
Preferencia y uso del Español en EE.UU.

Oficina Comercial De España en Miami

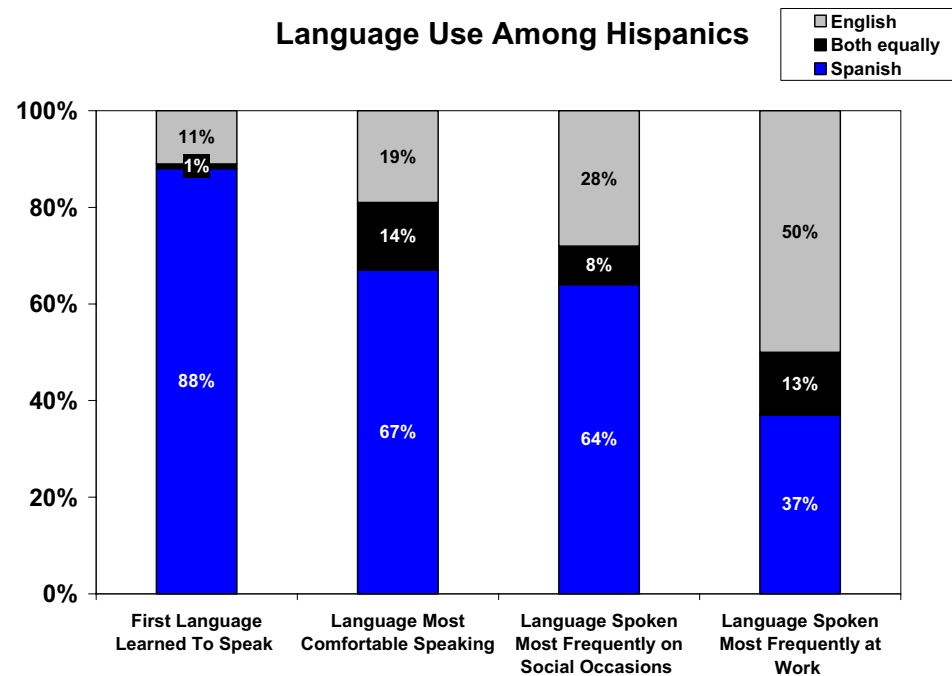
I. LANGUAGE PREFERENCE AND USAGE

The strength of the Spanish language among U.S. Hispanic adults is indisputable. For the vast majority (88%) of Hispanics living in the U.S., Spanish is the first language they learn to speak. For most (67%) thereafter, it remains the one language with which they are most comfortable.

A. Language Use by Context

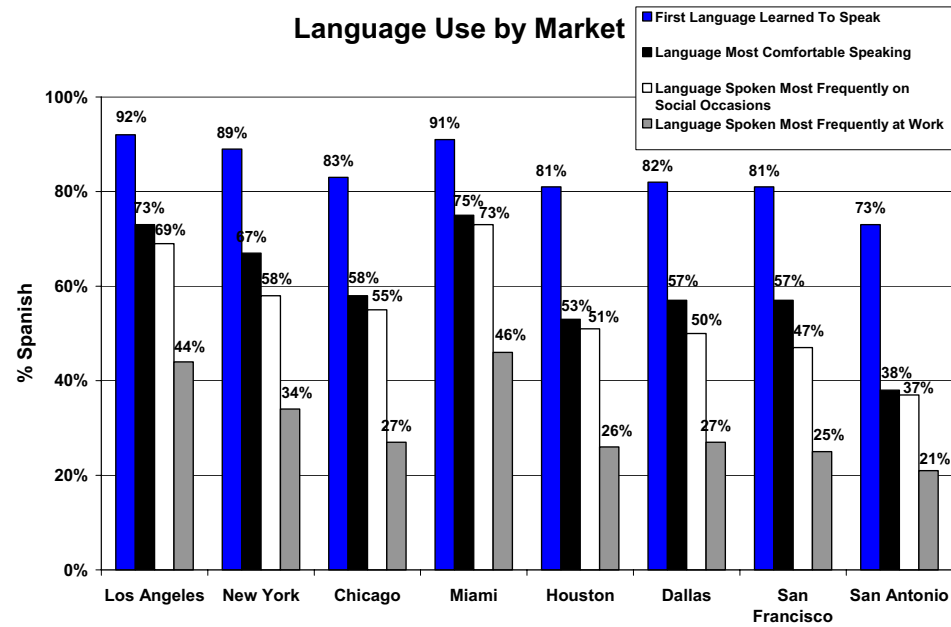
The language that a person uses is context-based, meaning that in different situations, a person may choose, prefer, or be forced to use one language over another.

