

**Hispanic Communities of Central Florida:
Economic Contributions to the Region**

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Executive Summary

The Orlando Regional Chamber of Commerce has retained Fishkind & Associates, Inc. to quantify the current and future economic contributions, made by the Hispanic community, to the regional economy.

The proceeding executive summary presents the findings of an analysis of the Hispanic populations in Central Florida; their contributions to the local economy and how these contributions are expected to change in the near future.

The Hispanic population of Central Florida is growing rapidly. As of 2004 the Hispanic population of Central Florida makes up almost 20 percent of the total population – an 11.78 percentage point growth since 1990.

- The purchasing power of the Hispanic community has reached \$6.9 billion and is expected to increase 19 percent by 2007, reaching \$8.2 billion.
- Additionally, the Hispanic community makes significant contributions to regional employment. Fishkind & Associates, Inc. estimates that 32 thousand persons in Central Florida are employed through the spending and re-spending of Hispanic expenditures in the economy. By 2007 we expect the supported employment base to increase to almost 39 thousand persons.

We have also estimated that there are currently 130 Hispanic owned and operated business in the Central Florida. Hispanic companies comprise:

- 29 percent of regional food manufacturing
- 1 percent of the region's trade construction and contracting industry
- 1 percent of the regional professional and professional service industries

The Hispanic community of Central Florida is making significant contributions to the regional economy.

1.0 Introduction

The following report presents the findings of an analysis of the Hispanic populations in Central Florida; their contributions to the local economy and how these contributions are expected to change in the near future.

1.1 2005 Hispanic Summit Background

The 2005 Hispanic Summit is organized by the Orlando Regional Chamber of Commerce. The summit is designed as a forum to foster growth in knowledge and understanding regarding the local and regional Hispanic populations. In addition the summit is designed so that communities may better understand their cultural differences and how these differences affect the local economy.

Moreover, the goals of the 2005 Summit as outlined by the Orlando Regional Chamber of Commerce are:¹

- To convene government, business and community leaders to discuss “Public Policy Issues” regarding the Hispanic community.
- To educate government, business and community leaders regarding the rapidly growing strength and importance of the Hispanic community.
- To strengthen the regional leadership networks regarding the Hispanic community.
- To promote cooperation, coordination and collaboration among established community groups and organizations in such a way as to honor and celebrate the Hispanic community
- To register the appropriate mix of influential business, community and government leaders to create “diverse dialogue” on public-policy issues and to emphasize, “that diversity is a business imperative and a priority for our region”.

1.2 Assignment

Fishkind & Associates, Inc. was retained by the Orlando Regional Chamber of Commerce to quantify the economic benefits to Central Florida. We have analyzed trends in population growth, demographic diversity, income and spending patterns and Hispanic business ownerships to arrive at our conclusions.

1.3 Organizational Layout of Report

The remainder of this report is organized as follows. Section 2 discusses growth and change of the Hispanic populations in the Central Florida. Section 3 discusses the economic profile of the Hispanic communities. Section 4 quantifies the direct and subsequent indirect economic benefits to the Central Florida. Finally, Section 5 concludes the report with a summarization of the economic trends among the Hispanic communities and predictions for the near future.

2.0 Community Growth & Change

According to the 2000 U.S. Census in Waldrop and Long (2002), 58 percent of Hispanics consider them selves of Mexican origin. The next largest demographic is Puerto Ricans, accounting for 10 percent of the national Hispanic community. Persons of Cuban decent account for 4 percent of the national Hispanic population.

Growth of the Hispanic community in America has been high. Nationally, the Hispanic population has grown by 58 percent between 1990 and 2000. The U.S. Mexican population was recorded to have increased by 53 percent between 1990 and 2000, with the Puerto Rican community increasing by 25 percent. Hispanics considering themselves Cuban increased 19 percent in the last decade. (2000 U.S. Census in Waldrop and Long 2002)

The Hispanic community in Central Florida is growing rapidly. Between 1990 and 2000, the Hispanic population of Central Florida has increased by 175 percent.¹ Statewide the Hispanic community has increased 70.4 percent from 1.6 million in 1990 to 2.7 million in 2000.

According the U.S. Census the Hispanic population for 47 of Florida's 67 counties doubled between 1990 and 2000. (2000 U.S. Census and Krueger 2001). Central Florida constituted 4 of these counties. Within the Orlando MSA, Orange County houses the largest percentage of the

¹ Sources: 1990 U.S. Census and Smith and Rayer 2004, *Population by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2003 – 2030*. Florida Population Studies 37: Number 3 Bulletin No. 139.

Hispanic community with a population of 168,361; a 166.9 percent increase from the 1990 U.S. Census. Seminole County realized the smallest growth rate of 117.1 percent to take its 1990 population from 18,758 to 40,731 in 2000. The second largest concentration of the Hispanic population is in Osceola County, which had the largest percentage growth between 1990 and 2000 (295.9 percent).

The Puerto Rican population constitutes a majority of the Hispanic populations in three of the four counties. In Lake County the Mexican population constitutes a majority with 5,638 persons. Table 1 summarizes the growth of the Hispanic community in Central Florida between 1990 and 2000.

2.1 Sources of Population Growth

Gross population growth originates from two sources: (1) in-migration and (2) births. Net population growth, as shown in Table 2, consists of the excess of in-migration and birth over out-migration and deaths. Using 2000 U.S. Census data, we have estimated in-migration of Hispanics by place of origin for each county.

Table 3 summarizes the in-migration patterns between 2000 and 2004 for the Hispanic communities of Central Florida. From this table it is evident that the largest migrations of Hispanics to the Central Florida originate elsewhere in the United States. Apart from migration between counties in Florida, the U.S. Northeast has been the origin for the largest numbers of Cubans, Puerto Ricans and South Americans to Central Florida. The largest numbers of Mexicans have been migrating from U.S. South and East.

61.3 percent of the Hispanic in-migration to Orange County originated in the US. 56.0 percent of the Hispanic in-migration to Osceola County originated in the US. 71.7 percent of the Hispanic in-migration to Seminole County originated in the US. 76.4 percent of the Hispanic in-migration to Lake County originated in the US.

