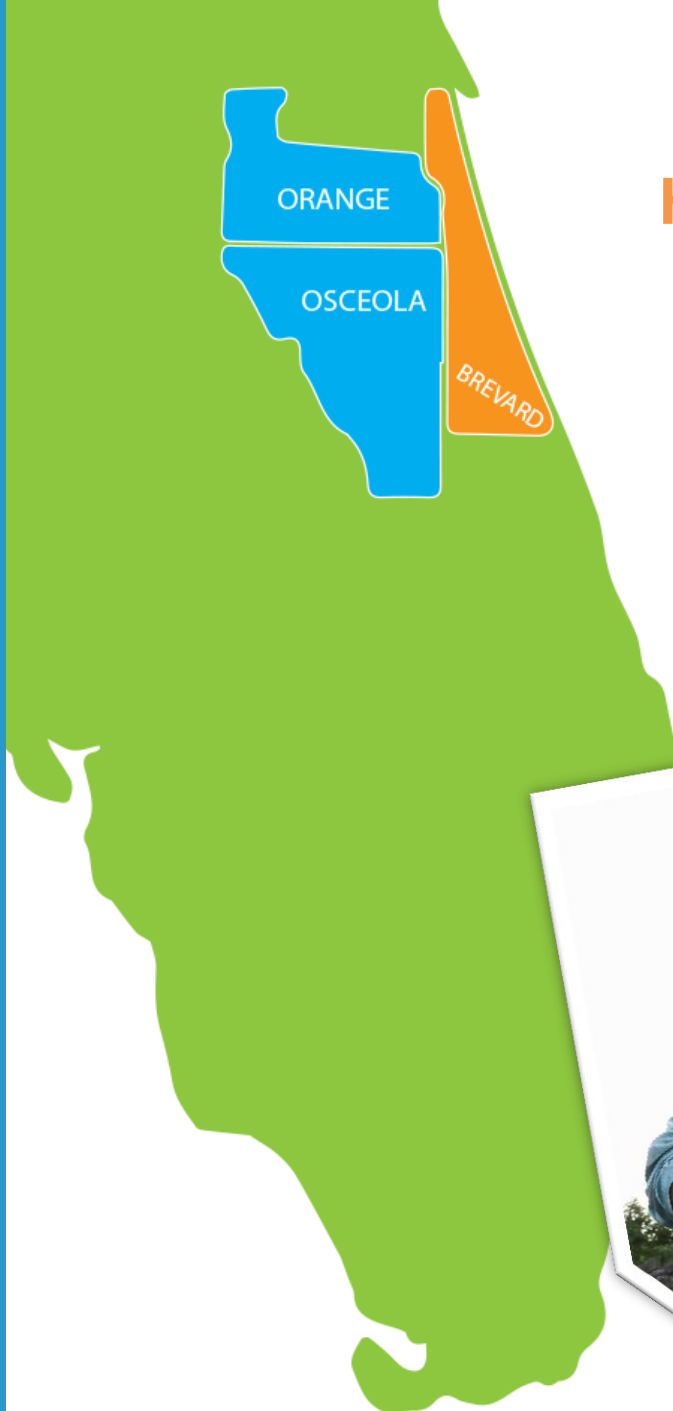


# THE ROLE OF CHANGING DEMOGRAPHICS





Hispanic Chamber of Commerce of Metro Orlando

# WORKING! FOR YOU.

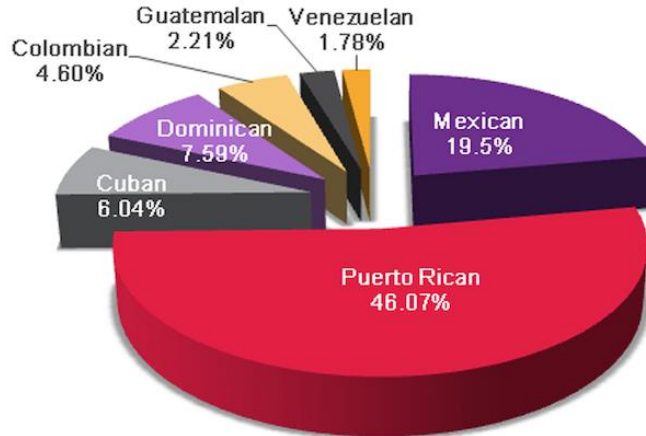


## Hispanic Population %

-  29.51% - 49.77%
-  9.32% - 9.92%



## WHO ARE THE ORLANDO LATINOS?



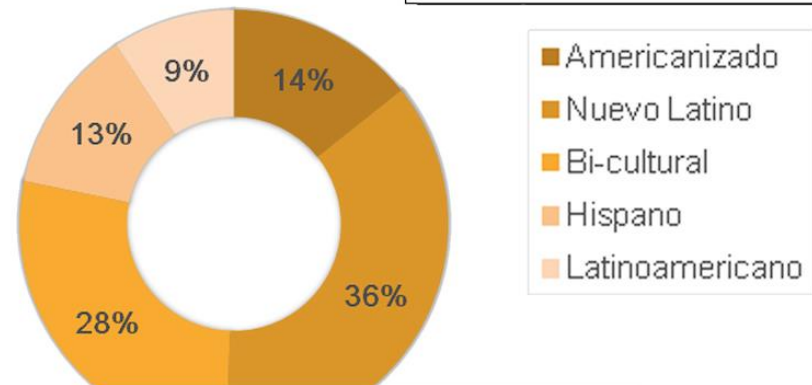
Total Hispanic population in Orlando DMA = 20.74%

