



Juntos

OUR ANNUAL ACTIVITIES INCLUDE:

- **Powerful Website** for members only. Post jobs, promotions and discounts. Promote your business using free banners in the more visible pages
- **Monthly newsletter** to more than 3,000 individuals interested in Hispanic subjects
- **Monthly networking meetings** (*Fourth Tuesday of the Month*) Monthly meetings with topics ranging from business trends to community activities
- **Monthly Business Lead Lunch** (*Second Tuesday of the Month*) A networking lunch with the opportunity to connect with other individuals doing business in the Hispanic community
- **Annual Gala** Prestigious event recognizing the achievements of Hispanic individuals and businesses
- **College Scholarships** for deserving Hispanic students
- **Annual Posada** event (*Christmas party*)
- And many, many other projects in support of our fast growing Hispanic Community. Cincy-Cinco Latino Festival, Hispanic Heritage Month, etc.

For additional information, please visit: www.HispanicChamberCincinnati.com

2637 Erie Ave., Suite 206 • Cincinnati, Ohio 45208

t 513.979.6999 • f 513.979.6996

e office@hispanicchambercincinnati.com

creating opportunities ... and partnerships



Truth is, not everyone is alike.

LaVERDAD can help you hear and understand the true voice of the customer. We apply innovative ideas and creative strategies to understand and reach your customers or target audience. Our team is diverse by design and will help you identify actionable truths that lead to measurable results.

Who knows LaVERDAD? P&G, Toyota, State Farm, Fifth Third Bank, Hispanic Chamber Cincinnati USA, Agenda 360, Downtown Cincinnati Inc., Ohio Department of Health, City of Cincinnati, Cintas, Pantene, Crest, Head & Shoulders and many more clients we've served!

LAVERDAD

7817 Cooper Road • Cincinnati, OH • 45242
Office 513.891.1430 • laverdadmarketing.com

discover
the
truth

DID YOU KNOW... 2014

Hispanic facts, data, and trivia



Arlodis Chapman, born in Cuba, closer for the Cincinnati Reds, holds the MLB record for the fastest pitch ever recorded in the history of baseball, at **105 mph**.



Anthony Muñoz, Mexican-American, played offensive tackle for the Cincinnati Bengals for 11 years, and is the only career Bengal inducted into the **NFL Hall of Fame**.



On July 24, 2014 during the "Salsa on the Square" event, a **new record for salsa dancing with 2,068 people** was established. Congratulations Cincinnati!



The **5 largest Hispanic populations** in metro areas in the US are: Los Angeles (5.8M), New York (4.3M), Houston (2.1M), Riverside-San Bernardino (2.1M) and Chicago (2.0M).



800,000 young Latinos turn 18 every year. This means that **2,200 Latinos** become eligible to vote every single day.



Ohio's Hispanic population has grown 9%, or 32,263 residents since 2010. In the same period Ohio lost 7,000 residents who were not Hispanic.



The US consumes 8 million pounds of **Guacamole** during Super Bowl parties every year.



A joke: Health Professionals are suggesting the traditional Mexican diet has lot of **Vitamin (T)**: Tacos, Tortas, Tamales, and Tostadas!



The globally well known "**Caesar**" salad was created in 1937 by Italian chef Caesar Cardini in Tijuana, Mexico.



In 2015, Mexico will become the largest exporter of cars into the US market with an estimated **1.9 million cars** exported each year.



Mexican Wave: This well-known crowd activity that is performed around the world originated in Mexico City at the Aztec Stadium during the 1986 World Cup.



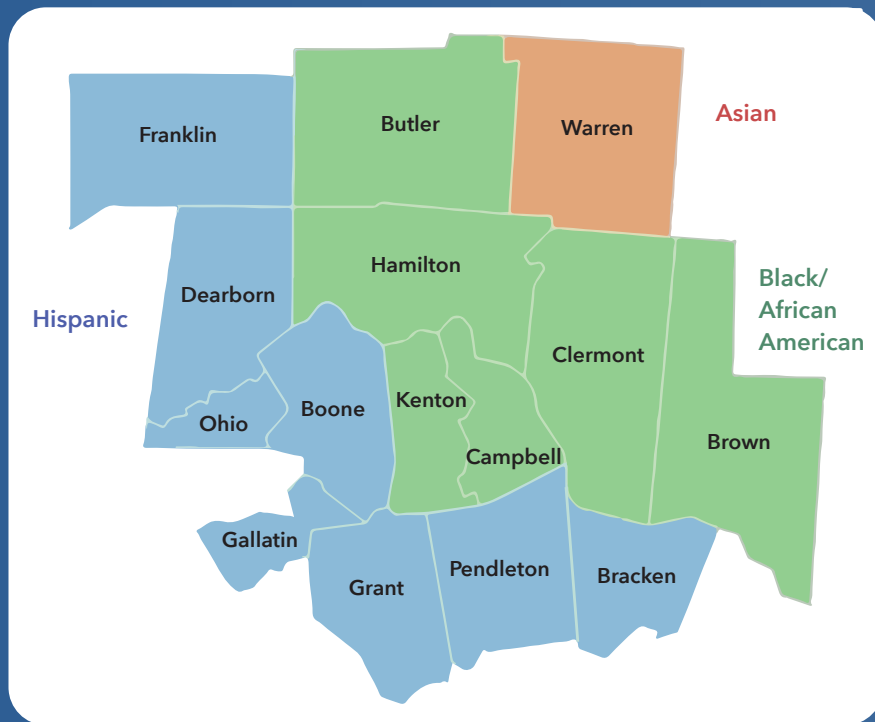
Mexico graduates almost **twice the rate** of engineers when compared to the US. (Ratio of engineers per 100,000 people)