In-migration, originating from the U.S. Northeast represented 14.3, 22.7, 26.1, and 23.0 percent of all in-migration for Lake, Orange, Osceola, and Seminole Counties respectively. Duany (2004) notes restructuring of the light manufacturing industries, as well as better weather, overall higher economic opportunities, and lower costs of living having contributed to recent migration shifts away from foreign origination to U.S. Northeast origination.

Within Central Florida, Orange County experienced the largest total in-migration. We estimate that the change in Hispanic population attributable to in-migration was 19,279 for Orange County, 12,259 for Osceola County, 4,272 (Hispanics migrating) to Seminole County, and 1,547 migrating to Lake County.

2.2 Current Hispanic Populations

Utilizing the migration trends, as well as secondary forecast information published by the Bureau of Economic and Business Research at the University of Florida, Fishkind & Associates, Inc. has estimated current 2004 populations for the Hispanic community by origin and by county. These estimates were reconciled with the 2005 and 2010 total Hispanic population projections, published by Bureau of Economic and Business Research at the University of Florida. We also tested multiple estimation methods for reliability and stability. We have determined that an average of a modified shift-share, share, and linear method produces what we believe are the most reliable population estimates.² Our estimates of current 2004 Hispanic populations within Central Florida are shown in Table 4.

Our estimates show that within Central Florida the fastest growth Hispanic community consists of Hispanics residing in Osceola County. Within Osceola County (as well as Lake and Orange Counties), the Puerto Rican community was the fastest growing subgroup. In total, the Hispanic communities of Central Florida consist of 15,689, 213,879, 73,304, and 49,585 persons residing in Lake, Orange, Osceola, and Seminole Counties respectively. Orange County boasts the largest Hispanic subgroup populations with 13,825 Cubans, 24,155 Mexicans, 104,885 Puerto Ricans, and 16,665 South Americans. The smallest overall Hispanic population resides in Lake County; however the growth rate between 2000 and 2004 was the second largest in the region at 32.9 percent.

2.3 Demographic Characteristics

Major demographic characteristics contributing to the economic production and productivity of a group are the age and income compositions of such groups. Using data from the 2000 U.S. Census, we have estimated the

current age distribution of the regional Hispanic populations by place of origin. These estimates are shown in Table 5.

On average, in all four counties, the Mexican community is younger, with the largest concentration of the population in the 18 to 34 year old range. The Cuban community has the majority of its population between the ages of 35 and 54 in three counties, with the majority between 18 and 34 in Lake County.

The age distribution of the Puerto Rican community is weighted heavier at the 18 to 34 year old range in Orange and Osceola counties; and weighted toward the 35 to 54 year old range in Lake and Seminole Counties.

In addition to age, family size will have significant impacts on how populations impact the local region. Within the region, Mexican families have the largest household size, with 3.90 persons per household in Lake County, 3.56 in Orange, 3.65 in Osceola, and 3.39 persons per household in Seminole County. It is also estimated that non Cuban, Mexican, Puerto Rican, and South American households have the smallest household sizes in the region.

Table 6, below, shows the estimates of Hispanic household sizes published by the U.S. Census Bureau from the 2000 Census. These estimates are broken down by place of origin. Table 7 also shows the deviation from the county average for each Hispanic group within the region. While the average household size for the Hispanic community is larger through out Central Florida, these numbers represent the cultural differences in defining family. In a majority of instances larger Hispanic household sizes represents the presence of the extended family.

2.4 Population Projections

Net population growth can be considered in terms of births plus immigration minus out-migration and deaths. The decision to migrate to or from a region is a complex household and personal process, requiring careful planning and calculation. Typically the choice to relocate is made for both pecuniary and nonpecuniary reasons. Persons will migrate to or from a region based on the expected labor market conditions, local employment compositions, and personal characteristics such as

accumulated education and training. They may also move based upon real income potential. That is, the difference in future income minus cost of living adjustments.

One may wish to move from the U.S. Northeast, where their income may be, for example, \$30,000 to Central Florida, at the same income with a 5% reduction in the cost of living. That is to say, their nominal wage remains unchanged however, after accounting for the cost of living adjustment, differences in rent/mortgage and food/clothing prices real wage has increased.

The nonpecuniary benefits derived from a community may be realized in the form of local amenities, such as the arts and entertainment as well as the sports and recreation environment, better schools, reduced crime rates, and climate and environmental reasons.

Table 7, below, shows Fishkind & Associates estimates for future Hispanic populations in Central Florida. These estimates were reconciled with the Hispanic population estimates published by the Bureau of Economic and Business Research at the University of Florida.

Most Hispanic sub-groups are expected to increase in population over the next three years. The South American community in Seminole County is expected to decrease slightly over the next three years, from 4,554 in 2004 to 4,419 by 2007, a 3 percent reduction in size.

3.0 Economic Profile

With the growing Hispanic populations of the region, local businesses are shifting marketing efforts to target this growing segment of the community. National media outlets have taken advantage of these trends. In the late 90s Spanish-language programming became the focal point of many broadcasters throughout the nation. Between 2003 and 2004 the number of networks devoted to Spanish programming increased by 74 percent to reach 33 networks. The DISH Network and DirecTV launched Spanish-language program tiers. Currently, it has been estimated that there are about 1.4 million Hispanic subscribers watching approximately 30 channels between them.³

Print media has also been taking advantage of the growing Hispanic demographic market. 2003 saw the entrance of El Nuevo Dia – a regional

Spanish-language newspaper, published by Grupo Ferré Rangel. Similarly, The Orlando Sentinel Communications launched a free weekly newspaper, El Sentinel in 2001. Increasing trends in Hispanic oriented media are also having positive effects on retail spending in the local markets.

3.1 Regional Businesses

We also estimate that there are currently 130 Hispanic owned and operated private businesses in Central Florida. Lake County contains 1 Hispanic owned business, Orange County contains 95, Osceola County is home to 5, and Seminole County has 29 Hispanic owned and operated businesses. Tables 8 through 12 lists Hispanic owned business by county-by-industry in the region. The largest concentration of Hispanic owned businesses is in Orange County, containing 95 businesses. Orange County's Hispanic owned businesses constitute 73.1 percent of all Hispanic business in the region. Not only are locally owned Hispanic businesses catering to this growing demographic group, but national chains as well. One such chain is Winn-Dixie, on Semoran Blvd. in Azalea Park which has catered to the Hispanic community with Spanish-language signs since the late 90s.