2013 Orlando DMA	%
Puerto Rican	46.07%
Mexican	19.49%
Dominican	7.59%
Cuban	6.04%
Colombian	4.60%
Guatemalan	2.21%
Venezuelan	1.78%
Peruvian	1.60%
Honduran	1.51%
Ecuadorian	1.48%
Salvadoran	1.43%
Panamanian	1.38%
Other Hisp (Spaniard/Span Am.)	1.35%
Argentinean	0.86%
Costa Rican	0.82%
Nicaraguan	0.78%
Chilean	0.47%
Uruguayan	0.20%
Bolivian	0.19%
Other South American	0.09%
Other Central American	0.03%
Paraguayan	0.03%

### Different levels of Hispanicity

<b>Americanizado</b>
English dominant
Born in U.S.
3rd generation
Few Hispanic cultural practices
<b>Nuevo Latino</b>
English preferred
Born in U.S.
2nd generation
Some Hispanic cultural practices
<b>Bi-Cultural</b>
Bi-lingual
Speaks English & Spanish nearly equal
Immigrants as child or young adult
Many Hispanic cultural practices
<b>Hispano</b>
Spanish preferred
Immigrant as adult
In U.S. 10+ years
Pre-dominant Hispanic cultural practices
<b>Latinoamericano</b>
Spanish dominant
Recent immigration as adult
Primarily Hispanic cultural practices
Identify with home country more than U.S.

971,414 Projected Hispanics in the Orlando DMA by 2018



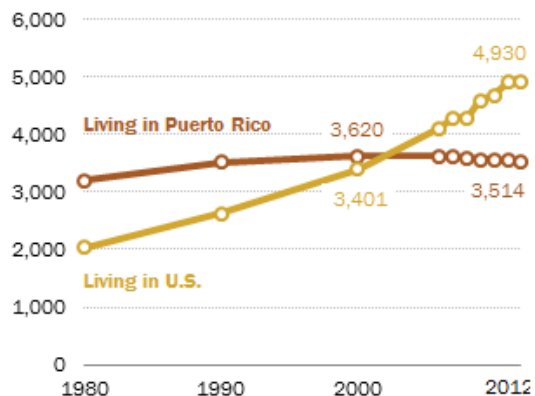
Almost 65% of the Hispanics in the Orlando DMA are bi-lingual and bi-cultural

# Puerto Rican Population Declines On Island, Grows On U.S. Mainland

FIGURE 3

## Puerto Rican Population Grows on Mainland, Declines on Island

*In thousands*



Note: "Living in Puerto Rico" is based on Hispanics of Puerto Rican origin for all years, except 1980 and 1990, when based on total population in Puerto Rico.

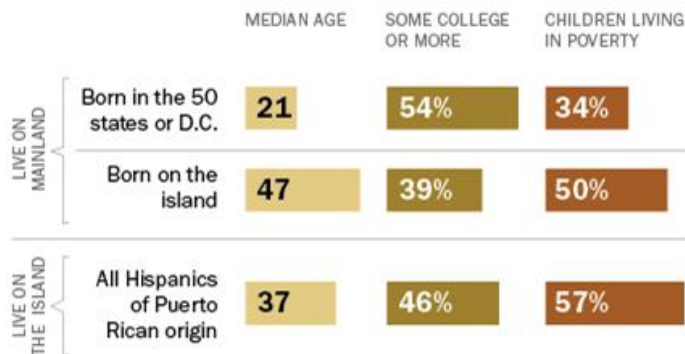
Source: Pew Research Center analysis of data from the American Community Survey (2006-2012), Puerto Rico Community Survey (2006-2012) and Decennial Censuses (1980, 1990, 2000), Integrated Public Use Microdata Series (IPUMS). 2006-2009 ACS and PRCS use Pew Research Center revised weights.

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FIGURE 4

## Selected Demographics of Puerto Ricans, 2012

*Hispanics of Puerto Rican origin by birthplace and residence*



Note: Education data based on adults ages 25 or older. Poverty status based on the 12 months prior to the survey.

Source: Pew Research Center analysis of data from the American Community Survey and Puerto Rico Community Survey Integrated Public Use Microdata Series (IPUMS).

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# MEANS OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY (HISPANIC OR LATINO)

Universe: Hispanic or Latino workers 16 years and over  
2008-2012 American Community Survey 5-Year Estimates

Florida	Estimate	Margin of Error
Total:	1,884,141	+/-6,764
Car, truck, or van - drove alone	1,412,187	+/-8,874
Car, truck, or van - carpooled	258,768	+/-5,223
Public transportation (excluding taxicab)	63,127	+/-2,810
Walked	34,754	+/-1,898
Taxicab, motorcycle, bicycle, or other means	48,210	+/-2,291
Worked at home	67,095	+/-2,269

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '\*\*\*\*\*' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.





# THANK YOU!

**Diana Bolivar, President**

Hispanic Chamber of Commerce of Metro Orlando

[www.hispanicchamber.net](http://www.hispanicchamber.net)