Generally speaking, Hispanics are more likely to rely on Spanish in social situations as compared to the work environment where there is likely to be more diversity among fellow employees and/or customers.



Source: Synovate

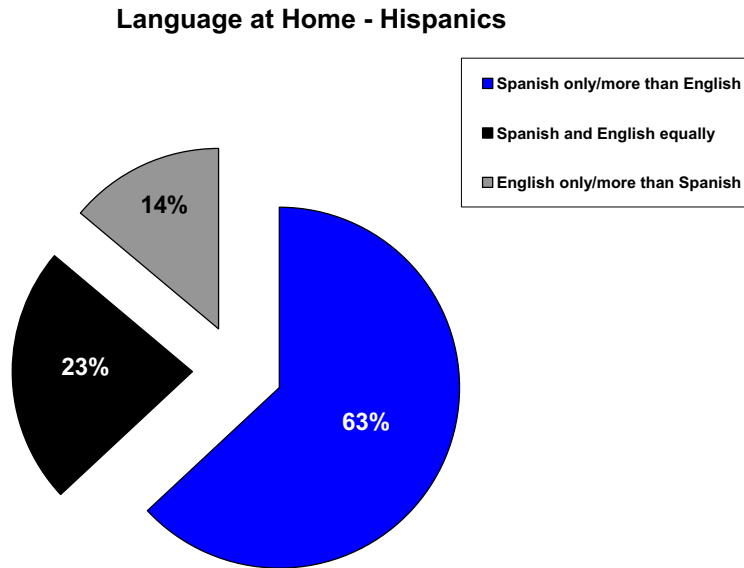
This inherent strength of the Spanish language is found among all U.S. Hispanics regardless of their country of origin or descent or the U.S. city in which they live. Even in San Antonio, the most bilingual of the major U.S. Hispanic markets, Spanish was the first language learned by 73% of adults and 38% are most comfortable in Spanish.



Source: Synovate

B. Language at Home

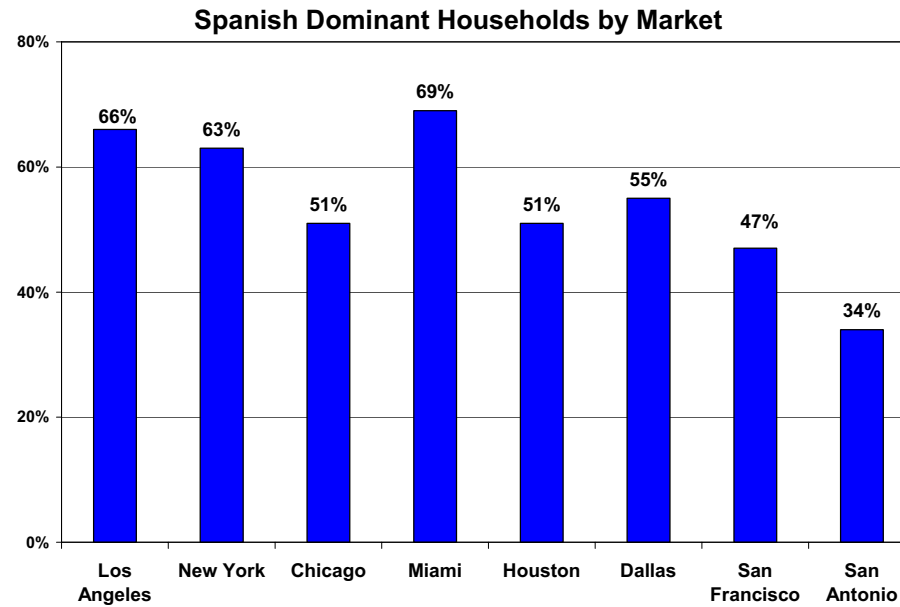
Despite the cultural importance of the Spanish language, the realities of life in the U.S. result in the desire and need for Hispanics to speak English. Sixty-three (63%) percent of Hispanic households overall can be classified as Spanish dominant, that is speaking Spanish only or Spanish more than English at home.



Source: Synovate

There is also a sizable proportion of the Hispanic population that speaks both languages equally in the home (23%) and 14% are in English dominant households.

