

**RRG**

*Roslow Research Group*



**U.S. Hispanic Population Projections**

**By Age & Spanish Language: 2005, 2015 & 2025**

Prepared for:

*Hispanic USA*  
June 2005

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## CONTENTS

<u>SECTION</u>	<u>Page</u>
EXECUTIVE SUMMARY .....	2
1 INTRODUCTION.....	6
2 BACKGROUND .....	6
3 METHOD.....	8
4 DISCUSSION OF POPULATION CHANGE COMPONENTS.....	9
a Immigration.....	9
b The 2 <sup>nd</sup> & 3 <sup>rd</sup> Generation.....	12
c Use of the Spanish-Language.....	13
5 THE FORECAST.....	15
a The Spanish-Speaking Hispanic Population.....	15
b Hispanic Population by Generation.....	21
c Spanish-Speaking Hispanic Population, by Market .....	25
Notes.....	30
References.....	31

## EXECUTIVE SUMMARY

### **1 Introduction**

With funding provided by *Hispanic USA, Inc.*, this report presents estimates of the U.S. Hispanic population at three points in time – 2005, 2015 and 2025 – and, unlike other population forecasts, not only includes estimates of the total Hispanic number, but also of the Spanish-speaking Hispanic population.

As a function of the large influx of Hispanic immigrants over the past several decades, as a function of their young age profile, and as a function of their proportionally higher birth rates, we are now seeing dramatic growth in the numbers of 2<sup>nd</sup> and 3<sup>rd</sup> generation Latinos in the U.S. This has given rise to a growing subset of U.S. Latinos: An English-speaking Hispanic segment that is beginning to receive attention from demographers, marketers and the media.

Sometimes lost in the discussion of this emerging trend is the fact that – for the foreseeable future – the number of Spanish-speaking Hispanics will also dramatically increase. Immigration from Spanish-speaking countries continues to be a phenomenon unmatched by any other race, ethnic group or immigrant group since at least the early 1900. Indeed, while the Census Bureau and others have periodically predicted declining rates of immigration, recent reports suggest otherwise. For example, a recent analysis has shown that between 2000 and 2005, the annual increase in the number of Hispanic immigrants has actually outpaced increases from the 1990's.

### **2 Highlights**

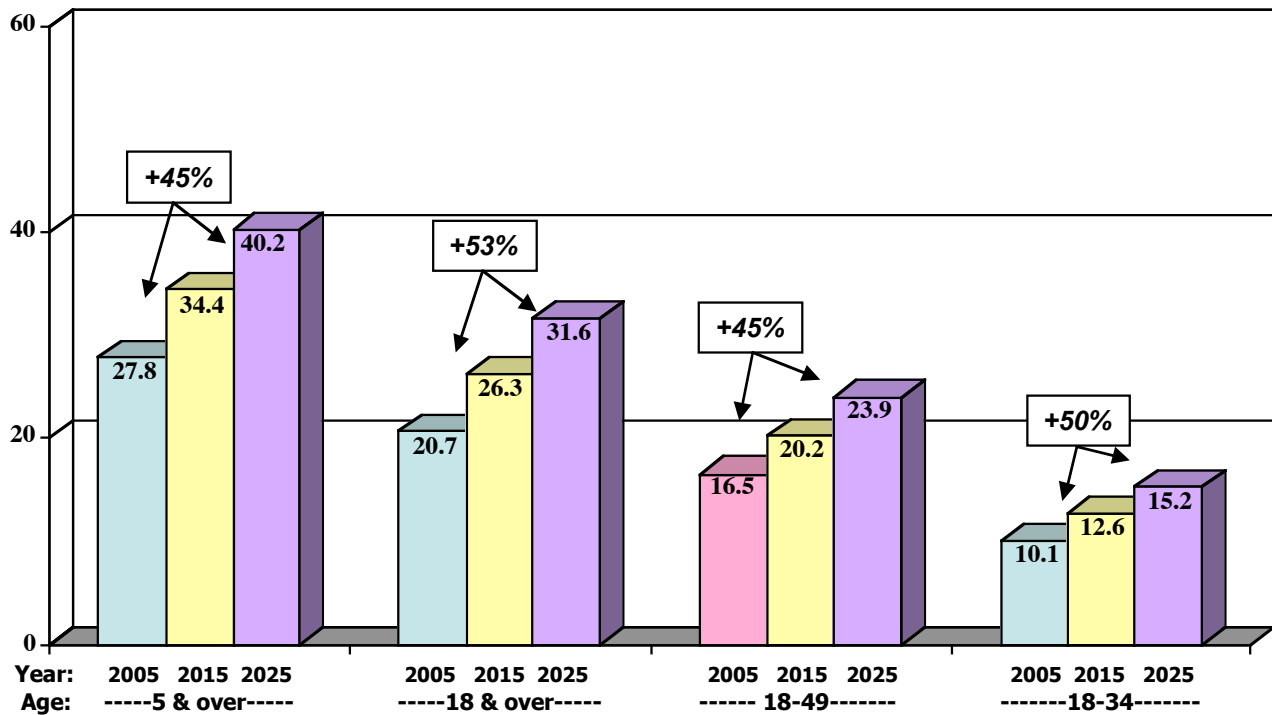
Between 2005 and 2025, the Spanish-speaking Hispanic segment will grow by 45%: from 27.8 million Hispanics (5 years of age & over) in 2005, to 40.2 million in 2025. Even with the accelerating growth of the 2<sup>nd</sup> and 3<sup>rd</sup> generations, the proportion that will speak Spanish will only decrease by 5 percentage points: In 2025, an estimated 66% of Hispanics will speak Spanish, vs. 74% in 2005 (see Table A).

Further, over the next 20 years there will be dramatic increases in the Spanish-speaking Hispanic number in every age group. Even among 5-17 year olds there will be 1.5 million more Hispanics who speak Spanish in 2025 than there are today (7.15 million in 2005, vs. 8.63 million in 2025). Among adults 18 & over, the number of Spanish-speaking Hispanics will grow by 53% over the next 20 years (see Chart on following page and Table B).

**Table A**  
**Hispanic Population Estimates**  
**(5 Years of age & over)**

Year	Hispanic Population		
	Total (000)	Spanish-Speaking (000)	(as % of tot.)
2005	37,324	27,797	74
2015	48,686	34,446	71
2025	61,341	40,191	66

**Spanish-Speaking Hispanic Population Projections**  
**(for Total U.S. - in millions)**



**Table B**  
**Spanish-Speaking Hispanic Population Estimates, by Age Group**  
**(2005, 2015 & 2025)**

<u>Age Group</u>	<u>2005</u> (000)	<u>2015</u> (000)	<u>2025</u> (000)	<u>% Shift</u> <u>2005-2025</u>
<b>TOTAL (5 &amp; over)</b>	<b>27,797</b>	<b>34,530</b>	<b>40,191</b>	<b>+45%</b>
<b>18 &amp; over</b>	<b>20,651</b>	<b>26,282</b>	<b>31,563</b>	<b>+53%</b>
5-17	7,147	8,248	8,628	+21%
18-24	3,938	5,113	5,796	+47%
18-34	10,075	12,615	15,159	+50%
18-49	16,523	20,159	23,924	+45%
18-54	17,753	22,129	26,005	+46%
25 & over	16,713	21,169	25,767	+54%
35 & over	10,576	13,666	16,404	+55%

The greatest concentration of Spanish speakers is, and will continue to be, in the young adult age range: For example, in 2025, 60% of the total of those 5 & over will be between the ages of 18 and 49 (vs. 59% in 2005).

