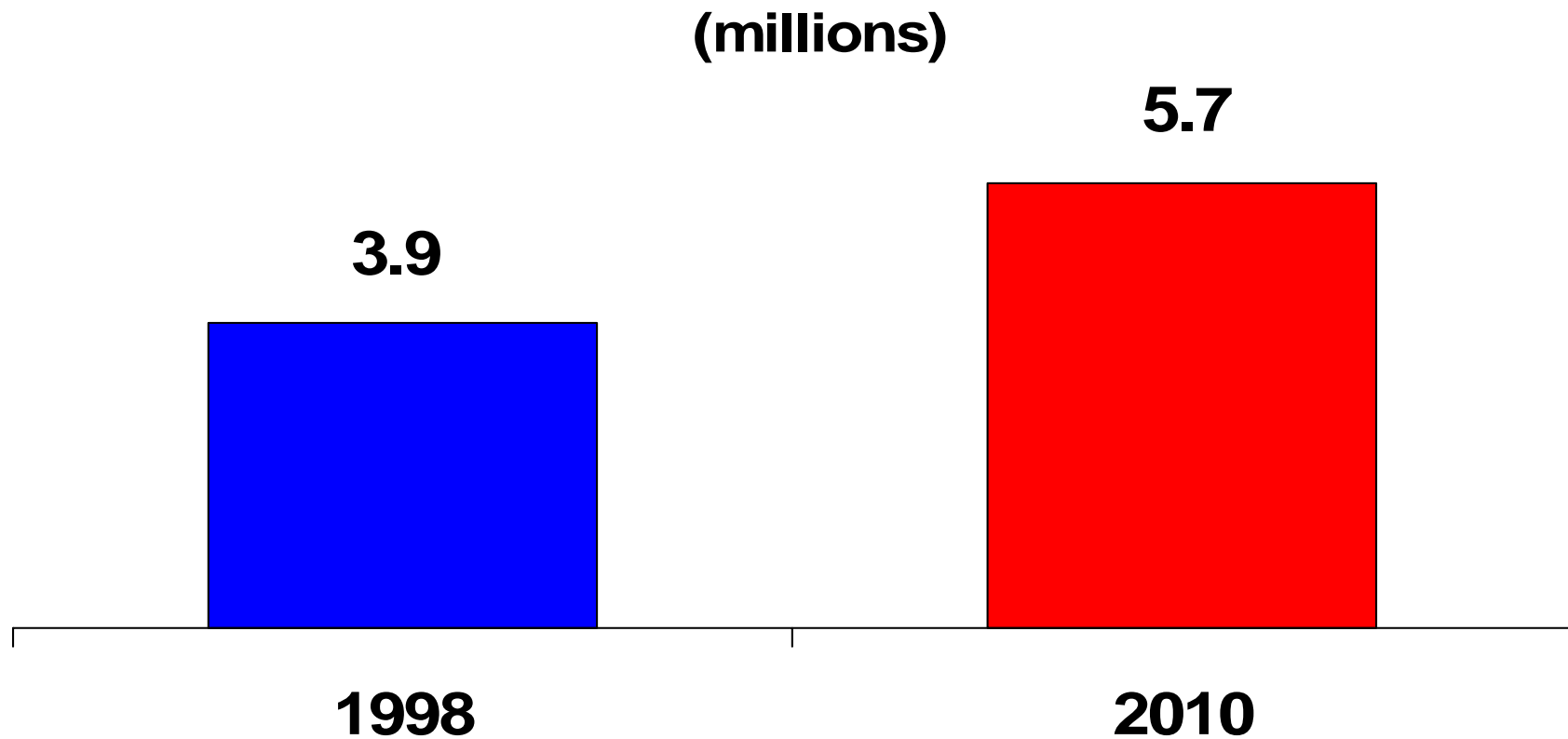
# U.S. Household Median Income 2000 (in thousands)



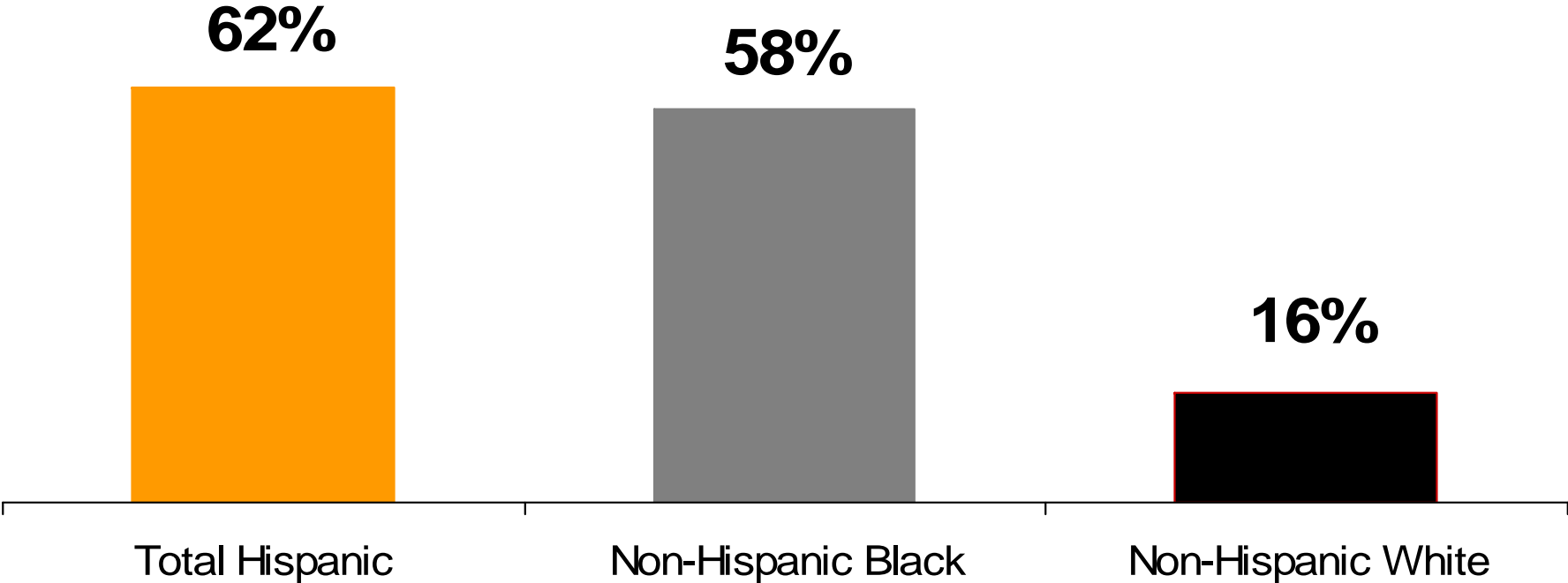
# Homeownership Rates: 2000



# 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)