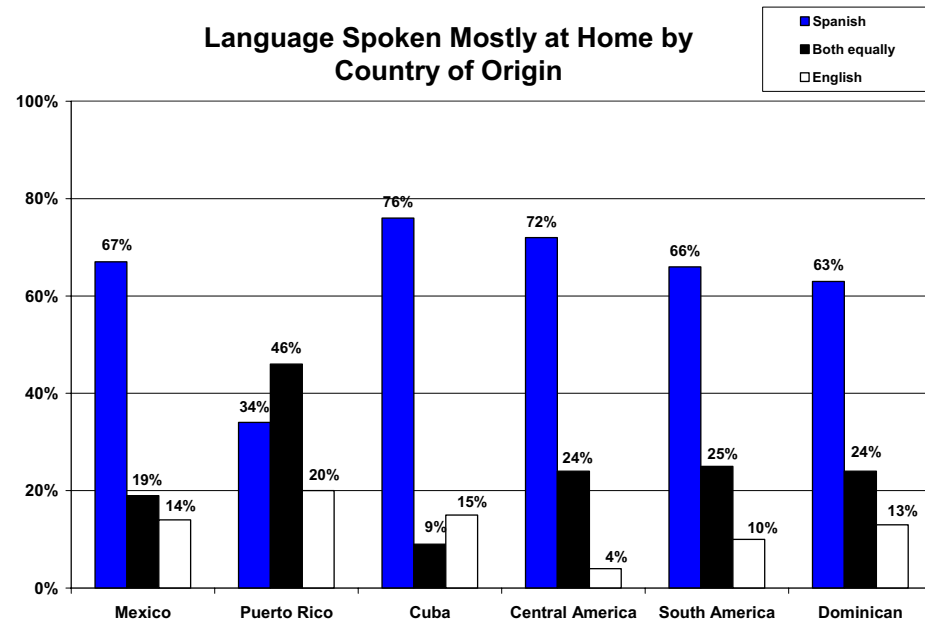
Spanish dominant households are more prevalent in Los Angeles, New York and Miami as compared to the Texas markets and San Francisco.



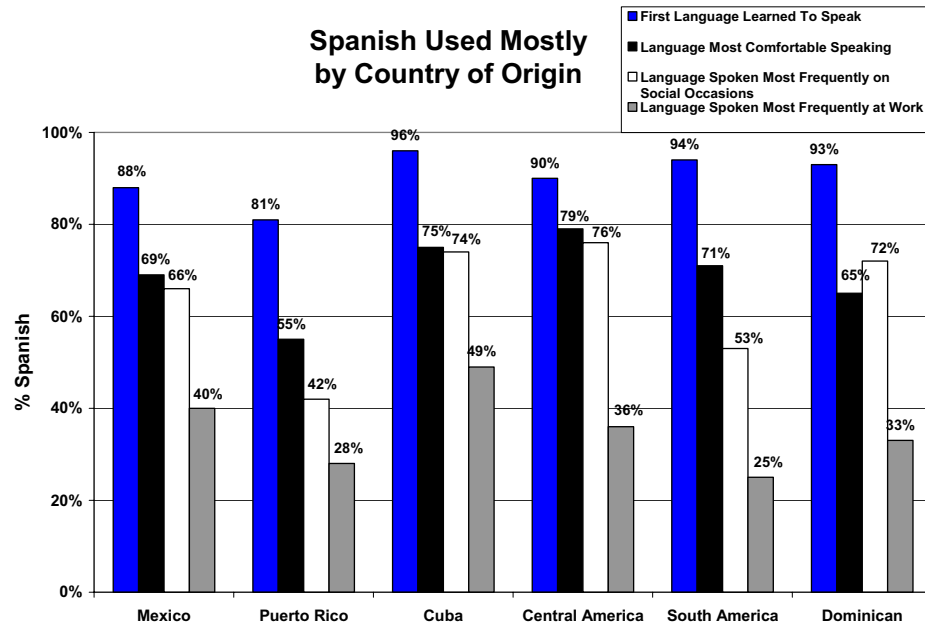
Source: Synovate

C. Language by Country of Origin

Hispanics of Puerto Rican origin or descent, due to their unique relationship with the U.S., are the most likely to be equally comfortable in both languages and to use both equally at home.