**Table C**  
**Spanish-Speaking Hispanic Population**  
**Concentration by Age Group**

<u>Age Group</u>	<u>2005</u>		<u>2015</u>		<u>2025</u>	
	<u>(000)</u>	<u>% of 5+</u>	<u>(000)</u>	<u>% of 5+</u>	<u>(000)</u>	<u>% of 5+</u>
<b>5 &amp; over</b>	<b>27,797</b>		<b>34,530</b>		<b>40,191</b>	
<b>18 &amp; over</b>	<b>20,651</b>	<b>74%</b>	<b>26,282</b>	<b>76%</b>	<b>31,563</b>	<b>79%</b>
5-17	7,147	26%	8,248	24%	8,628	21%
18-24	3,938	14%	5,113	15%	5,796	14%
18-34	10,075	36%	12,615	37%	15,159	38%
18-49	16,523	59%	20,159	58%	23,924	60%
18-54	17,753	64%	22,129	64%	26,005	65%
25 & over	16,713	60%	21,169	61%	25,767	64%
35 & over	10,576	38%	13,666	40%	16,404	41%

**U.S. Hispanic Population Projections**

**By Age & Spanish Language: 2005, 2015 & 2025**

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## 1 INTRODUCTION

This report presents estimates of the U.S. Hispanic population at three points in time: 2005, 2015 and 2025. Prepared on behalf of *Hispanic USA, Inc.*, the key objective of the project was not only to provide a forecast of the total Hispanic number, but also of the Spanish-speaking population – by total and by age segments. In addition, we have included population projections for the top 25 Hispanic markets: also for total Hispanic population and for the subset of Spanish-speaking Hispanics.

## 2 BACKGROUND

The dramatic growth of the U.S. Hispanic segment over the past 25 years has been well documented and publicized. Hispanic population increases over this period are unmatched by any other race, ethnic group or immigrant segment; both in terms of numbers and rate-of-increase. Since 1980, for example, the Hispanic population has nearly tripled (from 14.6 million in 1980, to 41+ million today). In contrast, the non-Hispanic number has grown by about 18% over this same 25-year period. Put another way: While the non-Hispanic segment was growing by 18% between 1980 and 2004, the Hispanic subset was growing by more than 180% (or ten-times the non-Hispanic percent increase!).

**Table 1**  
**Hispanic & Non-Hispanic Population -- U.S. Census**

<u>Year</u>	<u>Hispanic</u>		<u>Non-Hispanic</u>	
	<u>Pop.</u> <u>(mil.)</u>	<u>% Increase</u> <u>from last</u>	<u>Pop.</u> <u>(mil.)</u>	<u>% Increase</u> <u>from last</u>
1970	9.1		196.0	
1980	14.6	+60%	213.1	+9%
1990	22.4	+53%	227.6	+7%
2000	35.3	+58%	246.1	+8%
2004 (est.)	41.3	+17%	252.4	+3%

Source: Decennial Census (to 2000), Census Bureau Estimate (2004)

And the numbers continue to soar: Newly published Census data reports that Hispanics represented roughly half of the growth in the U.S. population over the past four years (2000 to 2004). Indeed, through the first half of this decade the Hispanic population has grown even faster than it did in the '90's.

For the past several decades, what has primarily fueled Hispanic population growth has been the influx of immigrants from Spanish-speaking countries. While governmental sources don't always agree, somewhere between 40 and 50% of the U.S. population growth through the '90's was a result of immigration; and Hispanics accounted for well over half of the new immigrants.

In terms of the components of population growth, we are now seeing a change in this pattern: As a proportion of the total, more and more of the Hispanic increase is coming from increases in the 2<sup>nd</sup> and 3<sup>rd</sup> generation\*. This change is no surprise. It is a function of the momentum prompted by the huge influx of Latino immigrants over the past three decades. With such strong immigration numbers for such an extended number of years ...with the young age-profile of these new arrivals ...and with birth rates double that of non-Hispanics, the accelerated growth of the 2<sup>nd</sup> + 3<sup>rd</sup> generation Hispanic segment has been predicted for several years.

The evidence can be seen in markets all across the U.S. Just to cite three examples:

- In many major cities today (including New York and Los Angeles), a majority of new births are to Hispanic Moms.
- In markets large and small, Hispanics represent a substantial proportion of the total population; especially in the key young adult/child-bearing age group. Some examples: In the Los Angeles Metropolitan Area, Hispanics represent a majority of 18-34 year olds. The same is true in Miami. In Houston 40% of 18-34's are Hispanic. In Fresno it's 56%. In Dallas it's 32%. In Las Vegas it's 30%.<sup>1</sup>

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\*For purposes of this report, "1<sup>st</sup> generation" = U.S. Hispanics who are foreign-born; "2<sup>nd</sup> generation" = those who are born in the U.S. and with one or both parents foreign-born; and "3<sup>rd</sup> generation" = those who were born in the U.S. and whose parents were both U.S.-born.

- The Pew Hispanic Center estimates that between 2000 and 2020, the number of U.S.-born Latinos in U.S. schools will double, and the number in the labor force will triple. Nearly one-quarter of labor force growth in this period will be from the children of Hispanic immigrants.<sup>2</sup>

The bottom line: As a consequence of the immigration patterns over the past several decades, most demographers agree that births to Hispanic Moms now outpace immigration as the primary source of U.S. Hispanic growth. Since there are difficulties with accurately determining the number of Hispanic immigrants coming to the U.S. each year, some demographic sources may disagree. Regardless, for the aforesaid reasons, even if the number of new immigrants dramatically rises over the coming years (and/or our ability to accurately measure their numbers improves), it is merely a matter of time until the 2<sup>nd</sup> + 3<sup>rd</sup> generations outnumber the 1<sup>st</sup>. In a sense it's a question of one segment (new immigrants) growing arithmetically, while the other (U.S.-born Hispanic) grows geometrically.

In the Hispanic marketing/media/advertising world, this "2<sup>nd</sup> + 3<sup>rd</sup> generation trend" has been the subject of numerous articles and research projects. Needless to say, from a marketing and media perspective it has far-reaching implications, especially as it relates to the use of the Spanish-language. However, one must not lose sight of the fact that immigration from Spanish-speaking countries continues (and *will* continue) to represent a huge portion of this country's growth. Coupled with the continuing use of the language by a significant portion of the 2<sup>nd</sup> and 3<sup>rd</sup> generation, the result is that the size of the Spanish-speaking Hispanic population will continue to see dramatic growth for years to come.

Which brings us to the subject of this report: Providing estimates of the size of the Spanish-speaking Hispanic population today, and 10 and 20 years into the future.

### **3 METHOD**

Any population forecast must incorporate assumptions. The goal herein was to develop a comprehensive model, based on existing information from a variety of sources – and adopting reasonable assumptions – on such factors as future immigration estimates, life expectancy and fertility rates, population aging and, lastly, Spanish-language use by generation/place-of-birth.

In its basic form, the model used for population forecasting is known as the Cohort-Component Method. It is:

$$P_{t2} = P_{t1} + B_i - D_i + M_i$$

(Population at 'Time  $t-2$ ' equals Population at 'Time  $t-1$ ', plus births in the interval, minus deaths in the interval, plus net migration in the interval)

This formula is the starting point used by the Census Bureau and other forecasters, often also incorporating an "Inflation-Deflation" element to correct for irregularities in age group projecting. RRG used as its starting point the Pew Hispanic Center's 2004 Hispanic population estimates<sup>3</sup> and projected forward to 2025. Model components relating to fertility and life expectancy conformed to those used by the Census Bureau and other accepted sources of Hispanic population forecasts. For other components (such as immigration and language-use), a number of sources were evaluated and applied: including RRG, the Pew Hispanic Center and the Census.

The approach employed by RRG involved the projecting/forecasting of the Hispanic population at the three points in time; by age group and by generation (for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> generations). Estimates of the proportion using Spanish were then incorporated: again, at the three points in time and by age group/generation.

## **4 DISCUSSION OF POPULATION CHANGE COMPONENTS**

### **a. Immigration**

Of the many factors that make forecasting such a challenge, none presents more complexity than the issue of future immigration. While the subject has received considerable media attention – especially since 9/11 – it is in fact an area where there has been little systematic research or analysis that might assist demographers in terms of future projecting (if indeed such systemizing is even possible).

