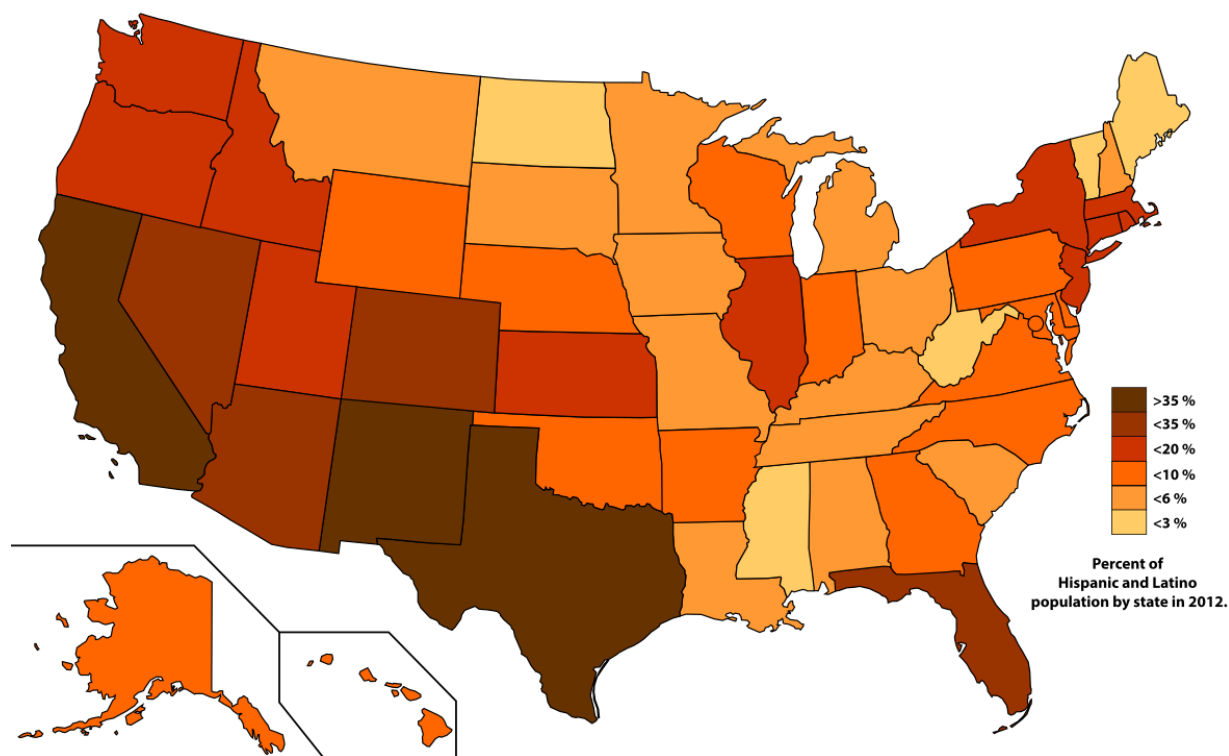


## 1) Which states/counties/cities have the highest Latin populations?

In the United States, the Latinx population has grown to approximately 60 million throughout the country (2020 Census).

States with the highest Latinx populations include New Mexico, Texas, Arizona and California – all states that border Mexico. The two states with the highest populations are California (15.6 million) and Texas (11.5 million). Florida also has a high population of 5.7 million.



11 Cities with the highest Hispanic populations (2019) include:

1. New York, NY (2.27 million)
2. Los Angeles, CA (3.8 million)
3. Houston, TX (908,000)
4. San Antonio, TX (807,000)
5. Chicago, IL (774,000)
6. Phoenix, AZ (643,000)
7. Dallas, TX (537,000)
8. El Paso, TX (482,000)
9. San Diego, CA (354,000)
10. San Jose, CA (294,000)
11. Miami, FL (285,000)

Source: <https://www.usnews.com/news/slideshows/11-cities-with-the-most-hispanics>

The LatinX population will nearly double to 109 million in the next four decades. The LatinX population is the second fastest growing ethnic group in the United States after Asian Americans.