Source: Synovate



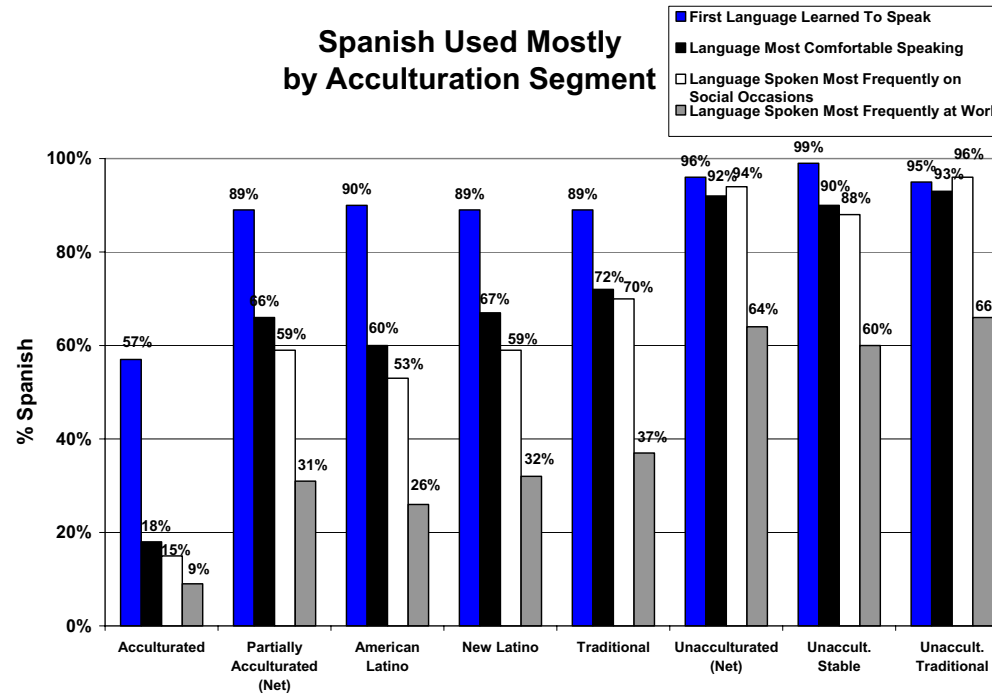
Source: Synovate

D. Language by Acculturation Level

There is a clear correlation between level of acculturation and language use.

The Partially Acculturated and the Unacculturated Hispanics are strongly reliant on the Spanish language with 66% and 92% being most comfortable in Spanish and similar proportions residing in Spanish dominant households.

Language used mostly on social occasions provides insights into the acculturation level of a Hispanic's social network. Less than one-fifth (18%) of Highly acculturated Hispanics speak Spanish mostly in social occasions. Among the Partially Acculturated group, 70% of Traditional speak Spanish mostly in social occasions, while just over half of American Latinos (53%) do so.



Source: Synovate

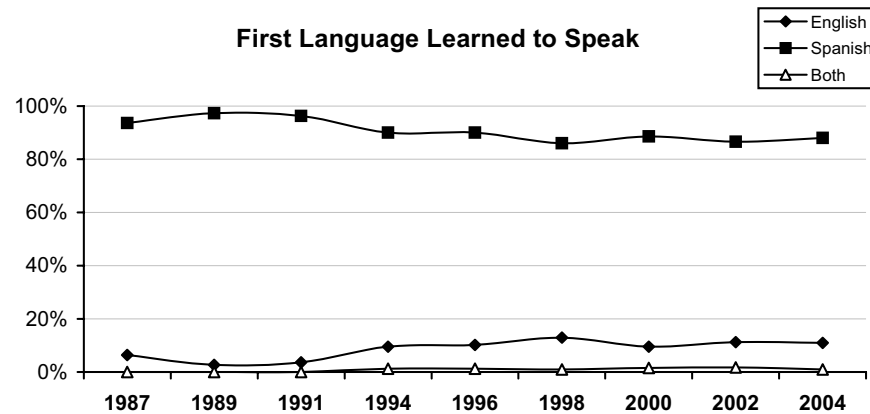
E. Changes in Language Preference over Time

Synovate has been tracking language preference among Hispanics since 1987. Over the past 17 years, language preference among the Hispanic population has changed mirroring the changes in the demographic makeup of the Hispanic population in the U.S.

For 2004, the data presented is among Hispanics nationally. All previous editions of this publication and the historical data presented here represent the language preference among Hispanics in the top 10 Hispanic markets.

