

## BENEFITS AND ANNUAL ACTIVITIES



**Powerful Website for \*members only!** Full business directory, post press releases, events, promotions and discounts. Promote your business using banners in the more visible pages

**Job Postings** Get the most exposure for your job and hire the right candidate faster. More than 400 monthly job opportunities

**Monthly Newsletter and e-Communications** to more than 4,500 individuals interested in Hispanic activities and subjects

**Monthly Networking Meetings** (Fourth Tuesday of the Month) Be a part of the Best and largest monthly networking meetings

**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 enrolled in local universities

**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, Cincinnati: A City of Immigrants booklet and awareness program, Hispanic Volunteer Day, etc.

\*For membership benefits please call 513.979.6999 or email us at [office@hispanicchambercincinnati.com](mailto:office@hispanicchambercincinnati.com)

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# VERDAD INSTITUTE

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# DID YOU KNOW... 2015

## Hispanic facts, data, and trivia

### Of the 55 million Hispanics living in the United States . . .

- 75.4% are bilingual.
- 75% of them reside in only 8 states.
- 66.7% Hispanics in college are the first generation to attend.
- 64.8% are from Mexico, while 9.4% are from Puerto Rico.
- 56% think that owning a home is a symbol of success.
- 55% are Catholic.
- 42.6% are older than 18 and eligible to vote.
- 19.6% are under the age of 9.
- 18% are ages 10 to 19.
- 4.1% have a graduate or professional degree.



Millenials are 21% of the US population and 52% of them are Hispanic.



Of the top 25 metropolitan areas in the nation, Cincinnati has the lowest percentage of immigrants, but they rank second for their contributions to the economy. Immigrants are twice as likely to start a small business.



The 5 largest Latino populations in metro areas in the USA are LA, NYC, Houston, Riverside-San Bernardino, and Chicago.



1 in 5 married households have at least one spouse who was born outside of the USA.



68% of Hispanics speak English “very well,” although 73% speak primarily Spanish at home.



Brazil has the largest number of plastic surgeries in North and South America.



The National University of Mexico is the oldest university in all of North America.







35% of the Cincinnati Ballet dancers are Latino.



In 2015, 88% of Cuban-Americans (age 18-29) favored establishing full relationships with Cuba.

# A Closer Look At Latinos vs. Our 11 Peer Metro Areas\*

## Cincinnati MSA\*\* Hispanic Indicators



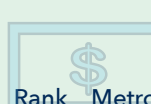

 Percent of Population that is Hispanic or Latino				 Annual Hispanic Population Growth Rate (2007-2012)			 Percent of Hispanics that speak Spanish and English (well or very well)				 Hispanic-owned Businesses	
Rank	Metro	Percent of Population that is Hispanic or Latino	Total Number	Rank	Metro	Annual Hispanic Population Growth Rate (2007-2012)	Rank	Metro	Percent of Hispanics that speak Spanish and English (well or very well)	Total Number	Ohio (2012)	Cincinnati MSA (2007)
1	Austin, TX	31.7%	581,891	1	Louisville, KY	14.1%	1	Raleigh, NC	57.1%	61,209	<b>Ohio (2012)</b>	<b>16,117</b>
2	Denver, CO	22.7%	599,974	<b>2</b>	<b>Cincinnati, OH</b>	<b>12.8%</b>	2	Charlotte, NC	56.0%	106,984		
3	Raleigh, NC	10.3%	121,981	3	Indianapolis, IN	10.9%	3	Indianapolis, IN	51.3%	53,213	<b>Cincinnati MSA (2007)</b>	<b>1,598</b>
Peer Region Average		8.6%		Peer Region Avg.		5.5%	Peer Region Avg.		47.6%			
<b>10</b>	<b>Cincinnati, OH</b>	<b>2.7%</b>	<b>58,564</b>	10	Austin, TX	5.0%	<b>7</b>	<b>Cincinnati, OH</b>	<b>45.5%</b>	<b>23,042</b>		
11	St. Louis, MO	2.7%	76,347	11	Cleveland, OH	4.2%	11	St. Louis, MO	41.8%	28,501		
12	Pittsburgh, PA	1.4%	33,955	12	Denver, CO	2.5%	12	Pittsburgh, PA	%	11,244		

The demographics of the U.S. are changing, and minority populations are growing. This major shift in demographics has already changed the market and workplace, showing that diversity is necessary to maintain a strong economy.

