



DEMOGRAPHIC TRENDS OF HISPANICS/LATINOS IN NORTH CAROLINA

**Office of the Governor
Director of Hispanic/Latino Affairs: Gabriela Zabala**

Research by Steven Mann: Volunteer

5 Important Facts About NC Hispanics and Latinos

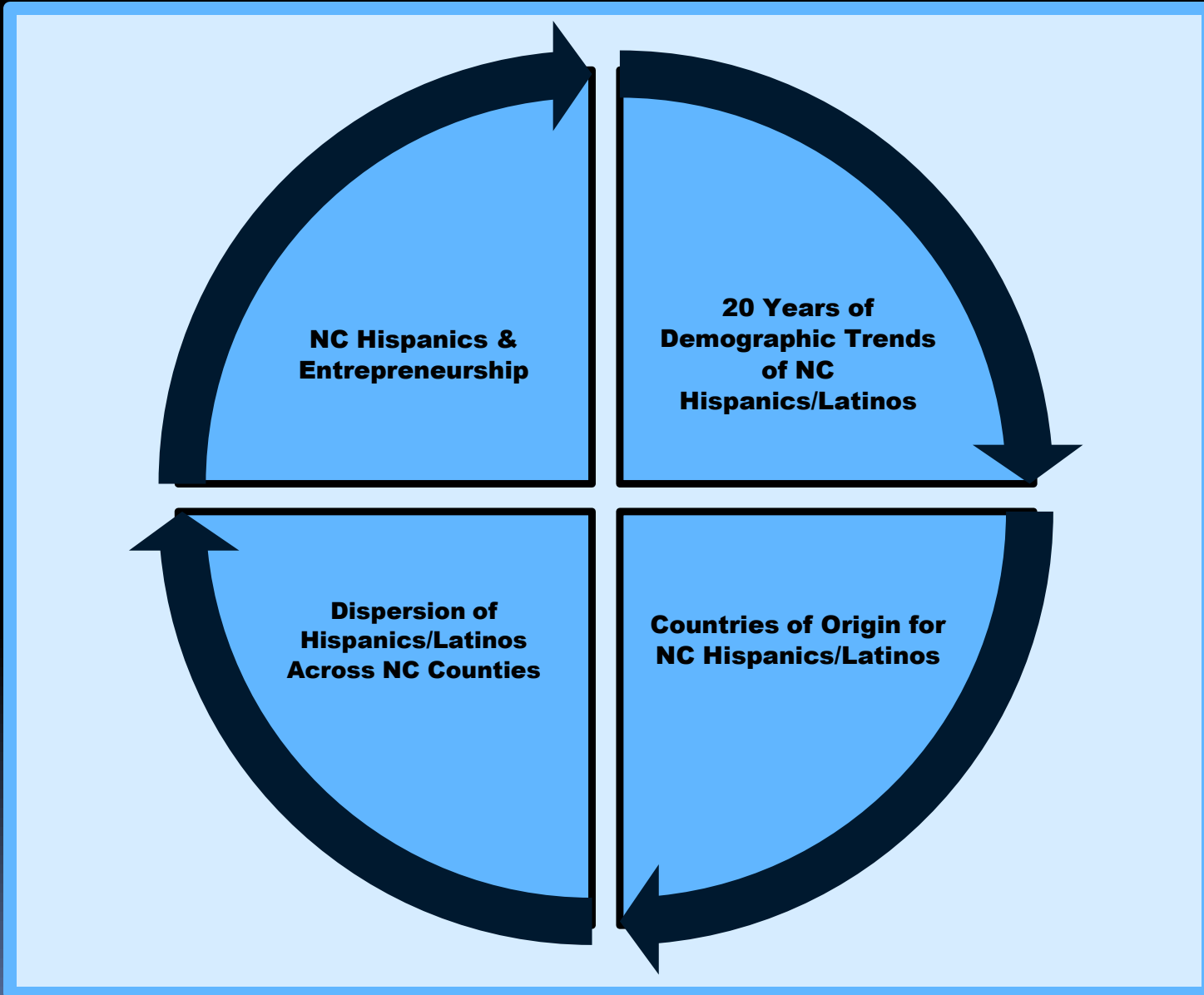
- 1: Hispanics/Latinos accounted for 25% of North Carolina's population increase over the past 20 years.**
- 2: North Carolina Hispanics/Latinos will have a projected purchasing power of \$346 million by 2014.**
- 3: Over 21,000 NC Hispanic/Latino firms employ 34,000 individuals and have \$4.2 billion in business receipts.**

5 Important Facts About NC Hispanics and Latinos

4: Native births have overtaken immigration as the sustainer of growth for North Carolina's Hispanic/Latino population.

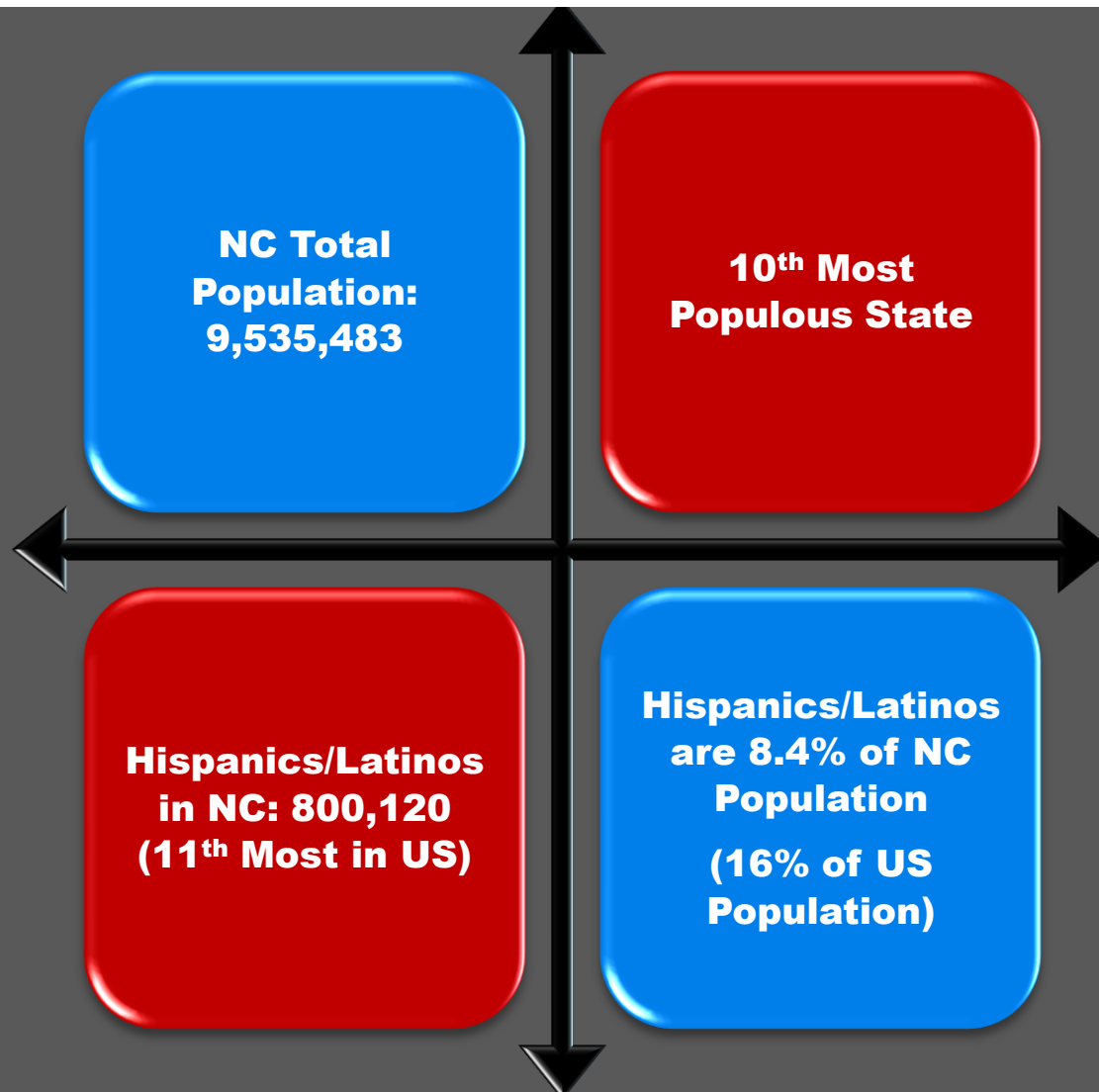
5: The median age of North Carolina's Hispanics/Latinos is 23. The median age of Hispanics/Latinos born in North Carolina is 9.

Presentation Highlights



20 Years of Demographic **Trends of NC** **Hispanics/Latinos**

North Carolina and the 2010 Census



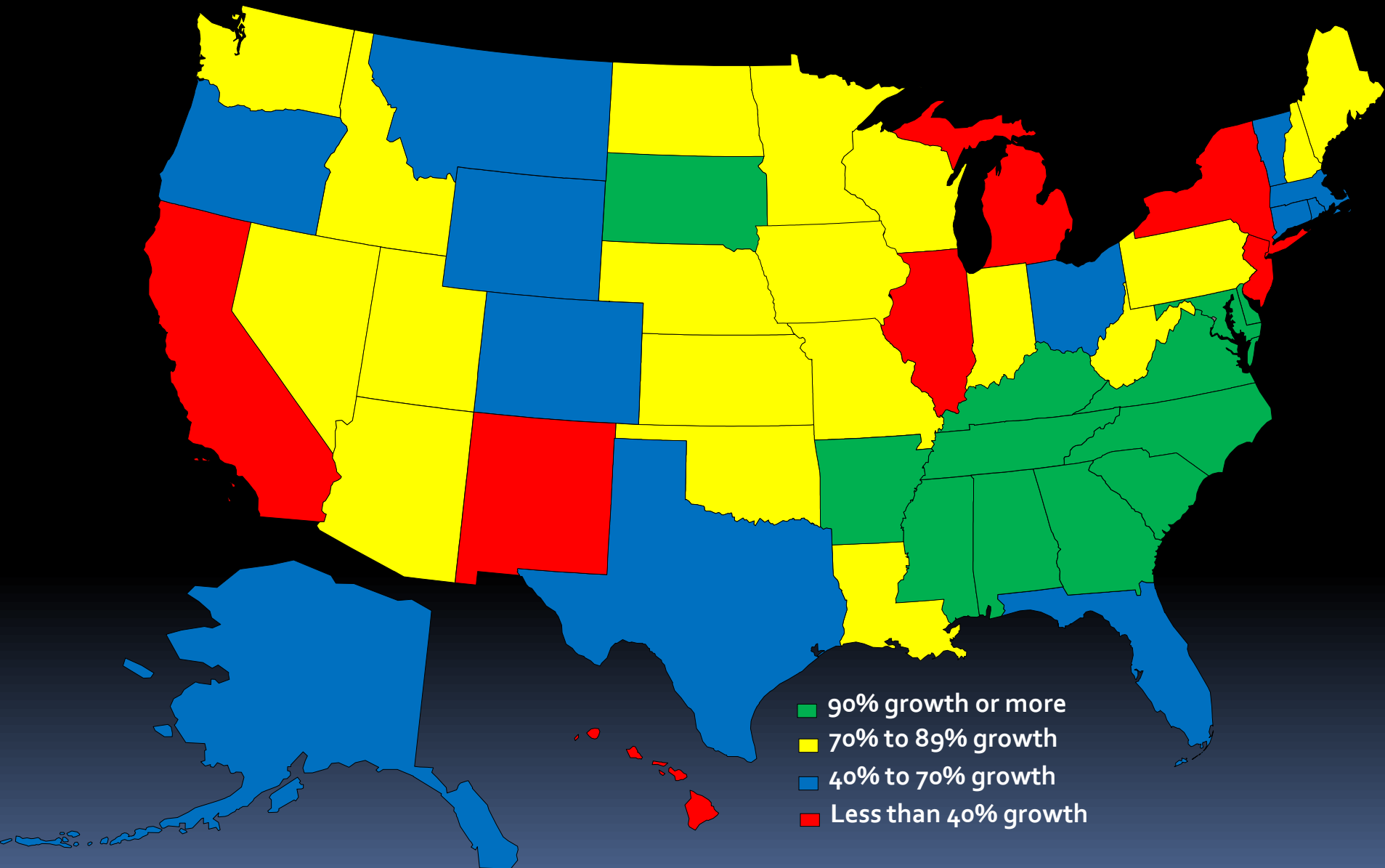
States with Largest Hispanic Populations, 2010

		Population (in thousands)
	<u>U.S. Total</u>	<u>50,478</u>
<u>Rank</u>		
1	California	14,014
2	Texas	9,461
3	Florida	4,224
4	New York	3,417
5	Illinois	2,028
6	Arizona	1,895
7	New Jersey	1,555
8	Colorado	1,039
9	New Mexico	953
10	Georgia	854
<u>11</u>	<u>North Carolina</u>	<u>800</u>
12	Washington	756

States with Greatest Hispanic Population Growth, 2000-2010

		Growth 2000-2010
<u>Rank</u>	<u>US Total</u>	<u>43%</u>
1	South Carolina	148%
2	Alabama	145%
3	Tennessee	134%
4	Kentucky	122%
5	Arkansas	114%
<u>6</u>	<u>North Carolina</u>	<u>111%</u>
7	Maryland	106%
8	Mississippi	106%
9	South Dakota	103%
10	Delaware	96%
11	Georgia	96%
12	Virginia	92%

