



# Juntos

# Did you know...

2012

Hispanic facts, data, and trivia

## OUR ANNUAL ACTIVITIES INCLUDE:

- **Powerful Website** for members only. Post jobs, promotions and discounts. Promote your business using free banners in the more visible pages
- **Monthly newsletter** to more than 3,000 individuals interested in Hispanic subjects
- **Monthly networking meetings** (*Fourth Tuesday of the Month*) Monthly meetings with topics ranging from business trends to community activities
- **Monthly Business Lead Lunch** (*Second Tuesday of the Month*) A networking lunch with the opportunity to connect with other individuals doing business in the Hispanic community
- **Annual Gala** Prestigious event recognizing the achievements of Hispanic individuals and businesses
- **College Scholarships** for deserving Hispanic students
- **Annual Posada** event (*Christmas party*)
- And many, many other projects in support of our fast growing Hispanic Community. Cincy-Cinco Latino Festival, Hispanic Heritage Month, etc.

For additional information, please visit: [www.HispanicChamberCincinnati.com](http://www.HispanicChamberCincinnati.com)

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*creating opportunities ... and partnerships*

# Truth is, not everyone is alike.

As a long standing and committed member of HCCUSA, LaVERDAD helped design this insightful informational piece about Hispanics in the U.S.. LaVERDAD helps brands like Pantene, Olay, Old Spice, State Farm, Dawn, Folgers, Toyota, KFC, Cintas and Walmart effectively reach multicultural consumers across the U.S. and in emerging markets. By understanding the aspirations, needs, culture and uniqueness of the multicultural audience, LaVERDAD delivers actionable truths in the form of integrated marketing, media, public relations and applied research.



## LaVERDAD

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discover  
the  
truth



The U.S. consumes 335 million tortillas per day.



Since 1991, salsa outsold ketchup as the most popular condiment in the U.S.



Taco Bell sells 10 million Doritos Tacos per week.



In 2008, there were 93 Mexican restaurants in the Greater Cincinnati area.



Hispanic buying power is expected to grow 50% from 1 trillion in 2010 to 1.5 trillion in 2015.



45% of Hispanic cell phone owners have smartphones, vs. 31% of the total population.



More than half of the growth in the total population of the U.S. between 2000 and 2010 was due to the increase in the Hispanic population.



More than 60% of Latinos were born in the U.S.



There were 1.2 million Hispanic veterans in 2010.



Univision is the nation's fourth-largest network. In some markets and time slots, it hits No. 1.



The U.S. has the second largest Hispanic population after Mexico.



Mexico City alone (22 million) has more people than the entire combined population of the states of Ohio, Kentucky and Indiana.

**POPULATION**

All	308,746	(100.0%)	11,537	(100.0%)	2,130	(100.0%)	1,837	(100.0%)	1,756	(100.0%)	1,284	(100.0%)	*The Cincinnati area has the lowest percent of Hispanics when compared with our other Tristate competitors: Columbus, Indianapolis and Louisville. This reduces our human energy and competitiveness in the region.
Hispanic	50,478	(16.3%)	355	(3.1%)	<b>55</b>	<b>(2.6%)*</b>	66	(3.6%)	108	(6.2%)	50	(3.9%)	
African-American	38,929	(12.6%)	1,408	(12.2%)	256	(12.0%)	274	(14.9%)	263	(15.0%)	176	(13.7%)	
Asian	14,674	(4.8%)	192	(1.7%)	40	(1.9%)	57	(3.1%)	40	(2.3%)	20	(1.6%)	

**Under 19<sup>YRS</sup>**

All	83,268	(100.0%)	3,067	(100.0%)	592	(100.0%)	508	(100.0%)	506	(100.0%)	340	(100.0%)	*In the nation, 37.5% of the population under 19 yrs of age are Hispanic and African-Americans.
Hispanic	18,963	<b>(22.8%)*</b>	149	(4.9%)	23	(3.9%)	27	(5.4%)	46	(9.0%)	20	(5.9%)	
African-American	12,268	<b>(14.7%)*</b>	457	(14.9%)	84	(14.2%)	93	(18.3%)	89	(17.6%)	58	(16.9%)	
Asian	3,664	(4.4%)	51	(1.7%)	11	(1.9%)	12	(2.4%)	12	(2.3%)	6	(1.8%)	

