

# The Power of the US Hispanic Market

## Strength In Numbers

Hispanics are the largest ethnic group in the US — 14.7% of the total population 43.53 million US Hispanics in 2004 — more Hispanics in the US than Canadians in Canada (31.95 million)

## Large and Growing

In the year 2020, 1 in 5 US residents will be Hispanic, and 1 in 3 by 2050 — reaching 30% of the total US population!

## Young

56% of Hispanics are under 35 years old and the median age is 25.1

## Purchasing Power!

Hispanic buying power increased by 194% from 1990 to 2003