Hispanic Population Growth, 2000-2010

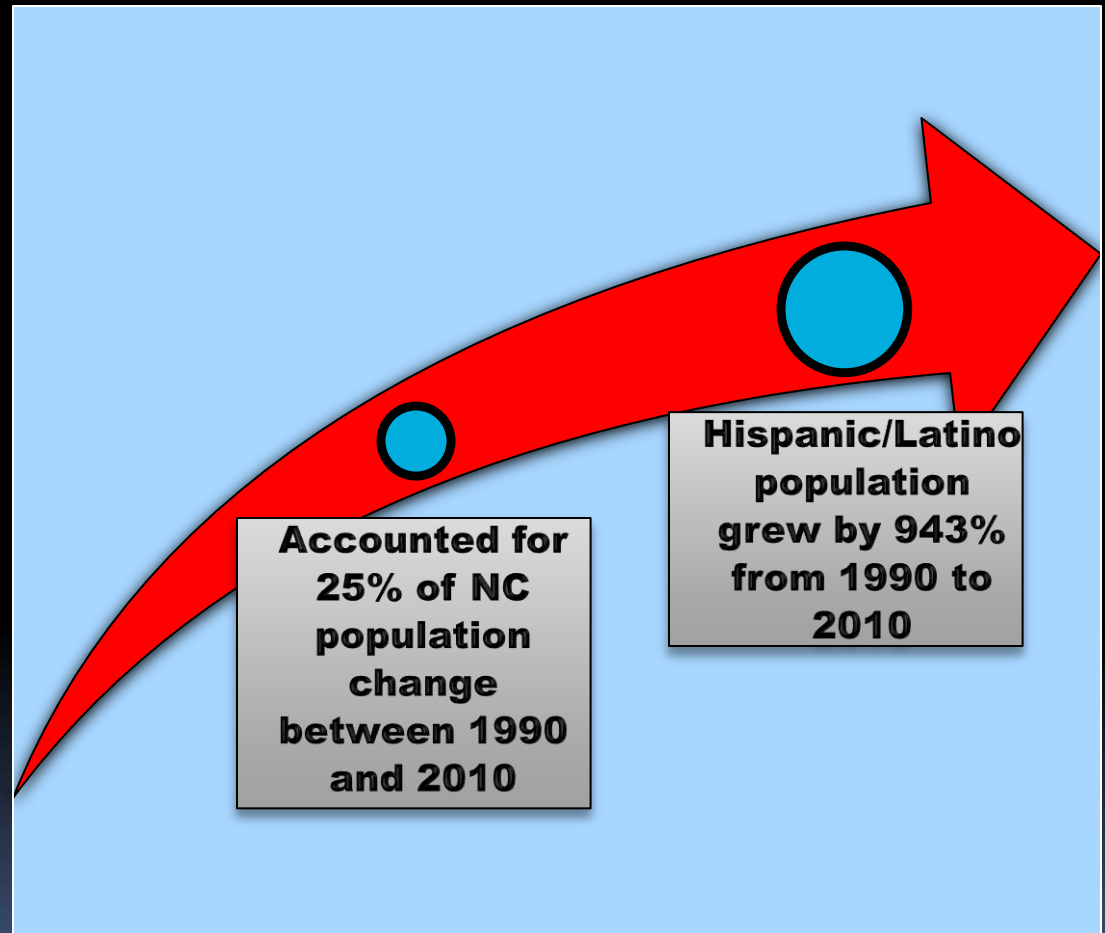


North Carolina Hispanic/Latino Population Changes 1990 -2010

**North Carolina
grew by 43.9%**

**2,906,846
individuals**

**723,394
Hispanics/Latinos**



North Carolina Hispanic/Latino Population Changes: 2000-2010

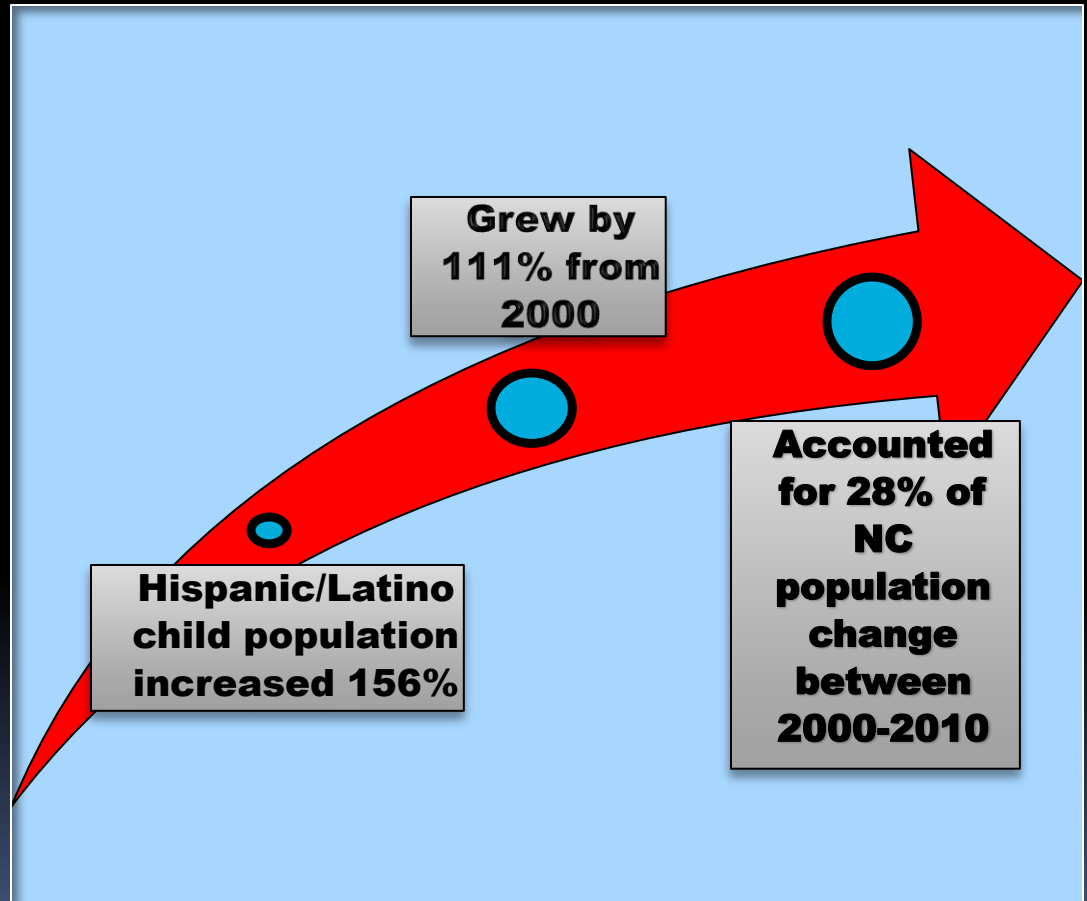
North Carolina's population
grew by 18.4%

1,486,676 individuals

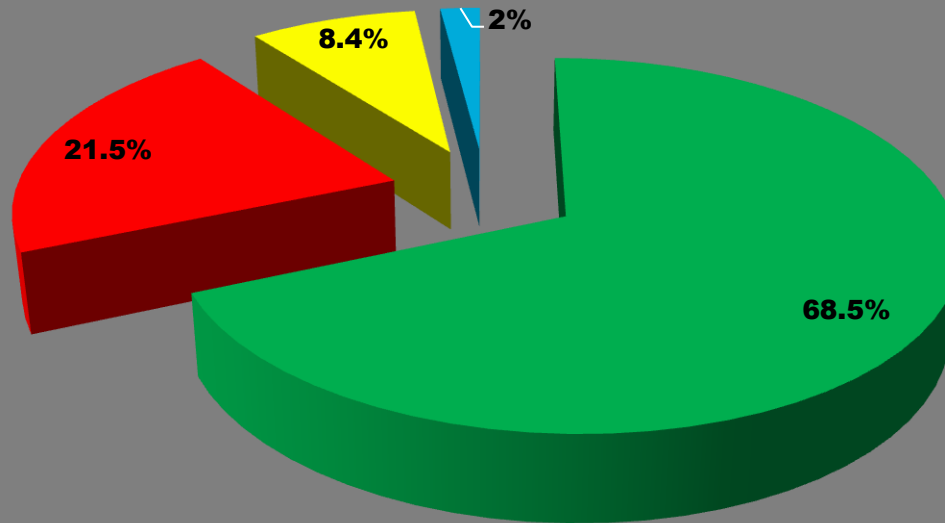
421,157 Hispanics/Latinos

6th in total percentage growth
among US states

5th in child population growth
among US states



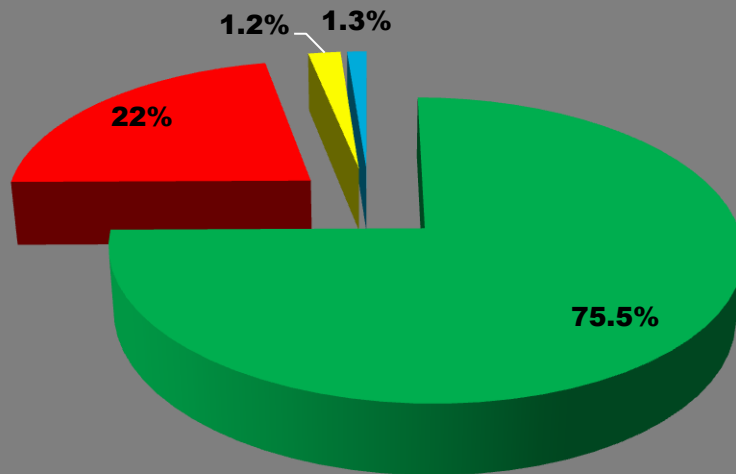
2010 North Carolina Population by Race



- **White: 68.5%**
- **Black or African American: 21.5%**
- **Hispanic/Latino: 8.4%**
- **Other: 1.6%**

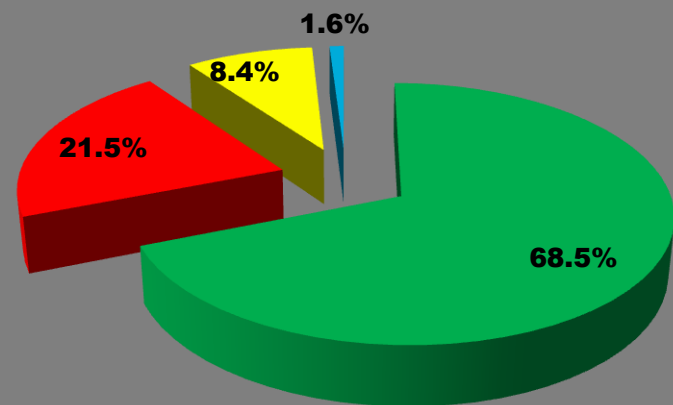
North Carolina Population by Race: 1990 - 2010

1990 Census



- **White: 75.5%**
- **Black or African American: 22%**
- **Hispanic/Latino: 1.2%**
- **Other: 1.3%**

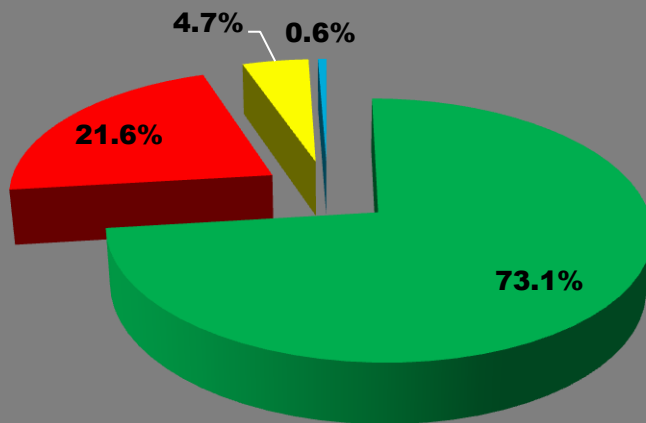
2010 Census



- **White: 68.5%**
- **Black or African American: 21.5%**
- **Hispanic/Latino: 8.4%**
- **Other: 1.6%**

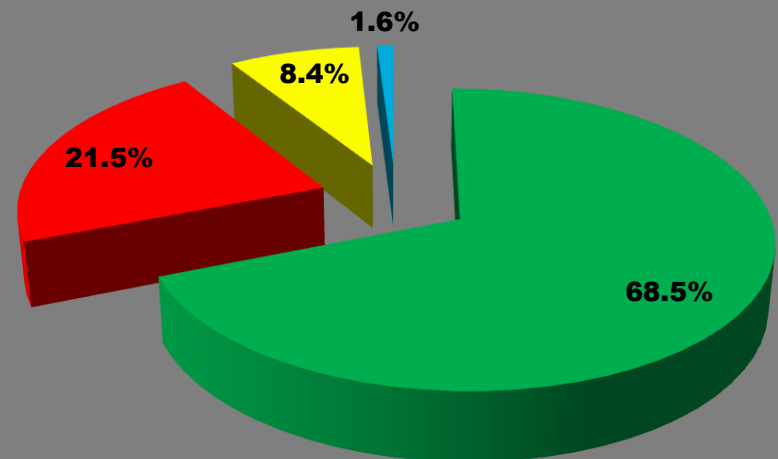
North Carolina Population by Race: 2000 - 2010

2000 Census



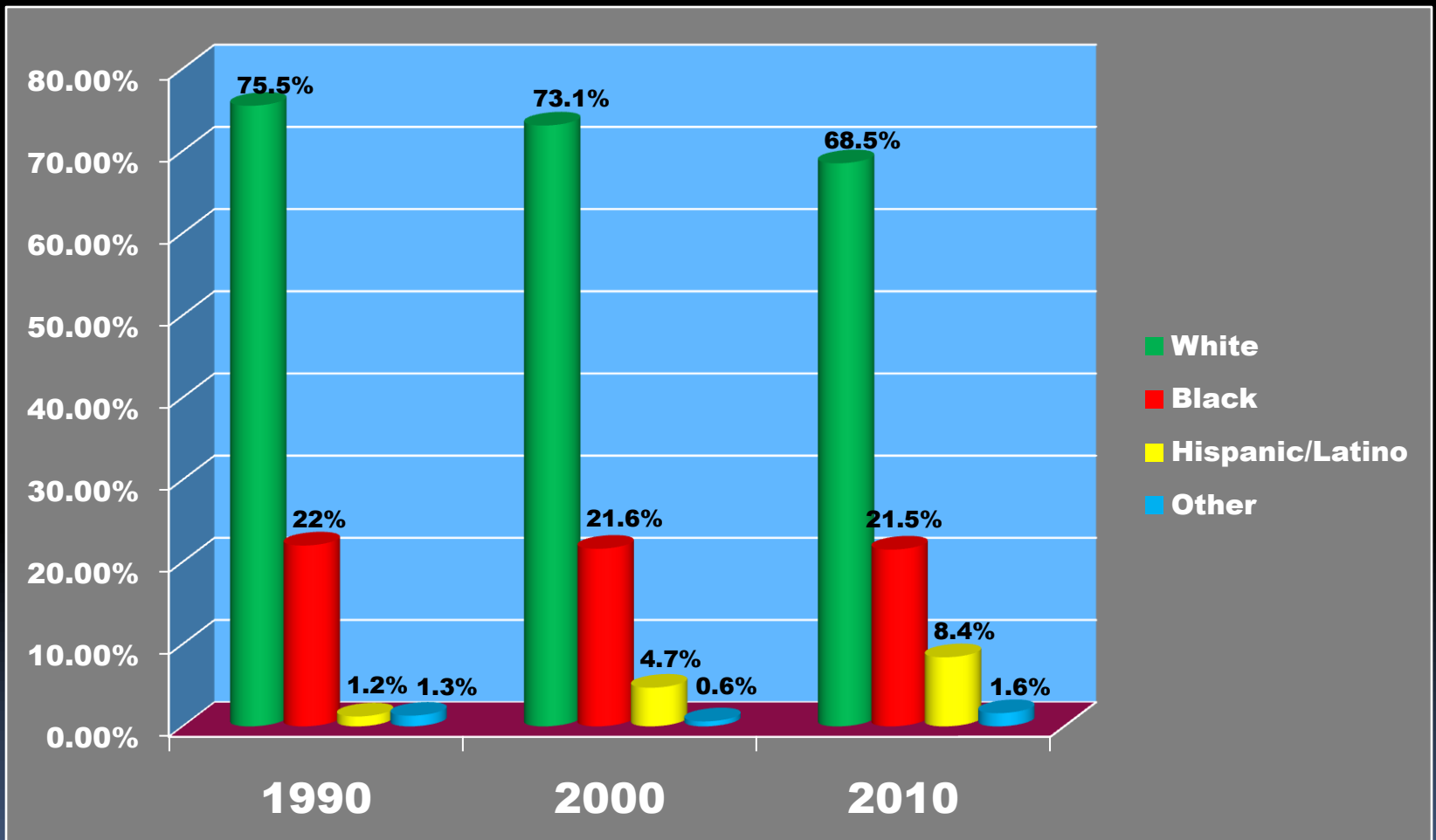
- **White: 73.1%**
- **Black or African American: 21.6%**
- **Hispanic/Latino: 4.7%**
- **Other: 0.6%**

