DEMOGRAPHIC TRENDS OF HISPANICS/LATINOS IN NORTH CAROLINA

Office of the Governor
Director of Hispanic/Latino Affairs: Gabriela Zabala

Research by Steven Mann
Presentation Highlights

- Impacts and Opportunities
- 20 Years of Demographic Trends of NC Hispanics/Latinos
- NC Hispanics & Entrepreneurship
- Countries of Origin for NC Hispanics/Latinos
- Dispersion of Hispanics/Latinos Across NC Counties and Cities
North Carolina and the 2010 Census

- NC total population: 9,535,483
- 10th most populous state
- Hispanics/Latinos in NC: 800,120
- Hispanics/Latinos are 8.4% of NC population (16% of US population)
2010 North Carolina Population by Race

- **White**: 68.5%
- **Black or African American**: 21.5%
- **Hispanic/Latino**: 8.4%
- **Other**: 1.6%
North Carolina Population by Race:
2000 - 2010

2000 Census
- White: 73.1%
- Black or African American: 21.6%
- Hispanic/Latino: 4.7%
- Other: 0.6%

2010 Census
- White: 68.5%
- Black or African American: 21.5%
- Hispanic/Latino: 8.4%
- Other: 1.6%
Hispanic or Latino Population by County, 2000

County Boundaries
Hispanic or Latino Population 2000

- 49 - 500
- 501 - 2,000
- 2,001 - 10,000
- 10,001 - 45,000
- 45,001 - 112,000

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

October 3, 2011
Change in Hispanic or Latino Population by County, 2000-2010

County Boundaries
Change in Hispanic Population 2000-2010

- 72 - 1,582
- 1,583 - 3,963
- 3,964 - 10,147
- 10,148 - 22,198
- 22,199 - 67,073

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

September 29, 2011
North Carolina Hispanic/Latino Population Changes: 2000-2010

North Carolina’s population grew by 18.4%

1,486,676 individuals

421,157 Hispanics/Latinos

6th in total percentage growth among US states

5th in child population growth among US states

Hispanic/Latino child population increased 156%

Grew by 111% from 2000

Accounted for 28% of NC population change between 2000-2010

Governor's Office of Hispanic/Latino Affairs
North Carolina Population by Race:
1990 - 2010

1990 Census
- White: 75.5%
- Black or African American: 22%
- Hispanic/Latino: 1.2%
- Other: 1.3%

2010 Census
- White: 68.5%
- Black or African American: 21.5%
- Hispanic/Latino: 8.4%
- Other: 1.6%
North Carolina grew by 43.9%

2,906,846 individuals

723,394 Hispanics/Latinos

Accounted for 25% of NC population change between 1990 and 2010

Hispanic/Latino population grew by 943% from 1990 to 2010
Countries of Origin of NC Latinos

**2000 Census**
- Mexico: 65%
- Puerto Rico: 8%
- Cuba: 2%

**2010 Census**
- Mexico: 61%
- Puerto Rico: 9%
- Cuba: 2%
- Other: 28%
# Countries of Origin: NC Hispanics/Latinos

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent of NC Pop</th>
<th>Percent of NC Hispanic Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino (any race)</td>
<td>800,120</td>
<td>8.4</td>
<td>100</td>
</tr>
<tr>
<td>Mexican</td>
<td>486,960</td>
<td>5.1</td>
<td>60.9</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>71,800</td>
<td>0.8</td>
<td>9.0</td>
</tr>
<tr>
<td>Cuban</td>
<td>18,079</td>
<td>0.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Dominican</td>
<td>15,225</td>
<td>0.2</td>
<td>2.0</td>
</tr>
<tr>
<td>Central American (excludes Mexicans)</td>
<td>105,066</td>
<td>1.1</td>
<td>13.1</td>
</tr>
<tr>
<td>South American</td>
<td>46,307</td>
<td>0.5</td>
<td>5.7</td>
</tr>
<tr>
<td>Other Hispanic/Latino</td>
<td>56,683</td>
<td>0.6</td>
<td>7.1</td>
</tr>
</tbody>
</table>

**Central American:** Costa Rican, Guatemalan, Honduran, Nicaraguan, Panamanian, Salvadoran, Other Central American

**South American:** Argentinean, Bolivian, Chilean, Colombian, Ecuadorian, Paraguayan, Peruvian, Uruguayan, Venezuelan, Other South American.
## Central American Hispanics/Latinos in NC

