


THE NEW LATINO SOUTH: LATINOS IN NORTH CAROLINA



Understanding a Growing Community

Axel Lluch – Governor’s Office of Hispanic/Latino Affairs
Presentation to “Lee Co. Committee of 100” - 4/29/08

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THE NEW LATINO SOUTH

- Latinos have differences & similarities in cultural & social customs, political, economic conditions and history
- Most Latinos/Hispanics share a common language, Spanish. Yet there are more: Portuguese, indigenous and others

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THE NEW LATINO SOUTH - Population Growth

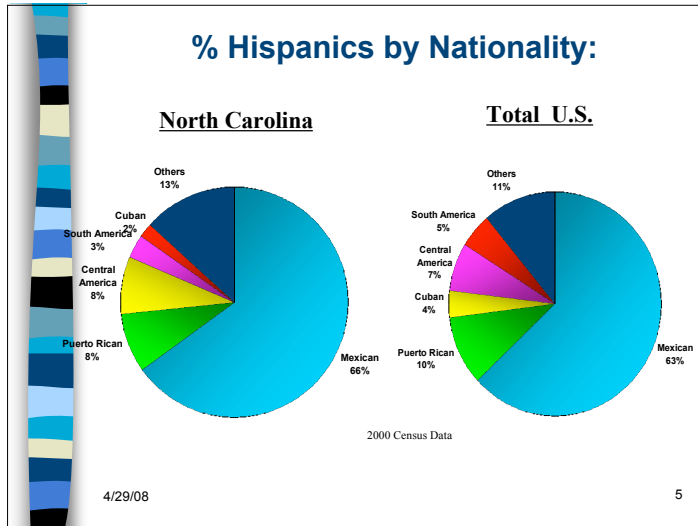
- Fast-growing economies magnets for young, unmarried, mobile Latino immigrants; Post-Katrina impact
- Hispanics in NC had a 492% increase from 77,000 to 379,000 (1990-2000); 4.7% of NC population (U.S. Census-2000)
- NC Hispanic population totaled 600,913 or 7% of state’s population in 2004 (UNC Study 2006)
- Census data- 655,810 or 7.2% (U.S. Census- 7/ 07)

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THE NEW LATINO SOUTH - Population Growth

- 55% of U.S. Hispanics are 2nd. & 3rd. generation native born U.S. citizens (3/04 - Pew Hisp.Center)
- In 2004, 55% of NC Hispanics were citizens or legal residents and 45% were unauthorized residents (UNC-CH Economic Study 2006)

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- ### THE NEW LATINO SOUTH—Social norms
- Slight differences in social / cultural traditions
 - Strong community, family ties and faith values
 - More expressive / open emotions (touch, less personal space)
 - Less eye contact, avoid confrontation
 - Importance of building trust & relationships
 - Flexible time management / less structured
 - Varies with integration process, social interaction
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- ### THE NEW LATINO SOUTH - Welfare/Health
- Most immigrants, including Latinos, receive less welfare/social benefits than native-born citizens
 - Many immigrants are young / healthy - needing less health / welfare services; Median age 27.4 yrs. vs. 36.4 for US population (Census 7/06)
 - Barriers to healthcare access make low income Latinos under served and vulnerable population
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- ### THE NEW LATINO SOUTH - Education
- NC Hispanics have lower education levels vs. non-Hispanics (median 7.5 vs. 12 yrs of school); 50% of Hispanics completed less than 8 yrs. of schooling (UNC-Ch Economic Study)
 - Latino youth educated in the US don't differ much in dropout rates vs. native born (Pew Hisp. Ctr. Jan 04)
 - Parental involvement is strongest predictor for academic success of Latinos (Machado-Casas/Zuniga study 205)
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THE NEW LATINO SOUTH - Jobs

- **NC Hispanics are younger / healthier; 55.3% are working-ages of 18 - 44 vs. 37.3% non-Hispanics** (UNC-CH Economic Study 2006)
- **Many Latinos work low-paying / high-risk jobs seldom pursued by non-immigrants; H2A guest workers: 8,300 of 98,000 total farm workers in NC** (E.S.C. - 2005)
- **They fill jobs 76 million “baby boomers” (born 1946- 64) are starting to leave & create new businesses (supply vs. demand)**

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THE NEW LATINO SOUTH-NC: Economic Impact (UNC - CH SCHOOL OF BUSINESS STUDY – 2006)

- **NC Hispanics had total after-tax income of \$8.3 billion in 2004 ; 20% sent to Latin America, saved, or used for interest payments; residual spending had impact of \$9.2 billion on NC**
- **\$9.2 billion impact to NC economy through purchases and tax payments, while net cost to state budget \$61 million, \$102 per Hispanic, for health care, education and corrections**
- **NC exports to Latin America have increased from \$2.9 billion in 1999 to \$4.1 billion in 2004**

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THE NEW LATINO SOUTH-NC: Economic Impact (UNC - CH SCHOOL OF BUSINESS STUDY – 2006)

Table 11
HISPANIC BUYING POWER AND ECONOMIC IMPACT BY COUNTY 2004
Dollar numbers are in the thousands