2010 Census

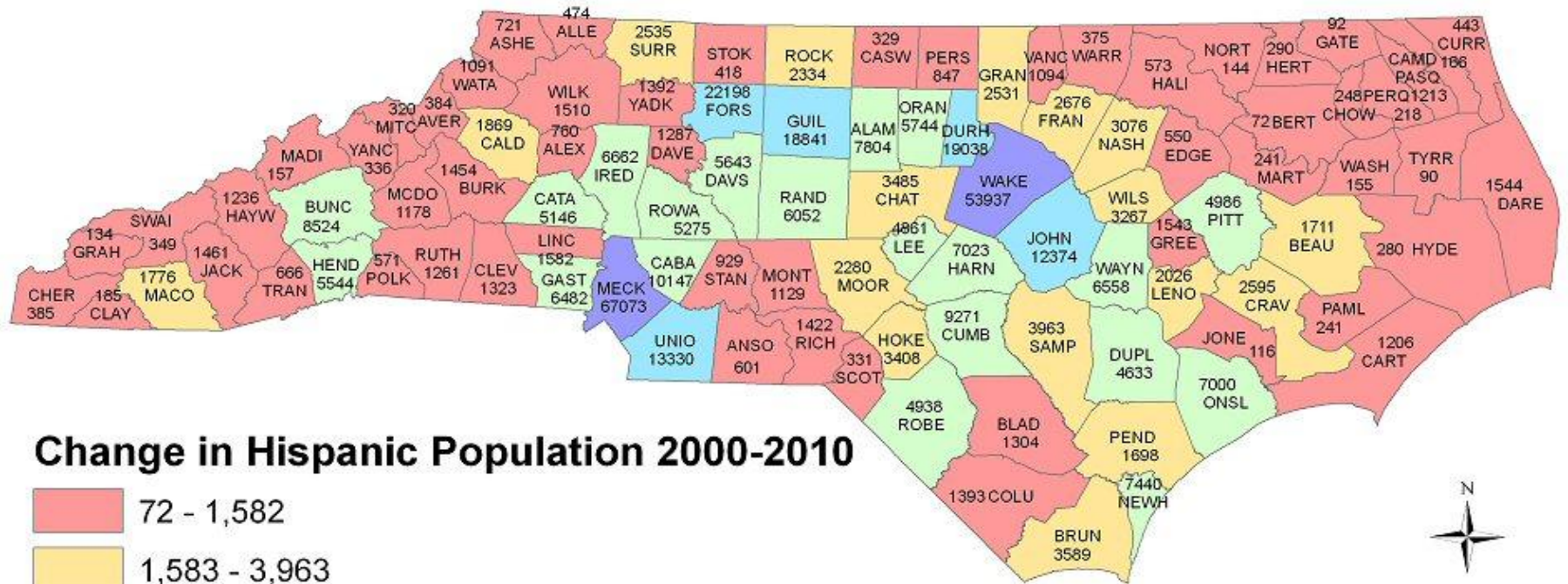


- **White: 68.5%**
- **Black or African American: 21.5%**
- **Hispanic/Latino: 8.4%**
- **Other: 1.6%**

Population Changes 1990 -2010



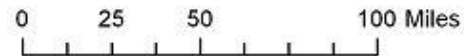
Change in Hispanic or Latino Population by County, 2000-2010



Change in Hispanic Population 2000-2010



Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

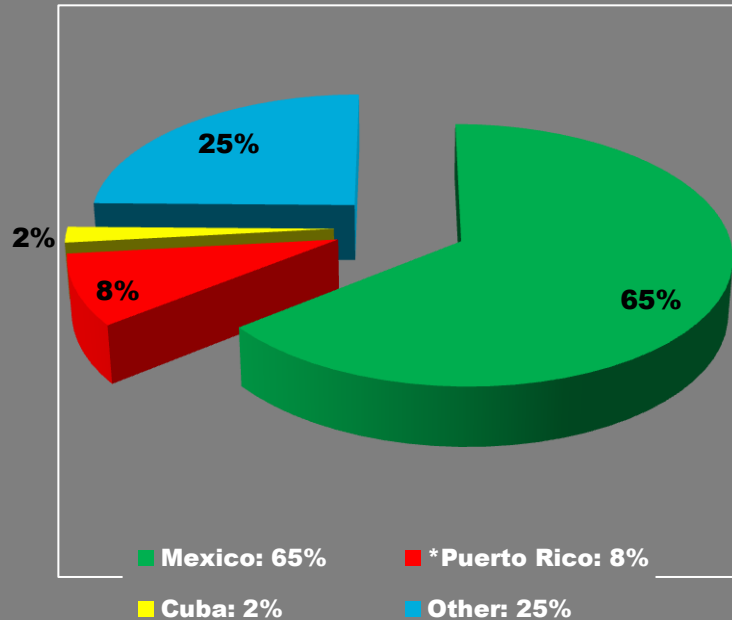


October 14, 2011

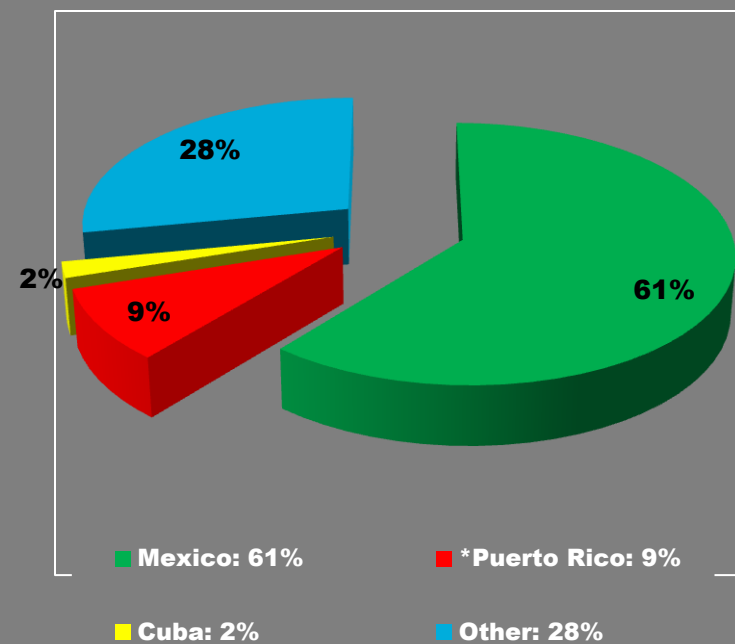
Countries of Origin for NC Hispanics/Latinos

Countries of Origin of NC Latinos

2000 Census



2010 Census



*Puerto Rico is a self-governing commonwealth in association with the United States. Puerto Ricans are US Citizens.

Countries of Origin: NC Hispanics/Latinos

	<u>Number</u>	<u>Percent of NC Pop</u>	<u>Percent of NC Hispanic Pop</u>
Hispanic/Latino (any race)	800,120	8.4	100
Mexican	486,960	5.1	60.9
*Puerto Rican	71,800	0.8	9.0
Cuban	18,079	0.2	2.2
Dominican	15,225	0.2	2.0
Central American	105,066	1.1	13.1
South American	46,307	0.5	5.7
Other Hispanic/Latino	56,683	0.6	7.1

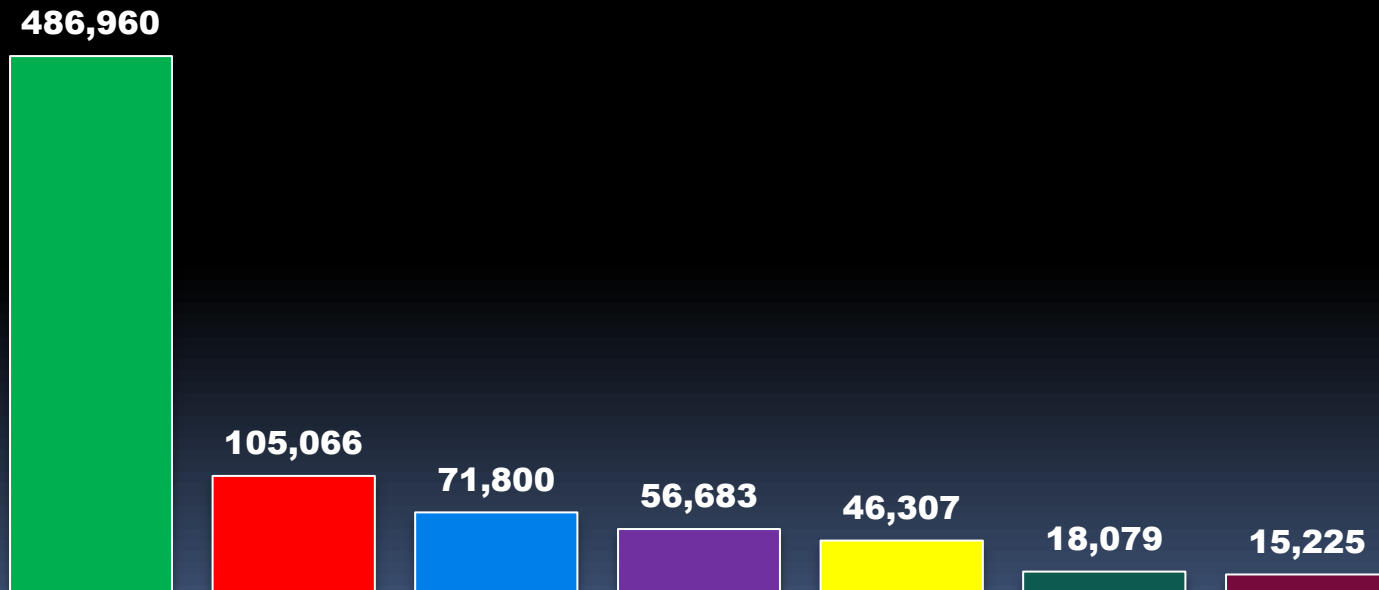
*Puerto Rico is a self-governing commonwealth in association with the United States. Puerto Ricans are US Citizens.

Central American: Costa Rican, Guatemalan, Honduran, Nicaraguan, Panamanian, Salvadoran, Other Central American

South American: Argentinean, Bolivian, Chilean, Colombian, Ecuadorian, Paraguayan, Peruvian, Uruguayan, Venezuelan, Other South American.

Countries of Origin: NC Hispanics/Latinos

- Mexico
- *Puerto Rico
- South America
- Dominican Republic
- Central America
- Other Hispanics/Latinos
- Cuba



*Puerto Rico is a self-governing commonwealth in association with the United States. Puerto Ricans are US Citizens.

