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SOME DATA ON HISPANICS, A GROWING NATIONAL MINORITY

POPULATION

Los Angeles is one of the five major Hispanic cities in the United States of America, along with New York, San Antonio, Miami, and San Francisco.

In Los Angeles County at least 28% of the population is Hispanic (in 1980 approximately 2,065,727 persons).

In the State of California there are at least 4.5 million Hispanics. Texas follows with 2,985,643, then New York with 1,659,245, and Florida with 857,898.

By the year 2000 Hispanics will nearly double in number in California, accounting for more than 25% of the State's population.

California accounts for 30.5% of the Hispanic population of the USA.

58% of all Hispanic births take place in California.

In the USA the Hispanic population has increased 61% from 1970-1980, as compared to 6% for "whites."

By 1985 Hispanics in the USA will be the nation's largest minority group.

There are currently from 18.6 to 20 million Hispanics in the USA. By the year 2000 there will be 41 million.

The USA Hispanic population represents a number equal to that of the 5th largest Iberoamerican country.

The USA Hispanic population is distributed as follows (origin): Mexico, 60%; Puerto Rico, 14%; Cuba, 6%; Central or South America, 8%; Other Hispanic, 12%.

HISPANICS AS CONSUMERS

The Hispanic Market in the USA has an accumulated buying power of over \$70 billion.

28% of Hispanic families had an annual income of \$20,000 or more in 1979.

In 1980 39% of the existing homes sold in Los Angeles County were purchased by Hispanics.

(cont'd.)

LANGUAGE

In Hispanic homes in the County of Los Angeles, Spanish is only or mostly utilized by 57%, and equally with English by 29%.

In the County of Los Angeles, 79% of the Hispanics feel they speak Spanish perfectly or very well.

More than 50% of the USA Hispanic population speaks Spanish first, English second.

EDUCATION

49% of all school children in the Los Angeles Unified School District are Hispanic (60.3% in kindergarten to second grade).

Between 1970-1978, the number of Hispanics attending college increased 305%.

(Data adapted from the following sources: Camino's Magazine; Latina Magazine marketing research; Linda's Mexican Food Products marketing research; studies by Promueva Marketing and Advertising; articles in the Los Angeles Times; articles in La Opinión Newspaper; marketing research conducted by Radio Station KWKW; 1980 Census Statistics, Southern California Association of Governments.)