In addition to influencing the way retailers position themselves in the regional market, the area banking system is experiencing shifts in competitive strategy to capture the growing Hispanic market. Since the middle 90s Central Florida has seen the entrance of Doral Mortgage Corporation, Puerto Rico's largest mortgage banking company. Similarly, Banco Popular, Puerto Rico's largest bank entered the market around the same time. Even the major U.S. banks are catering directly to the Hispanic community of Central Florida. Sun Trust, in the mid-to-late 90s, set up Grupo Bancario Latino to cater directly to the local Hispanic communities.

3.2 Hispanic Personal Income

On a per capita basis, the well established Cuban population has the largest personal income in the region. The per capita Cuban income is \$24,719 in Lake County, \$21,919 in Orange, \$19,085 in Osceola, and \$23,138 in Seminole County. In all but Seminole County the Mexican population has the lowest per capita personal income with \$11,099 in Lake County, \$13,684 in Orange, \$12,264 in Osceola County. In Seminole County the Puerto Rican population has the lowest per capita income at \$18,202. Table 13 shows our estimates of per capita incomes by Hispanic subgroup in the region.

With the substantial differences in Hispanic incomes by county-by-origin coupled with the changing migration patterns, Central Florida has been experiencing a shift in the Hispanic community. This shift is essentially creating homogeneous pockets within each county, while the region on a whole is becoming more diverse as the migration patterns shift from foreign originating to domestic.

3.3 Income / Expenditure Projections

At current incomes, the Hispanic communities of Central Florida contribute over \$6.9 billion in spending to the region. We expect real disposable per capita income to increase over the next 3 years for all Hispanic subgroups. Within Lake County it is expected that the per capita income will increase at the rate of 2.17 percent per year. We expect that per capita incomes in Orange County for Hispanics will increase at a rate of 1.6 percent per year. Osceola County is expected to have an average annual increase in Hispanic wages of 0.57 percent. Finally, Hispanics in Seminole County are expected to have a gain in per capita income of 2.18 percent over the next three years. Table 14 shows the forecast per capita incomes by Hispanic subgroup for each county in the Central Florida.

By 2007 these income, and subsequent spending, increases in the Hispanic community are expected to increase the final demand of the region by 18.94 percent to over \$8.2 billion. The supportable employment

is expected to increase by 19.48 percent, reaching 38,961 by 2007 – with annual earnings impacts of more than \$1.2 billion (an increase of 19.53 percent).

4.0 Direct & Indirect Economic Benefits to Central Florida

Discussed in Section 1, the goal of this analysis is the quantification of the economic contributions made to Central Florida by the Hispanic community. A systematic analysis of economic impacts must take into account the relationships between the industries of a region. regional input-output (I-O) modeling was developed to aid in this process. The Bureau of Economic Analysis (BEA) developed RIMS (Regional Industrial Multiplier System) to be used in the estimation of downstream regional economic impacts. RIMS was enhanced in the 1980 and thus became known as RIMS II. Since that time there have been various updates to the input-output multipliers used in the model. 1997 was the last update of the RIMS II system. Fishkind & Associates used the 1997 RIMS II in the quantification of the economic contributions of the Hispanic population in Central Florida.

Size of the demographic group(s), per capita incomes, and spending patterns are all used in the determination of the current impacts and expected future benefits derived to the region. There are three main types of economic impacts: the final demand impact, the earnings impact, and the employment impact, each of which is comprised of direct and indirect impacts. Direct impacts are those which are attributable to a specific action or event being studied. For our purposes the direct impact to final demand in the Central Florida is the proportion of spending by the Hispanic population which remains in the region. As mentioned in Section 3.3, we estimate this impact at more than \$6.9 billion. The indirect impact to final demand is generated by the spending and re-spending of these billions of dollars in the local economy.

4.1 Final Demand Effect

Final demand, measured here as the consumption of goods and services by the Hispanic communities, is estimated to contribute more than \$6.9 billion to the regional economy. The spending and re-spending of these expenditures produces the indirect final demand impact. The total indirect final demand impact for the Central Florida is estimated to be over \$4.3 billion. With Orange County having the heaviest concentration of Hispanic

populations as well as local industry, we estimate that Orange County had an indirect final demand impact of more than \$2.6 billion in 2004.

With an initial spending by the Hispanic community in Central Florida in the amount of \$6.9 billion, the Hispanic community has contributed more than \$11 billion to the region's economy. Table 15 shows the estimates of the indirect final demand impacts to each of the four counties in the region. As stated Orange County has the largest indirect impact.

The re-spending of expenditures in the local economy in turn employs and pays wages and salaries for many different people. It is estimated that more than 32 thousand jobs are supported by the expenditures made by the Hispanic Community. This number is expected to rise by 19.5 percent by 2007, to almost 39 thousand persons. Earnings for these 32 thousand are estimated upwards of \$1 billion, an average annual income of more than \$32 thousand. Estimates and projections of the indirect employment and earnings impacts attributable the Hispanic communities of Central Florida are in Tables 16 and 17 respectively

5.0 Conclusions & Projections

Central Florida is a diverse and rapidly growing region. The Hispanic community has become a major contributor to the over all economic well-being of the regional economy. Between 1990 and 2000 the percentage of Floridians of Hispanic origin increased by 4.62 percentage points; from 12.17 to 16.79 percent of the population. Within Central Florida, the concentration increased almost twice as fast (8.45 percentage points) from 8 percent in 1990 to 16.5 percent by 2000. It is further estimated that since the 2000 census the percentage of the Central Florida population of Hispanic origins has increased an additional 3.33 percentage points, reaching almost 20% of the total population.

The distribution of the Central Florida Hispanic population by place of origin has remained relatively stable since 1990 and is expected to remain stable. There has been a shift, however, in proportions of the regional Hispanic population of Cuban decent. The Cuban population of Central Florida is expected to continue to increase, although the distribution has shifted from 10 percent of the Hispanic population in 1990 to 6 percent in

2004. The redistribution of populations has been captured by those individuals who do not consider themselves of Cuban, Puerto Rican, Mexican or South American decent.

The purchasing power of the Hispanic community is strong and will remain strong as the population ages and skill sets are acquired by non U.S .originating in-migration. Job skills for those Hispanics migrating from within the U.S. remain strong and are expected to remain so.