Central American Hispanics/Latinos in NC

	<u>Number</u>	<u>Percent of NC Hispanic/Latino Pop</u>
Central American	105,066	13.1
Costa Rican	4,658	0.6
Guatemalan	20,206	2.5
Honduran	30,900	3.9
Nicaraguan	4,964	0.6
Panamanian	5,708	0.7
Salvadoran	37,778	4.7
Other Central American	852	0.1

South American Hispanics/Latinos in NC

	<u>Number</u>	<u>Percent of NC Hispanic/Latino Pop</u>
South American	46,307	5.8
Argentinean	3,210	0.4
Bolivian	878	0.1
Chilean	2,525	0.3
Colombian	17,648	2.2
Paraguayan	245	0.03
Peruvian	8,247	1.0
Uruguayan	980	0.1
Venezuelan	4,070	0.5
Other South American	394	0.04

Dispersion of
Hispanics/Latinos Across
NC Counties

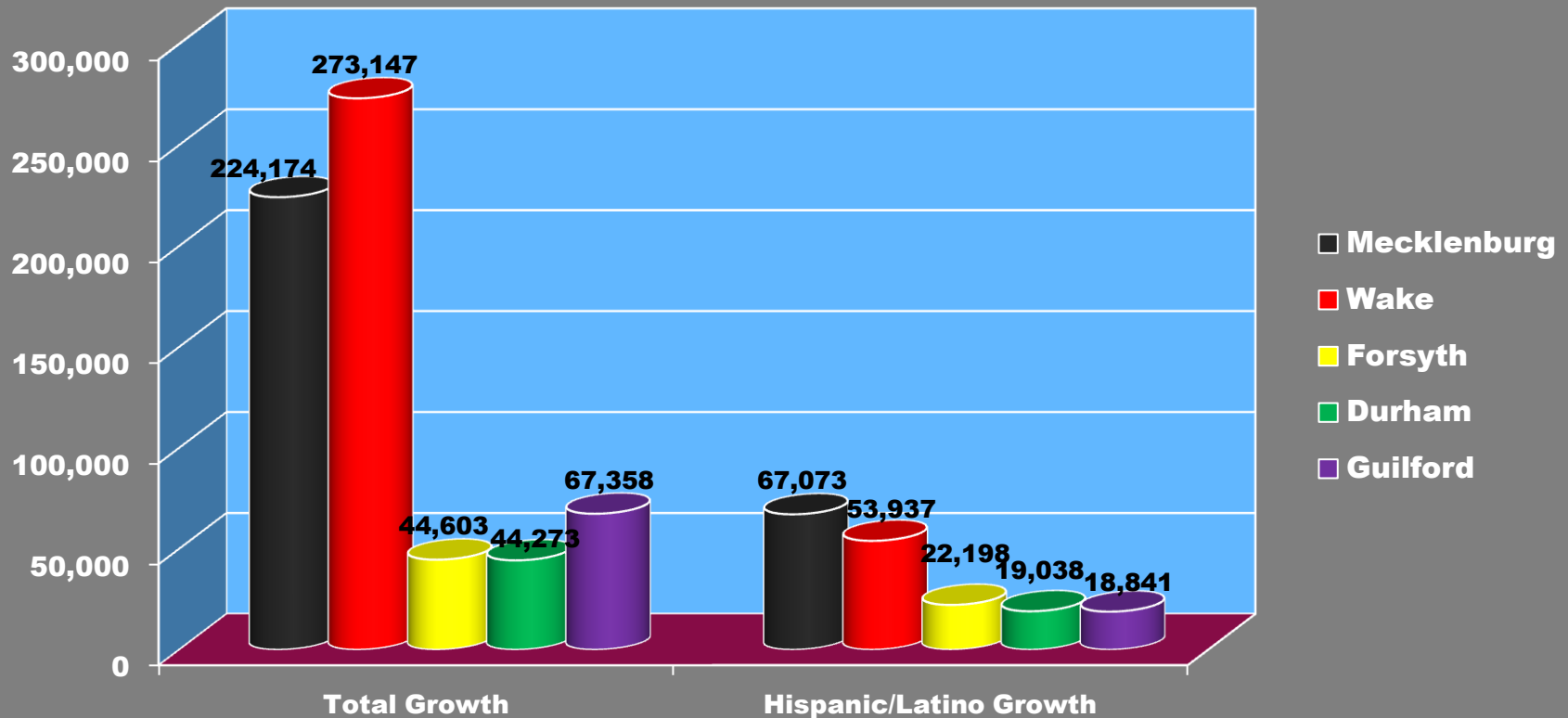
NC Counties with Largest Hispanic/Latino Population (#)

	1990:County Pop./ %	2000: County Pop./ %	2010: County Pop./ %	Pop Change 1990-2010: #	Pop Change 1990-2010: %	Pop Change 2000-2010: #	Pop Change 2000-2010: %
Mecklenburg (10)*	6693 - 1.3%	44,871 - 6.45%	111,944 - 12.17%	105,251	1,572.6%	67,073	149.48%
Wake (20)*	5,396 - 1.27%	33,985 - 5.41%	87,922 - 9.76%	82,526	1,529.4%	53,937	158.7%
Forsythe (11)*	2,102 - 0.8%	19,577 - 6.4%	41,775 - 11.91%	39,673	1,887%	22,198	113%
Durham (6)*	2,054 - 1.1%	19,039 - 7.63%	36,077 - 13.48%	34,023	1656%	19,038	111.73%
Guilford (32)*	2,887 - .08%	15,985 - 3.8%	34,826 - 7.13%	31,939	1106%	18,841	117.87%
Cumberland (23)*	13,298 - 4.8%	20,919 - 6.9%	30,190 - 9.45%	16,892	127%	9,271	44.32%

*** County Ranking by Highest Percentage of Total Population Hispanic/Latino**

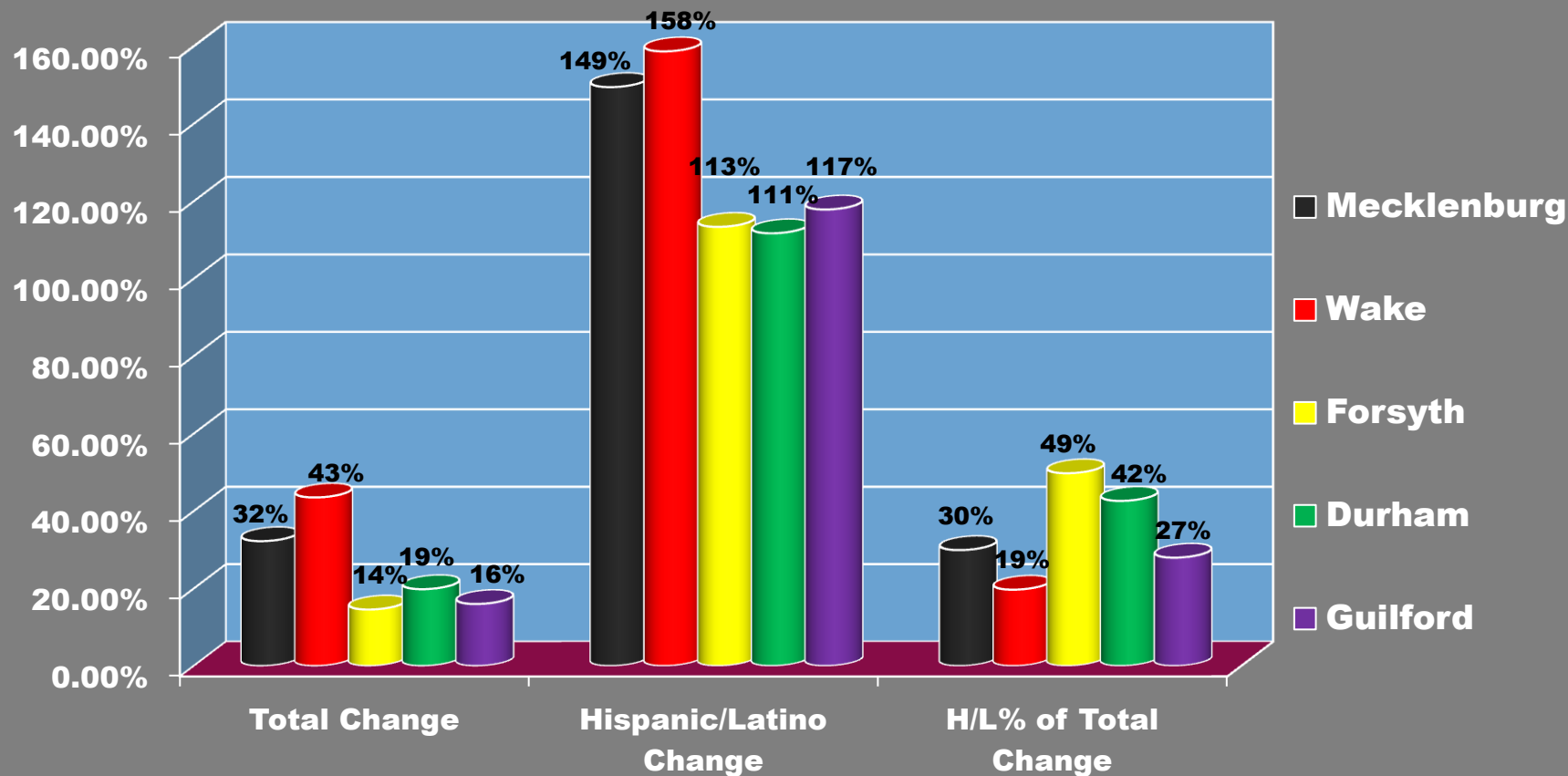
NC Top 5 Total Growth Counties

Top 5 Population Growth Counties

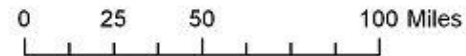
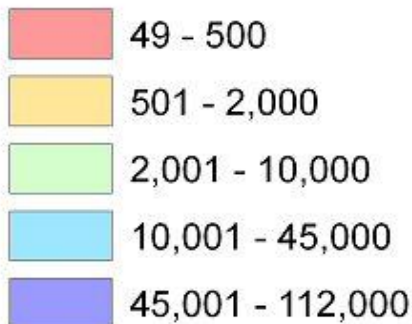
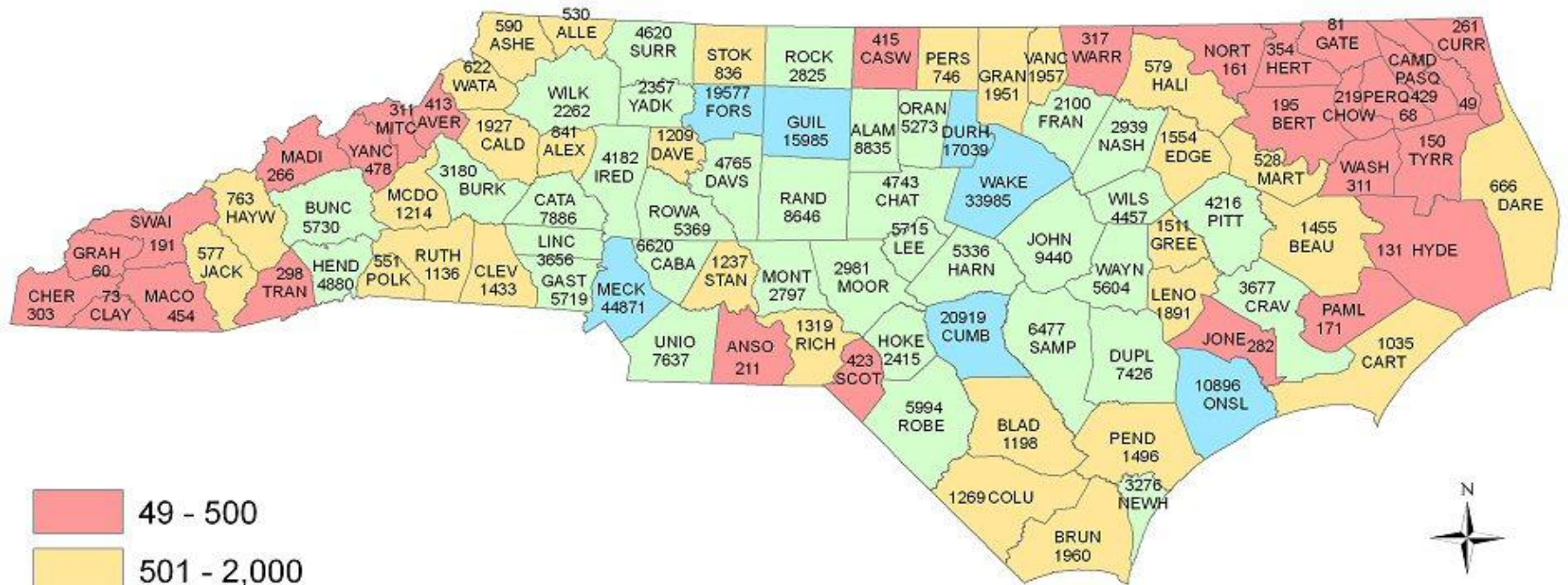