County	Buying Power	Economic Impact
Lee	\$115,107	\$110,207
Harnett	\$79,931	\$71,517
Chatham	\$110,847	\$97,735
Wake	\$932,373	\$945,480

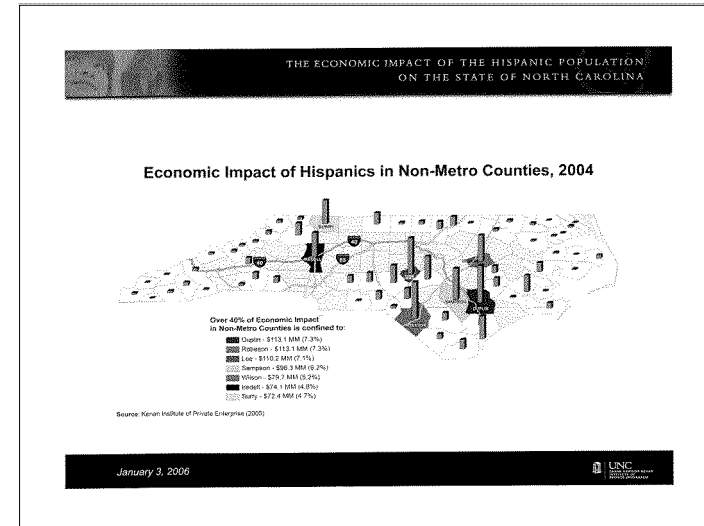
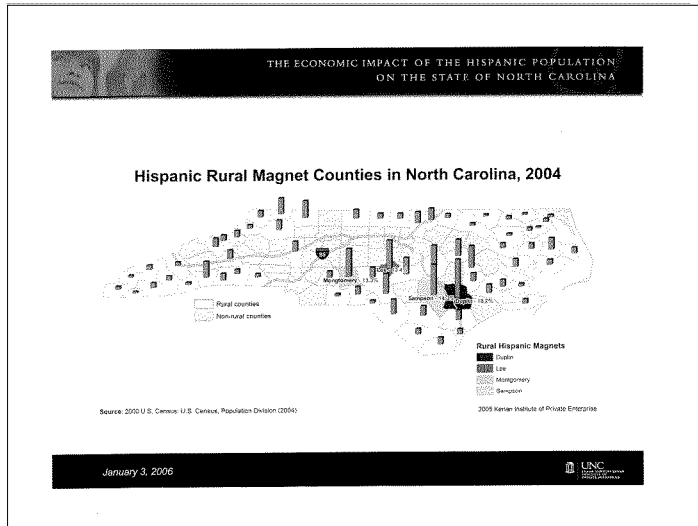
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THE NEW LATINO SOUTH-NC: Economic Impact (UNC - CH SCHOOL OF BUSINESS STUDY – 2006)

Table 13
ESTIMATED HISPANIC BUSINESS REVENUE LEAKAGE BY COUNTY, 2004
Dollar numbers are in thousands

County	Abs. Leakage	% Leakage
Lee	\$16,482	15.0%
Harnett	\$16,457	23.0%
Wake	\$80,711	8.5%
Guildford	\$9,359	2.4%
Gates	\$138	32.6%

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THE NEW LATINO SOUTH – Economy

- Mexico is U.S. 2nd. trading partner. U.S. – Mexico trading \$290 bi. in 2005; US exports to Mexico grew \$50 - \$120 bi. since NAFTA (1994); CAFTA/DR - 2006. Peru – 2007, Colombia pending
- 2006 US - L. Amer./Caribbean trade was \$555 billion
- Understanding globalization of the world, U.S. & NC economies is vital

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THE NEW LATINO SOUTH – Economy

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Effective Latino Partnerships in NC

(State Educational Institutions)

- L. American Studies UNC-CH (1940)
- Consortium L. American & Caribbean Studies - UNC-CH / Duke (1990)
- UNC Ctr. Intl. Understanding (1979)
- NC Community College initiative (2004)
- World View Program (1998)- educators

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Effective Latino Partnerships in NC

(UNC - CH SCHOOL OF BUSINESS STUDY - 2006)

- Promoting Hispanic entrepreneurship is an opportunity for NC. In 2002: 9,047 Hispanic owned businesses in NC with \$1.8 billion sales
- Barriers limiting start-up & growth of Hispanics need to be addressed (complex English language legal / reporting documents, lack credit histories & financing)

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Effective Latino Partnerships in NC

Government & Private Institutions

- Growing Latino businesses & three banking institutions
- Two Latino chambers of commerce in NC
- Latino media (print & electronic)
- NC Latino coalitions, non-profits, faith-based & local organizations
- Mexican Consulate / mobile consulates
- DOC / DPI / DA & state agencies' liaisons
- G. Adv. C. / Office Hispanic / Latino Affairs

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Challenges & Recommendations

- No "miracle or fast" solutions
- Embrace constructive Globalization (people, financial, knowledge / technology, governance)
- Recognize "browning" & "aging" of America
- Migration issue: Comprehensive Immigration Reform in post- 9/11 America
- Sound immigrant integration model: constant interaction, mutual adjustments/ accommodations
- Overcome cultural & language barriers; increase education level & access, social integration
- Strengthen/ expand existing relationships and partnerships with local Hispanics and Latin America

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THANK YOU !!!

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