One statement that *CAN* be made with certainty, however: Immigration into the United States from Spanish-speaking countries has been a remarkable story for the past five decades:

Since any analysis of Hispanic immigration excludes Puerto Rico, it doesn't paint a complete picture. However, the data are still impressive and revealing: For every year since 1980, at least 35% of Hispanic population growth has been the result of new immigration. And in many of those years the proportion has exceeded 50%.

As it relates to the U.S. Hispanic market, there are extra-challenges, especially in connection with trying to incorporate estimates of the size (and future growth) of the “undocumented” segment.

- Estimating the number of “unauthorized” migrants has long posed a challenge. But one fact is noteworthy: Every new report that comes out tends to startle: in terms of the population size, the rate-of-increase, and the conservatism of earlier estimates.

One such report was recently issued by the Pew Hispanic Center (authored by Jeffrey S. Passel, one of the leading experts in the area of U.S. Hispanic demography and forecasting).<sup>4</sup> Using as its source Census CPS data from March 2004, this report pegged the number of unauthorized migrants at 10.3 million persons; with over 80% of this number (or 8.4 million persons) being from Mexico or other Latin American countries (primarily Central America).\*

Some of the other findings from the Pew report:

- Of the 10.3 million unauthorized migrants, 30% have arrived in just the past 4 years, and almost two-thirds have arrived within the past 10 years. In fact, as a function of the 1986 Immigration Reform and Control Act (which provided “legal permanent resident” status to many illegal residents), the number of unauthorized migrants declined in the mid-to-late eighties; ultimately dropping to a low of 1.9 million in 1988. With this latest (2004) estimate of 10.3 million, this means that in only a 16-year period, the number of unauthorized migrants has grown by almost 8<sup>1/2</sup> million persons, or 442%! And echoing what we said earlier, over 80% of these immigrants are from Mexico or other Latin American locales.

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\*As an aside, it bears mentioning that, by definition, the count issued by the decennial Census INCLUDES unauthorized migrants. Needless to say, this is not 100% true, and – over the years – there has been periodic debate about “the Hispanic undercount”, primarily as it relates to how many “undocumented” may have been missed.

- On average, 485,000 unauthorized migrants from Mexico entered the U.S. in each of the last five years. While we don't mean to suggest that this represents a "net" gain, the scope is still impressive. Indeed, in total, the Passel report estimates that just over half of all Mexican migrants residing in the U.S. are unauthorized.

The Passel report estimated that – as of 2004 – there were 10.6 million Mexican-born Hispanics in the U.S. (legal + unauthorized – Note that other sources have estimated this number at anywhere from 20% to 100% higher). And this number is expected to grow by roughly 80% over the next 20 years. Just to provide a hint of the impact: If we estimate an increase of 8 million new Mexican arrivals between now and 2025, and factor-in TFR estimates (Total Fertility Rate), from this one source alone this could reflect a population increase of as many as 18 million Hispanics of Mexican origin or descent.

Regardless of the legal status of immigrants, most demographers have predicted declining rates of immigration, at least through the end of this decade. Not only is it impossible to know how accurate these conservative postulates will be, it is also difficult to predict whether this pattern will apply to the Hispanic subset of immigrants. However, a few observations are worth noting:

If one looks at previous Hispanic population forecasts – notably from the Census Bureau – one sees a consistent pattern of under-estimating future growth of the immigrant portion. And, as highlighted earlier, this can have a "compounding effect" over time: If a forecast under-estimates a few years into the future, the "error" becomes magnified as projections are extended to subsequent years.

For example, back in January 2000 (prior to the start of the decennial census), the Census Bureau predicted declining growth rates "by mid-decade".<sup>5</sup> As of this writing this has not happened.

Specifically, in their forecast the Census Bureau predicted that the annual # of new Hispanic arrivals would peak in 1999 – at a total of 468,000 – and gradually decline thereafter. With the Pew analysis estimating 485,000 unauthorized Mexican migrants per year in each of the last five years ...plus perhaps as many as 90,000 legal Mexican migrants per year ...plus tens of thousand more (unauthorized and legal) from other Latin countries, one sees the conservative nature of the Census forecast.

And another facet of this earlier forecast that further supports the notion that – while the 2<sup>nd</sup> and 3<sup>rd</sup> generation Hispanic population will soar over the next 20 years – so will the 1<sup>st</sup> generation segment:

Because of their conservative assumptions, in 2000 the Census estimated that the 2005 U.S. Hispanic total would be 38.2 million persons. As a result of the 35+ million subsequently counted in Census 2000, later estimates from Pew, RRG, the Census Bureau and others have put the 2005 number at more than 41 million. Perhaps of most importance here was not the 3+ million under-estimate from this 2000 forecast, but the fact that the Census estimate was predicated on 35% of the Hispanic total being foreign-born. More recent estimates have shown the foreign-born portion to be closer to 45%<sup>6</sup>. Certainly as one projects Spanish-language use forward into the future, this 10-point gap can have significant impact.

At the end of the day, and despite the controversies, we have also used relatively conservative estimates of the number of new immigrants in the forecast presented herein; only slightly higher than those issued by the Census Bureau, Pew and others. For example, for these projections RRG postulated a net increase of approximately 270,000 1<sup>st</sup> generation Hispanics per year between 2005 and 2015 ...and of roughly 225,000 per year thereafter.

#### **b. The 2<sup>nd</sup> & 3<sup>rd</sup> Generations**

Total Fertility Rate (TFR) has remained fairly constant for the past 15 years or so. [In contrast, life expectancies have gradually risen, to above 80 years of age for Hispanic males, and above 86 for Hispanic females.] While there is some evidence that U.S. Hispanic birth rates may be beginning to decline, the fact is that fertility rates among Hispanics will continue to dramatically outpace the balance of the population. As of 2000, for example, the fertility rate for Hispanic immigrants was 3.51 (births per woman). This compared to a 2.53 TFR for Black immigrants, 2.60 for Asian immigrants, and 1.84 for non-Hispanic whites.

Another interesting finding vis-à-vis the generational-breakdown:

A 2002 survey of Hispanic adults by the Pew Hispanic Center and the Kaiser Family Foundation (consisting of 2929 interviews with Hispanics across the U.S.) reported that 63% (of Hispanic adults) were 1<sup>st</sup> generation, 19% were 2<sup>nd</sup> generation, and 17% were 3<sup>rd</sup> generation.<sup>7</sup>

As mentioned in the previous section, a 2004 Pew analysis reported the generation split (of the total U.S. Hispanic population) at 45% 1<sup>st</sup> generation/55% 2<sup>nd</sup> & 3<sup>rd</sup> generation (i.e., 18 million of their estimated total of 40.4 million are foreign-born). Based on the relatively conservative immigration numbers used by the Census, Pew and RRG in their forecasts – coupled with the strong birthrate – this 10-point gap will gradually widen over the next 20-years, to an estimated 35/65 split by 2025.

### **c. Use of the Spanish-Language**

Unlike the situation vis-à-vis immigration, there is a considerable body of research regarding use of and retention of the Spanish-language. Two examples:

- Census 2000 reported that 24.65 million Hispanics (over the age of 4) spoke Spanish at home. This represented just under 80% of all Hispanics 5+\*. Interestingly, this proportion has remained virtually unchanged since 1980.
- The 2002 Pew/Kaiser survey found that 40% of adults were “largely Spanish speakers”, 46% were “English & Spanish speakers”, and 14% were “largely English speakers”. Of particular relevance was the strong use of the Spanish-language across generations:
  - As one might expect, virtually all of the 1<sup>st</sup> generation were “largely Spanish speakers” or “English & Spanish speakers”,
  - ...Roughly 80% of the 2<sup>nd</sup> generation fell into one of these two language-use categories,
  - ...And almost half of the 3<sup>rd</sup> generation still categorized themselves as either “largely Spanish speakers” or “English & Spanish speakers”.