NC Top 5 Total Growth Counties

Percent Population Changes in Top 5 Counties



Total Hispanic or Latino Population by County, 2000

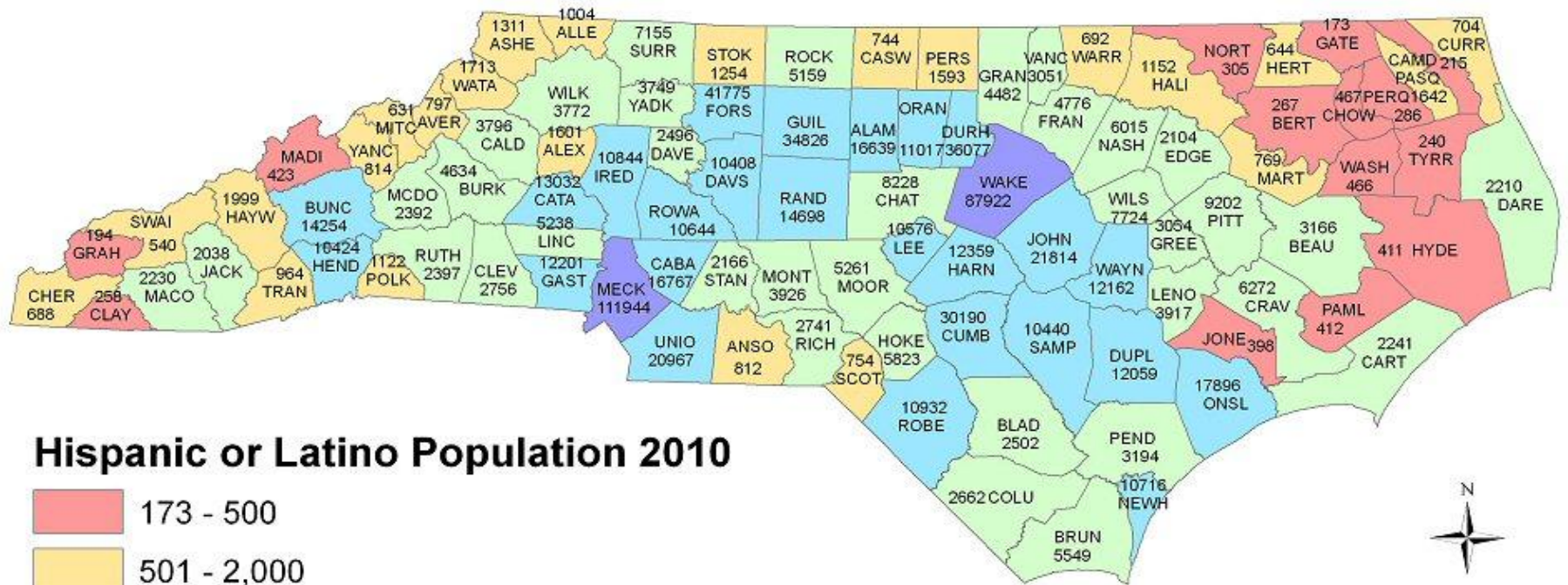


Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

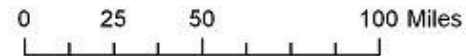


October 14, 2011

Total Hispanic or Latino Population by County, 2010



Hispanic or Latino Population 2010

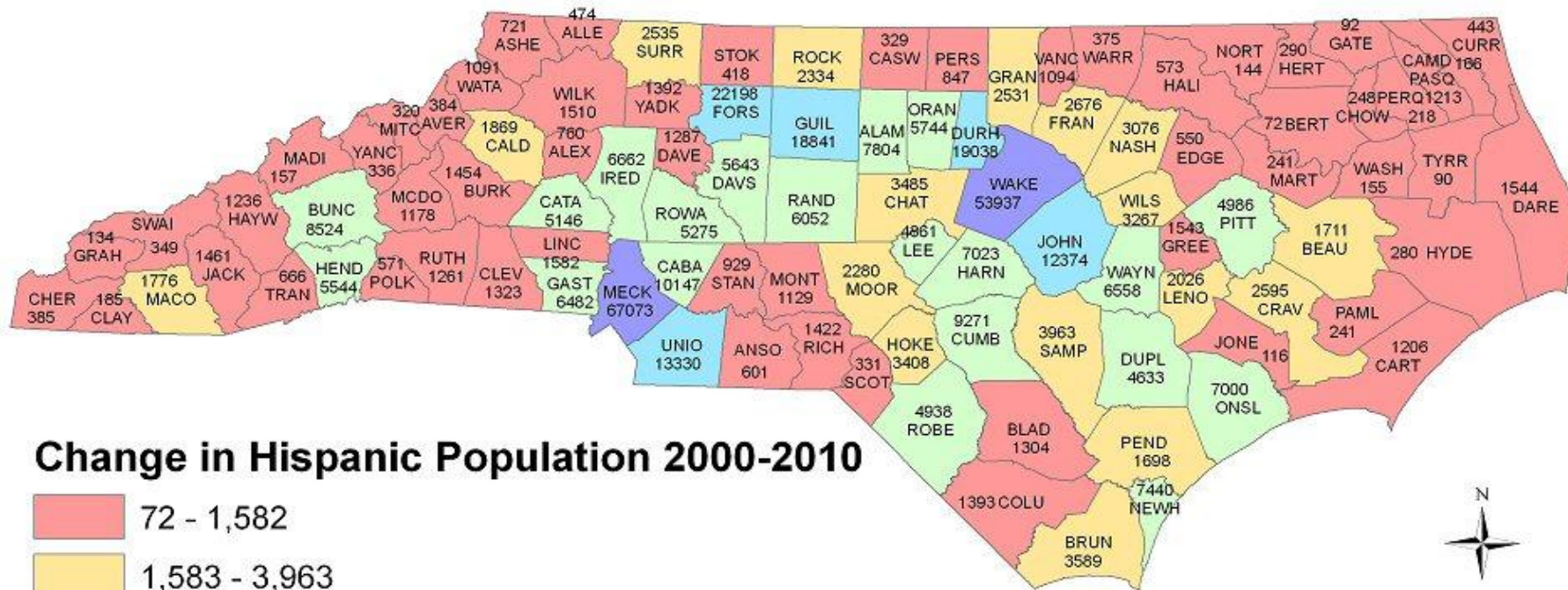


Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.



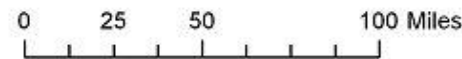
October 14, 2011

Change in Hispanic or Latino Population by County, 2000-2010



Change in Hispanic Population 2000-2010

- 72 - 1,582
- 1,583 - 3,963
- 3,964 - 10,147
- 10,148 - 22,198
- 22,199 - 67,073



Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.



October 14, 2011

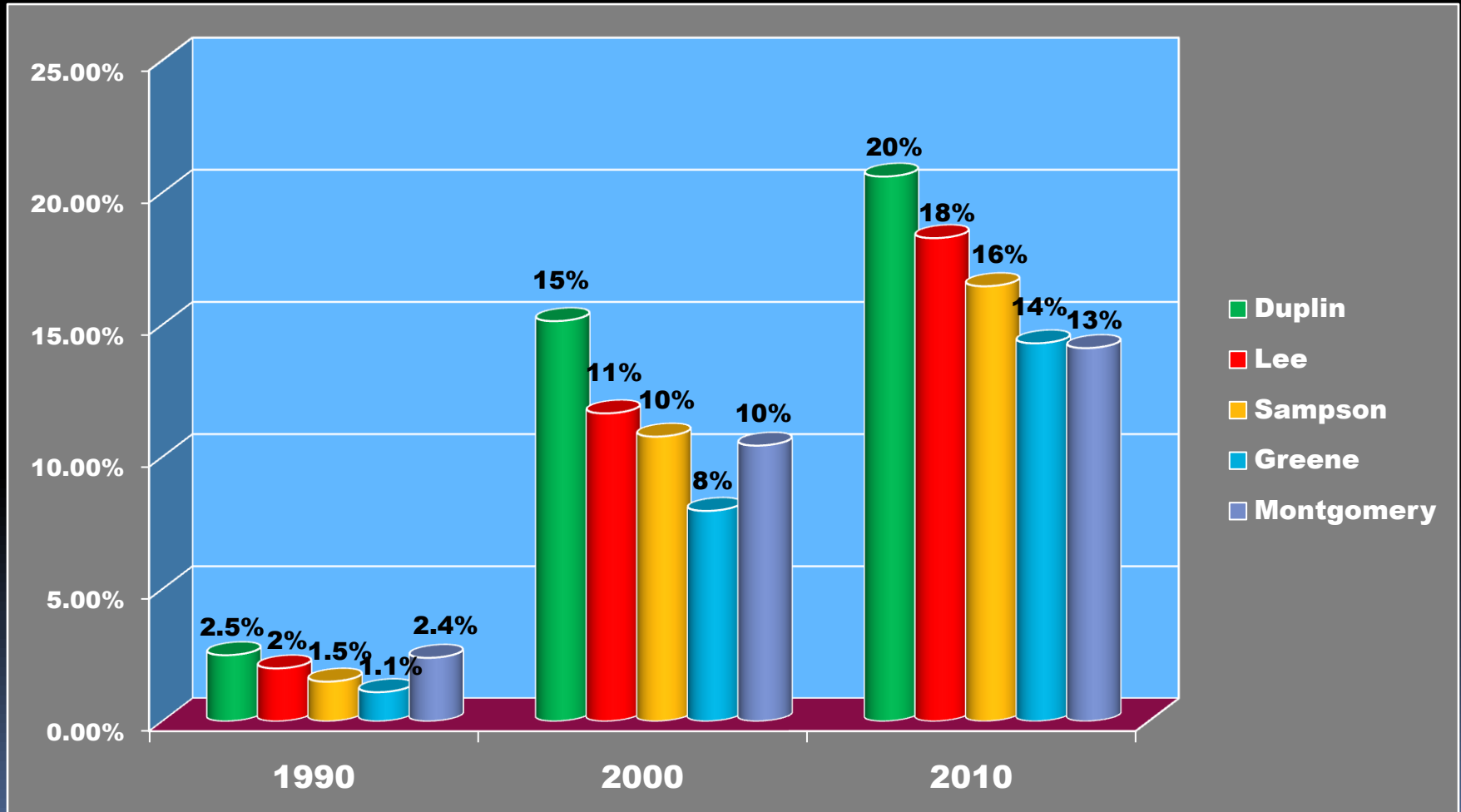
NC Counties with Highest Percentage of Population Hispanic/Latino

	1990: County Pop/ %	2000: County Pop/ %	2010: County Pop/ %	Pop Change 1990 – 2010: #	Pop Change 1990 – 2010: %	Pop Change 2000 – 2010: #	Pop Change 2000 – 2010 : %
Duplin (18)*	1,015 – 2.5%	7,426 – 15.14%	12,059 – 20.61%	11,044	1088%	4,633	62.39%
Lee (24)*	800 – 2%	5,715 – 11.65%	10,576 – 18.28%	9,776	1,222%	4861	85.06%
Sampson (25)*	727 – 1.5%	6,477 – 10.77%	10,440 – 16.46%	9,713	1,336%	3,963	61.19%
Greene (49)*	169 – 1.1%	1,511 – 7.96%	3,054 – 14.3%	2,885	1,707%	1,543	102.12%
Montgomery (42)*	556 – 2.4%	2,797 – 10.43%	3,926 – 14.12%	3,370	606%	1,129	40.36%

*** County Rankings in Total Hispanic/Latino Population**

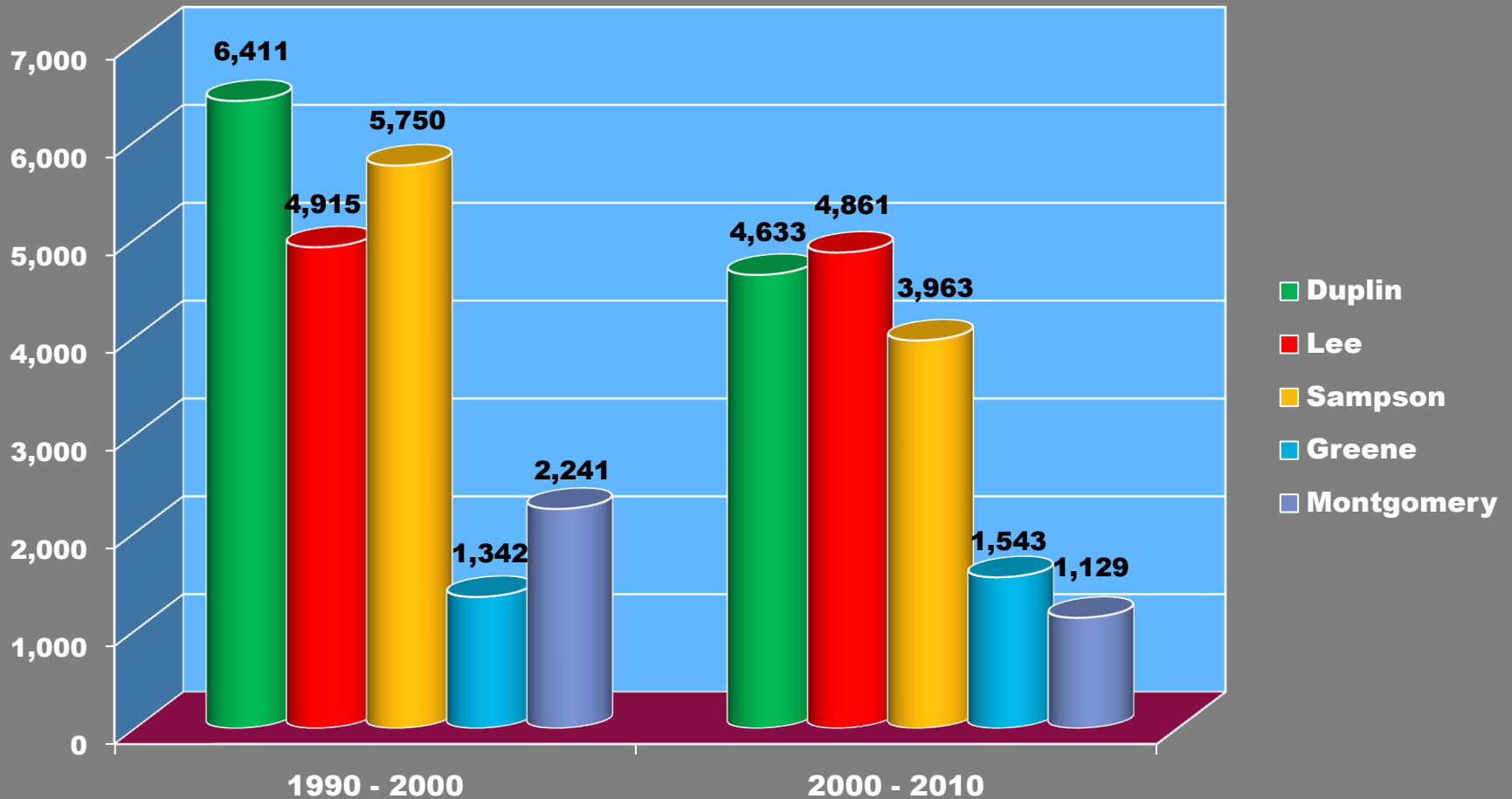
Top 5 NC Counties: % Hispanic/Latino Population

Hispanic/Latino % of County Pop

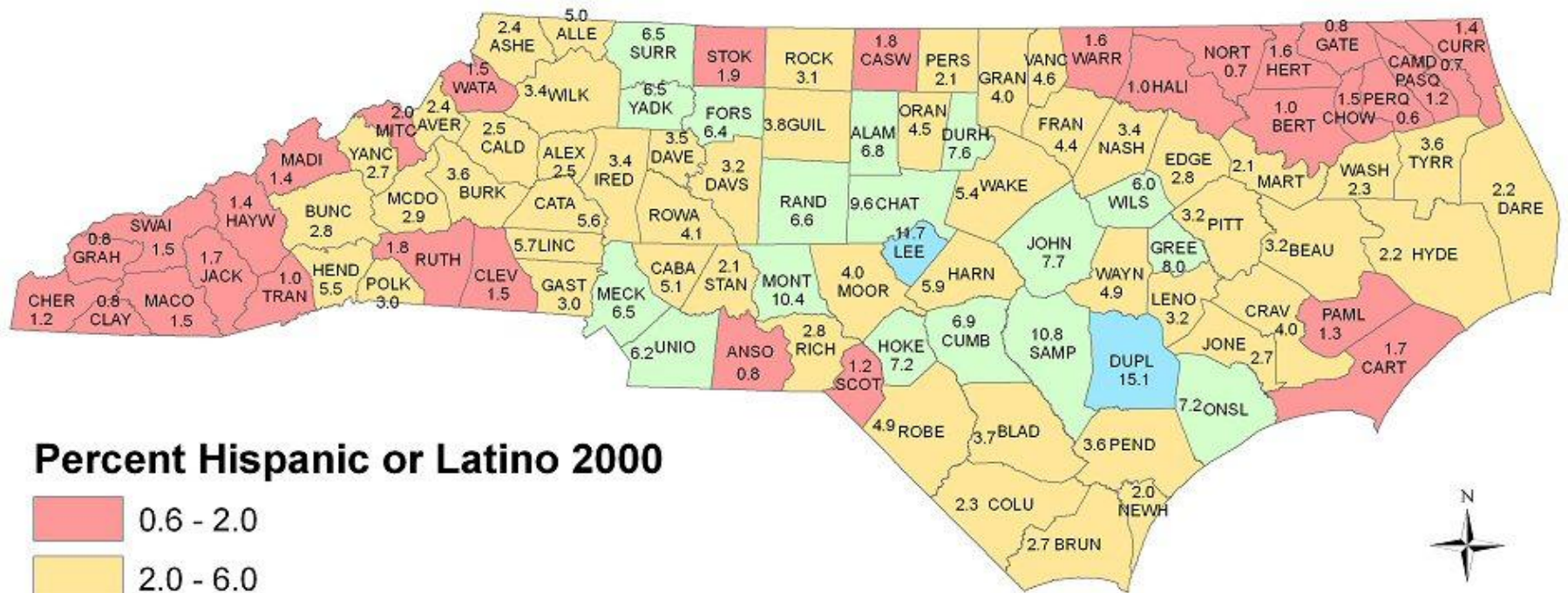


Top 5 NC Counties: % Hispanic/Latino Population

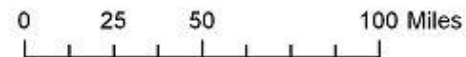
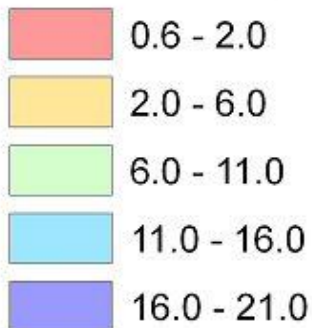
Hispanic/Latino Pop Changes