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent of NC Hispanic/Latino Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central American</td>
<td>105,066</td>
<td>13.1</td>
</tr>
<tr>
<td>Costa Rican</td>
<td>4,658</td>
<td>0.6</td>
</tr>
<tr>
<td>Guatemalan</td>
<td>20,206</td>
<td>2.5</td>
</tr>
<tr>
<td>Honduran</td>
<td>30,900</td>
<td>3.9</td>
</tr>
<tr>
<td>Nicaraguan</td>
<td>4,964</td>
<td>0.6</td>
</tr>
<tr>
<td>Panamanian</td>
<td>5,708</td>
<td>0.7</td>
</tr>
<tr>
<td>Salvadoran</td>
<td>37,778</td>
<td>4.7</td>
</tr>
<tr>
<td>Other CA</td>
<td>852</td>
<td>0.1</td>
</tr>
</tbody>
</table>
## South American Hispanics/Latinos in NC

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number</th>
<th>Percent of NC Hispanic/Latino Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>South American</td>
<td>46,307</td>
<td>5.8</td>
</tr>
<tr>
<td>Argentinean</td>
<td>3,210</td>
<td>0.4</td>
</tr>
<tr>
<td>Bolivian</td>
<td>878</td>
<td>0.1</td>
</tr>
<tr>
<td>Chilean</td>
<td>2,525</td>
<td>0.3</td>
</tr>
<tr>
<td>Colombian</td>
<td>17,648</td>
<td>2.2</td>
</tr>
<tr>
<td>Paraguayan</td>
<td>245</td>
<td>0.03</td>
</tr>
<tr>
<td>Peruvian</td>
<td>8,247</td>
<td>1.0</td>
</tr>
<tr>
<td>Uruguayan</td>
<td>980</td>
<td>0.1</td>
</tr>
<tr>
<td>Venezuelan</td>
<td>4,070</td>
<td>0.5</td>
</tr>
<tr>
<td>Other SA</td>
<td>394</td>
<td>0.04</td>
</tr>
</tbody>
</table>
Foreign born Hispanics/Latinos in NC

Foreign born Hispanics/Latinos are 50% of NC Hispanic/Latino population (3rd in US)

Of Hispanic/Latino foreign born population:
- 63% Mexican origin (11th in US)
- 37% non-Mexican (14th in US)

50% entered after 1999
36% entered during the 1990’s
14% entered before 1990
## NC Counties with Largest Hispanic/Latino Population (#)

<table>
<thead>
<tr>
<th></th>
<th>1990:County Pop./ %</th>
<th>2000: County Pop./ %</th>
<th>2010: County Pop./ %</th>
<th>Pop Change 1990-2010: #</th>
<th>Pop Change 1990-2010: %</th>
<th>Pop Change 2000-2010: #</th>
<th>Pop Change 2000-2010: %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mecklenburg (10)*</td>
<td>6693 - 1.3%</td>
<td>44,871 – 6.45%</td>
<td>111,944 – 12.17%</td>
<td>105,251</td>
<td>1,572.6%</td>
<td>67,073</td>
<td>149.48%</td>
</tr>
<tr>
<td>Wake (20)*</td>
<td>5,396 – 1.27%</td>
<td>33,985 – 5.41%</td>
<td>87,922 – 12.17%</td>
<td>82,526</td>
<td>1,529.4%</td>
<td>53,937</td>
<td>158.7%</td>
</tr>
<tr>
<td>Forsythe (11)*</td>
<td>2,102 – 0.8%</td>
<td>19,577 – 6.4%</td>
<td>41.775 – 11.91%</td>
<td>39,673</td>
<td>1,887%</td>
<td>22,198</td>
<td>113%</td>
</tr>
<tr>
<td>Durham (6)*</td>
<td>2,054 – 1.1%</td>
<td>19,039 – 7.63%</td>
<td>36,077 – 13.48%</td>
<td>34,023</td>
<td>1656%</td>
<td>19,038</td>
<td>111.73%</td>
</tr>
<tr>
<td>Guilford (32)*</td>
<td>2,887 - .08%</td>
<td>15,985 – 3.8%</td>
<td>34,826 – 7.13%</td>
<td>31,939</td>
<td>1106%</td>
<td>18,841</td>
<td>117.87%</td>
</tr>
<tr>
<td>Cumberland (23)*</td>
<td>13,298 – 4.8%</td>
<td>20,919 – 6.9%</td>
<td>30,190 – 9.45%</td>
<td>16,892</td>
<td>127%</td>
<td>9,271</td>
<td>44.32%</td>
</tr>
</tbody>
</table>

