



The Hispanic Market Tsunami 2010 U.S. Census Snapshot



Executive Summary: The 2010 U.S. Census has started to deliver the Hispanic market impact it *has had, is having and is going to have* on the American landscape. The numbers reported in March 2011 (more to come) are extraordinary; the Hispanic segment grew to 50.5 million adding 15.2 million over the past 10 years. This is 55.5% of the U.S. population growth, 27.3 million, during this decade. In 2010 Hispanics make up 16.3% of the U.S. population, but when examining those under 18 years of age we find that Hispanics are 23.1% of this age group. The 16.3% figure is the earthquake, the 23.1% figure is the approaching Hispanic tsunami. The Hispanic number will continue to grow rapidly having a remarkable impact on America over the next two decades. Like a tsunami the impending affect appears to be merely a ripple on the ocean's surface as it approaches land.

The Hispanic segment is much younger and remains in its child bearing and consumption years. Their families are larger and younger which demands more spending of their household incomes.

While Hispanics are migrating throughout the regions of the U.S., they remain highly concentrated in California, southwestern states and Florida. In fact 27.7 million Hispanics live in either California, Texas or Florida (see slides 4-6); this is 54.9% of all U.S. Hispanics. A look at the 20 most populous counties (see slide 7) in the U.S. finds 20.0 million Hispanics, or 39.7% of all persons living in these counties.

Hispanics are accessible and targetable. A well orchestrated culturally relevant marketing initiative can reach and capture this market segment. Language is important when marketing to Hispanics, but culture is King; supreme in having sustainable results.

Like all previous generations of immigrants coming to America, Hispanics are discovering what it is to be an American. They will seek out products, services, goods and brands that help them realize their new reality and fulfill their journey, the American Journey.



Snapshot: 2010 Census and the Hispanic Market

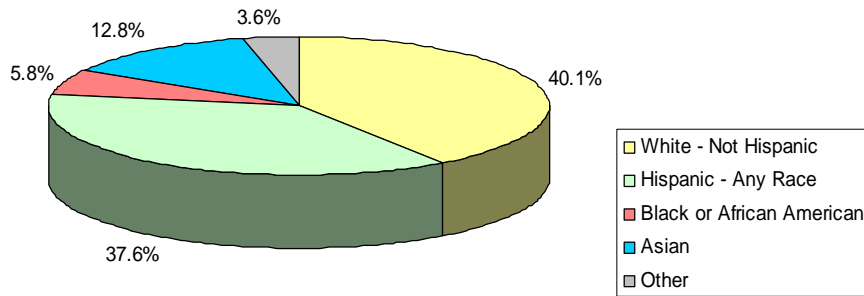
Population Category	2000 CENSUS		2010 CENSUS		Change from 2000 to 2010	
	Population	Percent	Population	Percent	Population	Percent
White	194,552,774	69.1%	196,817,552	63.7%	2,264,778	1.2%
Hispanic or Latino (of any race)	35,305,818	12.5%	50,477,594	16.3%	15,171,776	43.0%
Black or African American	33,947,837	12.1%	37,685,848	12.2%	3,738,011	11.0%
American Indian and Alaska Native	2,068,883	0.7%	2,247,098	0.7%	178,215	8.6%
Asian	10,123,169	3.6%	14,465,124	4.7%	4,341,955	42.9%
Native Hawaiian and Other Pacific Islander	353,509	0.1%	481,576	0.2%	128,067	36.2%
Some Other Race	467,770	0.2%	604,265	0.2%	136,495	29.2%
Two or More Races	4,602,146	1.6%	5,966,481	1.9%	1,364,335	29.6%
TOTAL POPULATION	281,421,906	100.0%	308,745,538	100.0%	27,323,632	9.7%

Source: U.S. Census Bureau, Census 2000 Summary File 1, Table P1, and 2010 Census National Summary File of Redistricting Data, Table P1.

