



Juntos

OUR ANNUAL ACTIVITIES INCLUDE:

- **Powerful Website** for members only. Post jobs, promotions and discounts. Promote your business using free banners in the more visible pages
- **Monthly newsletter** to more than 3,000 individuals interested in Hispanic subjects
- **Monthly networking meetings** (*Fourth Tuesday of the Month*) Monthly meetings with topics ranging from business trends to community activities
- **Monthly Business Lead Lunch** (*Second Tuesday of the Month*) A networking lunch with the opportunity to connect with other individuals doing business in the Hispanic community
- **Annual Gala** Prestigious event recognizing the achievements of Hispanic individuals and businesses
- **College Scholarships** for deserving Hispanic students
- **Annual Posada** event (*Christmas party*)
- And many, many other projects in support of our fast growing Hispanic Community. Cincy-Cinco Latino Festival, Hispanic Heritage Month, etc.

For additional information, please visit: www.HispanicChamberCincinnati.com

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creating opportunities ... and partnerships

Hispanic Marketing 101

Step	Task	Status	Formula
1.	Find an Expert	(complete)	Steps
2.	Make a plan	(pending)	$1+2+3=$ 😊
3.	Take action	(pending)	Success

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DID YOU KNOW...

Hispanic facts, data, and trivia



Almost 10% of businesses in the US are owned by Hispanics. 23.7% in New Mexico, 22.4% in Florida and 20.7% in Texas



Approximately 8% of C-suite positions are held by Hispanics



Mexico presented the gifts of corn, chocolate, and chilies to the world



One in four elementary school age children in public schools is Hispanic



Female Hispanic HS students enroll in college at a higher rate than non-Hispanic females (73% vs 72%)



In the 2012 presidential election for the first time ever, 10% of all voters were Latino



The 5 most common Hispanic last names in the US: Garcia, Rodriguez, Martinez, Hernandez and Lopez



More than 25 million or 50% of all Hispanics in the US live in only 3 states: California, Florida and Texas



US Latinas mobile shopping is 56% higher than non-Hispanic white females. In tweeting it is 99% higher



During 2012 more Americans moved to live in Mexico than Mexicans moved to the US



In 2012 the US exported more to Mexico than to all the BRIC countries combined (Brazil, Russia, India and China)



Thanks to NAFTA more than 5,000 trucks per day cross the Laredo border between the US and Mexico

2013

Metropolitan Areas

TOP 5
COUNTRIES
OF ORIGIN

UNITED STATES		OHIO		CINCINNATI		COLUMBUS		INDIANAPOLIS		LOUISVILLE	
Mexico	64.8%	Mexico	50.7%	Mexico	56.4%	Mexico	59.0%	Mexico	72.9%	Mexico	57.9%
Puerto Rico	9.4%	Puerto Rico	26.8%	Guatemala	11.2%	Puerto Rico	12.3%	Puerto Rico	4.7%	Cuba	15.6%
El Salvador	3.7%	Guatemala	3.1%	Puerto Rico	10.2%	El Salvador	5.2%	Honduras	4.3%	Puerto Rico	8.2%
Cuba	3.6%	Spain	2.3%	Cuba	2.9%	Dominican Rep.	3.3%	El Salvador	3.4%	Guatemala	4.1%
Dominican Rep.	2.9%	Cuba	2.1%	Spain	2.7%	Guatemala	2.5%	Guatemala	2.2%	El Salvador	2.2%
Top 5 % Total	84.4%	Top 5 % Total	85.0%	Top 5 % Total	83.4%	Top 5 % Total	82.4%	Top 5 % Total	87.5%	Top 5 % Total	88.0%

COMMENTS

The Cincinnati region is unique in that **Guatemalans** are the 2nd largest Hispanic immigrant group.

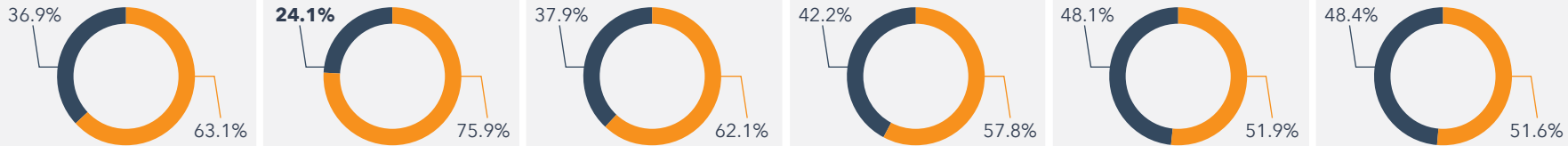
GRADUATE OR PROFESSIONAL DEGREE



Fortune 500 companies operating in the Cincinnati region have attracted a substantial number of highly educated Hispanic professionals.

HISPANIC NATIVITY

US born
Foreign born



The Cincinnati region has the lowest percentage of foreign-born Hispanics when compared with the other metropolitan areas who we compete with for talent.

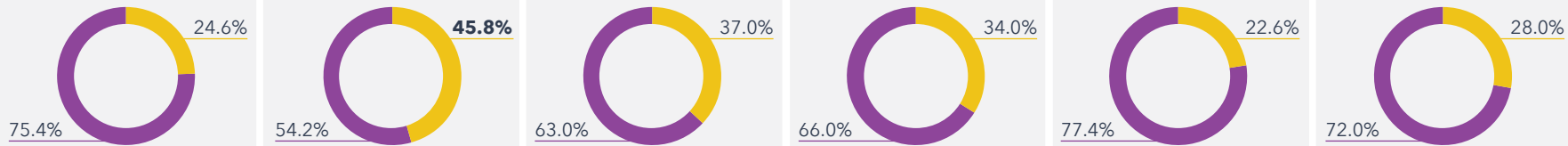
HISPANIC ELIGIBLE VOTERS
18 years and over



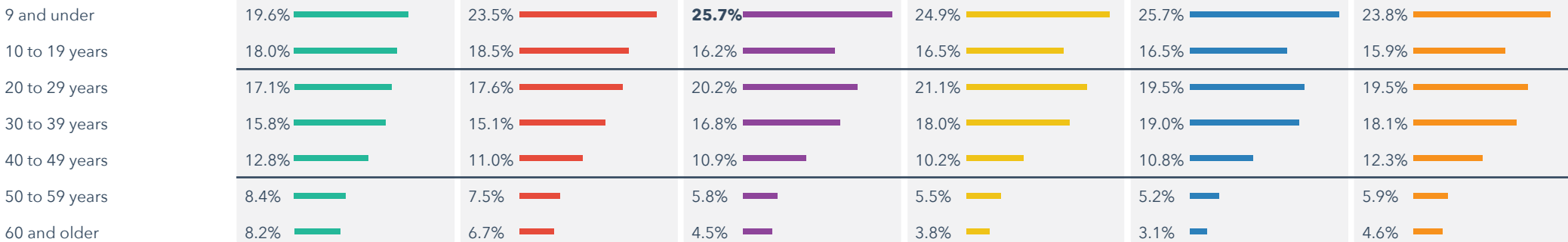
Ohio encouraged Puerto Ricans to relocate to the Cleveland area in the booming post-war era. This has increased the number of eligible Hispanic voters in the state. 2nd generation Puerto Rican immigrants have reduced the number of Hispanic bilingual speakers in the state. [Typically with each generation 2/3 of the children only speak English.]

LANGUAGE

Bilingual
English only



AGE



The age distribution of Hispanics in the Cincinnati region is much younger than national average.