Demographic Facts You Need to Know: Hispanic/Latino, NC vs. U.S.

	North Carolina	United States	Source
Hispanic Population Growth & Change			
2020 Total Population	1,118,596	62,080,044	1
Numeric Change, 2010-2020	318,476	11,602,450	1
% Change, 2010-2020	39.8%	23.0%	1
2040 Projected Population	1.8 million	91.6 million	2,3
Age			
Median Age	25.1	29.8	4
Children (under 18)	37%	31%	4
Adults 65+	4%	8%	4
Language & Foreign-Born			
Speak language other than English at home (age 5+)	77%	71%	4
Speak English less than "very well" (age 5+)	31%	28%	4
Immigrants as share of pop.	40%	33%	4
Ancestry			
Mexican	54%	61%	4
Puerto Rican	11%	10%	4
Honduran	6%	2%	4
Salvadoran	6%	4%	4
Guatemalan	4%	3%	4
Other Origin/Ancestry	19%	20%	4
Education, Income, & Poverty			
Adults age 25+ with BA or higher	17%	18%	4
Adults age 25+ without HS/GED	37%	29%	4
Median household income	$46,933	$55,658	4
Total poverty rate	22%	17%	4
Child poverty rate	30%	23%	4
Home Ownership Rate	47%	48%	4
Share of households with computer & broadband	85%	84%	4
Labor Force Participation & Business Ownership			
Labor force participation rate (16+)	71%	68%	4
Unemployment rate	3.2%	3%	4
Business owners (with paid employees), 2016	4,713	337,533	5
Share of all business owners, 2016	2.9%	6%	5
Health			
Adults age 19-64 with health insurance	54%	74%	4

Sources

1. 2020 Census
2. NC Office of State Budget and Management
3. U.S. Census Bureau
4. 2019 American Community Survey
5. 2016 Survey of Entrepreneurs

CAROLINA
DEMOGRAPHY

What we do

Data doesn't exist in a silo. Neither do we.

Carolina Demography helps leaders throughout our state answer the question: Where is North Carolina heading? Located within the Carolina Population Center at UNC-Chapel Hill, we use population-level data and other available research to provide context and perspective to people working to shape North Carolina's future.

Our clients include local and state governments, foundations, businesses, schools, and not-for profit organizations who need accurate and specific information to make decisions and better understand their communities. We are non-partisan, rigorous, and approachable: Our team pairs a wide array of demographic and research consulting services with your subject matter expertise, leaving you with the data and analysis you need to make informed decisions.

Questions we've helped answer

When do students drop out of NC's education pipeline?

How will demographic change impact future community college enrollments?

Which communities in North Carolina are most at-risk of being undercounted in the 2020 Census?

What factors are driving employee turnover at a utility company?

Where should a franchisee put a store in Western NC?

Work with us

You don't need to have a project in mind to contact us. Tell us what questions you have about your community, or what data you need to make better decisions.

What we deliver

We help you put a face or a story on the population-level changes facing your community. Using datasets and primary research, we provide accessible and customizable insights that may take the form of a white paper, a data visualization, a database, or something else entirely.

Data acquisition

We know where to find relevant data and can translate complex information based on the questions you need to answer. (We can also help you determine what questions to answer.)

Custom population estimates and projections

Using Stata, SAS and R, we can project populations or school enrollments that give insight into how your community will shift in the coming years.

Data analysis and interpretation

We can identify potential policy responses to demographic change and analyze the impact of current or proposed policies on specific populations.

Workshops, trainings, and presentations

We convene and engage your stakeholders and decision-makers to facilitate understanding and dialogue and strengthen the capacity of your organization to communicate data-driven ideas.