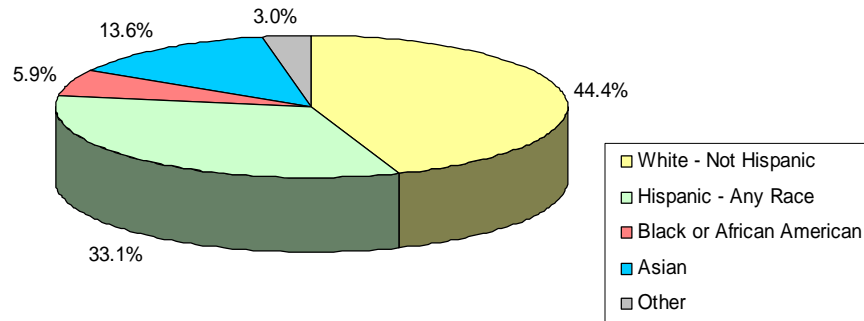
- During the past decade minority groups provided the largest contribution to population growth in the U.S.
- The Hispanic segment became the largest minority group during this period adding more than 15 million people.
- Hispanics accounted for 55.5% of the overall population growth during the decade; 15.2 million of the 27.3 million population growth.
- Hispanics have migrated into most regions of the U.S., but remain concentrated in key states. California, Texas and Florida are highly populated states with significant Hispanic populations, see following slides.
- 27.7 million, 54.9%, of the 50.5 million U.S. Hispanics live in California, Texas or Florida.
- 12 of the twenty highest populated counties can be found in California, Texas and Florida.
- Language and culture are critical factors for effectively reaching and capturing the Hispanic consumer.
- Hispanics in the U.S. are acculturating to achieve maximum economic success but remain very attached to their cultural roots.
- Technology, internet and telecommunications, provide Hispanics quick access to their cultural norms in their countries of origin.
- Highly concentrated Hispanic markets provide businesses an opportunity to rapidly grow and learn how best to reach this market segment.
- Success in reaching Hispanics in key U.S. markets is transferable to less traditional Hispanic markets.
- Developing and delivering culturally relevant marketing to the Hispanic segment is essential for success.



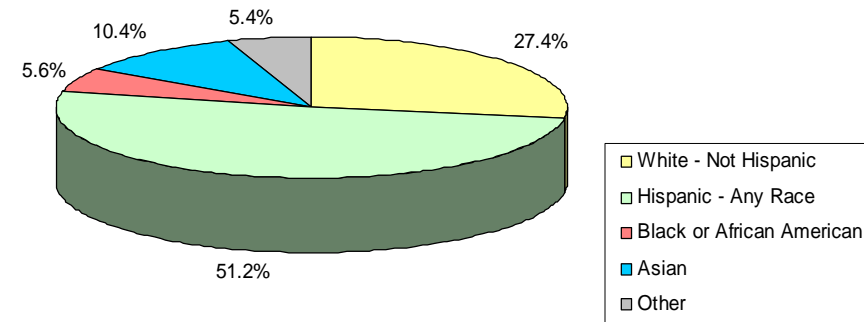
California - Total Population, 2010 Census



California - 18 Years and Older Population, 2010 Census



California - Under 18 Years Old Population, 2010 Census



Source: U.S. Census Bureau, 2010 Census.
2010 Census Redistricting Data (Public Law 94-171) Summary File, Tables P1, P2, P3, P4, H1.

State of California

	Total	Over 18 Years	Under 18 Years
Total Population	37,253,956	27,958,916	9,295,040
White - Not Hispanic	14,956,253	12,409,858	2,546,395
Hispanic - Any Race	14,013,719	9,257,499	4,756,220
Black or African American	2,163,804	1,640,279	523,525
Asian	4,775,070	3,809,082	965,988
Other	1,345,110	842,198	502,912

California Counties

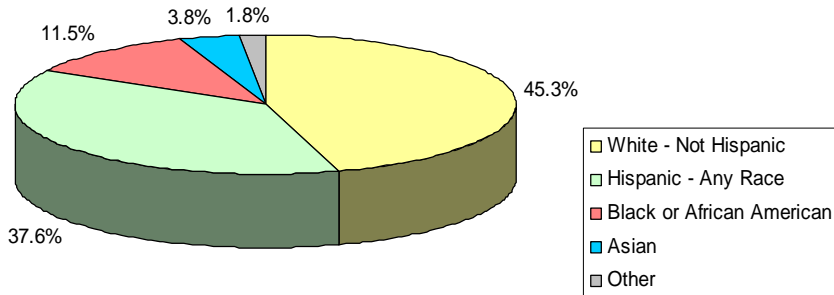
Geographic area	Total population	Hispanic (of any race)	Percent Hispanic
Los Angeles County, CA	9,818,605	4,687,889	47.7%
San Diego County, CA	3,095,313	991,348	32.0%
Orange County, CA	3,010,232	1,012,973	33.7%
Riverside County, CA	2,189,641	995,257	45.5%
San Bernardino County, CA	2,035,210	1,001,145	49.2%
Santa Clara County, CA	1,781,642	479,210	26.9%
Total	21,930,643	9,167,822	41.8%