Overall the Hispanic community contributes more than \$11 billion, supporting an additional 32 thousand regional jobs. The Hispanic contributions are expected to rise by almost 20 percent to \$13.4 billion by 2007. The associated employment growth is expected to reach 19.5 percent with an additional 6 thousand regional jobs supported.

Table 1. Hispanic Populations: Year 2000 & Percentage Growth from 1990

Lake County	2000	Growth 1990 to 2000	Osceola County	2000	Growth 1990 to 2000
Cuban	638	74.3%	Cuban	2,178	131.0%
Mexican	5,638	139.1%	Mexican	3,400	192.9%
Puerto Rican	2,978	400.5%	Puerto Rican	30,728	279.8%
South American	559	12.2%	South American	4,254	151.9%
Other	1,995	492.0%	Other	10,167	994.4%
	=====	=====		=====	=====
Total	11,808	184.3%	Total	50,727	295.9%

Orange County	2000	Growth 1990 to 2000	Seminole County	2000	Growth 1990 to 2000
Cuban	12,371	75.3%	Cuban	3,610	72.6%
Mexican	19,755	165.6%	Mexican	3,871	114.9%
Puerto Rican	86,583	154.0%	Puerto Rican	19,609	106.0%
South American	15,436	51.9%	South American	4,690	11.8%
Other	34,216	688.9%	Other	8,951	677.7%
	=====	=====		=====	=====

Total	168,361	166.9%	Total	40,731	117.1%
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Source: (a) 1990 and 2000 U.S. Census

(b) Smith and Rayer 2004, *Population by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2003 – 2030*. Florida Population Studies 37: Number 3 Bulletin No. 139.

Table 2. Hispanic Populations: Year 2004 & Percentage Growth from 2000

Lake County	2004	Growth 2000 to 2004	Osceola County	2004	Growth 2000 to 2004
Cuban	738	15.7%	Cuban	2,753	26.4%
Mexican	7,004	24.2%	Mexican	4,498	32.3%
Puerto Rican	4,342	45.8%	Puerto Rican	42,662	38.8%
South American	572	2.4%	South American	5,469	28.6%
Other	3,031	52.0%	Other	17,921	76.3%
	=====	=====		=====	=====
Total	15,689	32.9%	Total	73,304	44.5%

Orange County	2004	Growth 2000 to 2004	Seminole County	2004	Growth 2000 to 2004
Cuban	13,825	11.8%	Cuban	3,948	9.4%
Mexican	24,155	22.3%	Mexican	4,455	15.1%
Puerto Rican	104,885	21.1%	Puerto Rican	22,348	14.0%
South American	16,665	8.0%	South American	4,554	-2.9%
Other	54,348	58.8%	Other	14,280	59.5%
	=====	=====		=====	=====
Total	213,879	27.0%	Total	49,585	21.7%

Source: (a) Smith and Rayer 2004, *Population by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2003 – 2030*. Florida Population Studies 37: Number 3 Bulletin No. 139.

(b) Fishkind & Associates, Inc.

Table 3. Sources of Hispanic Population Growth 2000 to 2004

	Lake County Growth 2000 to 2004	Orange County Growth 2000 to 2004	Osceola County Growth 2000 to 2004	Seminole County Growth 2000 to 2004
Net Cuban Population Growth	100	1,454	575	338
In-Migration				
Different County: Same State	46	270	123	71
U.S. Northeast	9	46	14	23
U.S. Midwest	3	19	17	6
U.S. South	0	26	11	5
U.S. East	3	26	25	1
Puerto Rico	1	16	6	1
U.S. Island Areas	0	0	0	0
Foreign Country	1	161	76	25
Net Mexican Population Growth	1,366	4,400	1,098	584

In-Migration				
Different County: Same State	175	399	151	101
U.S. Northeast	6	84	31	19
U.S. Midwest	10	164	34	29
U.S. South	25	362	57	45
U.S. East	41	231	86	25
Puerto Rico	2	27	27	1
U.S. Island Areas	0	0	0	0
Foreign Country	171	744	175	88
Net Puerto Rican Population Growth				
	1,364	18,302	11,934	2,739
In-Migration				
Different County: Same State	241	1,539	1,059	449
U.S. Northeast	109	2,180	1,780	285
U.S. Midwest	35	390	248	54
U.S. South	51	367	167	54
U.S. East	7	161	122	32
Puerto Rico	95	2,817	2,873	301
U.S. Island Areas	0	53	33	1
Foreign Country	4	193	60	26

Source: (a) U.S. Census Bureau
(b) Fishkind & Associates, Inc.

**Table 3. Sources of Hispanic Population Growth 2000 to 2004
(Continued)**

	Lake County Growth 2000 to 2004	Orange County Growth 2000 to 2004	Osceola County Growth 2000 to 2004	Seminole County Growth 2000 to 2004
Net South American Population Growth	16	1,229	1,215	0
In-Migration				
Different County: Same State	3	133	176	0
U.S. Northeast	3	127	234	0
U.S. Midwest	0	10	20	0
U.S. South	1	22	31	0
U.S. East	0	14	16	0
Puerto Rico	0	17	8	0
U.S. Island Areas	0	0	0	0

Foreign Country	2	379	374	0
Net Other Population Growth	1,036	20,132	7,754	5,329
In-Migration				
Different County: Same State	209	1,924	859	831
U.S. Northeast	103	1,987	1,147	679
U.S. Midwest	23	386	173	133
U.S. South	61	599	145	172
U.S. East	18	344	137	51
Puerto Rico	0	1,083	1,255	477
U.S. Island Areas	0	40	14	3
Foreign Country	89	1,939	493	284

Source: (a) U.S. Census Bureau
(b) Fishkind & Associates, Inc.