* County Ranking by Highest Percentage of Total Population Hispanic/Latino Affairs
Hispanic or Latino Population by County, 2010

County Boundaries

Hispanic or Latino Population 2010

- **Red**: 173 - 500
- **Yellow**: 501 - 2,000
- **Green**: 2,001 - 10,000
- **Light Blue**: 10,001 - 45,000
- **Dark Blue**: 45,001 - 112,000

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

October 3, 2011
NC Top 5 Total Growth Counties

Top 5 Population Growth Counties

- Mecklenburg
- Wake
- Forsyth
- Durham
- Guilford

Governor's Office of Hispanic/Latino Affairs
NC Top 5 Total Growth Counties

Percent Population Changes in Top 5 Counties

- Mecklenburg
- Wake
- Forsyth
- Durham
- Guilford
## NC Counties with Highest Percentage of Population Hispanic/Latino

### * County Rankings in Total Hispanic/Latino Population

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Duplin (18)*</td>
<td>1,015 – 2.5%</td>
<td>7,426 – 15.14%</td>
<td>12,059 – 20.61%</td>
<td>11,044</td>
<td>1088%</td>
<td>4,633</td>
<td>62.39%</td>
</tr>
<tr>
<td>Lee (24)*</td>
<td>800 – 2%</td>
<td>5,715 – 11.65%</td>
<td>10,576 – 18.28%</td>
<td>9,776</td>
<td>1,222%</td>
<td>4861</td>
<td>85.06%</td>
</tr>
<tr>
<td>Sampson (25)*</td>
<td>727 – 1.5%</td>
<td>6,477 – 10.77%</td>
<td>10,440 – 16.46%</td>
<td>9,713</td>
<td>1,336%</td>
<td>3,963</td>
<td>61.19%</td>
</tr>
<tr>
<td>Greene (49)*</td>
<td>169 – 1.1%</td>
<td>1,511 – 7.96%</td>
<td>3,054 – 14.3%</td>
<td>2,885</td>
<td>1,707%</td>
<td>1,543</td>
<td>102.12%</td>
</tr>
<tr>
<td>Montgomery (42)*</td>
<td>556 – 2.4%</td>
<td>2,797 – 10.43%</td>
<td>3,926 – 14.12%</td>
<td>3,370</td>
<td>606%</td>
<td>1,129</td>
<td>40.36%</td>
</tr>
</tbody>
</table>
Percent Hispanic or Latino Population by County, 2000

County Boundaries
Percent Hispanic or Latino 2000

- 0.6 - 2.0
- 2.0 - 6.0
- 6.0 - 11.0
- 11.0 - 16.0
- 16.0 - 21.0

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

October 3, 2011
Governor's Office of Hispanic/Latino Affairs

Percent Hispanic or Latino Population by County, 2010

County Boundaries
Percent Hispanic or Latino 2010

- 1.2 - 2.0
- 2.0 - 6.0
- 6.0 - 11.0
- 11.0 - 16.0
- 16.0 - 21.0

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

October 3, 2011
Percent Change in Hispanic or Latino Population by County, 2000-2010

County Boundaries
Pct. Change in Hispanic Population 2000-2010

- 35.4 - 65.2
- 65.3 - 92.9
- 93.0 - 131.6
- 131.7 - 213.7
- 213.8 - 391.2

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

September 29, 2011
Top 5 NC Counties: % Hispanic/Latino Population

Hispanic/Latino % of County Pop

Governor's Office of Hispanic/Latino Affairs
Top 5 NC Counties: % Hispanic/Latino Population

Hispanic/Latino Pop Changes

Governor's Office of Hispanic/Latino Affairs
# Top 5 NC Counties: % Change Hispanic/Latino Population 2000 – 2010

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Macon</td>
<td>1,776</td>
<td>4,111</td>
<td>391.19%</td>
<td>13.79%</td>
<td>43.20%</td>
</tr>
<tr>
<td>Camden</td>
<td>166</td>
<td>3,095</td>
<td>338.78%</td>
<td>44.95%</td>
<td>5.36%</td>
</tr>
<tr>
<td>Perquimans</td>
<td>218</td>
<td>2,085</td>
<td>320.59%</td>
<td>18.34%</td>
<td>10.45%</td>
</tr>
<tr>
<td>Anson</td>
<td>601</td>
<td>1,673</td>
<td>284.83%</td>
<td>6.62%</td>
<td>35.92%</td>
</tr>
<tr>
<td>Pasquotank</td>
<td>1,213</td>
<td>5,764</td>
<td>282.75%</td>
<td>16.52%</td>
<td>21.04%</td>
</tr>
</tbody>
</table>
Percent Change in Hispanic or Latino Population by County, 2000-2010

County Boundaries

Pct. Change in Hispanic Population 2000-2010

- 35.4 - 65.2
- 65.3 - 92.9
- 93.0 - 131.6
- 131.7 - 213.7
- 213.8 - 391.2

Sources: NC Center for Geographic Information and Analysis, staff to the NC Geographic Information Coordinating Council; U.S. Bureau of the Census.

