

Recruitment Hotsheet – Hispanics

People of Hispanic origin make up the largest minority group in the United States. They constitute 15% of the nation's residents, with a population of approximately 46.9 million people. Of the U.S. Hispanic population, 64% is of Mexican descent; 9%, Puerto Rican; 3.5%, Cuban; 3.1%, Salvadorian; and 2.7%, Dominican. The average age is 36.5, and the average income is \$56,918 for all Hispanics 18 and older.

Employment Trends

In 2010, 59% of Hispanics aged 16 and over were employed, and just under one in five of those employed was working part-time. Due to higher birth rates and increased immigration, this group is projected to grow by 7.3 million (33.1%), resulting in about 29 million Hispanics in the labor force in 2018. Employed Hispanics are much less likely to have a college degree than are either Caucasians or African-Americans. Nearly one in six employed Hispanics aged 25 and over have completed a bachelor's degree. More than eight in 10 employed Hispanics work in the private sector. Conversely, they are less likely to work in a government position. Self-employment is a growing alternative to private-sector employment among Hispanics. In 2010, 6.3% of Hispanics were self-employed. The unemployment rate averaged 12.5% among Hispanics in 2010. Of Hispanics in the labor force with only a high school diploma, 11.5% were unemployed. Of those in the labor force with less than a high school diploma, 13.2% were unemployed.

Top Markets

1. Los Angeles, CA
2. New York, NY
3. Houston, TX
4. Miami-Fort Lauderdale, FL
5. Chicago, IL

Top Colleges & Universities for Hispanics

Bachelor's Degrees Earned by Hispanic Students

| | |
|--|-------|
| Florida International University | 3,918 |
| The University of Texas at El Paso | 2,382 |
| The University of Texas-Pan American | 2,360 |
| The University of Texas at San Antonio | 1,779 |
| California State University-Fullerton | 1,680 |

For a list of Historically Hispanic Colleges & Universities, please click [here](#).

Media Spotlight: Top Hispanic Newspapers

- El Nuevo Herald–Miami
- El Diario La Prensa–New York
- La Opinion–Los Angeles
- Hoy–Chicago
- La Raza–Chicago

Upcoming Events

NSHP & LatPro Diversity Job Fairs

Washington, DC – Aug 26, 2011 • Denver, CO – Sep 7, 2011
 Atlanta, GA – Sep 28, 2011 • Dallas, TX – Oct 2011
 Los Angeles, CA – Nov 2011

Latinos for Hire Career Fair

Chicago, IL – Sep 14, 2011

Mobile Device Usage by Hispanics

Hispanic consumers are more likely to regularly use smartphones and tablets. They also tend to be more engaged on their mobile devices than the general population. Of 24,754 respondents in a media usage survey, about 26.3% of Hispanic adults regularly search the Internet via cellphone. Approximately 58% perform mobile text messaging and 46% take mobile pictures or video (38%). Hispanic adults are also 17.9% more likely than other population groups to view news on a cellphone, 13.2% view cellphone video and 12.4% view sports on a cellphone. Fifty-two percent of Hispanic adults consume mobile local news. According to the survey, mobile device usage by Hispanic adults breaks down as follows:

BlackBerry: 18.6% iPhone: 17.8%
 Droid: 17.4% iPad: 7.8%

View the survey results [here](#).

Social Media Tools Used by PR Professionals to Reach Hispanics

A recent survey of PR professionals (Hispanic Social Media Survey–April 11, 2011) reported the following breakdown of channels used by PR professionals to reach Hispanic audiences:

Facebook: 84% Twitter: 62% YouTube: 42%
 Blogs: 40% LinkedIn: 21% Mobile: 17%
 MySpace: 7% Other: 11%

Online Networks

- iHispano
- LatPro Network
- MiGente.com
- NCLR Blog
- NSHP Network
- Que Pasa.com

E-Newsletters

- Hispanic Business
- Hispanic Market Weekly
- iHispano
- Latin Career News
- PODER newsletter