A Demographic Portrait of Latino Pueblos and Hyper-Pueblos in the U.S.

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Saint Louis University
Outline

• Demography is Destiny

• Latino Macro Demographic Trends

• Latino Meso Demographic Trends

• Latino Meso Demographic Examples

• Summary
DEMOGRAPHY IS DESTINY
Changing Face of America

Percent of total U.S. population by race and ethnicity, 1960-2060

Source: http://www.pewresearch.org/next-america/
CENSUS: IT'S ALL IN THE NUMBERS

THE NEWLY RELEASED 2010 CENSUS DATA HAS CONFIRMED WHAT HISPANIC MARKETERS HAVE ALWAYS KNOWN, HISPANICS ARE THE FASTEST GROWING DEMOGRAPHIC IN THE UNITED STATES, WITH A POPULATION OF NEARLY 51 MILLION—ONE IN EVERY SIX U.S. RESIDENTS. A STUNNING 42% INCREASE FROM THE PREVIOUS CENSUS IN 2000—HISPANICS CONSTITUTE A CRITICAL COMPONENT TO EVERY BRAND'S LONG TERM GROWTH.

LANGUAGE

75% OF HISPANICS SPEAK SPANISH AT HOME

2 OUT OF 3 ENGLISH SPEAKING HISPANICS SAY THEY WANT TO RETAIN THEIR HISPANIC CULTURE

U.S. POPULATION GROWTH

40% HISPANIC

35% ASIAN

10% AFRICAN AMERICAN

3% NON-HISPANIC WHITE

U.S. HISPANICS BY AGE

28 M COVID AGE

75% HISPANICS ARE BETWEEN THE AGES OF 18-49

U.S. HISPANICS ON MOBILE

64% USE TEXT MESSAGING

12% ACCESS SOCIAL NETWORKING

22% DOWNLOAD OR LISTEN TO MUSIC

19% PLAY GAMES

DEMOGRAPHICS

1/6 U.S. RESIDENTS ARE HISPANIC

1 IN 5 U.S. MOMS ARE HISPANIC

25% OF HISPANIC HOUSEHOLDS HAVE CHILDREN

56% OF U.S. BIRTHS ARE HISPANIC

$21.6 BILLION HISPANIC SPENDING ONLINE BY 2011

ONE TRILLION DOLLARS

51 MILLION LOS ESTADOS UNIDOS

MAKING IT THE SECOND LARGEST SPANISH SPEAKING COUNTRY IN THE WORLD

U.S. HISPANICS ON SOCIAL MEDIA

FACEBOOK REGULARLY

TWITTER REGULARLY

FOURSQUARE REGULARLY

PURCHASING POWER OF THE U.S. HISPANIC MARKET

SOURCES:

1. U.S. Census Bureau
2. Pew Hispanic Center
3. Nielsen
4. Comscore
5. MediaMarkt's "America's Advertising and Media Landscape"

• Salsa overtakes ketchup as America's No. 1 condiment

• Tortillas outsell burger and hot dog buns

• Tortilla chips trump potato chips

¡Feliz Cinco de Mayo!

Happy Cinco de Mayo!

Be more. PBS.
Latino Demography

Micro Trends
Barrios and Hyper Barrios


Meso Trends
Pueblos and Hyper Pueblos

Macro Trends
U.S.
MSA
Central Cities
LATINO MACRO DEMOGRAPHIC TRENDS
2010 - U.S. Population Distribution
Index of Dissimilarity = .233

Source: 2010 Decennial Census
<table>
<thead>
<tr>
<th>Origin</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican</td>
<td>32,695,701</td>
<td>64.7%</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>4,739,207</td>
<td>9.4%</td>
</tr>
<tr>
<td>Salvadoran</td>
<td>1,827,447</td>
<td>3.6%</td>
</tr>
<tr>
<td>Cuban</td>
<td>1,821,626</td>
<td>3.6%</td>
</tr>
<tr>
<td>Dominican (Dominican Republic)</td>
<td>1,492,849</td>
<td>3.0%</td>
</tr>
<tr>
<td>All Other Hispanic Or Latino</td>
<td>1,152,282</td>
<td>2.3%</td>
</tr>
<tr>
<td>Guatemalan</td>
<td>1,143,197</td>
<td>2.3%</td>
</tr>
<tr>
<td>Colombian</td>
<td>973,448</td>
<td>1.9%</td>
</tr>
<tr>
<td>Honduran</td>
<td>696,668</td>
<td>1.4%</td>
</tr>
<tr>
<td>Spaniard</td>
<td>689,392</td>
<td>1.4%</td>
</tr>
<tr>
<td>Ecuadorian</td>
<td>636,933</td>
<td>1.3%</td>
</tr>
<tr>
<td>Peruvanian</td>
<td>578,583</td>
<td>1.1%</td>
</tr>
<tr>
<td>Spanish</td>
<td>498,282</td>
<td>1.0%</td>
</tr>
<tr>
<td>Nicaraguan</td>
<td>381,813</td>
<td>0.8%</td>
</tr>
<tr>
<td>Argentinean</td>
<td>234,436</td>
<td>0.5%</td>
</tr>
<tr>
<td>Venezuelan</td>
<td>232,372</td>
<td>0.5%</td>
</tr>
<tr>
<td>Panamanian</td>
<td>178,563</td>
<td>0.4%</td>
</tr>
<tr>
<td>Chilean</td>
<td>139,488</td>
<td>0.3%</td>
</tr>
<tr>
<td>Costa Rican</td>
<td>134,019</td>
<td>0.3%</td>
</tr>
<tr>
<td>Bolivian</td>
<td>110,078</td>
<td>0.2%</td>
</tr>
<tr>
<td>Uruguayan</td>
<td>59,817</td>
<td>0.1%</td>
</tr>
<tr>
<td>Spanish American</td>
<td>46,418</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other Central American</td>
<td>35,906</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other South American</td>
<td>25,814</td>
<td>0.1%</td>
</tr>
<tr>
<td>Paraguayan</td>
<td>20,936</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50,545,275</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: ACS 2008-2012 Estimates
Nativity and Citizenship Status for Latinos (ACS 2008-2012)