September 29, 2011
## Top 5 NC Counties: % Total Population Growth 2000 – 2010

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Union</td>
<td>77,615</td>
<td>13,330</td>
<td>62.76%</td>
<td>174.54%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Brunswick</td>
<td>34,288</td>
<td>3,589</td>
<td>46.88%</td>
<td>183.11%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Wake</td>
<td>273,147</td>
<td>53,937</td>
<td>43.51%</td>
<td>158.71%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Johnston</td>
<td>46,913</td>
<td>12,374</td>
<td>38.46%</td>
<td>131.08%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Cabarrus</td>
<td>46,948</td>
<td>10,147</td>
<td>35.82%</td>
<td>153.28%</td>
<td>21.6%</td>
</tr>
</tbody>
</table>
2000 – 2010 Fastest County Growth

Fastest Growing Counties

- Union
- Brunswick
- Wake
- Johnson
- Cabarrus

Governor's Office of Hispanic/Latino Affairs
2000 – 2010 Fastest County Growth

Percent Population Change

- Total Population % Change
- H/L Population % Change
- H/L % of Total Pop Change

Counties:
- Union
- Brunswick
- Wake
- Johnson
- Cabarrus
NC Negative Growth Counties: 2000-2010

Hispanic/Latino Population Changes:
- Halifax: -4.67%
- Martin: -4.25%
- Washington: -3.61%
- Jones: -2.20%
- Mitchell: -0.69%
- Hyde: -0.27%
- Lenoir: -0.26%

Governor's Office of Hispanic/Latino Affairs
Hispanic/Latino Economic Strength

- In 2009 Hispanic/Latino purchasing power in NC was $282 million ($189 million in 2000)

- Projected to be $346 million by 2014

Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2009.
Spending by Latinos in NC generated:

- 89,600 spin-off jobs
- $2.4 billion in labor income
- $455 million in NC tax revenue
- $661 million in federal tax revenue

“These contributions have increased considerably since 2000, and monumentally since 1990”

Source: Frank Hawkins Kenan Institute of Private Enterprise, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
According to the 2007 Economic Census Survey of Business Owners: Hispanic Owned Businesses (released September 2010)

21,301 firms (2.7%) in North Carolina are Hispanic Owned with $4.2 billion in receipts or .5% of the total business receipts of the state

Of the 21,301 Hispanic Owned businesses, 36.9% are Mexican/Mexican American/Chicano owned, 9.3% are Puerto Rican owned, and 43.5% are Other Hispanic, Latino or Spanish owned

Of the $4.2 billion in Hispanic Owned business receipts, 32.7% were Mexican/Mexican American/Chicano owned, 8.4% are Puerto Rican owned, and 41.6% are Other Hispanic, Latino or Spanish owned
The youthfulness of the Hispanic/Latino population propels North Carolina’s Labor force.

- Hispanics/Latinos: 23
- Native Born Hispanics/Latinos: 9
- Foreign Born Hispanics/Latinos: 32
- Non-Hispanic Whites: 40
- Non-Hispanic Blacks: 33
Constraints on Hispanic Entrepreneurs

- Access to information about the legal and commercial aspects of business ownership
- Complex legal forms and applications in English
- Disparate government reporting requirements to start a business; Need “one-stop-shopping”
- Access to credit/financing and insurance coverage
Harnessing the Strengths and Abilities of the Hispanic/Latino Community in NC: Tackling the Future

- Business -
- Education -
- Safety -
- Health -
Presentation Sources

- Brown, Jeff. NC Center for Geographic Information and Analysis, Staff to the NC Geographic Information Coordinating Council: US Bureau of the Census. September/October 2011.
  - Slides: 6-8, 18, 22-24, 28

  - Slide: 35

  - Slide 33

  - Slides 37, 34

- Pew Hispanic Center, (http://pewhispanic.org/states/?stateid=NC)
  - Slides 13-17, 19-21, 25-27, 29-32, 36

  - Slides: 3-5, 9-12

  - Slides: 5, 9, 12

  - Slides: 10-11