Cincinnati MSA Minority Population by County

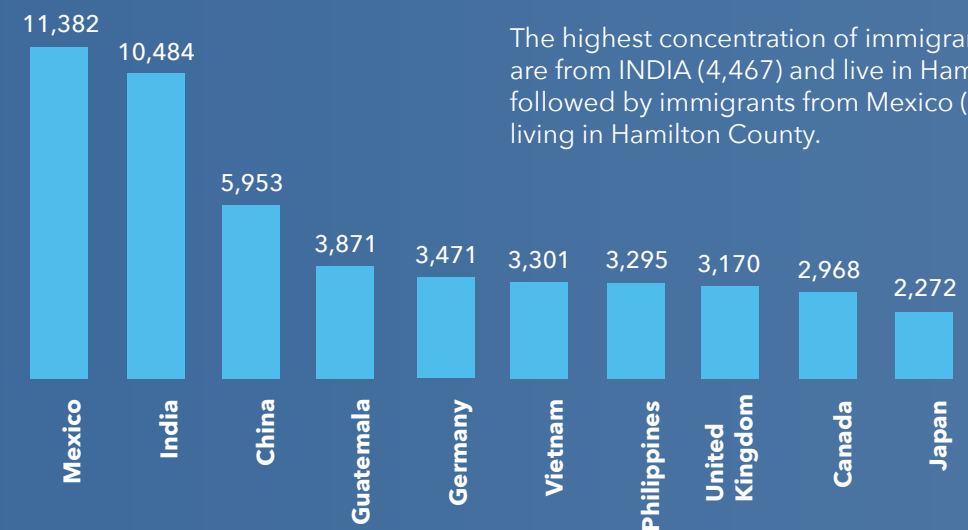
State	County	Hispanic	Asian	Black/AA	Other	Total Minority
Ohio	Brown	351	178	611	342	1,482
	Butler	16,583	11,596	32,738	2,705	63,622
	Clermont	3,543	2,876	3,816	1,397	11,632
	Hamilton	24,171	21,717	218,064	6,069	270,021
	Warren	5,622	10,979	8,616	1,266	26,483
Kentucky	Boone	5,047	3,772	4,485	843	14,147
	Bracken	132	17	81	67	297
	Campbell	1,723	962	3,377	545	6,607
	Gallatin	469	34	201	57	761
	Grant	619	130	353	203	1,305
	Kenton	4,923	2,317	9,589	1,117	17,946
	Pendleton	157	66	115	91	429
Indiana	Dearborn	644	330	560	291	1,825
	Franklin	261	83	110	131	585
	Ohio	88	29	45	26	188
MSA		64,333	55,086	282,761	15,150	417,330

Cincinnati MSA Immigrant Population by Country

Mexico	India	China	Guatemala	Germany	Vietnam	Philippines	United Kingdom	Canada	Japan	Others	Total Immigrants
-	-	44	-	20	-	16	-	25	-	54	159
3,379	1,825	1,622	826	555	1,480	949	589	427	126	6,718	18,496
634	338	178	41	161	308	307	315	335	158	2,007	4,782
3,933	4,467	2,158	2,354	1,728	964	1,179	1,333	1,118	419	18,851	38,504
883	3,050	1,316	66	343	341	296	525	322	182	3,879	11,203
1,077	359	185	98	275	128	257	194	243	1,194	1,545	5,555
125	-	-	-	-	-	-	-	-	-	6	131
169	108	203	29	106	-	38	81	77	2	925	1,738
345	10	-	-	-	-	18	-	-	-	69	442
133	-	10	-	22	-	-	-	16	-	116	297
642	307	220	457	157	80	112	97	353	81	1,466	3,972
-	-	-	-	-	-	-	-	-	-	8	8
50	20	17	-	86	-	118	36	43	26	194	590
-	-	-	-	18	-	5	-	9	84	138	254
12	-	-	-	-	-	-	-	-	-	-	12
11,382	10,484	5,953	3,871	3,471	3,301	3,295	3,170	2,968	2,272	35,976	86,143



Cincinnati MSA Top 10 Immigrant Countries of Origin



The highest concentration of immigrants in the MSA are from INDIA (4,467) and live in Hamilton County, followed by immigrants from Mexico (3,933) also living in Hamilton County.

Of the 15 counties in the Cincinnati MSA, **Black/African Americans** represent 68% of the minority population, and are the largest minority group in **six** counties. **Hispanics** represent the largest single ethnic group in **over half** of the counties in the MSA (**8** of 15). **Asians** are the largest single minority group in Warren County.