Insights

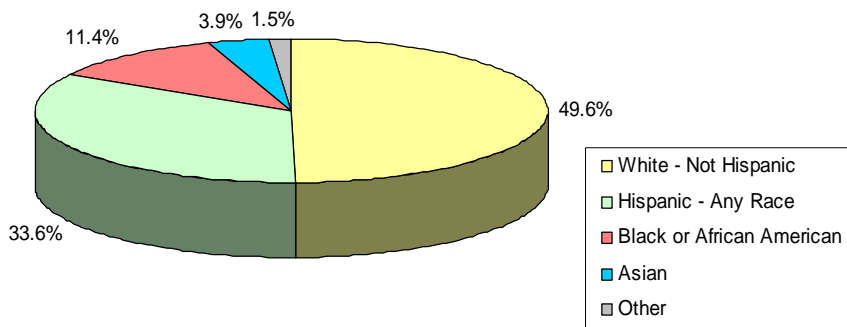
- California's young Hispanic's, under 18 years old, are 52% of this age group's population... Tomorrow's Consumers.
- Six of the 20 largest populated counties in the U.S. are in California with 41.8% of these counties' population being Hispanic. 9.2 million of California's 14.0 million Hispanic live in these counties.
- While Hispanics have begun to migrate across many regions of the U.S. they remain very targetable in key markets.
- The youthful Hispanic segment will continue to grow beyond estimates adding to the Hispanic tsunami.
- California has a Minority Majority population.



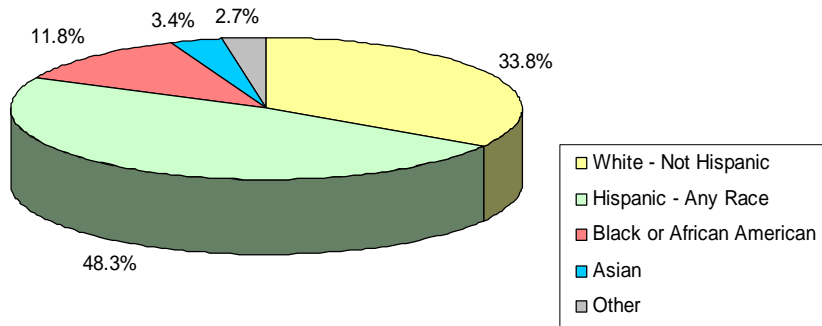
Texas - Total Population, 2010 Census



Texas - 18 Years and Older Population, 2010 Census



Texas - Under 18 Years Old Population, 2010 Census



Source: U.S. Census Bureau, 2010 Census.
2010 Census Redistricting Data (Public Law 94-171) Summary File, Tables P1, P2, P3, P4, H1.

State of Texas

	Total	Over 18 Years	Under 18 Years
Total population	25,145,561	18,279,737	6,865,824
White - Not Hispanic	11,397,345	9,074,684	2,322,661
Hispanic - Any Race	9,460,921	6,143,144	3,317,777
Black or African American	2,886,825	2,076,282	810,543
Asian	948,426	716,968	231,458
Other	452,044	268,659	183,385

Texas Counties

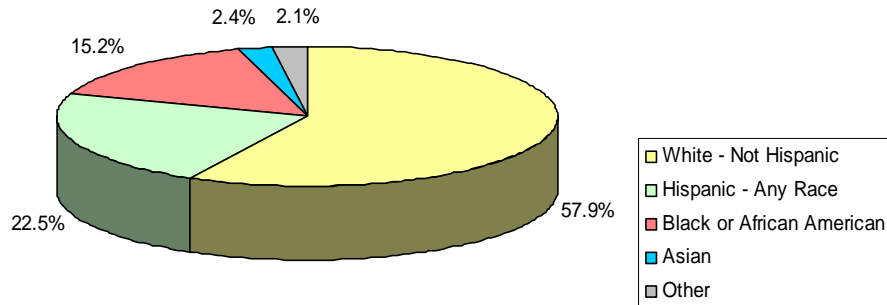
Geographic area	Total population	Hispanic (of any race)	Percent Hispanic
Harris County, TX	4 092 459	1 671 540	40.8%
Dallas County, TX	2 368 139	905 940	38.3%
Tarrant County, TX	1 809 034	482 977	26.7%
Bexar County, TX	1 714 773	1 006 958	58.7%
TOTAL	9 984 405	4 067 415	40.7%

