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## Expert Comments On New Census Hispanic Pop Data

### *Geoscape Int'l 2003 Preliminary Data Projects Hispanic Population To Reach 39 Million*

**New York, NY — January 23, 2003** - The Census Bureau released more figures on race and ethnicity this week, the first statistics since the 2000 Census. According to Cesar Melgoza, president of Geoscape International, Hispanics outnumbering blacks was news after the initial release of Census 2000 figures. The Census 2000 reported that in 2000 there were 34,658,190 blacks/African Americans, 35,305,818 Hispanics (nearly 1.4 million of whom may identify themselves also as black since Hispanic is an ethnicity and not a race) and 33,947,837 non-Hispanic blacks.

Geoscape International, a provider of market intelligence and updated census-type demographics along with a wide variety of market data, has preliminary data for 2003 that show nearly 39 million Americans are of Hispanic heritage. “One should consider that there are also approximately 4 million residents of Puerto Rico who are pre-dominantly of Hispanic heritage and who are more and more frequently included within the American market landscape, making the grand total Hispanic population about 43 million” said Melgoza.

“Hispanics will continue to increase substantially within the U.S. due to their above average fertility rates--a disproportionately large number of Hispanics are in their child-bearing years compared to other population segments as well,” added Melgoza. Furthermore, immigration from Latin America and the Caribbean is expected to continue steadily, especially as the region experiences political and economic turmoil. It is well within the realm of realistic projections that U.S. Hispanics will exceed 50 million prior to the next decennial census. Hispanics, previously believed to be concentrated in just a few cities and states, are settling throughout the U.S. and are forming significant pockets of population in secondary and tertiary metropolitan areas,” he said.

According to the 2000 Census, the dispersion of Hispanics throughout the U.S. is partly due to the demand for labor in historically non-Hispanic states such as North Carolina and Atlanta, who were home to about 435 thousand and 379 thousand Hispanics, respectively. Melgoza suggests

many professionals involved with market and social research believe these numbers are still quite conservative. Some of the issues related to the under-counting of Hispanics and other minority groups have yet to be resolved.

Geoscape will release its 2003 Series DataStream in March, which will incorporate brand new techniques that will substantially improve population estimates among Hispanics, Asians, Eastern Europeans and many other cultural groups that have historically been difficult to enumerate. Geoscape recently introduced its "online gateway to multicultural market Intelligence," dubbed "G.I.S." or Geoscape Intelligence System, which makes these data sets and others simple to access and deploy for a variety of analysis and visualization applications. G.I.S. modules include color-coded mapping and geo-demographic reporting, retail analysis, media coverage and audience potential mapping, multicultural identification of uploaded consumer lists, downloadable consumer and business lists and other powerful functions.

### **About Geoscape International Inc.**

Founded in 1995, and headquartered in Miami, Geoscape International, Inc. ([www.geoscape.com](http://www.geoscape.com)) is a privately held company dedicated to providing multicultural and multinational market intelligence information systems enabling more effective business strategy and tactics. Its products and services are relied upon by some of the most prestigious companies in the world including Verizon, Blockbuster, Proctor & Gamble, The MONY Group, AARP, Nike and Starbucks.

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