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\*Language-use incidences and forecasts – whether reported by the Census, RRG or others – are typically based on the population of those five years of age and above.

When it comes to theorizing the shift to English-monolingualism, the traditional demographic model assumes a three-generation transition\*. In effect, once both parents are U.S.-born, the likelihood that the child will be able to speak Spanish virtually disappears. While there is certainly a correlation in this regard, several researchers have found that the proportion of 3<sup>rd</sup> generation Hispanics who continue to maintain the Spanish language is impressively large. Note the Pew/Kaiser study findings cited on the previous page. Further:

- A recent analysis of Census 2000 data by the Lewis Mumford Center for Comparative Urban and Regional Research at SUNY-Albany found that 28% of 3<sup>rd</sup> generation Hispanic children still spoke Spanish.<sup>8</sup>

Needless to say, Spanish-language use is impacted by more than just whether or not the individual is foreign or U.S. born. Age at immigration, length of residence in the U.S., country of origin and where one establishes U.S. residency are other factors that can influence language use and retention of Spanish. Based on guidance from the previously mentioned sources, plus RRG's own extensive survey research in the area of language use, the overall language ratios incorporated into the model herein are as follows:

- As mentioned, there is some variance based on age and age at immigration; but as an overall average, approximately 93% of 1<sup>st</sup> generation Hispanics speak Spanish. This ratio should change little over the next 20 years.
- Again, incidence will vary by age group; but overall, approximately 79% of 2<sup>nd</sup> generation Hispanics speak Spanish. Between now and 2025, this incidence will gradually decline, but only by a few percentage points.
- On average, approximately 35% of 3<sup>rd</sup> generation Hispanics speak Spanish. Unlike the 2<sup>nd</sup> generation, this incidence will more precipitously decline over the next 20 years: to an estimated 16% by 2025.

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\*See Joshua Fishman, *The Sociology of Language* (Rowley, Mass.: Newbury, 1972).

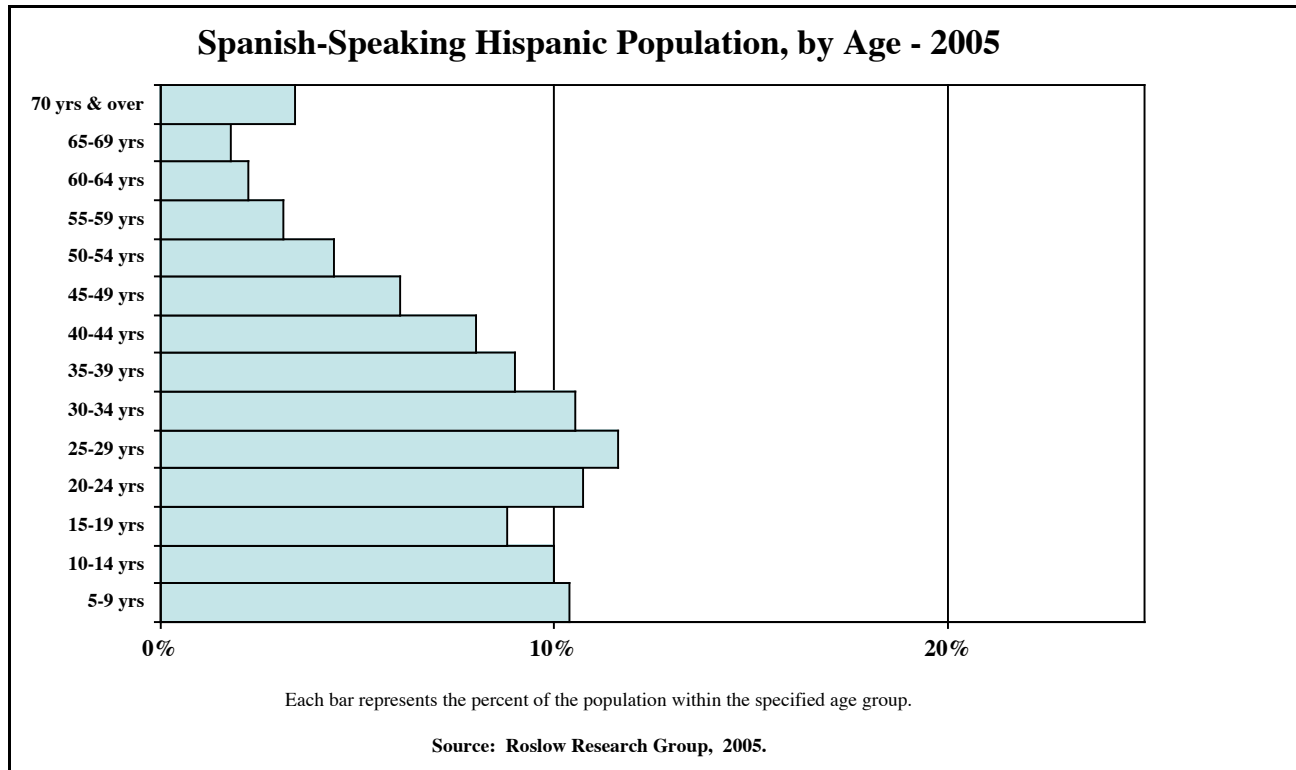
**a. The Spanish-Speaking Hispanic Population**

As shown in Table 1, the Spanish-speaking Hispanic segment will grow by 45% over the next 20 years: from 27.8 million Hispanics (5 years of age & over) in 2005, to 40.2 million in 2025. There will be dramatic increases in every age group, even among children + teens. For example, among 5 – 17 year olds, there will be 1.5 million more Hispanics who speak Spanish in 2025 than there are today (7.15 million in 2005, vs. 8.63 million in 2025). And among adults 18 & over, the number of Spanish-speaking Hispanics will grow by 53% over the next 20 years.

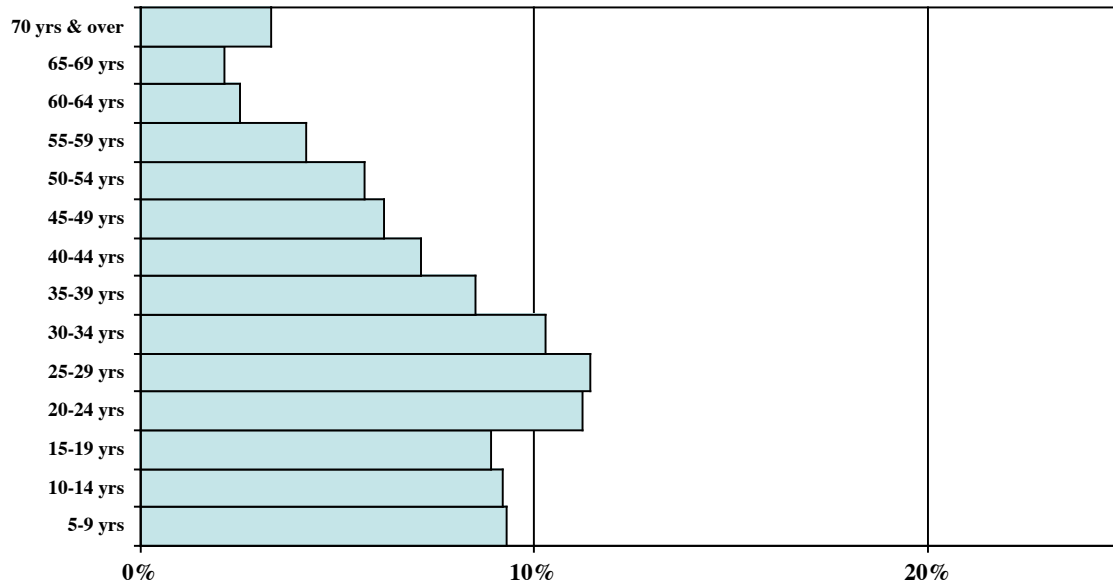
**Table 1  
Spanish-Speaking Hispanic Population Estimates, by Age Group  
(2005, 2015 & 2025)**