Insights

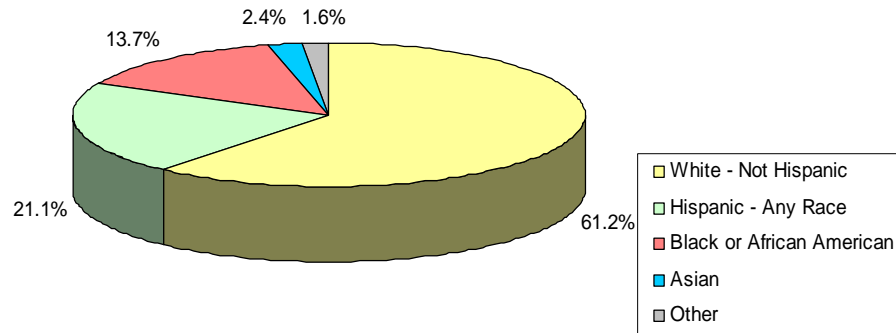
- Nearly half, 48.3%, of Texas' population under 18 years old is Hispanic.
- Four of the 20 largest populated counties in the U.S. are in Texas with 40.7% of these counties' population being Hispanic. 4.1 million of Texas' 9.5 million Hispanics live in these counties.
- Texas' economic resilience and its shared border with Mexico will continue to make this state the "state of choice" for many Hispanics.
- The youthful Hispanic segment will continue to grow beyond estimates adding to the Hispanic tsunami.
- Texas has a Minority Majority population.



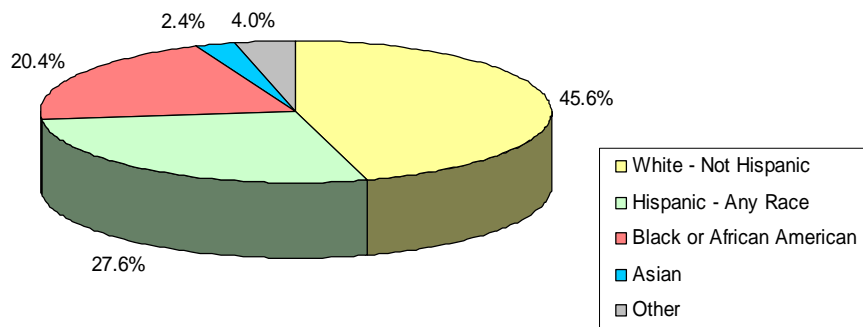
Florida - Total Population, 2010 Census



Florida - 18 Years and Older Population, 2010 Census



Florida - Under 18 Years Old Population, 2010 Census



Source: U.S. Census Bureau, 2010 Census.
2010 Census Redistricting Data (Public Law 94-171) Summary File, Tables P1, P2, P3, P4, H1.

State of Florida

	Total	Over 18 Years	Under 18 Years
Total population	18,801,310	14,799,219	4,002,091
White - Not Hispanic	10,884,722	9,058,437	1,826,285
Hispanic - Any Race	4,223,806	3,119,182	1,104,624
Black or African American	2,851,100	2,033,903	817,197
Asian	445,216	349,321	95,895
Other	396,466	238,376	158,090

Florida Counties

Geographic area	Total population	Hispanic (of any race)	Percent Hispanic
Miami-Dade County, FL	2 496 435	1 623 859	65.0%
Broward County, FL	1 748 066	438 247	25.1%
TOTAL	4 244 501	2 062 106	48.6%

Insights

- Nearly half, 48.8%, of Florida's Hispanic population lives in two counties: Miami-Dade and Broward.
- Two of the 20 largest populated counties in the U.S. are in Florida with 48.6% of these counties' population being Hispanic. 2.1 million of Florida's 4.2 million Hispanics live in these counties.
- Florida's Hispanic consumers remain very concentrated in a few key markets.
- Florida has one of the most affluent Hispanic populations.
- Florida's youthful Hispanic population will continue to increase its representation moving towards a minority majority by the next census in 2020.



