

Hispanic estimated purchasing power was \$1.2 trillion in 2012 according to the Selig Center for Economic Growth. In sheer dollar power, Hispanics' economic clout will rise from \$212 billion in 1990, to \$489 billion in 2000, to \$978 billion in 2009 and to \$1.5 trillion in 2015. The United States population of Hispanic consumers wields a formidable combination of fiscal optimism and buying power. Consider the following facts:

- 1 in 6 Americans is now a Hispanic.
- The size of the U.S. Hispanic population worldwide ranked 2nd, as of 2010. Only Mexico (112 million) had a larger Hispanic population than the United States (50.5 million). *Source: International Data Base*
<http://www.census.gov/ipc/www/idbsum.html>
- Hispanic households are larger than non-Hispanic households (3.3 persons per household for Hispanics versus 2.4 persons for non-Hispanics); and have twice as many children under 18.
- Sixty-five percent of U.S. Hispanics are Millennial, ages 22 to 35.
- A recent Google study showed 86 percent of U.S. Hispanics have a high-speed Internet connection in their homes and 78 percent use the Internet as their main information source, even more than television.
- The share of buying power controlled by Hispanic consumers will rise from 5 percent in 1990 to 6.8 percent in 2000 and to 9.1 percent in 2009, and the group's share will rise in every state.
- Hispanics' spending patterns already help to determine the success or failure of many youth-oriented products and services. According to the 2007 American Community Survey, 33.9 percent of the Hispanic population is under age 18 compared to 22.8 percent of the non-Hispanic population. Also, in 2007, only 5.5 percent of Hispanics were over 65, compared to 23.8 percent of the non-Hispanic population.
- U.S. Latinos accounted for 11%, or \$2.2 billion, of total e-commerce purchases made across the United States in the first quarter of 2012. (Ad Age, Six Things Advertisers Need to Know About the Growing Hispanic Market)
- This segment contributed 34.8% of the growth in the Technology, Telecommunications and Entertainment industries according to our Ad Spend research.

Source: [ahaa](#), [eMarketer](#)