Percent Hispanic or Latino Population by County, 2000



Percent Hispanic or Latino 2000

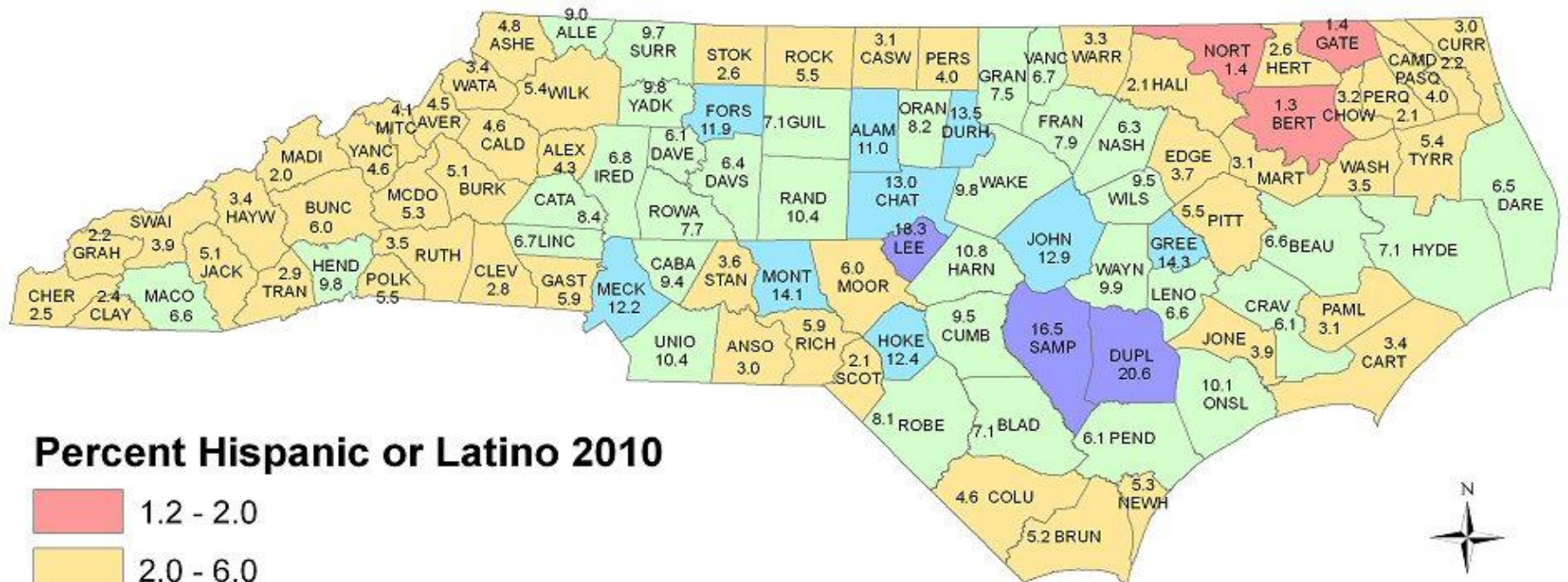


Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

October 14, 2011

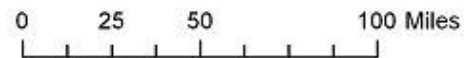


Percent Hispanic or Latino Population by County, 2010



Percent Hispanic or Latino 2010

- 1.2 - 2.0
- 2.0 - 6.0
- 6.0 - 11.0
- 11.0 - 16.0
- 16.0 - 21.0

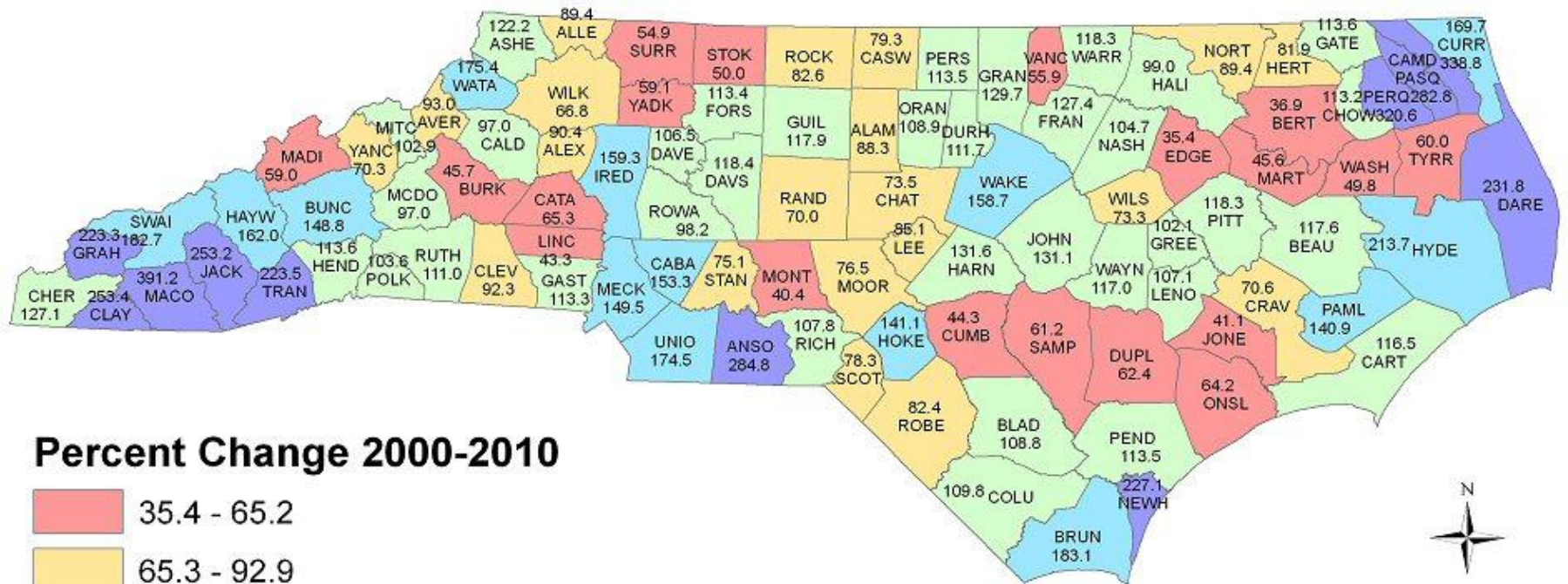


Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

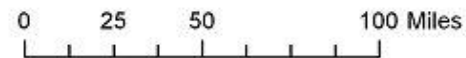
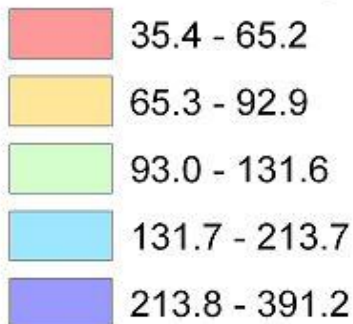
October 14, 2011



Percent Change in Hispanic or Latino Population by County, 2000-2010



Percent Change 2000-2010



Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

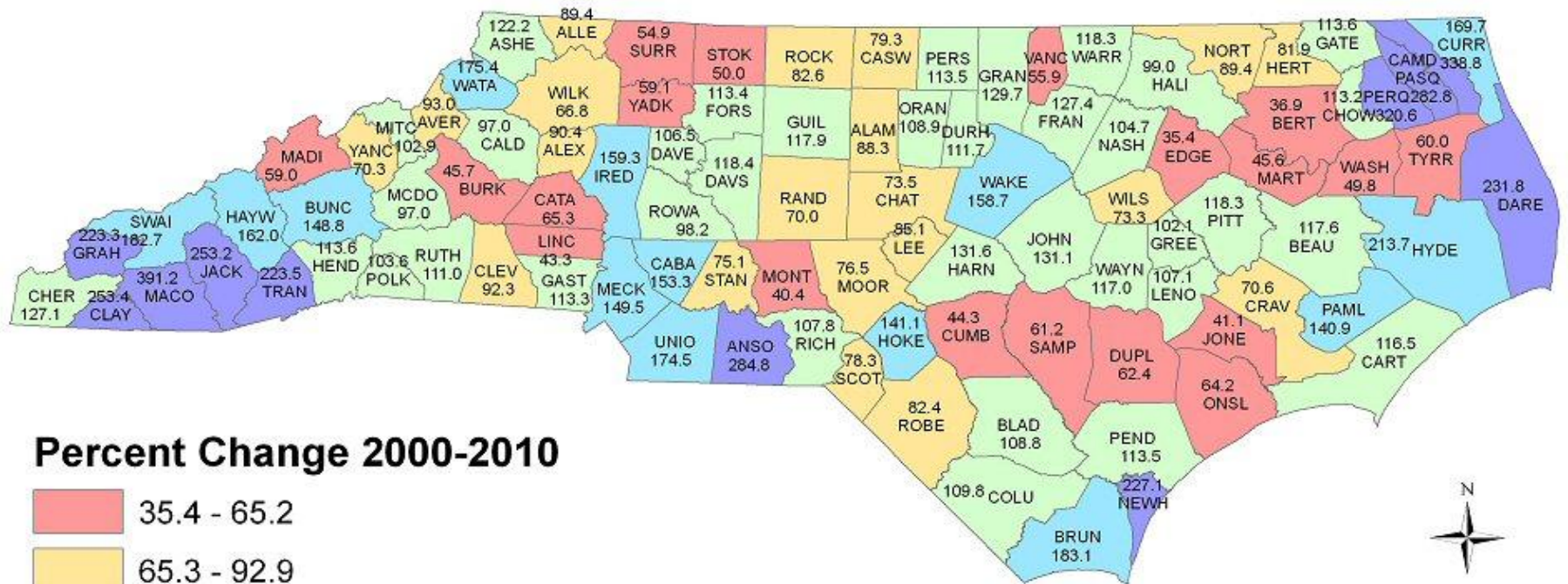
October 14, 2011



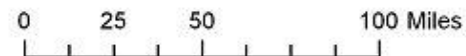
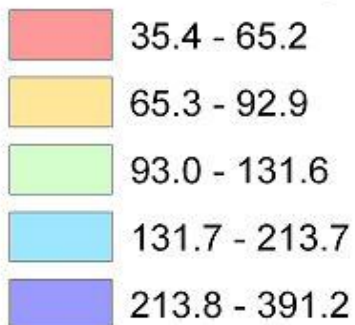
Top 5 NC Counties: % Change Hispanic/Latino Population 2000 – 2010

	Hispanic/Latino Pop Change 2000 – 2010: #	Total Pop Change 2000-2010: #	Hispanic/Latino Pop Change 2000 – 2010: %	Total Pop Change 2000 – 2010: %	% County Pop Growth from Hispanics/Latinos
Macon	1,776	4,111	391.19%	13.79%	43.20%
Camden	166	3,095	338.78%	44.95%	5.36%
Perquimans	218	2,085	320.59%	18.34%	10.45%
Anson	601	1,673	284.83%	6.62%	35.92%
Pasquotank	1,213	5,764	282.75%	16.52%	21.04%

Percent Change in Hispanic or Latino Population by County, 2000-2010



Percent Change 2000-2010



Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; Pew Hispanic Center; Bureau of the Census.