**2) Which country of origins do they come from (i.e. Mexico, Cuba, Argentina, etc.)**

The largest countries of origin for Hispanic immigrants to the United States include Mexico (37 million), Puerto Rico (5.8 million), and Cuba (2.3 million) – the three largest countries of origin. Fast growing groups include those from Guatemala, the Dominican Republic, Columbia. (source: 2020 Census)

Mexican	37,186,361
Puerto Rican	5,828,706
Cuban	2,381,565
Dominican (Dominican Republic)	2,094,222
Central American:	5,927,456
Costa Rican	167,234
Guatemalan	1,683,093
Honduran	1,083,540
Nicaraguan	429,501

Panamanian	194,060
Salvadoran	2,311,574
Other Central American	58,454
South American:	3,873,263
Argentinean	303,197
Bolivian	132,619
Chilean	154,917
Colombian	1,237,606
Ecuadorian	706,250
Paraguayan	27,574
Peruvian	668,507
Uruguayan	66,684
Venezuelan	549,256

**U.S. Counties with Highest Hispanic Population (2019)**

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## U.S. counties with largest Hispanic population, 2019

	Hispanic population	% of population that is Hispanic
Los Angeles County, California	4,880,000	49%
Harris County, Texas	2,060,000	44
Miami-Dade County, Florida	1,890,000	69
Maricopa County, Arizona	1,410,000	31
Cook County, Illinois	1,320,000	26
Riverside County, California	1,240,000	50
Bexar County, Texas	1,220,000	61
San Bernardino County, California	1,190,000	54
San Diego County, California	1,140,000	34
Orange County, California	1,080,000	34
Dallas County, Texas	1,070,000	41

Note: Population estimates are as of July 1, 2019. Hispanics are of any race. Estimates rounded to the nearest 10,000.

Source: Pew Research Center analysis of U.S. Census Bureau Vintage 2019 estimates.

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Source:

[https://www.pewresearch.org/fact-tank/2020/07/07/u-s-hispanic-population-surpassed-60-million-in-2019-but-growth-has-slowed/ft\\_2020-07-07\\_hispanicpopulation\\_04/](https://www.pewresearch.org/fact-tank/2020/07/07/u-s-hispanic-population-surpassed-60-million-in-2019-but-growth-has-slowed/ft_2020-07-07_hispanicpopulation_04/)

### 3) What is the purchasing power of these communities

Hispanic consumers in the United States wield \$1.5 trillion in purchasing power, which is up 212% this decade compared to the prior decade.

By 2023, the purchasing power of the community is expected to exceed \$1.9 trillion.

If the U.S. Latinx population was a country, its GDP growth would be the third highest in the world among all economies.

Product and service consumption between 2010 and 2017 increased by 42% among Hispanic consumers, which is 72% faster than non-Hispanic consumers.

Hispanic groups in the United States frequently outspend non-Hispanic groups for categories such as apparel, phone services and many others.

#### **4) What platforms do they use to purchase goods?**

The Hispanic segment spends more time on websites like Coupons.com, eBay, Groupon, Craigslist, and RetailMeNot, suggesting a tendency to seek out bargain websites or exclusive deals.

They are 41% more likely than other groups to connect with brands through social media including Instagram, Facebook and Snapchat primarily.

Platforms with mobile compatibility are important for the Spanish speaking population as 79% own a mobile device and 54% of Hispanic smartphone owners in the U.S. have visited an online store.

U.S. Hispanics are also 43% more likely to purchase a product they have seen on social media previously.

Some popular stores for the group include Macys.com, Sears.com, Gamestop.com, Walmart.com and Oldnavy.com

80% have downloaded coupons from their mobile device, 70% have found coupons from social websites, and 84% look online for coupons.

### **5) What shipping and freight companies do they use to ship goods to their countries?**

It is difficult to find detailed statistics on this; FedEx mentions that Mexico is the second largest export market and the third largest trading partner with the U.S. and offers shipping options:

<http://www.fedex.com/us/international/shipping-to-mexico/>

UPS ships to Mexico and provides shipping to several other Latin American countries:

<https://www.ups.com/us/en/services/knowledge-center/resources/country-guides/mexico.page>

<https://www.ups.com/do/en/shipping/international/services.page>

**6) How many Latin owned companies are in these communities that would need freight and shipping services?**

Mexico represents the largest Latin American economy that U.S. based businesses export to.

The top U.S. exports to Mexico include electronics, fuels, minerals, plastics, machinery and vehicles. Other top exports include pork, soybeans, beef, corn, and dairy products.

Latin owned businesses providing these and other popular exports to Mexico and other Latin American countries would be the most likely to need freight and shipping services.



## **7) What challenges are they facing when it comes to freight that can be addressed in messaging?**

Common freight problems and potential pain points include:

- Taxes or fees at the border that may be unexpected
- Keeping costs as minimal as possible while ensuring prompt delivery times
- Extra overweight or oversize charges
- Damaged cargo – minimizing damage, proper packing to reduce damage
- Insurance concerns – cost of premiums, how to receive reimbursement
- Documentation issues – lack of documentation, under or overestimate documentation requirements
- Unexpected delays or port closures due to strikes, weather, or natural disasters
- Holiday related delays
- Lost containers or shipments

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