<b>Age Group</b>	<b>2005 (000)</b>	<b>2015 (000)</b>	<b>2025 (000)</b>	<b>% Shift 2005-2025</b>
<b>TOTAL 5+</b>	<b>27,797.4</b>	<b>34,529.9</b>	<b>40,190.8</b>	<b>+45%</b>
5-11	4,017.1	4,488.9	4,723.4	+18%
12-17	3,129.7	3,759.4	3,904.6	+25%
18-24	3,938.0	5,112.6	5,795.9	+47%
25-34	6,136.7	7,502.9	9,363.4	+53%
35-49	6,448.5	7,543.5	8,764.8	+36%
50-64	2,695.2	4,277.9	5,255.9	+95%
65+	1,432.2	1,844.8	2,382.8	+66%
<b>Total 18+</b>	<b>20,650.6</b>	<b>26,281.6</b>	<b>31,562.8</b>	<b>+53%</b>
18-34	10,074.7	12,615.4	15,159.3	+50%
18-49	16,523.2	20,158.9	23,924.1	+45%
18-54	17,752.5	22,129.3	26,005.5	+46%
25+	16,712.6	21,169.1	25,766.9	+54%
25-49	12,585.2	15,046.3	18,128.2	+44%
25-54	13,814.5	17,016.8	20,209.5	+46%
35+	10,575.9	13,666.2	16,403.5	+55%

The greatest concentration of Spanish speakers is (and will continue to be) concentrated in the young adult age range: For example, for all three points in time, nearly 60% of the total are between the ages of 18 and 49. To provide a graphic presentation of this age profile, the following bar charts present age distribution – in five-year increments – of the Spanish-Speaking Hispanic population at the three points in time.



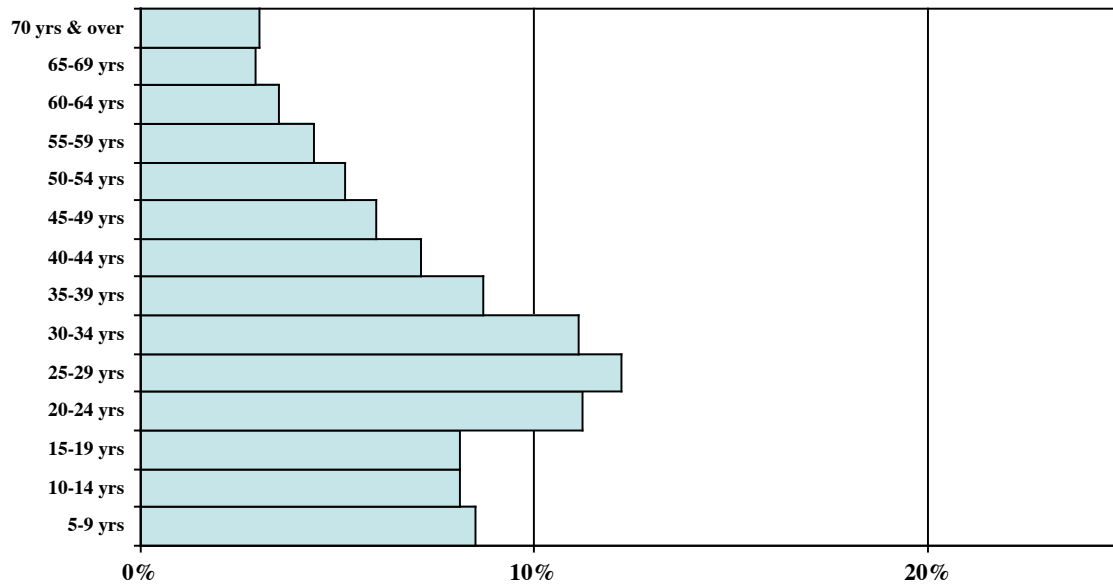
### Spanish-Speaking Hispanic Population, by Age - 2015



Each bar represents the percent of the population within the specified age group.

Source: Roslow Research Group, 2005.

### Spanish-Speaking Hispanic Population, by Age - 2025



Each bar represents the percent of the population within the specified age group.

Source: Roslow Research Group, 2005.

Tables 2 through 5 display the total Hispanic population estimates for each of the three points in time, adjacent to the Spanish-speaking Hispanic number. So, for example, for 2005 RRG estimates that approximately 74% of Hispanics 5 years of age & over speak Spanish (Table 2). In 2025, this incidence is estimated to be 66% (see Table 4).

**Table 2**  
**Hispanic Population Estimates**  
**2005**

<u>Age Group</u>	<u>Hispanic Population</u>		
	<u>Total</u> (000)	<u>Spanish-Speaking</u> (000)	<u>(% of Tot.)</u>
TOTAL	41,578.3	na	na
TOTAL 5+	37,324.3	27,797.4	74
Under 5	4,254.0	na	na
5-11	5,398.6	4,017.1	74
12-17	4,274.4	3,129.7	73
18-24	5,196.5	3,938.0	76
25-34	7,865.8	6,136.7	78
35-49	8,669.7	6,448.5	74
50-64	3,913.8	2,695.2	69
65+	2,005.5	1,432.2	71
18+	27,651.3	20,650.6	75
18-34	13,062.3	10,074.7	77
18-49	21,732.0	16,523.2	76
18-54	23,512.4	17,752.5	76
25+	22,454.8	16,712.6	74
25-49	16,535.5	12,585.2	76
25-54	18,315.9	13,814.5	75
35+	14,589.0	10,575.9	73

**Table 3**  
**Hispanic Population Estimates**  
**2015**

<u>Age Group</u>	<u>Hispanic Population</u>		
	<u>Total</u> (000)	<u>Spanish-Speaking</u> (000)	<u>(% of Tot.)</u>
TOTAL	53,909.3	na	na
TOTAL 5+	48,685.5	34,446.2	71
Under 5	5,223.8	na	na
5-11	6,640.9	4,488.9	68
12-17	5,360.2	3,759.4	70
18-24	6,965.0	5,112.6	73
25-34	9,847.5	7,502.9	76
35-49	10,429.5	7,543.5	72
50-64	6,310.0	4,277.9	68
65+	3,132.4	1,844.8	59
18+	36,684.4	26,281.6	72
18-34	16,812.5	12,615.4	75
18-49	27,242.0	20,158.9	74
18-54	29,959.7	22,129.3	74
25+	29,719.4	21,169.1	71
25-49	20,277.0	15,046.3	74
25-54	22,994.7	17,016.8	74
35+	19,871.9	13,666.2	69

**Table 4**  
**Hispanic Population Estimates**  
**2025**

<u>Age Group</u>	<u>Hispanic Population</u>		
	<u>Total</u> (000)	<u>Spanish-Speaking</u> (000)	<u>(% of Tot.)</u>
TOTAL	67,536.6	na	na
TOTAL 5+	61,341.4	40,190.8	66
Under 5	6,195.2	na	na
5-11	8,011.3	4,723.4	59
12-17	6,499.6	3,904.6	60
18-24	8,431.2	5,795.9	69
25-34	12,720.1	9,363.4	74
35-49	12,613.7	8,764.8	70
50-64	7,974.3	5,255.9	66
65+	5,091.2	2,382.8	47
18+	46,830.5	31,562.8	67
18-34	21,151.3	15,159.3	72
18-49	33,765.0	23,924.1	71
18-54	36,806.1	26,005.5	71
25+	38,399.3	25,766.9	67
25-49	25,333.8	18,128.2	72
25-54	28,374.9	20,209.5	71
35+	25,679.2	16,403.5	64