Native Born: 63%
FB Citizen: 11%
FB Non Citizen: 26%

Source: ACS 2008-2012 Estimates
Nativity by Language Spoken at Home (For The Population 5 Years and Over)

- **Latino**
  - Speak only English: 25%
  - Speak another language: 75%

- **Native Born**
  - Speak only English: 39%
  - Speak another language: 61%

- **Foreign Born**
  - Speak only English: 4%
  - Speak another language: 96%

Source: ACS 2008-2012 Estimates
Motivation for this Research Project

Breakdown of MSA/MICRO Regions

(N=955)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino &gt; Black</td>
<td>552</td>
</tr>
<tr>
<td>Black &gt; Latino</td>
<td>403</td>
</tr>
<tr>
<td>Latino Majority</td>
<td>63</td>
</tr>
<tr>
<td>Black Majority</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: 2010 Decennial Census
Population Distribution for the 10 Largest Metropolitan Regions

- New York Metro Area
- Los Angeles Metro Area
- Chicago Metro Area
- Dallas Metro Area
- Philadelphia Metro Area
- Houston Metro Area
- Washington Metro Area
- Miami Metro Area
- Atlanta Metro Area
- Boston Metro Area
- San Antonio Metro Area (ranked 25th)
Latino Pueblos
(*500 people or larger)
Largest Latino Ethnic Group in Pueblos
(n=960)

- Mexican: 93%
- Cuban: 5%
- Puerto Rican: 2%
Mexican 85%
Puerto Rican 1%
Cuban 2%
Plurality 12%

Majority Latino Ethnic Group in Pueblos (n=960)

Source: 2010 Census, Map made by J.S. Crescencio Sandoval
Spatial Demography Blog - http://spatdemo.wordpress.com/

Number of Latino Pueblos

Source: 2010 Census, Map made by J.S. Cerése San davel
Spatial Demography Blog - http://spatdemo.wordpress.com/
Latino Pueblos with a Majority Latino Foreign Born Population
(2008-2012 ACS Estimates)

Source: Map made by J.S. Ortez-Sandoval, 2010 Census and 2008-2012 ACS
http://spatdemo.wordpress.com/
Latino Pueblos with a Majority of Latinos 5 Years or Older Speaking Spanish as the Primary Language at Home (2008-2012 ACS Estimates)

Source: Map made by J.S. Onésimo Sandoval, 2010 Census and 2008-2012 ACS
http://spatialdemo.wordpress.com/
Latino Pueblos where the Latino Poverty Rate is Higher than the National Latino Poverty Rate (24%) (2008-2012 ACS Estimates)

Source: Map made by J.S. Ortezmo Sandoval, 2010 Census and 2008-2012 ACS
http://spatdemo.wordpress.com/
Latino Pueblos where the Majority of Latinos live in Poverty (2008-2012 ACS Estimates)

Source: Map made by J.S. Onéimo Sandoval, 2010 Census and 2008-2012 ACS
http://spatdemo.wordpress.com/
LATINO MESO DEMOGRAPHIC EXAMPLES
Select Latino Pueblos in the Midwest

Source: Map made by J.S. Ometeño Sandoval, 2010 Census and 2008-2012 ACS
http://spatdemo.wordpress.com/
Percent Latino

<table>
<thead>
<tr>
<th>Location</th>
<th>1990</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge City, Kansas</td>
<td>18%</td>
<td>58%</td>
</tr>
<tr>
<td>Liberal city, Kansas</td>
<td>0%</td>
<td>59%</td>
</tr>
<tr>
<td>Wilroads Gardens, Kansas</td>
<td>0%</td>
<td>62%</td>
</tr>
<tr>
<td>Lexington city, Nebraska</td>
<td>5%</td>
<td>60%</td>
</tr>
<tr>
<td>Schuyler city, Nebraska</td>
<td>4%</td>
<td>65%</td>
</tr>
<tr>
<td>West Liberty city, Iowa</td>
<td>23%</td>
<td>52%</td>
</tr>
<tr>
<td>Fairmont City village, Illinois</td>
<td>28%</td>
<td>71%</td>
</tr>
<tr>
<td>Noel city, Missouri</td>
<td>2%</td>
<td>50%</td>
</tr>
<tr>
<td>Southwest City town, Missouri</td>
<td>1%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Latino Poverty Rate