October 14, 2011

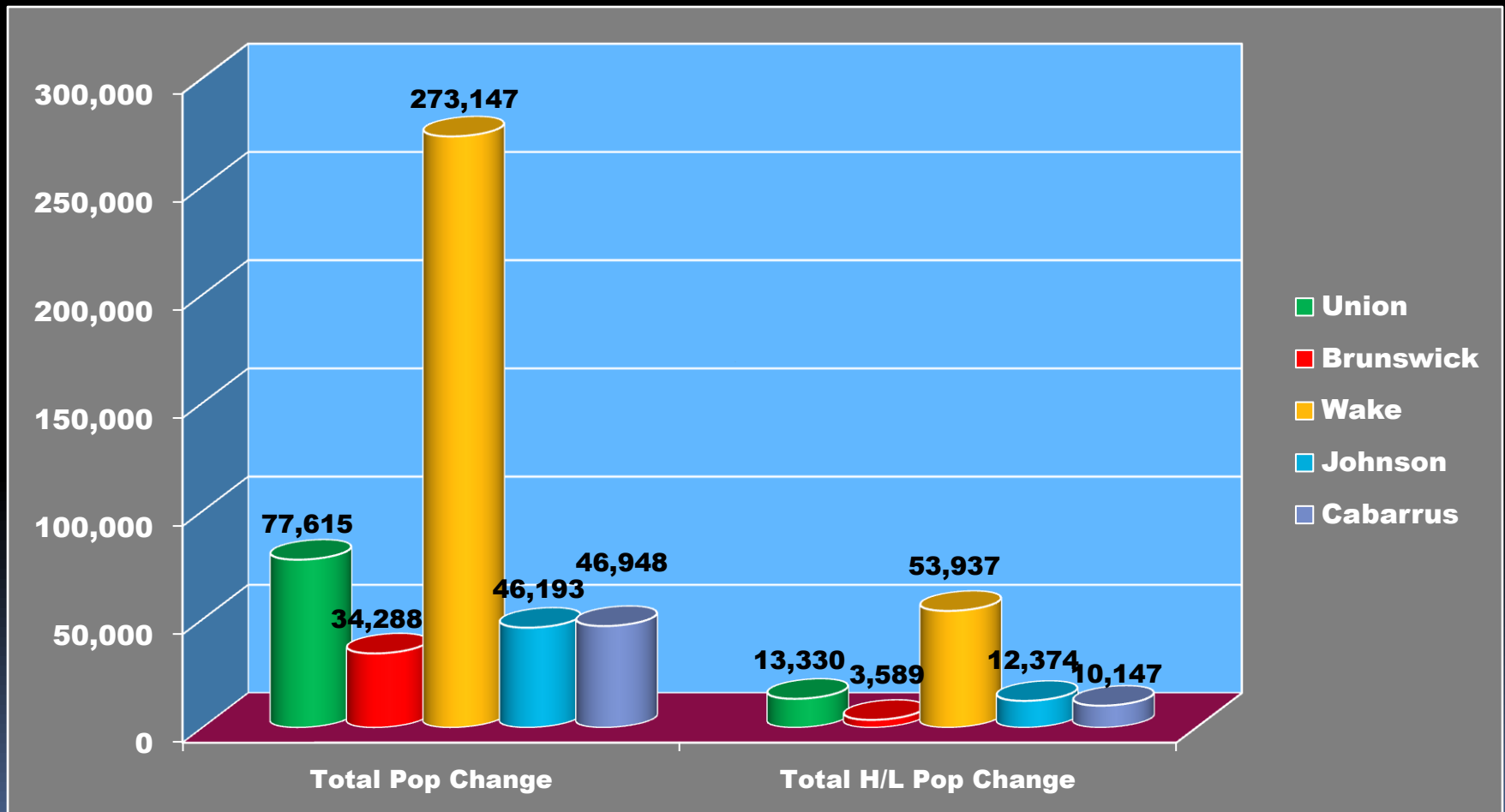


Top 5 NC Counties: % Total Population Growth 2000 – 2010

	Total County Pop Change 2000 – 2010: #	Total Hispanic/Latino Pop Change 2000 – 2010: #	Total County Pop Change 2000 – 2010: %	Total Hispanic/Latino Pop Change 2000 – 2010: %	Hispanic/Latino % of County Growth
Union	77,615	13,330	62.76%	174.54%	17.2%
Brunswick	34,288	3,589	46.88%	183.11%	10.5%
Wake	273,147	53,937	43.51%	158.71%	19.7%
Johnston	46,913	12,374	38.46%	131.08%	26.4%
Cabarrus	46,948	10,147	35.82%	153.28%	21.6%

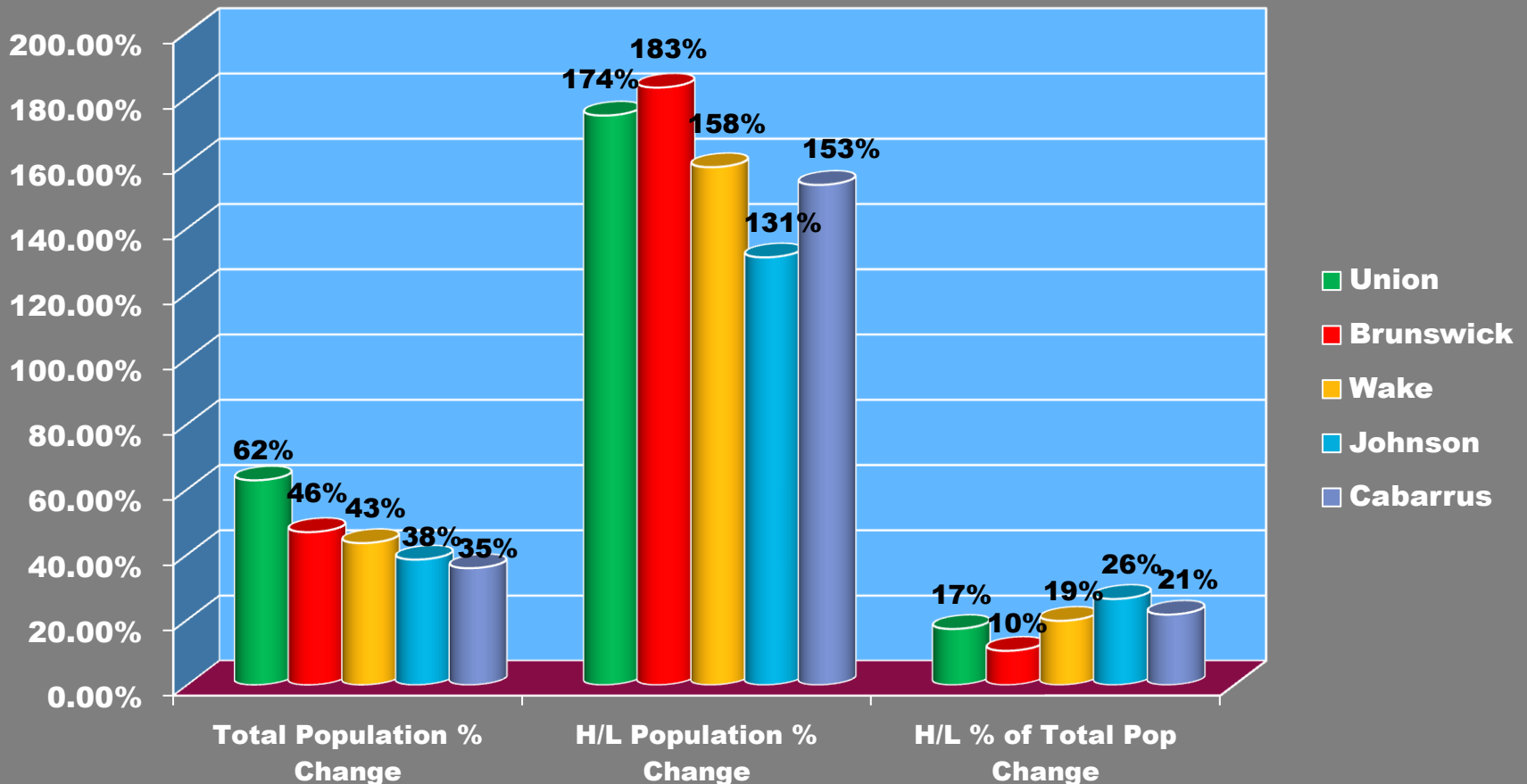
2000 – 2010 Fastest County Growth

Fastest Growing Counties



2000 – 2010 Fastest County Growth

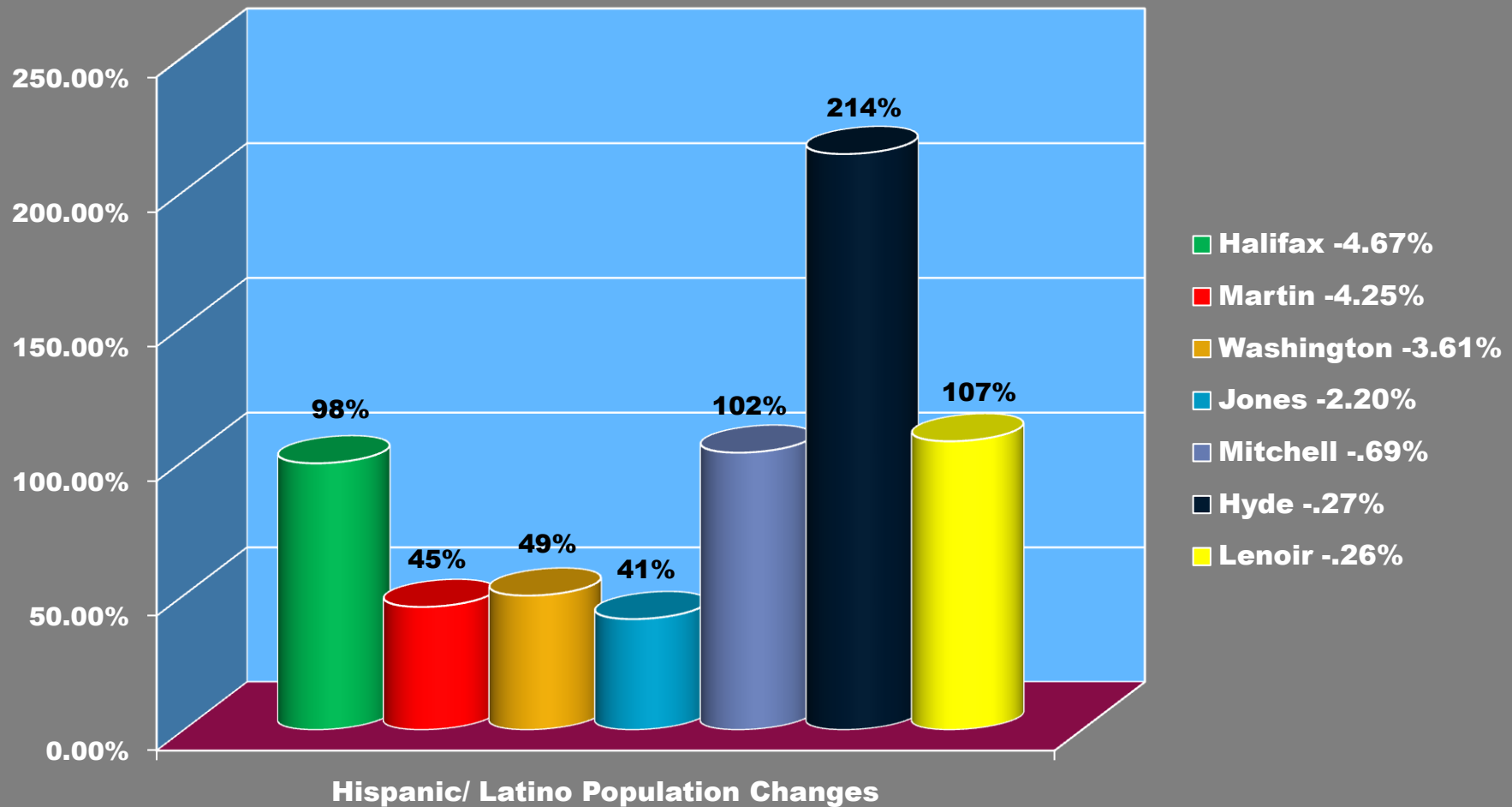
Percent Population Change



NC Negative Growth Counties: 2000-2010

	2000 Total Pop	2000 Hisp Pop	2000 Hisp % of Pop	2010 Total Pop	2010 Hisp Pop	2010 Hisp % of Pop	Total Change	Hisp Change
Halifax	57,370	579	1.01%	54,691	1,152	2.11%	-2,679 / -4.67%	573 / 98.9%
Martin	25,593	528	2.06%	24,505	769	3.14%	-1,088 / -4.25%	241 / 45.64%
Washington	13,723	311	2.27%	13,228	466	3.52%	-495 / -3.61%	155 / 49.84%
Jones	10,381	282	2.72%	10,153	398	3.92%	-228 / -2.2%	116 / 41.13%
Mitchell	15,687	311	1.98%	15,579	631	4.05%	-108 / -0.69%	320 / 102.89%
Hyde	5,826	131	2.25%	5,810	411	7.07%	-16 / -0.27%	280 / 213.74%
Lenoir	59,648	1,891	3.17%	59,495	3,917	6.58%	-153 / -0.26	2,026 / 107.14%

NC Negative Growth Counties: 2000-2010



NC Hispanics & Entrepreneurship

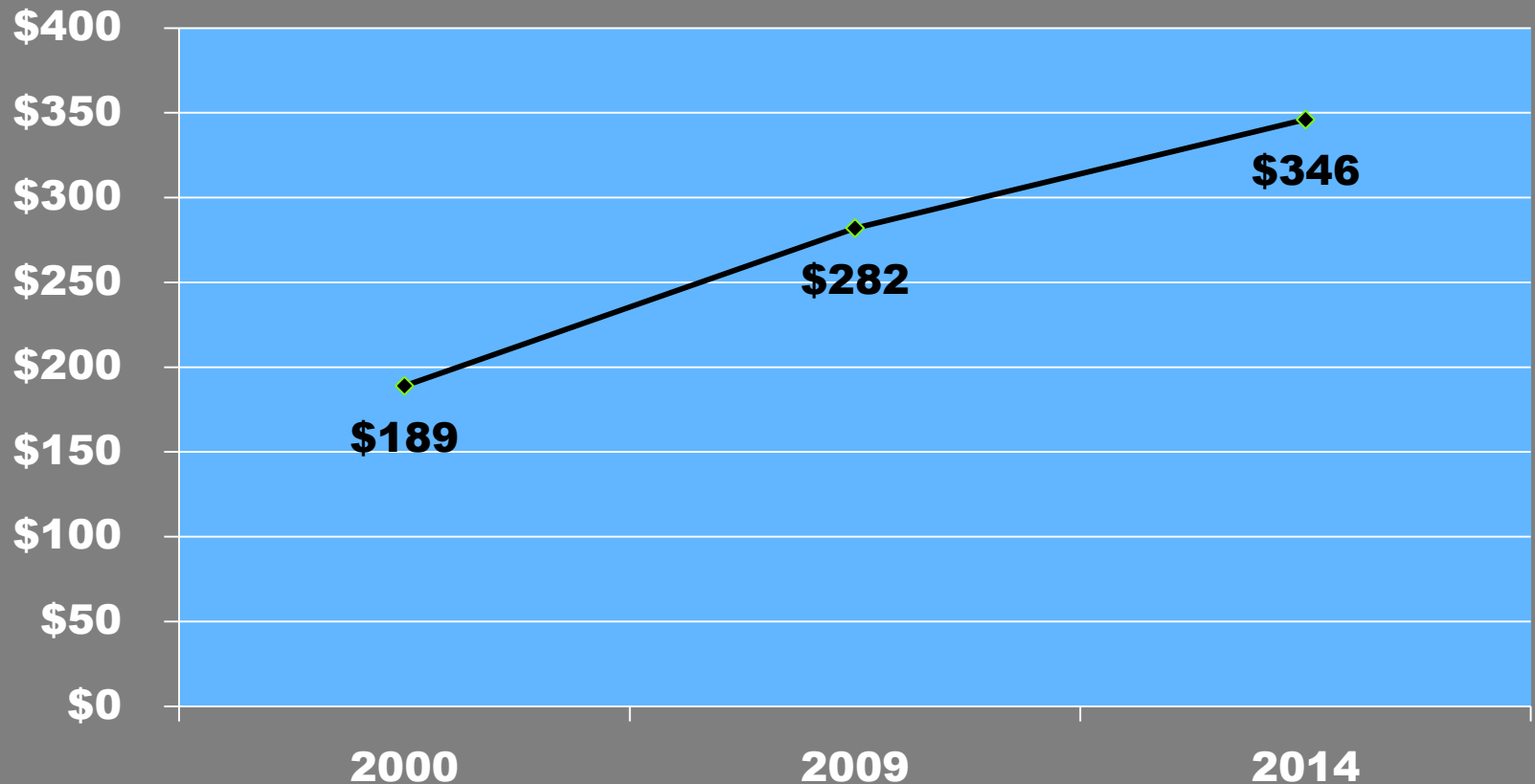
NC Hispanic/Latino Economic Strength

- In 2009 Hispanic/Latino purchasing power in NC was \$282 million (\$189 million in 2000)**
- Projected to be \$346 million by 2014**

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2009.