**b. Hispanic Population by Generation**

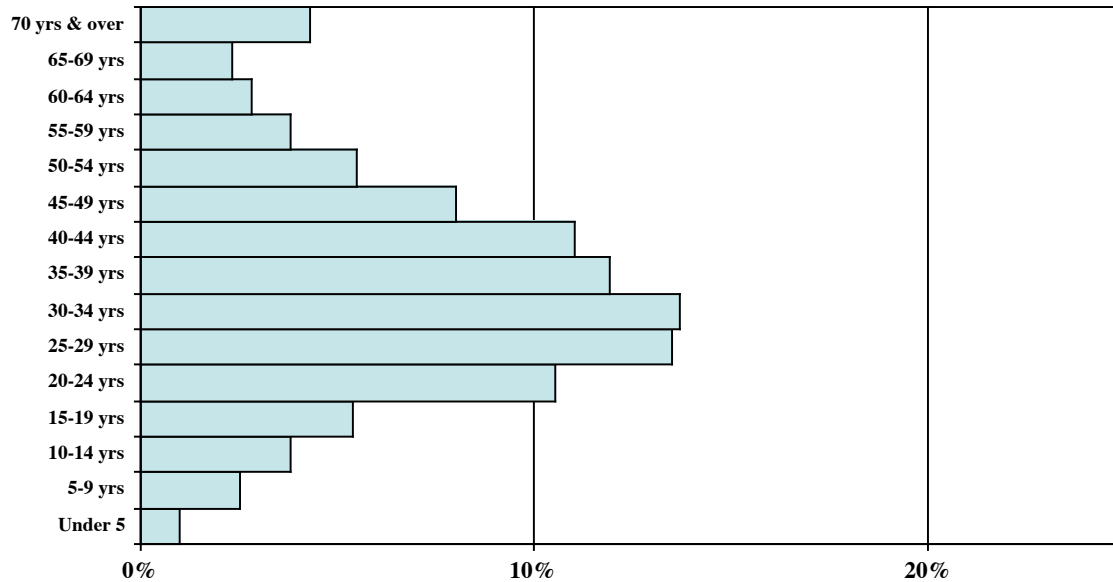
RRG estimates that as of 2005, 44% of U.S. Hispanics are foreign-born (or 18.3 million of the total of 41.6 million). While the absolute number will dramatically grow over the next 20 years, the proportion (of foreign-born to U.S.-born) will gradually decline. By 2025, approximately 35% of U.S. Hispanics will be foreign-born (see Table 5).

**Table 5**  
**Hispanic Population Estimates – by Generation**

	2005		2015		2025	
	(000)	(%)	(000)	(%)	(000)	(%)
1 <sup>st</sup> Generation	18,298.2	44	21,125.5	39	23,443.9	35
2 <sup>nd</sup> Generation	12,060.1	29	17,514.2	32	23,557.5	35
3 <sup>rd</sup> Generation	11,220.0	27	15,269.6	28	20,535.1	30
Total	41,578.3	100	53,909.3	100	67,536.6	100

To dramatize the different age profiles by generation, the following three charts present the Pew Hispanic Center/CPS 2004 age distribution analysis. These are then followed by the age distribution profile by generation for 2025 (as per RRG's estimates).

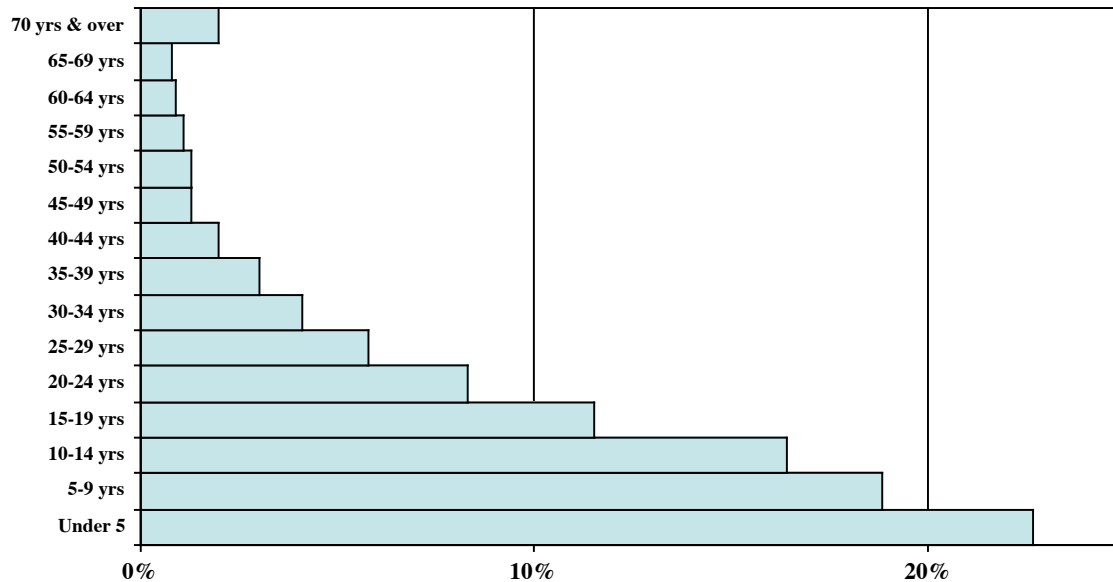
### 1st-Generation Hispanic Population, by Age - 2004



Each bar represents the percent of the population within the specified age group.

Source: Pew Hispanic Center, U.S. Census Bureau, March 2004 Current Population Survey.

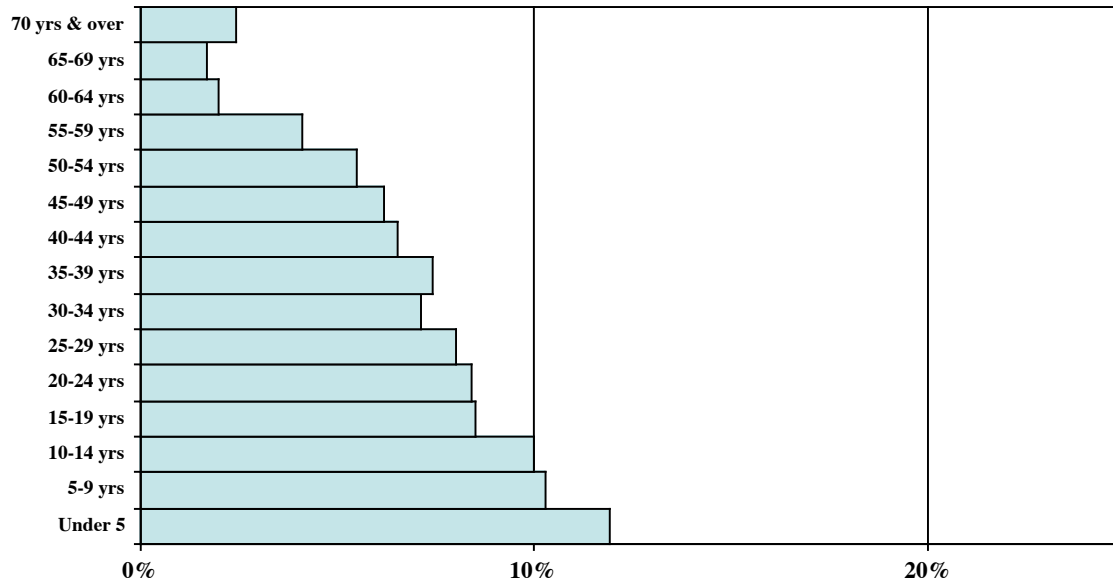
### 2nd-Generation Hispanic Population, by Age - 2004



Each bar represents the percent of the population within the specified age group.

Source: Pew Hispanic Center, U.S. Census Bureau, March 2004 Current Population Survey.

