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## HISPANIC MARKET



### Embracing the U.S. Hispanic Market

According to the U.S. Census Bureau, Hispanics are the nation's largest ethnic group in the U.S. and constitute almost 15 percent of the total U.S. population with a total population of 35.3 million people. Hispanics spending power projected to reach \$927.1 billion in 2007 (from \$580.5 billion in 2002).

Here are some other facts to consider:

- HISPANICS ARE CONCENTRATED LARGELY IN THE SOUTH AND WEST, AND IN A FEW LARGE METROPOLITAN REGIONS (ESPECIALLY NEW YORK AND CHICAGO). OVER HALF LIVE IN JUST TWO STATES, CALIFORNIA (11.0 MILLION) AND TEXAS (6.7 MILLION). FIVE MORE STATES HAVE HISPANIC POPULATIONS OF ONE MILLION OR MORE: NEW YORK ( 2.9 MILLION), FLORIDA (2.7 MILLION), ILLINOIS (1.5 MILLION), ARIZONA (1.3 MILLION) AND NEW JERSEY (1.1 MILLION).
- NEW MEXICO HAD THE HIGHEST PERCENTAGE OF HISPANICS (42%) FOLLOWED BY CALIFORNIA (32%) AND TEXAS (32%). HISPANICS COMPRISE OVER HALF THE POPULATION IN 50 COUNTIES IN TEXAS, NEW MEXICO, ARIZONA, CALIFORNIA, COLORADO AND FLORIDA.
- THE LARGEST HISPANIC POPULATION IN ANY COUNTY IS IN LOS ANGELES COUNTY, CA ( 4.1 MILLION). MIAMI-DADE, HARRIS (HOUSTON) AND COOK (CHICAGO) COUNTIES ALSO BOASTED HISPANIC POPULATIONS OF OVER ONE MILLION.
- LATINOS SPEND MORE THAN OTHER GROUPS ON PRODUCTS AND SERVICES SUCH AS GROCERIES, FURNITURE, MEN'S AND BOYS' APPAREL, AND CHILDREN'S CLOTHING.

As a result, many successful companies want a way to reach the Us Hispanic Markets with their huge purchasing power

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