NC Hispanic/Latino Economic Strength

Purchasing Power (Millions)



Latino Purchasing Power (US), 2000 to 2010

In 2010, about \$1,100 billion. In 2000, about \$775 billion (in 2010 prices).

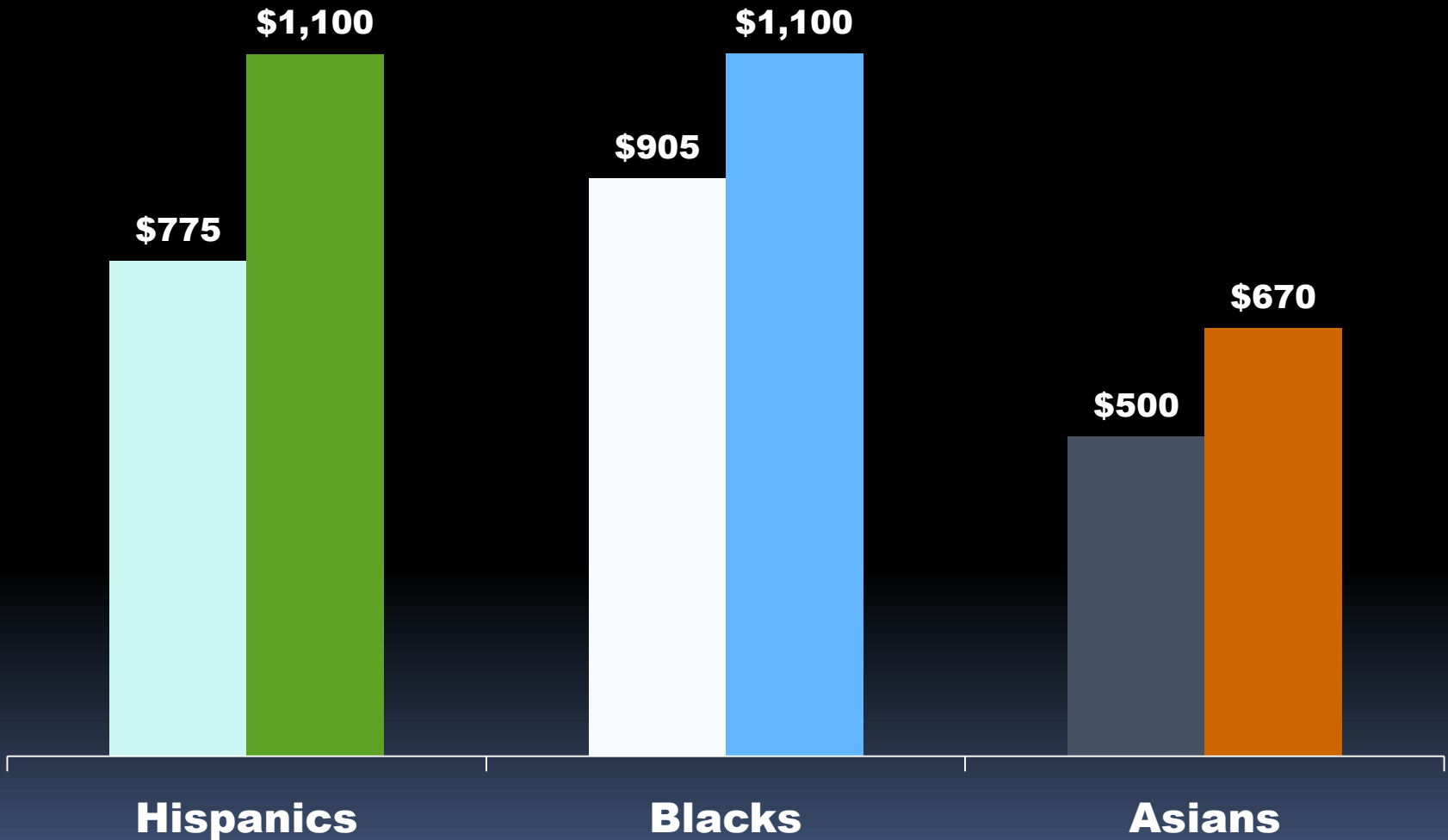
Increase from 2000 to 2010 is about 40% compared with about 16% for the U.S. overall.

Share of U.S. purchasing power is up from about 7% in 2000 to about 9% in 2010.

Principal source of increase is growth in population.

Purchasing Power, 2000 and 2010

(upper bound estimates in billions of 2010 dollars)



Hispanic/Latino Growth in NC: Entrepreneurship

According to the 2007 Economic Census Survey
of NC Business Owners: Hispanic Owned
Businesses (released September 2010)

21,301 firms (2.7%) in North Carolina are Hispanic Owned with \$4.2 billion in receipts or .5% of the total business receipts of the state

Hispanic/Latino Growth in NC: Entrepreneurship

According to the 2007 Economic Census Survey
of NC Business Owners: Hispanic Owned
Businesses (released September 2010)

**Of the 21,301 Hispanic Owned NC businesses,
36.9% are Mexican/Mexican American/Chicano
owned, 9.3% are Puerto Rican owned, and 43.5%
are Other Hispanic, Latino or Spanish owned**

Hispanic/Latino Growth in NC: Entrepreneurship

According to the 2007 Economic Census Survey
of NC Business Owners: Hispanic Owned
Businesses (released September 2010)

Of the \$4.2 billion in Hispanic Owned business receipts, 32.7% were Mexican/Mexican American/Chicano owned, 8.4% are Puerto Rican owned, and 41.6% are Other Hispanic, Latino or Spanish owned

Hispanic/Latino Growth in NC: Entrepreneurship

According to the 2007 Economic Census Survey
of NC Business Owners: Hispanic Owned
Businesses (released September 2010)

In 2007, there were over 21,301 small businesses owned by
Hispanic/Latino Individuals

- **Employed almost 34,000 Individuals**
- **2,265 Employer Firms (17,165 Employees)**
 - **16,831 Non-employer Firms**

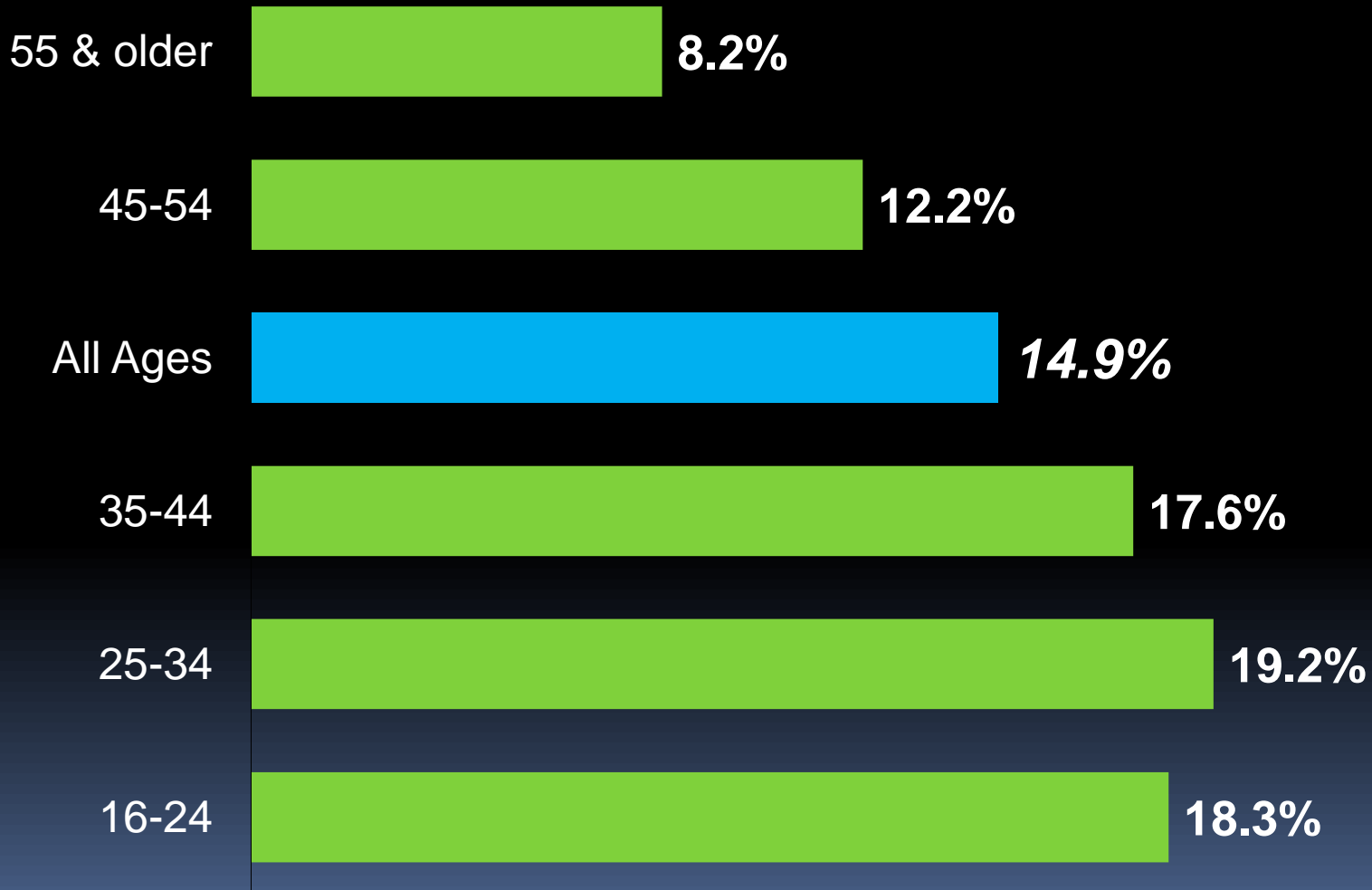
Hispanic/Latino Growth in NC: Labor FORCE and the Future

The youthfulness of the Hispanic/Latino population propels North Carolina's Labor force

- **Hispanics/Latinos: 23**
- **Native Born Hispanics/Latinos: 9**
- **Foreign Born Hispanics/Latinos: 32**
- **Non-Hispanic Whites: 40**
- **Non-Hispanic Blacks: 33**

Pew Hispanic Center

Hispanic Share of the Labor Force, by Age: 2010



Constraints on Hispanic Entrepreneurs

Access to information about the legal and commercial aspects of business ownership

Complex applications, legal forms, and elaborate government reporting requirements to start a business

Access to credit/financing and insurance coverage

Addressing Constraints on Hispanic Entrepreneurs

Create a “one-stop” source for resources and information

Access to translations of forms and information that are linguistically and culturally accurate

More easily understood, transparent, and discernable requirements for business formation and taxes involved

Greater accessibility to credit/capital and insurance information/requirements

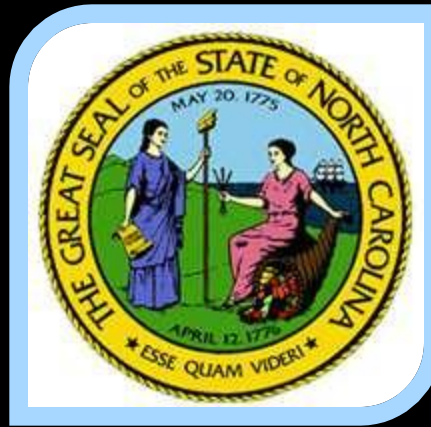
5 Important Facts About NC Hispanics and Latinos

- 1: Hispanics/Latinos accounted for 25% of North Carolina's population increase over the past 20 years.**
- 2: North Carolina Hispanics/Latinos will have a projected purchasing power of \$346 million by 2014.**
- 3: Over 21,000 NC Hispanic/Latino firms employ 34,000 individuals and have \$4.2 billion in business receipts.**

5 Important Facts About NC Hispanics and Latinos

4: Native births have overtaken immigration as the sustainer of growth for North Carolina's Hispanic/Latino population.

5: The median age of North Carolina's Hispanics/Latinos is 23. The median age of Hispanics/Latinos born in North Carolina is 9.



Harnessing the Strengths and Abilities of the Hispanic/Latino Community in NC: Tackling the Future

- **Business** -
- **Education** -
 - **Safety** -
 - **Health** -

Presentation Sources

- **Brown, Jeff. NC Center for Geographic Information and Analysis, Staff to the NC Geographic Information Coordinating Council: US Bureau of the Census. September/October 2011.**
 - **Slides: 16, 27-29, 33-35, 37**
- **Coats, Bob. Governor's Census Liaison. North Carolina Office of State Budget and Management.**
 - **Slide: 48-51**
- **Humphreys, Jeffrey M. The Multicultural Economy 2009. (P 15, Table 5) Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2009.**
(<http://www.terry.uga.edu/selig/docs/GBEC0903q.pdf>)
 - **Slide 44-45**
- **Kasarda, John D., James H. Johnson, Jr. The Economic Impact of the Hispanic Population on the State of North Carolina. (Pgs. 23, 32) 2006. (http://www.kenan-flagler.unc.edu/assets/documents/2006_KenanInstitute_HispanicStudy.pdf).**
 - **Slides 54-55**
- **Pew Hispanic Center, (<http://pewhispanic.org/states/?stateid=NC>)**
 - **Slides 6-9, 24-26, 30-32, 36, 38-42, 46-47, 52-53**
- **United States Census Bureau, 2010 Census. (<http://2010.census.gov/2010census/>)**
 - **Slides: 6-15, 18-22, 24-26, 30-32, 36, 38-42**
- **United States Census Bureau, 2000 Census.**
(<http://www.census.gov/main/www/cen2000.html>)
 - **Slides: 14, 18, 24-26, 30-32, 36, 38-42**
- **United States Census Bureau, 1990 Census.**
(<http://www.census.gov/main/www/cen1990.html>)
 - **Slides: 10-13, 15, 24, 30-32**