Table 4. Hispanic Populations: Year 2004 & Percentage Growth from 2000

Lake County	2004	Growth 2000 to 2004	Osceola County	2004	Growth 2000 to 2004
Cuban	738	15.7%	Cuban	2,753	26.4%
Mexican	7,004	24.2%	Mexican	4,498	32.3%
Puerto Rican	4,342	45.8%	Puerto Rican	42,662	38.8%
South American	572	2.4%	South American	5,469	28.6%
Other	3,031	52.0%	Other	17,921	76.3%
	====	====		====	====
Total	15,689	32.9%	Total	73,304	44.5%

Orange County	2004	Growth 2000 to 2004	Seminole County	2004	Growth 2000 to 2004
Cuban	13,825	11.8%	Cuban	3,948	9.4%

Mexican	24,155	22.3%	Mexican	4,455	15.1%
Puerto Rican	104,885	21.1%	Puerto Rican	22,348	14.0%
South American	16,665	8.0%	South American	4,554	-2.9%
Other	54,348	58.8%	Other	14,280	59.5%
	=====	=====		=====	=====
Total	213,879	27.0%	Total	49,585	21.7%

Source: (a) Smith and Rayer 2004, *Population by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2003 – 2030*. Florida Population Studies 37: Number 3 Bulletin No. 139.
(b) Fishkind & Associates, Inc.

Table 5. 2004 Population Estimate by age-by-Origin

	Lake County		Orange County		Osceola County		Seminole County	
Cuban	738		13,825		2,753		3,948	
0-4	41	5.5%	887	6.4%	108	3.9%	253	6.4%
5-17	135	18.2%	1,885	13.6%	397	14.4%	767	19.4%
18-34	170	23.1%	3,822	27.6%	645	23.4%	823	20.8%
35-54	254	34.3%	4,132	29.9%	1,072	38.9%	1,287	32.6%
55-64	80	10.9%	1,248	9.0%	211	7.7%	272	6.9%
65-79	59	8.0%	1,536	11.1%	244	8.9%	382	9.7%
80+	0	0.0%	316	2.3%	76	2.8%	164	4.2%
Mexican	7,004		24,155		4,498		4,455	
0-4	828	11.8%	2,837	11.7%	466	10.4%	655	14.7%
5-17	1,660	23.7%	4,998	20.7%	1,155	25.7%	744	16.7%
18-34	2,870	41.0%	10,192	42.2%	1,863	41.4%	1,737	39.0%

35-54	1,325	18.9%	5,161	21.4%	841	18.7%	1,113	25.0%
55-64	213	3.0%	568	2.4%	56	1.3%	155	3.5%
65-79	91	1.3%	339	1.4%	90	2.0%	33	0.7%
80+	17	0.2%	61	0.3%	26	0.6%	19	0.4%
Puerto Rican	4,342		104,885		42,662		22,348	
0-4	423	9.7%	8,382	8.0%	3,437	8.1%	1,732	7.7%
5-17	1,060	24.4%	23,649	22.5%	10,535	24.7%	4,745	21.2%
18-34	1,090	25.1%	30,558	29.1%	11,547	27.1%	6,077	27.2%
35-54	1,203	27.7%	28,459	27.1%	11,283	26.4%	6,507	29.1%
55-64	258	5.9%	6,626	6.3%	2,950	6.9%	1,648	7.4%
65-79	280	6.4%	6,135	5.8%	2,500	5.9%	1,309	5.9%
80+	30	0.7%	1,076	1.0%	409	1.0%	331	1.5%
South American	572		16,665		5,469		4,554	
0-4	13	2.3%	919	5.5%	230	4.2%	234	5.1%
5-17	105	18.4%	2,781	16.7%	983	18.0%	878	19.3%
18-34	199	34.7%	5,812	34.9%	1,810	33.1%	1,224	26.9%
35-54	170	29.7%	5,375	32.3%	1,924	35.2%	1,672	36.7%
55-64	26	4.5%	992	6.0%	298	5.4%	286	6.3%
65-79	41	7.2%	697	4.2%	215	3.9%	187	4.1%
80+	18	3.2%	89	0.5%	11	0.2%	73	1.6%
Other	3,031		54,348		17,921		14,280	
0-4	310	10.2%	4,628	8.5%	1,403	7.8%	1,185	8.3%
5-17	766	25.3%	11,712	21.5%	4,116	23.0%	3,018	21.1%
18-34	816	26.9%	15,577	28.7%	4,776	26.6%	3,583	25.1%
35-54	743	24.5%	14,498	26.7%	4,857	27.1%	4,164	29.2%
55-64	193	6.4%	3,247	6.0%	1,138	6.4%	1,061	7.4%
65-79	175	5.8%	4,094	7.5%	1,440	8.0%	1,022	7.2%
80+	28	0.9%	593	1.1%	192	1.1%	246	1.7%

Source: (a) Smith and Rayer 2004, *Population by Age, Sex, Race, and Hispanic Origin for Florida and Its Counties, 2003 – 2030*. Florida Population Studies 37: Number 3 Bulletin No. 139.

(b) Fishkind & Associates, Inc.

Table 6. Hispanic Household Sizes

	Lake County		Orange County		Osceola County		Seminole County	
	Household Size	+/- County Average	Household Size	+/- County Average	Household Size	+/- County Average	Household Size	+/- County Average
Cuban	3.22	0.88	2.78	0.17	2.79	0.00	2.92	0.33
Mexican	3.90	1.56	3.56	0.95	3.65	0.86	3.39	0.80
Puerto Rican	3.09	0.75	3.05	0.44	3.31	0.52	3.07	0.48
South American	3.10	0.76	3.24	0.63	3.48	0.69	3.23	0.64
Other	2.97	0.63	2.93	0.32	3.11	0.32	2.96	0.37
County Average	2.34		2.61		2.79		2.59	

Source: (a) U.S. Census Bureau

(b) Fishkind & Associates, Inc.

Table 7. Hispanic Population Projections by County-by- Ethnicity

Lake County	2004	2005	2006	2007
Cuban	738	756	770	783
Mexican	7,004	7,286	7,530	7,770
Puerto Rican	4,342	4,667	4,973	5,281
South American	572	569	563	556
Other	3,031	3,284	3,523	3,766
	=====	=====	=====	=====
Total	15,689	16,562	17,359	18,155
Growth	5.89%	5.56%	4.81%	4.59%
Orange County	2004	2005	2006	2007
Cuban	13,825	14,132	14,413	14,684
Mexican	24,155	25,193	26,193	27,186

Puerto Rican	104,885	109,171	113,292	117,372
South American	16,665	16,897	17,096	17,280
Other	54,348	59,569	64,802	70,111
	=====	=====	=====	=====
Total	213,879	224,962	235,797	246,632
Growth	5.47%	5.18%	4.82%	4.60%
Osceola County	2004	2005	2006	2007
Cuban	2,753	2,851	2,937	3,018
Mexican	4,498	4,705	4,892	5,075
Puerto Rican	42,662	45,077	47,330	49,559
South American	5,469	5,685	5,877	6,061
Other	17,921	19,827	21,718	23,650
	=====	=====	=====	=====
Total	73,304	78,144	82,754	87,363
Growth	7.07%	6.60%	5.90%	5.57%
Seminole County	2004	2005	2006	2007
Cuban	3,948	4,024	4,098	4,171
Mexican	4,455	4,592	4,725	4,859
Puerto Rican	22,348	22,987	23,612	24,234
South American	4,554	4,511	4,465	4,419
Other	14,280	15,600	16,913	18,228
	=====	=====	=====	=====
Total	49,585	51,714	53,813	55,912
Growth	4.49%	4.29%	4.06%	3.90%

Source: (a) U.S. Census Bureau
(b) Fishkind & Associates, Inc.

