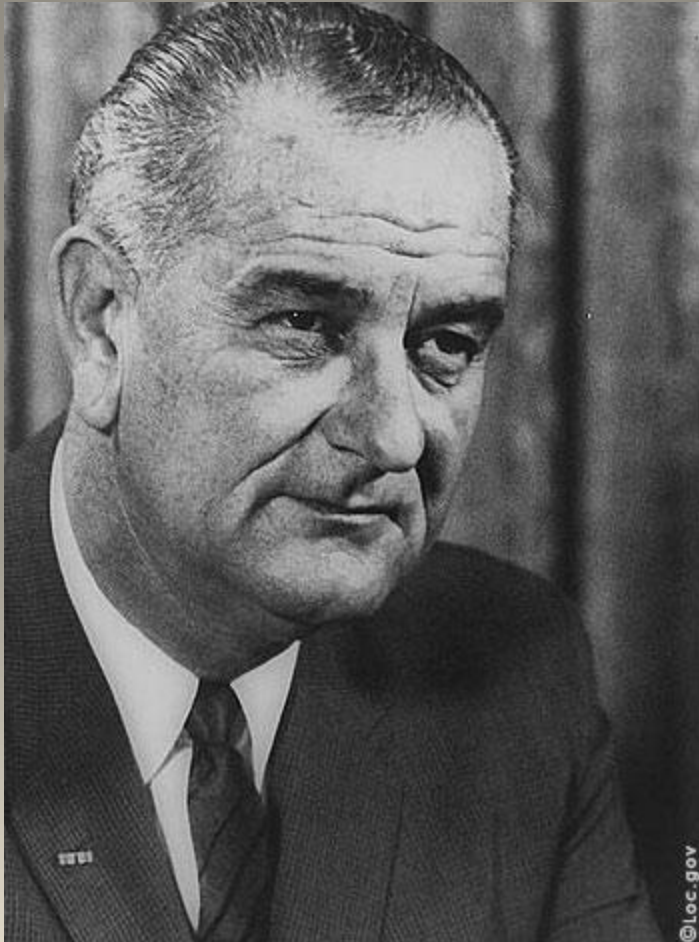


National Hispanic Heritage  
Month  
September 15-October 15  
2012

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Diversity United,  
Building America's Future Today

# Hispanic Heritage Month



In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week, which was to be observed during the week that included September 15<sup>th</sup> and 16<sup>th</sup>.

Photo courtesy of The White House

# Hispanic Heritage Month

In 1988, President Ronald Reagan expanded the observance to become Hispanic Heritage Month, beginning on September 15<sup>th</sup> and ending on October 15<sup>th</sup>.



Photo courtesy of The White House

# Hispanic Heritage Month

September 15<sup>th</sup> was chosen as the starting point of Hispanic Heritage Month because it is the anniversary of independence for five Latin American countries:

Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.

In addition, Mexico declared its independence on September 16<sup>th</sup> and Chile did so on September 18<sup>th</sup>.

# Hispanic Heritage Month

Hispanic Heritage Month also celebrates the long and important presence of Hispanic Americans in North America.

As we approach the year 2050, our nation will be increasingly more diverse, and Latinos will be one of the forces driving this demographic change.

# Hispanic Heritage Month



*“Hispanics have had a profound and positive influence on our country through their strong commitment to family, faith, hard work, and service. They have enhanced and shaped our national character with centuries-old traditions that reflect the multiethnic and multicultural customs of their community. They are doctors and lawyers, activists and educators, entrepreneurs and public servants, and brave service members who defend our way of life at home and abroad.”*

— President Barack Obama

# Hispanic Heritage Month

According to the U.S. Census Bureau, the Hispanic population of the United States as of July 1, 2011 was 52 million, making people of Hispanic origin the nation's largest ethnic or racial minority.

Hispanics constituted 16.7 percent of the nation's total population. In addition, there were 3.7 million residents of Puerto Rico, a U.S. territory.

# Hispanic Heritage Month

Overall, the 10 largest Hispanic origin groups—Mexicans, Puerto Ricans, Cubans, Salvadorans, Dominicans, Guatemalans, Colombians, Hondurans, Ecuadorians, and Peruvians—make up 92 percent of the U.S. Hispanic population.





# Hispanic Heritage Month

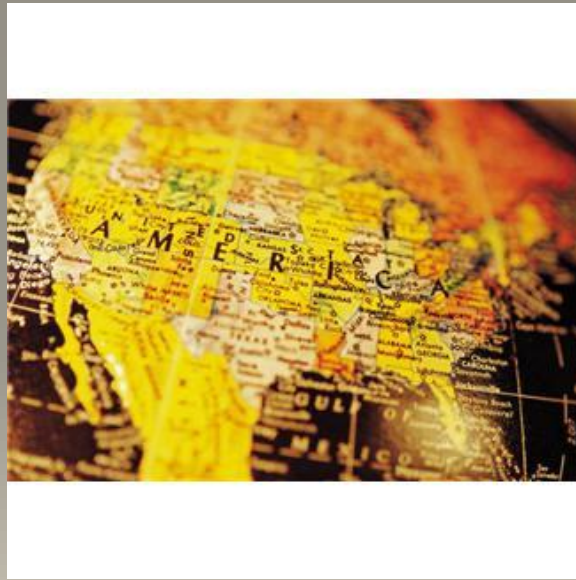
Between July 1, 2010 and July 1, 2011, 1.3 million Hispanic Americans were added to the nation's population.