1. First Language Learned to Speak

Language first learned to speak has remained stable over the past 10 years. Currently, 88% of Hispanic adults nationally first learned to speak Spanish.



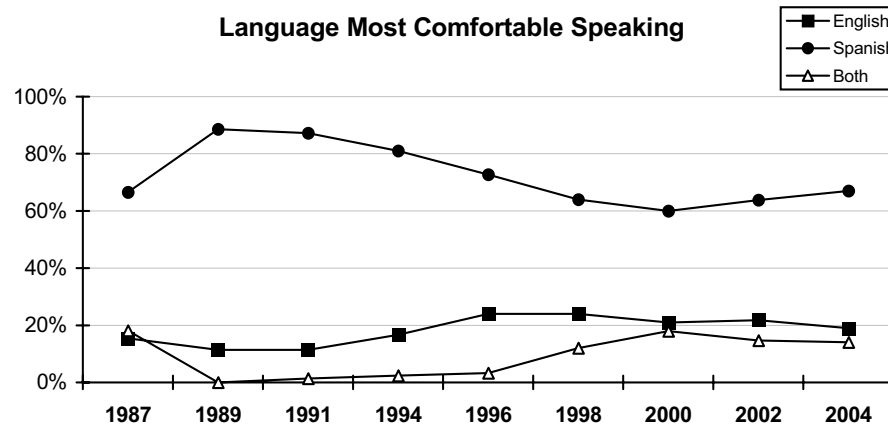
Source: Synovate

2. Language Most Comfortable Speaking

Between 1989 and 2000, there was a steady decline in the percent of Hispanics feeling most comfortable in Spanish, where in 2000, 60% of Hispanics felt most comfortable in Spanish. In 2002 this trend reversed, and 64% of Hispanics felt most comfortable in Spanish.

In 2004, this trend of a higher proportion of Hispanics feeling most comfortable in Spanish continues. This upward trend points to the continued immigration of Hispanics into the U.S. as well as the importance of Spanish among first generation U.S. born Hispanics.

Since 2000, the percent of Hispanics saying that English is the language they are most comfortable speaking has remained stable at just over 20%. In 2004, the percent mentioning English as the language they are most comfortable dropped below the 20% mark for the first time since 1994, in 2004, 19% of Hispanic adults feel most comfortable in English.

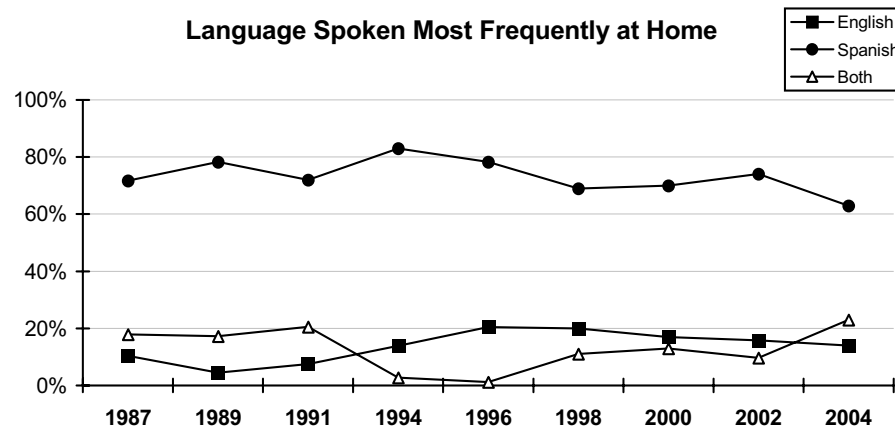


Source: Synovate

3. Language Spoken Most Frequently at Home

In 2004, the percent of Hispanics adults speaking both languages equally at home was over the 20% mark for the first time since 1991 at 23%. The percent of Hispanics speaking English mostly at home continues a slow but steady decline which started in 1996.