Table 8. Regional Hispanic Owned Businesses: Orlando MSA

Industry Title	4-Digit NAICS Code	Business Units (1st Q 2004)	Hispanic Owned Businesses (October 2004)	% Hispanic Owned
Residential building construction	2361	567	10	1.76%
Highway, street, and bridge construction	2373	48	3	6.25%
Building foundation and exterior contractors	2381	949	8	0.84%
Building equipment contractors	2382	1007	9	0.89%
Building finishing contractors	2383	1226	13	1.06%
Other specialty trade contractors	2389	295	2	0.68%

Sugar and confectionery product manufacturing	3113	3	1	33.33%
Other food manufacturing	3119	4	1	25.00%
Printing and related support activities	3231	228	6	2.63%
Architectural and structural metals mfg.	3323	22	1	4.55%
Electrical equipment manufacturing	3353	4	1	25.00%
Lumber and const. supply merchant wholesalers	4233	88	1	1.14%
Commercial equip. merchant wholesalers	4234	265	1	0.38%
Hardware and plumbing merchant wholesalers	4237	87	1	1.15%
Machinery and supply merchant wholesalers	4238	203	1	0.49%
Misc. durable goods merchant wholesalers	4239	151	1	0.66%
Grocery and Related Product Wholesalers	4244	127	1	0.79%
Building material and supplies dealers	4441	184	2	1.09%
Lawn and garden equipment and supplies stores	4442	32	1	3.13%
General freight trucking	4841	170	3	1.76%
Specialized freight trucking	4842	122	2	1.64%
Data processing and related services	5182	66	1	1.52%
Other information services	5191	2	1	50.00%
Legal services	5411	1055	4	0.38%
Architectural and engineering services	5413	918	24	2.61%
Computer systems design and related services	5415	298	1	0.34%
Management and technical consulting services	5416	787	4	0.51%
Scientific research and development services	5417	18	1	5.56%
Advertising and related services	5418	214	1	0.47%
Other professional and technical services	5419	281	2	0.71%
Office administrative services	5611	69	1	1.45%
Investigation and security services	5616	145	1	0.69%
Services to buildings and dwellings	5617	1397	13	0.93%
Other schools and instruction	6116	148	1	0.68%
Offices of physicians	6211	832	1	0.12%
Special food services	7223	126	3	2.38%
=====				
Total Privately Owned Industries		51,173	130	0.25%

Table 9. Lake County Hispanic Owned Businesses

Industry Title	4-Digit NAICS Code	Business Units (1st Q 2004)	Hispanic Owned Businesses (October 2004)	% Hispanic Owned
Building foundation and exterior contractors	2381	148	1	0.68%
=====				
Total Privately Owned Industries		5,269	1	0.02%

Table 10. Orange County Hispanic Owned Businesses

Industry Title	4-Digit NAICS Code	Business Units (1st Q 2004)	Hispanic Owned Businesses (October 2004)	% Hispanic Owned
Residential building construction	2361	567	10	1.76%
Highway, street, and bridge construction	2373	31	1	3.23%
Building foundation and exterior contractors	2381	468	4	0.85%
Building equipment contractors	2382	606	4	0.66%
Building finishing contractors	2383	708	6	0.85%
Other specialty trade contractors	2389	295	2	0.68%
Sugar and confectionery product manufacturing	3113	3	1	33.33%
Printing and related support activities	3231	158	4	2.53%
Electrical equipment manufacturing	3353	4	1	25.00%
Lumber and const. supply merchant wholesalers	4233	88	1	1.14%
Commercial equip. merchant wholesalers	4234	265	1	0.38%
Hardware and plumbing merchant wholesalers	4237	87	1	1.15%
Machinery and supply merchant wholesalers	4238	203	1	0.49%
Misc. durable goods merchant wholesalers	4239	151	1	0.66%
Grocery and Related Product Wholesalers	4244	127	1	0.79%
Building material and supplies dealers	4441	184	2	1.09%
Lawn and garden equipment and supplies stores	4442	32	1	3.13%
General freight trucking	4841	170	3	1.76%
Specialized freight trucking	4842	122	2	1.64%
Data processing and related services	5182	66	1	1.52%
Legal services	5411	1055	4	0.38%
Architectural and engineering services	5413	643	19	2.95%
Management and technical consulting services	5416	787	4	0.51%
Advertising and related services	5418	214	1	0.47%
Other professional and technical services	5419	281	2	0.71%
Investigation and security services	5616	145	1	0.69%
Services to buildings and dwellings	5617	939	11	1.17%
Other schools and instruction	6116	148	1	0.68%
Offices of physicians	6211	832	1	0.12%
Special food services	7223	85	1	1.18%
Automotive repair and maintenance	8111	614	1	0.16%
Electronic equipment repair and maintenance	8112	77	1	1.30%
Special food services	7223	126	3	2.38%
=====				
Total Privately Owned Industries		29,665	95	0.32%

Table 11. Osceola County Hispanic Owned Businesses

Industry Title	4-Digit NAICS Code	Business Units (1st Q 2004)	Hispanic Owned Businesses (October 2004)	% Hispanic Owned
Building foundation and exterior contractors	2381	98	1	1.02%

Building equipment contractors	2382	91	1	1.10%
Building finishing contractors	2383	171	1	0.58%
Architectural and engineering services	5413	45	1	2.22%
Special food services	7223	11	1	9.09%
=====				
Total Privately Owned Industries		4,161	5	0.12%