This number represents more than half of the approximately 2.3 million Americans added to the nation's population during this period.

# Hispanic Heritage Month

The United States ranked 2<sup>nd</sup> in the world for largest Hispanic population as of 2010.



Only Mexico, with a Hispanic population of 112 million, had a larger Hispanic population than the United States, with 50.5 million.

# Hispanic Heritage Month

- The projected Hispanic population of the United States on July 1, 2050 is 132.8 million. According to this projection, Hispanics will constitute 30 percent of the nation's population by that date.



# Hispanic Heritage Month

In May 2012, the Census Bureau announced that non-Hispanic Whites now account for a minority of births for the first time in U.S. history, marking a demographic tipping point that is already changing the nation's politics, economy, and workforce.



# Hispanic Heritage Month

Hispanics are more than a quarter of the nation's youngest residents, according to the new population estimates, accounting for 26.3 percent of the population younger than age one. Among other major non-Hispanic groups, the share for Whites is 49.6 percent; for Blacks, 13.7 percent; and for Asians 4.4 percent.



# Hispanic Heritage Month

The U.S. Census Bureau reported that minorities made up 50.4 percent of the nation's population younger than age one on July 1, 2011. At the time of the 2010 Census, 49.5 percent of babies under age one were minorities.



# Hispanic Heritage Month

Members of minority groups account for 49.7 percent of children younger than age five, and for 36.6 percent of the total population.



# Hispanic Heritage Month

According to an analysis from the U.S. Census Bureau data by the Pew Hispanic Center, the nation's Hispanic student population reached a number of milestones in 2011.

For the first time, the number of 18 to 24-year-old Hispanics enrolled in college exceeded two million and reached a record 16.5 percent of all college enrollments. Hispanics are now the largest minority group on the nation's college campuses.



# Hispanic Heritage Month

Additionally, Hispanics made up one-quarter of 18 to 24-year-old students enrolled in two-year colleges.



# Hispanic Heritage Month

In the nation's public schools, for the first time, one-in-four public elementary school students were Hispanic, following similar milestones reached recently by Hispanics among public kindergarten students in 2007 and public nursery school students in 2006.

Among all pre-K through 12<sup>th</sup> grade public school students, a record 23.9 percent were Hispanic in 2011.



# Hispanic Heritage Month

In 2011, The Pew Hispanic Center conducted a national bilingual survey of Hispanic adults that explored Latinos' attitudes about their identity, their core values, and their views about the United States.



# Hispanic Heritage Month

According to the analysis when describing their identity, most Hispanics prefer their family's country of origin over other terms.

Of the respondents, 51 percent say that most often they use their family's country of origin to describe their identity, while 24 percent say they use the terms Hispanic or Latino to describe their identity, and 21 percent say they use the term American most often.

# Hispanic Heritage Month

The survey stated that most Hispanics do not see a shared common culture among Hispanics in the United States.

Nearly 69 percent say Hispanics have many different cultures, while 29 percent say Hispanics in the U.S. share a common culture.

# Hispanic Heritage Month

Additionally, Hispanics don't see themselves fitting into the standard racial categories used by the U.S. Census Bureau. When it comes to race, according to the Pew Hispanic survey, 51 percent of Latinos identify their race as "some other race" or volunteer Hispanic/Latino. Meanwhile, 36 percent identify their race as White, and 3 percent say their race is Black.

# Hispanic Heritage Month

Most Hispanics, 55 percent, say they are as successful as other racial and ethnic minority groups in the United States.

Of the respondents, 87 percent say opportunities are better in the U.S. than in the country of their ancestors, and 72 percent say the U.S. is better for raising children than their home country.

# Hispanic Heritage Month

Nearly 69 percent say the poor are treated better in the U.S., and 44 percent say moral values are better here than in their homelands.

However, when it comes to the strength of family ties, 39 percent say the home country of their ancestors is better, while 33 percent say the strength of family ties is stronger in the United States.



# Hispanic Heritage Month

Most Hispanic immigrants say they would migrate to the U.S. again. Some 79 percent of Hispanic immigrants say that if they had to do it all over again, they would come to the U.S.

When asked why they came to this country, 55 percent of immigrant Hispanics say it was for economic reasons, while 24 percent say it was for family reasons.

# Hispanic Heritage Month

During National Hispanic Heritage Month, we celebrate the immeasurable contributions these individuals have made to our Nation from its inception to present day.

The remarkable diversity of the American people, Hispanics represent a wide range of nationalities and backgrounds and like many Americans, Hispanics have overcome obstacles to persevere and flourish in every sector of our society.

# Hispanic Heritage Month

*“The future of America is inextricably linked to the future of our Hispanic community. Our country thrives on the diversity and ingenuity of all our people, and our ability to out innovate, out-educate, and out-build the rest of the world will depend greatly on the success of Hispanics. This month, as we honor their struggles and successes, let us recommit to ensuring our Nation remains a place big enough and bold enough to accommodate the dreams and prosperity of all our people.”*

—President Barack Obama

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