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HISPANIC MARKET



Why is the Hispanic market important for your Business?



Hispanic Population:

56.6 Million
by July 1, 2015

17.6%
of the nation's
total population

There are currently
27 million
eligible Hispanic who are
eligible to vote in 2016



Spanish language:

40 Million

The number of residents
who spoke Spanish at
home in 2015.

Those who speak Spanish
at home constituted
13% of U.S residents

35%
of U.S Hispanic 55 years
and older are Spanish
dominant



Income:

\$

41,150

The median
income of
Hispanic
household
in **2015**

Not just California

The 15 cities of more than 200,000 people with the fastest-growing Hispanic populations

	2000-13 growth		2000-13 growth
Charlotte, N.C.	168%	Seattle-Tacoma	108.30%
Raleigh, N.C.	138.90%	Washington	108.10%
Atlanta	126.90%	Las Vegas	103.70%
Orlando	125.10%	Minneapolis-St. Paul	98%
Fort Myers-Naples, Fla.	123%	Kansas City, Mo. Kan.	96.50%
Oklahoma City	119.20%	Salt Lake City	96.50%
Tampa, Fla.	112.20%	Austin, Texas	84.50%
W. Palm Beach, Fla.	110.90%		

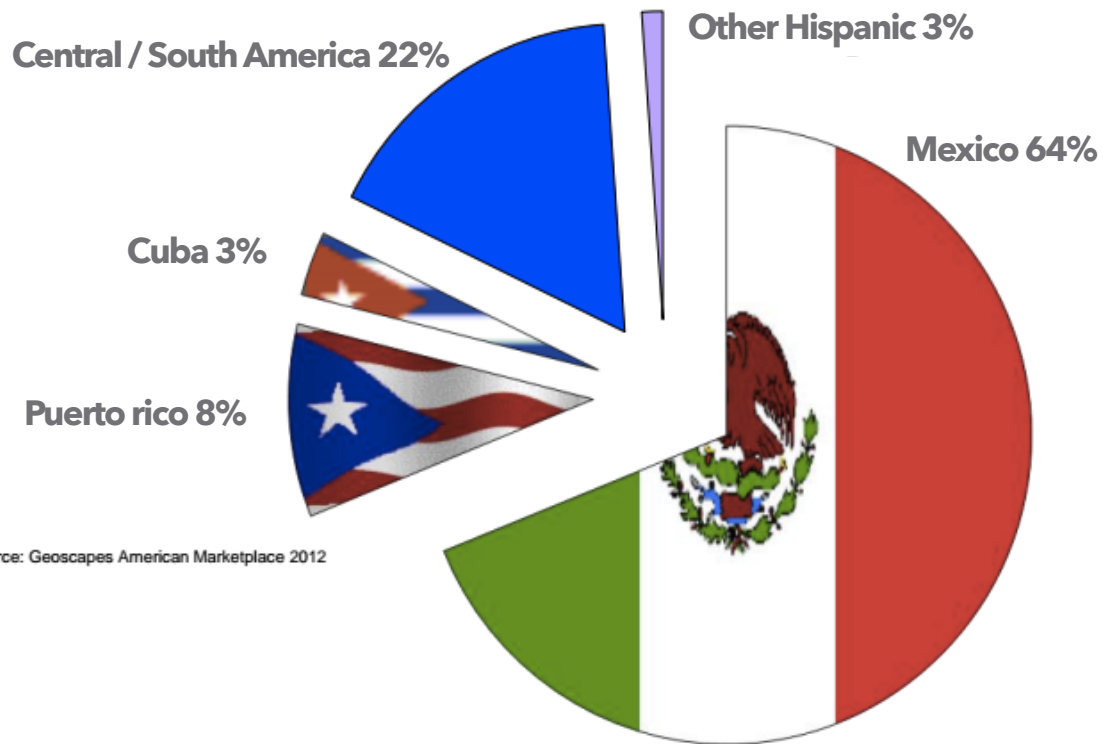
Source: Nielsen



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Georgia Hispanic Population

As of the 2010 census, there were 819,887 Hispanics living in Georgia, making it the 10th largest state for Hispanics in the United States.



Current Hispanic population in Georgia 2016 by gender

Total Population: 853,689



460,450



393,239

The average age of the population is 33 years

Source: Geoscapes American Marketplace 2012

Georgia Hispanic by County and city

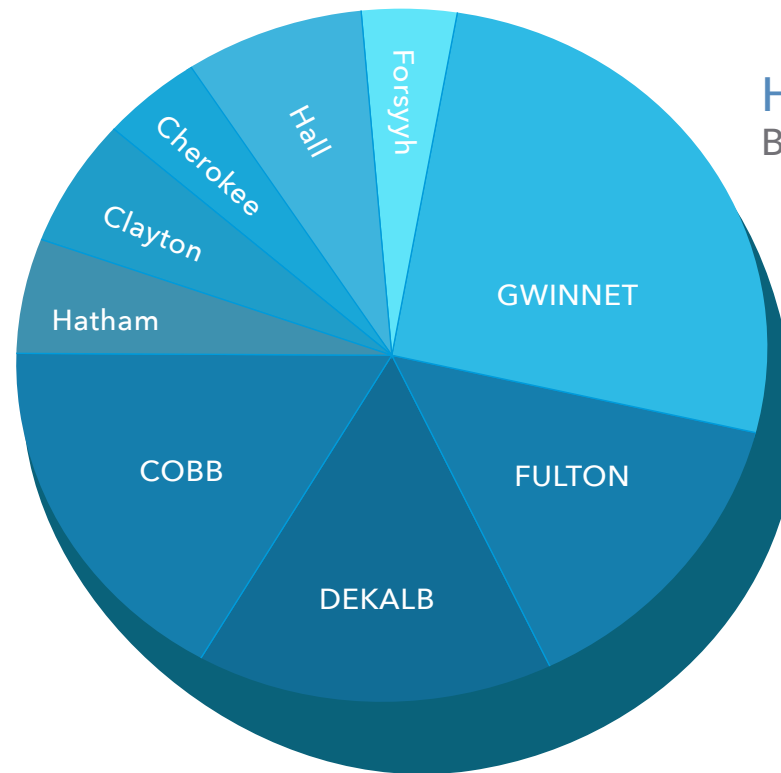
Gwinnet: 162K

Cobb: 85K

Dekalb: 87K

Fulton: 72K

Hall: 47K



Hispanic Population
By County

Cities: Atlanta, Norcross, Gainesville, Lawrenceville, Marietta, Dalton