



Why People Are Using the Term ‘Latinx’

“Latinx is the gender-neutral alternative to Latino, Latina and even Latin@. Used by scholars, activists and an increasing number of journalists, Latinx is quickly gaining popularity among the general public. It’s part of a “linguistic revolution” that aims to move beyond gender binaries and is inclusive of the intersecting identities of Latin American descendants. In addition to men and women from all racial backgrounds, Latinx also makes room for people who are trans, queer, agender, non-binary, gender non-conforming or gender fluid.”¹

POPULATION

The Latinx community is the nation’s largest ethnic or racial minority (57.5 million) and constitutes 17.8% of the nation’s total population with a median age of 29.²

DEMOGRAPHICS³

- Median age is 28.2 for Hispanics, compared to 37.6 for the population as a whole.
- More than 50% of the nation’s Hispanics live in California, Florida and Texas. Adding New York, Arizona, Illinois, New Jersey, and Colorado accounts for over 75% of all Hispanics.
- Hispanic population growth from 2000-2010 has been most rapid in the South and Midwest.
- 2015 buying power of U.S. Hispanics was \$1.3 trillion, projected to reach \$1.7 trillion by 2020.

DIVERSITY⁴

63% of Hispanic Americans are of Mexican descent, 10% are Puerto Rican, 4% Cuban, 4% Salvadoran, 3% Dominican and 2% Guatemalan. The remaining 16% are from Central America, South America and other Hispanic origins.

LANGUAGE

40 million U.S. residents 5 years of age and older spoke Spanish at home in 2015. Those who spoke Spanish at home constituted 13.3% of U.S. residents 5 years of age and older. More than half (59%) of these Spanish-speakers spoke English “very well.”⁵

HOME OWNERSHIP⁶

In 2016...

- The rate of homeownership increased to 46% from 45.6% in 2015.
- The number of Hispanic owner households units was 7,301,000.
- Nearly half of all first-time buyers were Hispanic.

THE LATINX VOTE ⁷

- In 2016, 27.3 million Latinos were eligible to cast ballots, representing 12% of all eligible voters.
- In 2016, millennials made up 44% of Latino eligible voters and are the main driver of growth in the Latinx electorate. From 2012 to 2016, 3.2 million young U.S.-born Latinos came of age and turned 18, accounting for 80% of the increase in Latinx eligible voters during this time.
- From 2012 to 2016, 3.2 million young U.S.-born Latinos came of age and turned 18, accounting for 80% of the increase in Latinx eligible voters during this time.

ENTREPRENEURS & HISPANIC-OWNED BUSINESSES IN THE U.S.

- Latinos accounted for 20.8% of new entrepreneurs in 2015, up from 10% in 1996. ⁸
- 3.3 million Latino firms, making up 12% of all U.S. firms. ⁹

SERVING OUR COUNTRY

1.2 million Hispanics or Latinos 18 and older are veterans of the U.S. armed forces. ¹⁰

SOURCES

1. Ramirez, T. L. & Blay, Z. 2017. Why People Are Using The Term 'Latinx.' Huffington Post. Online http://www.huffingtonpost.com/entry/why-people-are-using-the-term-latinx_us_57753328e4b0cc0fa136a159
2. U.S. Census Bureau. 2017. Hispanic Heritage Month 2017. Online <https://www.census.gov/newsroom/facts-for-features/2017/hispanic-heritage.html>
3. HACU Office of Policy Analysis and Information. 2017. 2017 Fact Sheet: Hispanic Higher Education and HSIs. http://www.hacu.net/images/hacu/OPAI/2017_HSI_FactSheet.pdf
4. U.S. Census Bureau. 2015. 2015 American Community Survey 1-Year Estimates, Table B03001. Online <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>
5. U.S. Census Bureau. 2017. Hispanic Heritage Month 2017. Online <https://www.census.gov/newsroom/facts-for-features/2017/hispanic-heritage.html>
6. Calderon, M. & Becerra, A. 2016. 2016 State of Hispanic Homeownership Report. Hispanic Wealth Project. Online <http://hispanicwealthproject.org/shhr/2016-state-of-hispanic-homeownership-report.pdf>
7. Krogstad, J. M. 2016. Key Facts about the Latino Vote in 2016. PEW Research Center. Online <http://www.pewresearch.org/fact-tank/2016/10/14/key-facts-about-the-latino-vote-in-2016/>
8. Ewing Marion Kauffman Foundation. 2017. The Kauffman Index Startup Activity: National Trends. Online <http://www.kauffman.org/kauffman-index/reporting/startup-activity>
9. Stanford Graduate School of Business. 2016. State of Latino Entrepreneurship.
10. U.S. Census Bureau. 2015. Hispanic Heritage Month 2015. Online <https://www.census.gov/newsroom/facts-for-features/2015/cb15-ff18.html>
11. HACU Office of Policy Analysis and Information. 2017. 2017 Fact Sheet: Hispanic Higher Education and HSIs. http://www.hacu.net/images/hacu/OPAI/2017_HSI_FactSheet.pdf

EDUCATION ¹¹

- 33.3% of Hispanics 25 and over have not completed high school as of 2015, compared to 6.7% of non-Hispanic whites.
- In 2014, 35% of Hispanics ages 18 to 24 were enrolled in a two- or four-year college, up from 22% in 1993 – a 13-percentage-point increase.
- Nearly half, 49.6%, Hispanics who go to college attend a public two-year school, or community college, the highest share of any race or ethnicity.
- 15.5% of Hispanics have at least a bachelor's degree and 4.7% an advanced degree, as of 2015, compared to 36.2% and 13.5% for non-Hispanic whites.

Join us!

**STATE OF HISPANIC RACE AND ETHNICITY:
Census 2020 Changes and implications for
Addressing Social Inequalities**

**Thursday
November 9th, 2017**
University of Maryland, College Park
Atrium, Adele H. Stamp Student Union

**For more information:
go.umd.edu/crge_prog**