The Most Populous Counties by Race and Hispanic Origin in the United States: 2010

Geographic area	Total population	Race									
		One Race								Two or More Races	Hispanic or Latino (of any race)
		Total	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race			
United States	308 745 538	299 736 465	223 553 265	38 929 319	2 932 248	14 674 252	540 013	19 107 368	9 009 073	50 477 594	
LISTED COUNTIES	57 195 738	55 010 527	33 058 793	8 150 588	432 927	5 548 734	124 627	7 694 858	2 185 211	20 020 740	
Los Angeles County, CA	9 818 605	9 379 892	4 936 599	856 874	72 828	1 346 865	26 094	2 140 632	438 713	4 687 889	
Cook County, IL	5 194 675	5 062 905	2 877 212	1 287 767	21 559	322 672	1 724	551 971	131 770	1 244 762	
Harris County, TX	4 092 459	3 961 127	2 318 256	775 492	27 763	253 032	3 018	583 566	131 332	1 671 540	
Maricopa County, AZ	3 817 117	3 685 349	2 786 781	190 519	78 329	132 225	7 790	489 705	131 768	1 128 741	
San Diego County, CA	3 095 313	2 936 888	1 981 442	158 213	26 340	336 091	15 337	419 465	158 425	991 348	
Orange County, CA	3 010 232	2 882 433	1 830 758	50 744	18 132	537 804	9 354	435 641	127 799	1 012 973	
Kings County, NY	2 504 700	2 428 396	1 072 041	860 083	13 524	262 276	1 243	219 229	76 304	496 285	
Miami-Dade County, FL	2 496 435	2 437 558	1 841 887	472 976	5 000	37 669	675	79 351	58 877	1 623 859	
Dallas County, TX	2 368 139	2 301 276	1 267 861	528 200	17 133	119 250	1 222	367 610	66 863	905 940	
Queens County, NY	2 230 722	2 129 809	886 053	426 683	15 364	511 787	1 530	288 392	100 913	613 750	
Riverside County, CA	2 189 641	2 084 977	1 335 147	140 543	23 710	130 468	6 874	448 235	104 664	995 257	
San Bernardino County, CA	2 035 210	1 932 846	1 153 161	181 862	22 689	128 603	6 870	439 661	102 364	1 001 145	
Clark County, NV	1 951 269	1 851 878	1 188 112	204 379	14 422	168 831	13 628	262 506	99 391	568 644	
King County, WA	1 931 249	1 834 450	1 325 845	119 801	16 147	282 075	14 486	76 096	96 799	172 378	
Wayne County, MI	1 820 584	1 776 730	951 936	737 943	6 991	45 915	404	33 541	43 854	95 260	
Tarrant County, TX	1 809 034	1 754 757	1 205 530	268 983	11 827	84 561	3 184	180 672	54 277	482 977	
Santa Clara County, CA	1 781 642	1 694 394	836 616	46 428	12 960	570 524	7 060	220 806	87 248	479 210	
Broward County, FL	1 748 066	1 697 215	1 102 231	467 519	5 065	56 795	911	64 694	50 851	438 247	
Bexar County, TX	1 714 773	1 655 097	1 250 252	128 892	14 475	41 739	2 350	217 389	59 676	1 006 958	
New York County, NY	1 585 873	1 522 550	911 073	246 687	8 669	179 552	873	175 696	63 323	403 577	

Source: U.S. Census Bureau, 2010 Census National Summary File of Redistricting Data, Table P1.

A Review of the Numbers:

- 18.5 % (57.2MM of 308.7MM) of the U.S. population lives in the 20 most populous counties.
- 39.7% (20.0MM of 57.2MM) people living in these counties are Hispanics.
- 35.0% (20.0MM of 50.5MM) of U.S. Hispanics live in these counties.

Conclusions:

- Hispanics remain highly concentrated in key markets.
- Hispanics are accessible and targetable in these key markets by adopting and implementing culturally relevant marketing.
- Hispanic consumers provide substantial growth opportunity to businesses.



About Diverse-Markets.Com

Diverse Markets provides services to businesses for developing integrated marketing strategy for multicultural markets. Our proven strategic approach is designed to effectively and consistently reach consumers in high growth markets. Our disciplined approach delivers a deep understanding of consumers' core beliefs. Armed with these consumer insights we help businesses craft strategies and messages to reach targeted consumers in a way that compels them to choose your brand and products over others....
{reaching markets with the right voice}

Diverse Markets makes a measureable and significant difference by applying:

- Thought leadership in multicultural marketing.
- Best in class approach and processes.
- Strategic actions for achieving and sustaining market success.
- Market insights for operational excellence.

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