- Dodge City city, Kansas: 20%
- Liberal city, Kansas: 25%
- Wilroads Gardens, Kansas: 26%
- Lexington city, Nebraska: 18%
- Schuyler city, Nebraska: 28%
- West Liberty city, Iowa: 21%
- Fairmont City village, Illinois: 51%
- Noel city, Missouri: 40%
- Southwest City town, Missouri: 36%
Nativity Status for Latinos

<table>
<thead>
<tr>
<th>City/Location</th>
<th>Latino Native Born</th>
<th>Latino Foreign Born</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge City, Kansas</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Liberal city, Kansas</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Wilroads Gardens, Kansas</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Lexington city, Nebraska</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Schuyler city, Nebraska</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Lexington city, Nebraska</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>West Liberty city, Iowa</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Fairmont City village, Illinois</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Noel city, Missouri</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Southwest City town, Missouri</td>
<td>45%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Nativity by Language Spoken at Home
(For The Population 5 Years and Over)

- Latinos That Speak English
- Latinos That Speak Another Language

<table>
<thead>
<tr>
<th>Location</th>
<th>Latinos Speaking English (%)</th>
<th>Latinos Speaking Other Language (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge City, Kansas</td>
<td>15</td>
<td>85</td>
</tr>
<tr>
<td>Liberal City, Kansas</td>
<td>7</td>
<td>92</td>
</tr>
<tr>
<td>Wilroads Gardens, Kansas</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Lexington city, Nebraska</td>
<td>5</td>
<td>95</td>
</tr>
<tr>
<td>Schuyler city, Nebraska</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>West Liberty city, Iowa</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Fairmont City village, Illinois</td>
<td>15</td>
<td>85</td>
</tr>
<tr>
<td>Noel city, Missouri</td>
<td>15</td>
<td>85</td>
</tr>
<tr>
<td>Southwest City town, Missouri</td>
<td>5</td>
<td>95</td>
</tr>
</tbody>
</table>
2010 - Dodge City, KS
Population Distribution
Index of Dissimilarity = .358

Latino

White

Population (%)
2010 - Liberal City, KS
Population Distribution
Index of Dissimilarity = .345
2010 – Wilroads Garden, KS
Population Distribution
Index of Dissimilarity = .403

Latino  White

Population Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Latino</th>
<th>White</th>
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<tbody>
<tr>
<td>0-4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10-14</td>
<td></td>
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<tr>
<td>15-19</td>
<td></td>
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<tr>
<td>20-24</td>
<td></td>
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<tr>
<td>25-29</td>
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<tr>
<td>30-34</td>
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<td>35-39</td>
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<tr>
<td>40-44</td>
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<tr>
<td>45-49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50-54</td>
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</tr>
<tr>
<td>55-59</td>
<td></td>
<td></td>
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<tr>
<td>60-64</td>
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<tr>
<td>65-69</td>
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<td>70-74</td>
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<td>75-79</td>
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<tr>
<td>80-84</td>
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<tr>
<td>85+</td>
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</table>

Index of Dissimilarity: 0.403

13.10
2010 - Schuyler, NE
Population Distribution
Index of Dissimilarity = .488
2010 - West Liberty City, IA
Population Distribution
Index of Dissimilarity = .321
2010 - Fairmount, IL
Population Distribution
Index of Dissimilarity = .413
2010 - Noel City, MO
Population Distribution
Index of Dissimilarity = .323
2010 - Southwest City, MO
Population Distribution
Index of Dissimilarity = .361
Index of Dissimilarity for Age Structure

<table>
<thead>
<tr>
<th>Location</th>
<th>DI</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>0.23</td>
</tr>
<tr>
<td>Dodge City, Kansas</td>
<td>0.36</td>
</tr>
<tr>
<td>Liberal city, Kansas</td>
<td>0.35</td>
</tr>
<tr>
<td>Wilroads Gardens</td>
<td>0.40</td>
</tr>
<tr>
<td>Lexington city, Nebraska</td>
<td>0.40</td>
</tr>
<tr>
<td>Schuyler city, Nebraska</td>
<td>0.49</td>
</tr>
<tr>
<td>West Liberty city, Iowa</td>
<td>0.32</td>
</tr>
<tr>
<td>Fairmont City village, Illinois</td>
<td>0.32</td>
</tr>
<tr>
<td>Noel city, Missouri</td>
<td>0.36</td>
</tr>
<tr>
<td>Southwest City town, Missouri</td>
<td>0.36</td>
</tr>
</tbody>
</table>
SUMMARY
Demography is Destiny
(397 Burgeoning Latino Pueblos in the next 5 to 15 years)
Questions

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