

# United States & **SPANISH** at a glance

More than 400 million people consider Spanish their mother tongue, making it the world's second most spoken language after Chinese. It's also the third most used language on the internet. And it's widely spoken in the United States.

## Spanish Spoken Here

**40.5 million**

Number of Spanish speakers in the U.S., making it America's **No. 2 language**

Spanish-speaking immigrants who retain Spanish as their primary language

**60%**

U.S. Hispanics who speak Spanish at home

**75%**

**38%**

U.S. Hispanics who speak primarily Spanish

**95%**

U.S. Hispanics who believe future generations should speak Spanish

## The Market is Growing

**9%** Percentage of U.S. Hispanic population in **1990**

**13%** Percentage of U.S. Hispanic population in **2000**

**18%** **Current percentage of U.S. Hispanic population**

**30+%** Percentage of Hispanic population in the U.S. in **2060**

**\$1.4 trillion**

The combined purchasing power of U.S. Hispanics in 2016, **nearly 10% of the total U.S.**

## Communication Means Culture, Too

Hispanic families still value "traditional" gender roles for fathers and mothers.

Even if Spanish language proficiency fades, post-immigration generations retain ties to their home cultures.

For younger Hispanics, language is less crucial than messages that establish an authentic respect for their unique culture and identity.

## U.S. Hispanics, Spanish and the Web

Spanish-speaking Hispanics represent a powerful untapped U.S. market for most businesses—especially online:



**From 65% to 84%**

Growth of Hispanic internet users in the U.S., from 2009 to 2015

**From 36% to 74%**

Growth of Spanish-dominant internet users in the U.S., from 2009 to 2015

**83%**

U.S. Hispanics who use a mobile device to conduct product research while in a store

**Amazon.com**, the world's biggest ecommerce site, now features a Spanish language option for U.S. customers

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