Table 12. Seminole County Hispanic Owned Businesses

Industry Title	4-Digit NAICS Code	Business Units (1st Q 2004)	Hispanic Owned Businesses (October 2004)	% Hispanic Owned
Highway, street, and bridge construction	2373	17	2	11.76%
Building foundation and exterior contractors	2381	235	2	0.85%
Building equipment contractors	2382	310	4	1.29%
Building finishing contractors	2383	347	6	1.73%
Other food manufacturing	3119	4	1	25.00%
Printing and related support activities	3231	70	2	2.86%
Architectural and structural metals mfg.	3323	22	1	4.55%
Other information services	5191	2	1	50.00%
Architectural and engineering services	5413	230	4	1.74%
Computer systems design and related services	5415	298	1	0.34%
Scientific research and development services	5417	18	1	5.56%
Office administrative services	5611	69	1	1.45%
Services to buildings and dwellings	5617	458	2	0.44%
Special food services	7223	30	1	3.33%
=====				
Total Privately Owned Industries		12,078	29	0.24%

Table 13. per Capita Hispanic Income: by Origin

Lake County	2004	Deviation from Average	Osceola County	2004	Deviation from Average
-------------	------	------------------------------	----------------	------	------------------------------

Cuban	\$24,719	79.6%	Cuban	\$19,085	14.2%
Mexican	\$11,099	-19.4%	Mexican	\$12,264	-26.6%
Puerto Rican	\$15,011	9.1%	Puerto Rican	\$13,359	-20.1%
South American	\$16,932	23.0%	South American	\$13,243	-20.8%
Other	\$11,666	-15.2%	Other	\$10,171	-39.1%
	=====			=====	
Average Hispanic	\$13,762		Average Hispanic	\$16,712	

		Deviation from Average			Deviation from Average
Orange County	2004		Seminole County	2004	
Cuban	\$21,919	66.3%	Cuban	\$23,138	24.5%
Mexican	\$13,684	3.8%	Mexican	\$18,689	0.5%
Puerto Rican	\$14,874	12.9%	Puerto Rican	\$18,202	-2.1%
South American	\$16,669	26.5%	South American	\$19,860	6.8%
Other	\$11,705	-11.2%	Other	\$14,552	-21.7%
	=====			=====	
Average Hispanic	\$13,177		Average Hispanic	\$18,588	

Source: (a) U.S. Census Bureau
(b) Fishkind & Associates, Inc.

Table 14. per Capita Personal Income Forecast

Lake County	2004	2005	2006	2007
Cuban	\$24,719	\$25,032	\$25,349	\$25,671
Mexican	\$11,099	\$11,240	\$11,382	\$11,526

Porto Rican	\$15,011	\$15,201	\$15,394	\$15,589
South American	\$16,932	\$17,147	\$17,364	\$17,584
Other	\$11,666	\$11,814	\$11,964	\$12,116
	=====	=====	=====	=====
	\$13,762	\$13,937	\$14,114	\$14,292
Orange County	2004	2005	2006	2007
Cuban	\$21,919	\$22,268	\$22,624	\$22,985
Mexican	\$13,684	\$13,902	\$14,124	\$14,349
Porto Rican	\$14,874	\$15,111	\$15,352	\$15,597
South American	\$16,669	\$16,935	\$17,205	\$17,480
Other	\$11,705	\$11,892	\$12,082	\$12,275
	=====	=====	=====	=====
	\$13,177	\$13,387	\$13,601	\$13,818
Osceola County	2004	2005	2006	2007
Cuban	\$19,085	\$19,194	\$19,303	\$19,414
Mexican	\$12,264	\$12,334	\$12,404	\$12,475
Porto Rican	\$13,359	\$13,435	\$13,511	\$13,589
South American	\$13,243	\$13,319	\$13,395	\$13,471
Other	\$10,171	\$10,229	\$10,287	\$10,346
	=====	=====	=====	=====
	\$16,712	\$16,807	\$16,903	\$16,999
Seminole County	2004	2005	2006	2007
Cuban	\$23,138	\$23,642	\$24,157	\$24,683
Mexican	\$18,689	\$19,096	\$19,512	\$19,936
Porto Rican	\$18,202	\$18,598	\$19,003	\$19,417
South American	\$19,860	\$20,292	\$20,734	\$21,186
Other	\$14,552	\$14,869	\$15,192	\$15,523
	=====	=====	=====	=====
	\$18,588	\$18,993	\$19,406	\$19,829

Source: (a) U.S. Census Bureau
(b) Fishkind & Associates, Inc.

**Table 15. Hispanic Economic Impact Projections by County-by- Ethnicity:
Final Demand**

Lake County	2004	2005	2006	2007
Cuban	\$7,395,925	\$7,713,754	\$7,907,572	\$8,142,942
Mexican	\$81,603,402	\$86,437,938	\$89,963,232	\$94,005,252
Puerto Rican	\$57,064,418	\$62,456,504	\$67,014,151	\$72,069,181
South American	\$6,026,338	\$6,102,834	\$6,077,678	\$6,077,578
Other	\$34,883,084	\$38,484,104	\$41,577,126	\$45,003,731
	=====	=====	=====	=====
Total	\$186,973,168	\$201,195,134	\$212,539,758	\$225,298,684
Growth	---	7.61%	5.64%	6.00%
Orange County	2004	2005	2006	2007
Cuban	\$170,704,987	\$178,570,913	\$183,692,747	\$190,122,851
Mexican	\$278,844,046	\$297,534,281	\$312,099,911	\$329,094,046
Puerto Rican	\$1,356,909,414	\$1,444,956,463	\$1,512,815,411	\$1,592,302,512
South American	\$176,024,341	\$182,639,166	\$186,381,331	\$191,387,234
Other	\$646,217,812	\$724,820,584	\$795,304,407	\$810,028,662
	=====	=====	=====	=====
Total	\$2,628,700,600	\$2,828,521,407	\$2,990,293,806	\$3,112,935,304
Growth	---	7.60%	5.72%	4.10%
Osceola County	2004	2005	2006	2007
Cuban	\$30,465,271	\$31,813,381	\$32,870,787	\$33,977,034
Mexican	\$50,241,925	\$52,983,170	\$55,265,254	\$57,655,253
Puerto Rican	\$472,400,997	\$503,281,987	\$530,086,936	\$558,214,210
South American	\$50,195,256	\$52,610,024	\$54,552,543	\$56,585,501
Other	\$229,726,912	\$256,231,969	\$281,575,234	\$308,374,838
	=====	=====	=====	=====
Total	\$833,030,362	\$896,920,531	\$954,350,754	\$1,014,806,837
Growth	---	7.67%	6.40%	6.33%
Seminole County	2004	2005	2006	2007
Cuban	\$57,265,018	\$60,213,127	\$62,056,909	\$64,544,071
Mexican	\$62,931,546	\$66,911,879	\$69,695,213	\$73,226,724
Puerto Rican	\$344,467,222	\$365,498,176	\$379,959,744	\$398,474,370
South American	\$55,406,157	\$56,629,101	\$56,714,112	\$53,234,875
Other	\$206,008,145	\$232,156,719	\$254,738,424	\$280,526,795
	=====	=====	=====	=====
Total	\$726,078,088	\$781,409,002	\$823,164,402	\$870,006,836
Growth	---	7.62%	5.34%	5.69%

