

VISUAL 37.1

HISPANICS IN THE UNITED STATES (2000)

- The following are some statistics regarding Hispanics in the United States:

	Percent of Hispanics in the U.S.	Number of Hispanics in the U.S.
Mexicans	58	20.6 Million
Central and South Americans and Others	30	10.1 Million
Puerto Ricans	9	1.2 Million
Cubans	3	400,000

- Hispanics in the United States Made Up 12.5% of the population in the year 2000.

VISUAL 37.2

STATES WITH LARGEST PERCENTAGES OF HISPANIC

New Mexico	42.1
California	32.4
Texas	32.0
Arizona	25.3
Nevada	19.7
Colorado	17.1
Florida	16.8
New York	15.1
Illinois	12.8

VISUAL 37.3

SOME FACTS ABOUT HISPANIC AMERICANS

“In addition to the states where immigrants have typically settled — such as California, Texas, Florida, New York and Illinois — the Hispanic population is also showing remarkable growth in other states. From 1990 to 1998, the Latino population grew by 148 percent in Arkansas, 110 percent in North Carolina, 90 percent in Tennessee, 74 percent in Iowa, 72 percent in Alabama and 68 percent in Utah.” Jorge Ramos, *The Other Face of America* (New York: Harper Collins, 2002), p.xxvii.

“According to a study by the Association Hispana de Responsabilidad Corporativa (HACR), the purchasing power of (American) Latinos, rose from \$211 billion in 1990 to \$348 billion in 1997, reaching almost \$400 billion in 2000.” *Ibid.*, p. 156.

“...while second-generation Latinos, for example, still earn less on average than native-born whites, they earn...considerably more than first-generation Latinos — about 50 percent more.” Tamar Jacoby (ed), *Reinventing the Melting Pot* (New York: Basic Books, 2004), p. 24.

“In the 1990s, the number of Latino families with incomes from \$75,000 to \$100,000 grew more than twice as quickly as that segment of the Anglo population.” Joel Kotkin, “Toward a Post-Ethnic Economy,” in *Reinventing the Melting Pot*, p. 196.

“In the mid-1990s, middle-class Latino families purchased more than one half of the houses in Los Angeles County and owned one quarter of all businesses in the Los Angeles-Long Beach metro area (up from 10 percent in the 1980s). Fifty percent of U.S. born Latino families had household incomes above the national average.” David E. Lorey, *The U.S.-Mexican Border in the Twentieth Century* (Wilmington, Delaware: SR Books, 1999), p. 136.

VISUAL 37.4

AN ECONOMIC MYSTERY

- What's the king of condiments? Catsup? Mustard? Barbecue sauce?
- Salsa, as it happens, outsells all three.
- Why has salsa replaced catsup, mustard or barbecue sauce as the number one condiment sold in the United States?

Write a short essay in which you propose and explain a solution to the mystery. In formulating and explaining your solution, make use of information from the various parts of this lesson. Also, use the following basic principle of economic reasoning: People respond predictably to incentives.