

A CLOSER LOOK

Where Hispanics Live in the United States

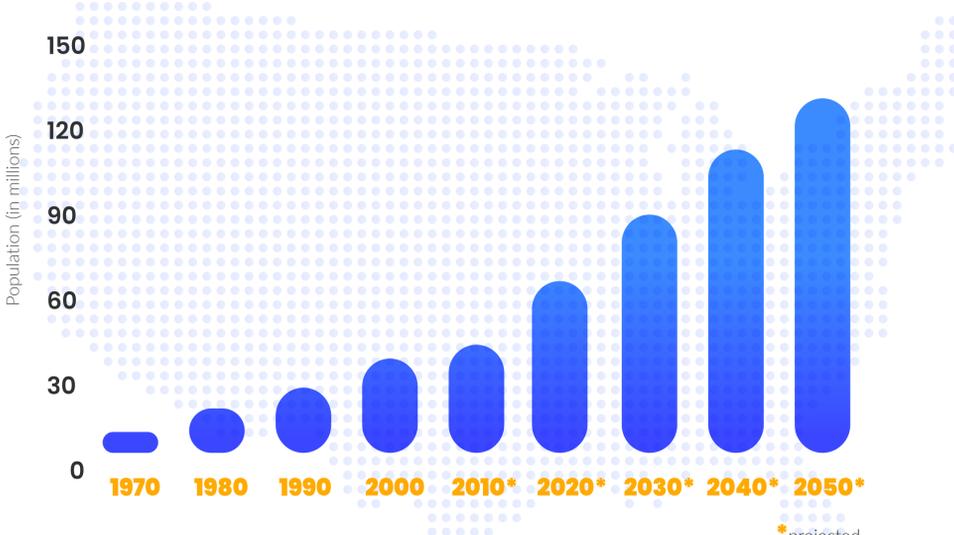
California, Texas, Florida and New York have the largest Hispanic populations in the U.S., but other states are seeing growth, too. With the number of Hispanics projected to top 30% of the U.S. population by 2050, nearly every state will see a growth explosion. And with this growth, Hispanics' buying power will also continue to increase.



BY THE NUMBERS

Hispanic Population in the U.S. since 1970

The U.S. Census projects that the U.S. Hispanic population will grow to more than 130 million people by 2050, up from less than 10 million in 1970.



IN THE U.S.

Top Ten Cities with the Highest Number of Hispanics

New York City and Los Angeles continue to lead the way with the largest population of Hispanics in the U.S.



HISPANIC POPULATION / TOTAL POPULATION

3. HOUSTON
919,668 / 2,099,451

4. SAN ANTONIO
838,952 / 1,327,407

5. CHICAGO
778,862 / 2,695,598

6. PHEONIX
589,877 / 1,445,632

7. EL PASO
523,721 / 649,121

8. DALLAS
507,309 / 1,197,816

9. SAN DIEGO
376,020 / 1,307,402

10. SAN JOSE
313,636 / 945,942

IN THE U.S.

Top Ten Cities with the Highest Percentage of Hispanics

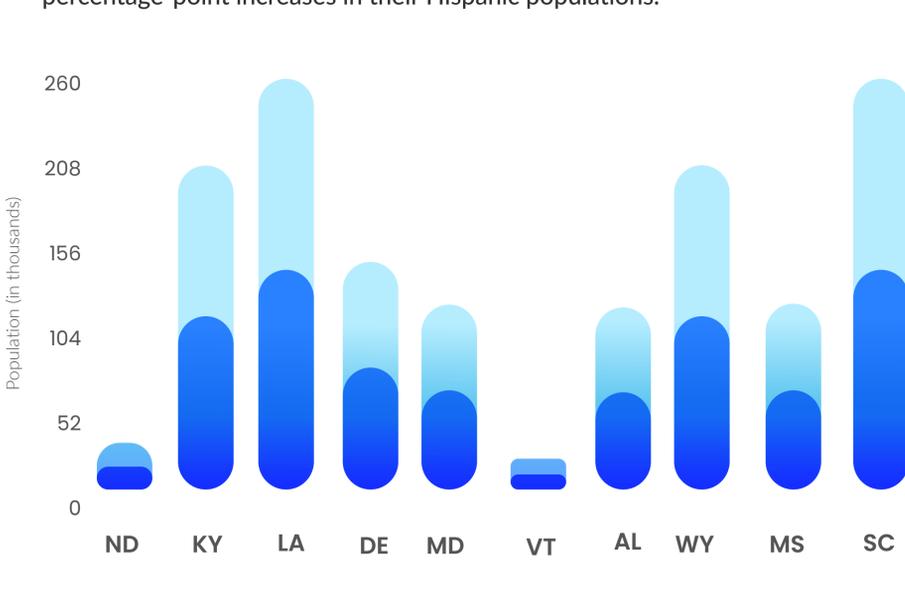
Cities in California and Texas continue to top the list of U.S. cities with the largest percentage of Hispanic residents.



POPULATION GROWTH

Top Ten States for Hispanic Population Growth from 2007 to 2014

A Pew Research Center study shows that Hispanics are dispersing into areas of the U.S. where they haven't normally lived, causing some rural counties to see huge percentage-point increases in their Hispanic populations.



ON THE RISE

Hispanic Buying Power

Hispanics spent \$1.5 trillion in the retail and CPG markets in 2015. Their buying power grew to \$1.7 trillion in 2017.

