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Hispanics Spreading Out Across US; 28 Cities Now Have More Than 100,000

Houston, (8/24/04) – In 1998, 47.8 percent of adult Hispanics in the 85 metro markets surveyed regularly by The Media Audit lived in Los Angeles, New York and Miami. By 2003, that percentage had dropped to 41.2.

During the same time period the total adult Hispanic population in the 85 metro markets was increasing from 14.4 million to 18.6 million. Approximately 70 percent of that growth (4.3 million) was located in metropolitan areas other than Los Angeles, New York and Miami.

“Hispanics are moving beyond the border states and the traditional metro immigrant centers,” says Bob Jordan, president of International Demographics, Inc., which produces The Media Audit. Although not a national survey, The Media Audit’s aggregate numbers generally track national findings. The aggregate *adult* population of the 80 plus markets surveyed in 2003 was 128.9 million. The Media Audit focuses exclusively on adults (age 18 plus) in each market.

Markets Of 100,000 Plus

According to The Media Audit, in 1998 there were 21 metro markets with more than 100,000 Hispanic adults. By 2003 the 21 had become 28. During the same period the number of metro markets with more than 20,000 but less than 100,000 Hispanic adults climbed from 24 to 32.

“The metro markets of Boston, Denver, Atlanta, Orlando and Philadelphia now have adult Hispanic populations of more than 200,000,” says Jordan, “and some of these markets are experiencing explosive Hispanic growth. Between 2000 and 2003 Denver’s Hispanic adult population increased from 209,000 to 312,000. During the same years Boston’s adult Hispanic population increased from 209,000 to 255,000.”

Even in some of the smaller metro markets the growth of the adult Hispanic population is strong. In Boise the adult Hispanic population between the years 2000 and 2003 climbed from 21,000 to 25,000. In Daytona Beach the number of adult Hispanics increased from 21,000 to 27,000 between the years 2000 and 2003.

“For advertisers trying to reach the Hispanic market,” says Jordan, “this migration is a serious matter. Hispanics are no longer found exclusively in a few metropolitan markets. In addition, the new location to which Hispanics have moved may have an impact on the qualitative profile of the group. Hispanics in Boston could have buying habits very different from those of Hispanics in San Antonio.”

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both quantitative and qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 30 years. In 1998 the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences. The Media Audit is a product of International Demographics, Inc., a 33-year-old firm engaged exclusively in syndicated, multimedia surveys conducted at the local market level.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.