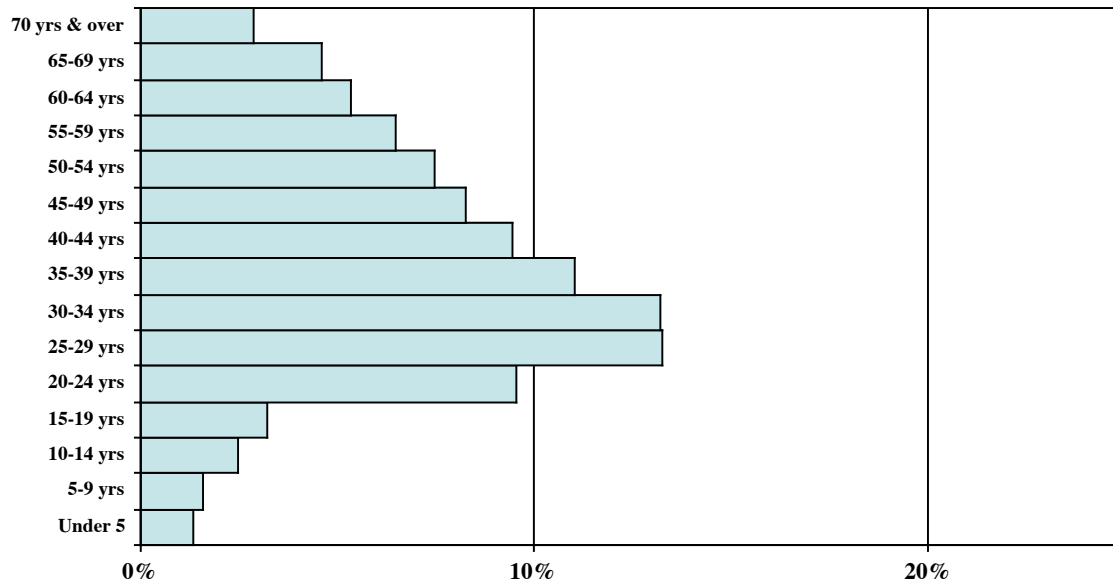
### 3rd-Generation Hispanic Population, by Age - 2004



Each bar represents the percent of the population within the specified age group.

Source: Pew Hispanic Center, U.S. Census Bureau, March 2004 Current Population Survey.

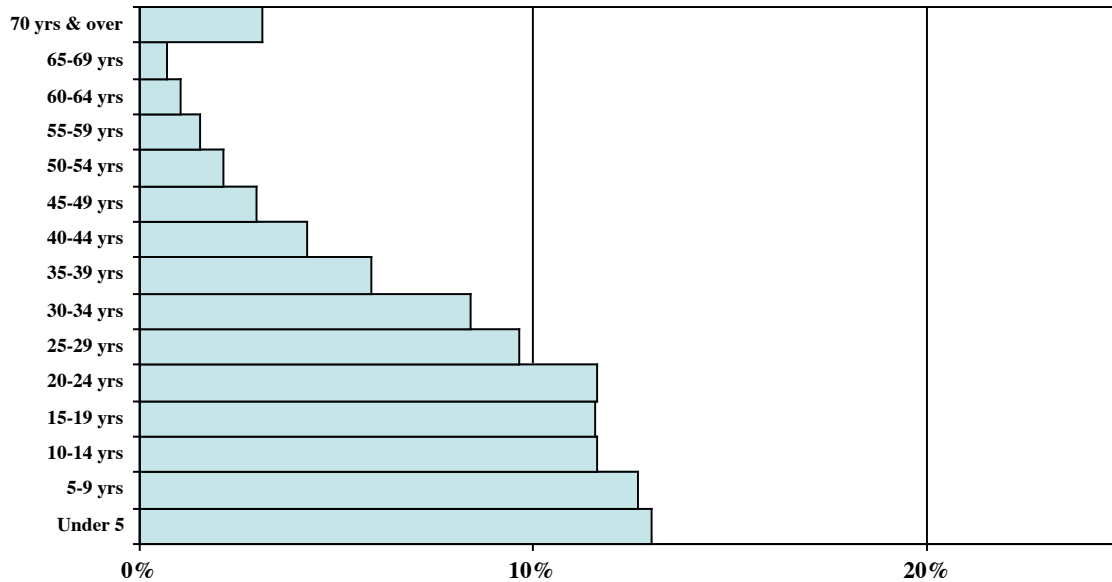
### 1st-Generation Hispanic Population, by Age - 2025



Each bar represents the percent of the population within the specified age group.

Source: Roslow Research Group, 2005.

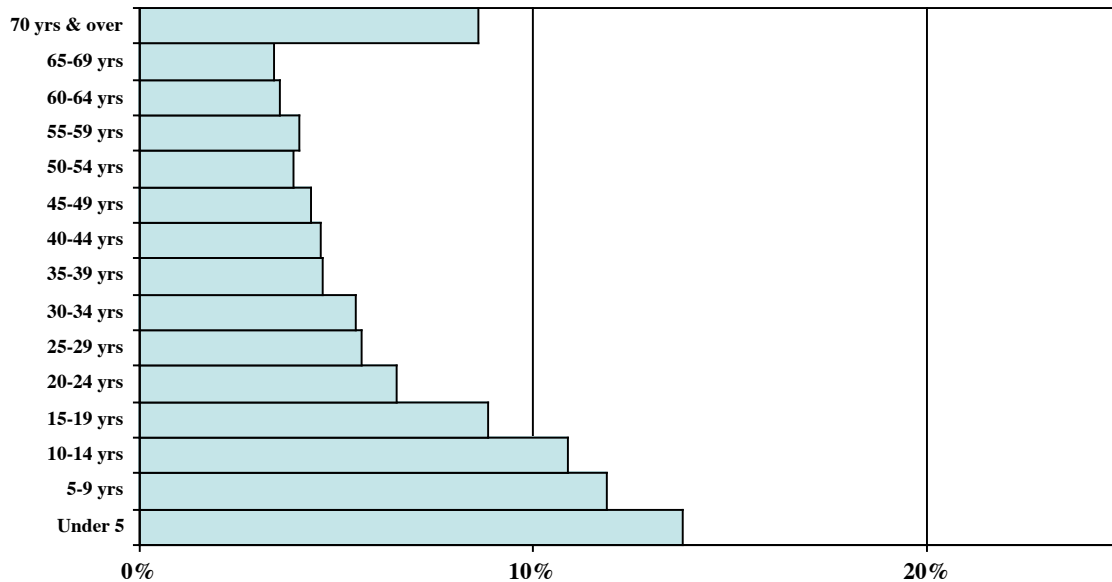
### 2nd-Generation Hispanic Population, by Age - 2025



Each bar represents the percent of the population within the specified age group.

Source: Roslow Research Group, 2005.

### 3rd-Generation Hispanic Population, by Age - 2025



Each bar represents the percent of the population within the specified age group.

Source: Roslow Research Group, 2005.

### **c. The Spanish-Speaking Hispanic Population, by Market**

This section includes Hispanic population forecasts for each of the top 25 Hispanic markets (DMAs) in the U.S. For these estimates RRG utilized the national model, with appropriate adjustments from market-to-market. Table 6 presents the Spanish-speaking Hispanic estimates for the three points in time (2005, 2015, 2025). Tables showing the comparative market-by-market estimates follow this: total Hispanic and Spanish-speaking Hispanic.

A comment about the anticipated Hispanic population growth patterns by geographic areas:

While the established Hispanic locales (such as LA, NY, Miami and Chicago) will continue to be the largest markets, growth in other geographic areas is expected to outpace these traditional market areas. In the last few years for example, such “non-traditional” areas as Georgia, the Carolinas, Washington State, Washington DC, Boston, Las Vegas and Orlando have seen dramatic increases in their Hispanic populations. And some of the current “Hispanic strongholds” are also expected to see accelerating growth (such as Phoenix, San Diego and Houston).