Population growth within a city is indicative of success on a national level. Cincinnati has experienced some growth, which shows potential. However, outside of the Midwest, there is little understanding of what assets or opportunities may exist in a region such as Cincinnati.

Being bilingual increases a person's career opportunities and communication skills both locally and globally. Employers who value diversity and inclusion often prefer candidates who are fluent in both Spanish and English because it builds a stronger workplace.

Encouraging minority-owned businesses helps to close the income and unemployment gap in our region. The lack of visible minority entrepreneurship may discourage others considering starting a new business.

 Percent of Hispanics with Bachelor's degree or higher				 Percent of Hispanics with Health Insurance			 Hispanic Per Capita Income		 Percent of Hispanics that are foreign born				
Rank	Metro	Percent of Hispanics with Bachelor's degree or higher	Total Number	Rank	Metro	Percent of Hispanics with Health Insurance	Total Number	Rank	Metro	Hispanic Per Capita Income	Rank	Metro	Percent of Hispanics that are foreign born
1	Pittsburgh, PA	36.1%	6,625	1	Pittsburgh, PA	86.3%	28,686	1	Pittsburgh, PA	\$20,974	1	Charlotte, NC	55.5%
2	St. Louis, MO	23.3%	9,326	2	Cleveland, OH	82.9%	84,833	2	St. Louis, MO	\$20,266	2	Raleigh, NC	54.9%
<b>3</b>	<b>Cincinnati, OH</b>	<b>22.4%</b>	<b>6,364</b>	<b>5</b>	<b>Cincinnati, OH</b>	<b>71.0%</b>	<b>41,249</b>	<b>3</b>	<b>Cincinnati, OH</b>	<b>\$18,351</b>	<b>7</b>	<b>Cincinnati, OH</b>	<b>40.5%</b>
Peer Region Avg.		16.4%		Peer Region Avg.		69.3%		Peer Region Avg.		\$16,534	Peer Region Avg.		37.2%
10	Charlotte, NC	14.6%	16,228	10	Columbus, OH	66.6%	47,053	10	Indianapolis, IN	\$14,730	10	Denver, CO	30.9%
11	Indianapolis, IN	13.5%	76,347	11	Charlotte, NC	58.4%	126,036	11	Charlotte, NC	\$13,708	11	Pittsburgh, PA	21.9%
12	Denver, CO	13.0%	33,955	12	Raleigh, NC	55.2%	66,939	12	Raleigh, NC	\$13,575	12	Cleveland, OH	14.8%

A diverse and strong workforce is only possible with a high percentage of minorities who have attained degrees. Cincinnati's regional labor force ranks above our peers, but inequalities still exist within some minority populations. We need to continue to grow our minority labor force with degrees.

The rate of minorities with health insurance represents a region's overall wellbeing. Health insurance guarantees timely care while maintaining financial security. Cincinnati ranks better than many of our peer regions, however we have not entirely closed the gap.

We rank third among our peers on per capita income, but with a closer look, we see income disparities between minority groups. Hiring and promotion practices that ensure pay equality across populations can also reduce disparities over time.

The allure of a city can be measured in part by how large the international population is. International talent attraction can be a significant asset for a region, but we rank low when it comes to our foreign-born population.

Source: U.S. Census Bureau, 2007 ACS, 2012 ACS, 2013 ACS, 2012 Economic Census

\* Austin, TX; Charlotte, NC; Cleveland, OH; Columbus, OH; Denver, CO; Indianapolis, IN; Louisville, KY; Minneapolis, MN; Pittsburgh, PA; Raleigh, NC; St. Louis, MO

\*\* Metropolitan Statistical Area (MSA)