Source: (a) Fishkind & Associates, Inc.

**Table 16. Hispanic Economic Impact Projections by County-by- Ethnicity:
Employment**

Lake County	2004	2005	2006	2007
Cuban	83	87	89	92
Mexican	615	648	678	709
Puerto Rican	430	468	505	543
South American	44	44	44	44
Other	255	279	303	328
	=====	=====	=====	=====
Total	1,427	1,527	1,620	1,717
Growth	---	6.96%	6.14%	5.94%
Orange County	2004	2005	2006	2007
Cuban	1,243	1,291	1,338	1,385
Mexican	2,103	2,228	2,353	2,482
Puerto Rican	10,232	10,820	11,408	12,007
South American	1,282	1,321	1,357	1,394
Other	4,707	5,241	5,792	5,910
	=====	=====	=====	=====
Total	19,567	20,901	22,249	23,178
Growth	---	6.82%	6.45%	4.17%
Osceola County	2004	2005	2006	2007
Cuban	222	231	239	247
Mexican	367	386	403	421
Puerto Rican	3,447	3,663	3,868	4,073
South American	366	382	397	412
Other	1,753	1,950	2,148	2,353
	=====	=====	=====	=====
Total	6,154	6,612	7,056	7,506
Growth	---	7.44%	6.72%	6.38%
Seminole County	2004	2005	2006	2007
Cuban	432	450	468	487
Mexican	475	500	526	552
Puerto Rican	2,598	2,730	2,865	3,005
South American	404	409	414	401
Other	1,553	1,734	1,921	2,115
	=====	=====	=====	=====
Total	5,462	5,823	6,193	6,560
Growth	---	6.61%	6.37%	5.93%

Source: (a) Fishkind & Associates, Inc.

**Table 17. Hispanic Economic Impact Projections by County-by- Ethnicity:
Earnings**

Lake County	2004	2005	2006	2007
Cuban	\$1,749,726	\$1,822,411	\$1,870,771	\$1,926,455
Mexican	\$19,770,710	\$20,914,719	\$21,796,113	\$22,775,406
Puerto Rican	\$13,825,454	\$15,112,117	\$16,236,056	\$17,460,778
South American	\$1,425,709	\$1,441,824	\$1,437,855	\$1,437,832
Other	\$8,305,614	\$9,150,767	\$9,899,456	\$10,715,326
	=====	=====	=====	=====
Total	\$45,077,214	\$48,441,837	\$51,240,252	\$54,315,797
Growth	---	7.46%	5.78%	6.00%
Orange County	2004	2005	2006	2007
Cuban	\$40,385,337	\$42,173,318	\$43,457,978	\$44,979,210
Mexican	\$67,557,782	\$71,967,902	\$75,614,947	\$79,732,253
Puerto Rican	\$328,749,321	\$349,507,574	\$366,521,917	\$385,779,894
South American	\$41,643,788	\$43,134,122	\$44,094,042	\$45,278,337
Other	\$152,882,026	\$171,181,791	\$188,152,890	\$192,866,710
	=====	=====	=====	=====
Total	\$631,218,254	\$677,964,706	\$717,841,773	\$748,636,403
Growth	---	7.41%	5.88%	4.29%
Osceola County	2004	2005	2006	2007
Cuban	\$7,207,465	\$7,521,734	\$7,776,561	\$8,038,277
Mexican	\$11,962,533	\$12,607,609	\$13,158,581	\$13,727,636
Puerto Rican	\$112,478,028	\$119,758,455	\$126,212,970	\$132,910,036
South American	\$11,875,179	\$12,438,748	\$12,906,025	\$13,386,982
Other	\$55,448,366	\$61,808,089	\$67,962,810	\$74,431,335
	=====	=====	=====	=====
Total	\$198,971,571	\$214,134,635	\$228,016,948	\$242,494,266
Growth	---	7.62%	6.48%	6.35%
Seminole County	2004	2005	2006	2007
Cuban	\$13,874,055	\$14,555,775	\$15,035,025	\$15,637,610
Mexican	\$15,246,930	\$16,175,115	\$16,885,618	\$17,741,225
Puerto Rican	\$83,456,835	\$88,354,640	\$92,055,893	\$96,541,580
South American	\$13,192,130	\$13,452,474	\$13,503,552	\$12,897,640
Other	\$49,911,245	\$56,121,000	\$61,717,520	\$67,965,475
	=====	=====	=====	=====
Total	\$175,681,195	\$188,659,004	\$199,197,608	\$210,783,530
Growth	---	7.39%	5.59%	5.82%

Source: (a) Fishkind & Associates, Inc.

End Notes

¹ Orlando Regional Chamber of Commerce: 2005 Hispanic Summit: Learning Together
< <http://www.orlando.org/index.php?src=gendocs&link=Hispanic%20Summit%20Home> >

² The modified shift-share method assumes that the share of population to any sub-group will increase with the same average annual percentage change as in the past. The share method assumes that the share of future population growth remains constant for any sub-group. The linear method assumes that the population increases at the same average annual change as in the base period.

³ C. Hoag (2005) *Hispanic Television Networks Boom*, Miami Herald

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<http://proquest.umi.com.ucfproxy.fcla.edu/pqdweb?did=776787561&sid=1&Fmt=3&clientId=20176&RQT=309&VName=PQD> >