**Under 5<sup>YRS</sup>**

All	20,201	(100.0%)	721	(100.0%)	144	(100.0%)	128	(100.0%)	128	(100.0%)	83	(100.0%)	*Hispanics are now 25.3% of the children under 5 years of age in the nation.
Hispanic	5,114	<b>(25.3%)*</b>	44	(6.2%)	8	(5.5%)	9	(7.1%)	15	(11.8%)	7	(7.9%)	
African-American	2,903	(14.4%)	111	(15.3%)	22	(15.1%)	24	(19.0%)	22	(17.2%)	15	(17.5%)	
Asian	898	(4.4%)	13	(1.9%)	3	(2.2%)	4	(3.5%)	3	(2.7%)	2	(2.0%)	

**4<sup>YR</sup> COLLEGE DEGREE** (Population 25<sup>YRS</sup> and over)

All	35,148	(100.0%)	1,174	(100.0%)	249	(100.0%)	249	(100.0%)	224	(100.0%)	127	(100.0%)	*Of those with 4 yr. college degrees in the Cincinnati-area, only 1.5% are Hispanic. This is in line with the rest of our regional competitors; however, it is a tremendous challenge to overcome in the next 10 years.
Hispanic	2,274	(6.5%)	16	(1.4%)	<b>4</b>	<b>(1.5%)*</b>	3	(1.3%)	4	(1.8%)	2	(1.7%)	
African-American	2,636	(7.5%)	79	(6.7%)	16	(6.4%)	20	(7.9%)	17	(7.5%)	9	(7.3%)	
Asian	2,862	(8.1%)	40	(3.4%)	9	(3.5%)	11	(4.6%)	7	(3.0%)	3	(2.7%)	

**High School** (includes equivalency)

All	57,903	(100.0%)	2,745	(100.0%)	442	(100.0%)	351	(100.0%)	335	(100.0%)	278	(100.0%)	*Of those with High School diplomas in the Cincinnati-area, only 1.4% are Hispanic. This is NOT in line with the rest of our regional competitors maybe due to younger families.
Hispanic	6,862	(11.9%)	50	(1.8%)	<b>6</b>	<b>(1.4%)*</b>	9	(2.5%)	13	(3.7%)	7	(2.5%)	
African-American	7,369	(12.7%)	284	(10.3%)	49	(11.1%)	50	(14.3%)	50	(14.8%)	34	(12.2%)	
Asian	1,543	(2.7%)	17	(0.6%)	3	(0.7%)	5	(1.3%)	4	(1.1%)	2	(0.7%)	

**BUSINESS**

All	26,295	(100.0%)	869.3	(100.0%)	161.8	(100.0%)	146.8	(100.0%)	139.4	(100.0%)	101.7	(100.0%)	*In the nation, there are more Hispanic-owned-businesses than African-American-owned businesses.
Hispanic	<b>2,260</b>	<b>(8.6%)*</b>	9.7	(1.1%)	1.6	(1.0%)	2.3	(1.5%)	2.3	(1.6%)	1.7	(1.7%)	
African-American	<b>1,922</b>	<b>(7.3%)*</b>	52.1	(6.0%)	9.3	(5.8%)	12.7	(8.7%)	9.3	(6.7%)	6.1	(6.0%)	
Asian	1,550	(5.9%)	18.2	(2.1%)	3.3	(2.0%)	4.8	(3.3%)	3.6	(2.6%)	2.2	(2.2%)	

**Sales & Receipts** (Figures are in Billions)

All	\$10,949.5	(100.0%)	\$383.4	(100.0%)	\$84.0	(100.0%)	\$61.2	(100.0%)	\$62.2	(100.0%)	\$64.5	(100.0%)	*In the Cincinnati-area, sales receipts from all minority-owned business are only 2.6% of the total receipts. This is in line with the other Tristate cities in this comparison.
Hispanic	\$350.7	(1.2%)	\$2.3	(0.6%)	<b>\$0.4</b>	<b>(0.4%)*</b>	\$0.4	(0.7%)	\$0.5	(0.9%)	\$0.7	(1.0%)	
African-American	\$135.7	(0.5%)	\$4.7	(1.2%)	<b>\$0.7</b>	<b>(0.7%)*</b>	\$0.9	(1.5%)	\$1.1	(1.8%)	\$0.5	(0.8%)	
Asian	\$506.0	(1.7%)	\$6.8	(1.8%)	<b>\$1.5</b>	<b>(1.5%)*</b>	\$1.4	(2.4%)	\$1.3	(2.1%)	\$0.7	(1.0%)	