**Table 6**  
**Spanish-Speaking Hispanic Population Estimates by Market**  
**Person 5 Years of Age & Over**

<b>Market</b>	<b>2005 (000)</b>	<b>2015 (000)</b>	<b>2025 (000)</b>	<b>% Shift 2005-2025</b>
Los Angeles	5,137	6,348	7,306	+42%
New York	2,883	3,569	4,140	+44%
Miami-Ft. Lauderdale	1,267	1,574	1,819	+44%
Houston	1,179	1,485	1,761	+49%
Chicago	1,188	1,480	1,685	+42%
Dallas-Ft. Worth	1,021	1,280	1,519	+49%
San Francisco-Oakland- San Jose	960	1,195	1,381	+44%
Phoenix (Prescott)	794	1,001	1,211	+53%
San Antonio	790	977	1,107	+40%
Harlingen-Weslaco- Brownsville-McAllen	668	839	1,016	+52%
San Diego	610	773	939	+54%
Sacramento-Stockton- Modesto	608	759	909	+50%
Fresno-Visalia	604	755	856	+42%
El Paso (Las Cruces)	488	620	733	+50%
Denver	478	592	691	+45%
Albuquerque-Santa Fe	454	560	640	+42%
Washington D.C. (Hagerstown)	394	498	603	+53%
Philadelphia	359	451	543	+51%
Orlando-Daytona Beach- Melbourne	321	410	498	+55%
Atlanta	328	412	496	+51%
Tampa-St. Pete (Sarasota)	311	397	463	+49%
Austin	294	374	456	+55%
Las Vegas	288	366	445	+55%
Boston (Manchester)	271	342	420	+55%
Tucson (Sierra Vista)	255	320	367	+44%

**Table 7**  
**Hispanic Population Estimates by Market**  
**2005**

<b>Market (DMA)</b>	<b>Total (000)</b>	<b>5 &amp; Over (000)</b>	<b>Spk Spanish/5+ (000)</b>
Los Angeles	7,683	6,896	5,137
New York	4,317	3,883	2,883
Miami-Ft. Lauderdale	1,892	1,708	1,267
Chicago	1,777	1,595	1,188
Houston	1,758	1,573	1,179
Dallas-Ft. Worth	1,527	1,375	1,021
San Francisco-Oakland- San Jose	1,433	1,287	960
Phoenix (Prescott)	1,185	1,064	794
San Antonio	1,181	1,066	790
Harlingen-Weslaco- Brownsville-McAllen	998	892	668
San Diego	907	811	610
Sacramento-Stockton- Modesto	905	811	608
Fresno-Visalia	901	809	604
El Paso (Las Cruces)	728	651	488
Denver	715	641	478
Albuquerque-Santa Fe	683	613	454
Washington D.C. (Hagerstown)	588	530	394
Philadelphia	536	483	359
Atlanta	488	438	328
Orlando-Daytona Beach- Melbourne	483	433	321
Tampa-St. Pete (Sarasota)	465	417	311
Austin	439	395	294
Las Vegas	433	391	288
Boston (Manchester)	405	365	271
Tucson (Sierra Vista)	378	338	255

**Table 8**  
**Hispanic Population Estimates by Market**  
**2015**

<b>Market (DMA)</b>	<b>Total (000)</b>	<b>5 &amp; Over (000)</b>	<b>Spk Spanish/5+ (000)</b>
Los Angeles	9,807	8,926	6,348
New York	5,523	5,050	3,569
Miami-Ft. Lauderdale	2,411	2,203	1,574
Houston	2,309	2,069	1,485
Chicago	2,263	2,072	1,480
Dallas-Ft. Worth	2,006	1,790	1,280
San Francisco-Oakland- San Jose	1,834	1,678	1,195
Phoenix (Prescott)	1,564	1,391	1,001
San Antonio	1,504	1,381	977
Harlingen-Weslaco- Brownsville-McAllen	1,294	1,164	839
San Diego	1,197	1,064	773
Sacramento-Stockton- Modesto	1,189	1,062	759
Fresno-Visalia	1,153	1,048	755
El Paso (Las Cruces)	944	854	620
Denver	914	837	592
Albuquerque-Santa Fe	874	799	560
Washington D.C. (Hagerstown)	776	689	498
Philadelphia	705	628	451
Atlanta	643	572	412
Orlando-Daytona Beach- Melbourne	635	566	410
Tampa-St. Pete (Sarasota)	603	545	397
Austin	579	514	374
Las Vegas	576	510	366
Boston (Manchester)	532	475	342
Tucson (Sierra Vista)	484	439	320

**Table 9**  
**Hispanic Population Estimates by Market**  
**2025**

<b>Market (DMA)</b>	<b>Total (000)</b>	<b>5 &amp; Over (000)</b>	<b>Spk Spanish/5+ (000)</b>
Los Angeles	12,151	11,087	7,306
New York	6,827	6,282	4,140
Miami-Ft. Lauderdale	2,980	2,751	1,819
Houston	2,956	2,636	1,761
Chicago	2,798	2,541	1,685
Dallas-Ft. Worth	2,613	2,294	1,519
San Francisco-Oakland- San Jose	2,287	2,086	1,381
Phoenix (Prescott)	2,038	1,802	1,211
San Antonio	1,859	1,689	1,107
Harlingen-Weslaco- Brownsville-McAllen	1,611	1,465	1,016
San Diego	1,559	1,396	939
Sacramento-Stockton- Modesto	1,549	1,363	909
Fresno-Visalia	1,425	1,307	856
El Paso (Las Cruces)	1,180	1,077	733
Denver	1,130	1,040	691
Albuquerque-Santa Fe	1,080	994	640
Washington D.C. (Hagerstown)	1,011	893	603
Philadelphia	918	813	543
Orlando-Daytona Beach- Melbourne	827	732	498
Atlanta	838	741	496
Tampa-St. Pete (Sarasota)	771	693	463
Austin	754	666	456
Las Vegas	755	664	445
Boston (Manchester)	694	614	420
Tucson (Sierra Vista)	599	549	367

## Notes:

- 1 (See Page 3) The source for these population proportions is Roslow Research Group and the Census Bureau's 2004 American Community Surveys.
- 2 (Page 4) These findings come from two sources: "*Hispanics: A People in Motion*", published by the Pew Hispanic Center in January 2005; and "The Rise of the Second Generation: Changing Patterns in Hispanic Population Growth", also published by The Pew Hispanic Center, in October 2003. This latter study was co-authored by Roberto Suro (Director of the Pew Hispanic Center) and Jeffrey S. Passel (also of the Pew Hispanic Center, but who was – at the time of publication – at the Population Studies Center of the Urban Institute).
- 3 (Page 5) The 2004 Hispanic population estimates cited frequently herein (including estimates of the Hispanic foreign-born population) are from "*Hispanics: A People in Motion*", published by the Pew Hispanic Center in January 2005.
- 4 (Page 6) This report (entitled "Unauthorized Migrants: Number and Characteristics") was developed as a briefing document for the Independent Task Force on Immigration and America's Future; a task force convened by the Migration Policy Institute in partnership with the Manhattan Institute and the Woodrow Wilson International Center for Scholars.
- 5 & 6 (Pages 7 & 8) In January 2000 (prior to the launch of the decennial census), the Census Bureau issued (total and Hispanic) population forecasts, through the year 2100. The middle series forecast for 2005 placed the Hispanic total at 38.2 million; with 13.4 million (or 35% of the total) being foreign-born. In contrast, in 2004 the Census Bureau estimated the Hispanic number at over 40 million (based on their 2004 Current Population Survey). And special tabulations of CPS data by The Pew Hispanic Center reported that – as of 2004 – 45% of the Hispanic population was foreign-born (as reported in "*Hispanics: A People in Motion*", January 2005).
- 7 (Page 8) "The 2002 National Survey of Latinos", published in December 2002, was jointly sponsored by The Pew Hispanic Center and the Henry J. Kaiser Family Foundation.
- 8 (Page 10) The results of this study were reported by Rachel L. Swarns, from *The New York Times* of December 8, 2004.

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