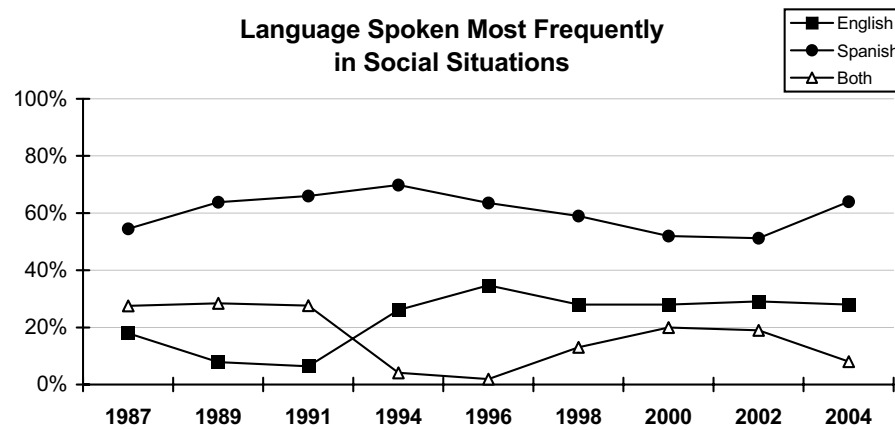
The percent of Hispanics speaking Spanish mostly at home also declined to 63%. This data confirms that the Hispanic market is becoming more of a bilingual market, where both languages play an important role in the home and in daily life.



Source: Synovate

4. Language Spoken Most Frequently in Social Situations

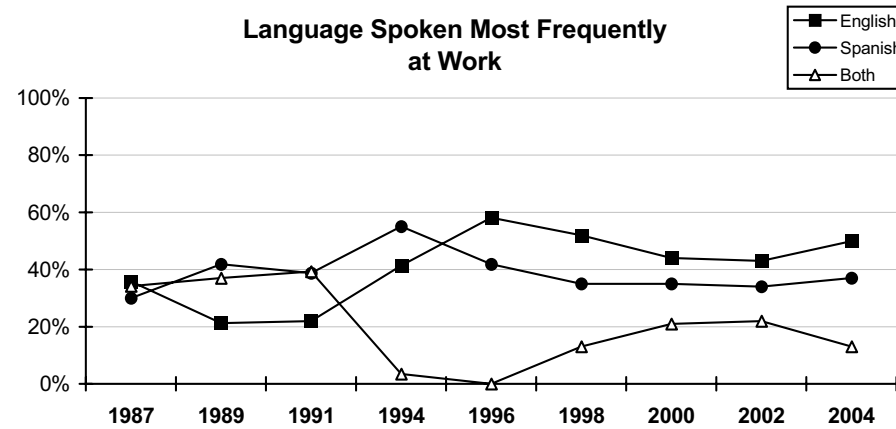
Nationally, the percent of Hispanics speaking English mostly in social situations has not changed significantly since 1998 - currently at 28%. The percent of Hispanics mentioning Spanish as the language spoken mostly in social situation increased in 2004, while the percent saying that they speak both languages equally in social situations decreased.



Source: Synovate

5. Language Spoken Most Frequently at Work

In 2004, the percent of Hispanics mentioning that they speak both languages equally at work declined to the lowest level since 1998 – 13%. At the same time, the percent of Hispanics speaking English mostly and Spanish mostly increased slightly to 50% and 37% respectively.



Source: Synovate

F. Survey Tabulations

Survey tabulations used for the analyses in this chapter are presented in this section. The data represents the results of a survey of 1,400 Hispanic adults over the age of 18 on a national basis and in the top 8 markets.

Column labeled “National Hispanic” represents the average for Hispanics nationally. Some columns may not add to 100% because of rounding and non-classifiable responses.

Language Use by Hispanic Market

	<u>National Hispanic</u>	<u>Los Angeles</u>	<u>New York</u>	<u>Chicago</u>	<u>Miami</u>	<u>Houston</u>	<u>Dallas</u>	<u>San Francisco</u>	<u>San Antonio</u>
Language at Home									
Spanish only/mostly	63%	66%	63%	51%	69%	51%	55%	47%	34%
Spanish / English equally	23%	23%	23%	31%	24%	23%	24%	25%	35%
English only/mostly	14%	11%	14%	18%	7%	25%	21%	29%	31%
First Language Learned To Speak									
Spanish	88%	92%	89%	83%	91%	81%	82%	81%	73%
Both equally	1%	1%	1%	1%	<1%	1%	1%	1%	2%
English	11%	7%	10%	16%	9%	18%	17%	18%	25%
Language Most Comfortable Speaking									
Spanish	67%	73%	67%	58%	75%	53%	57%	57%	38%
Both equally	14%	12%	13%	15%	11%	15%	16%	8%	19%
English	19%	15%	20%	27%	14%	32%	27%	35%	43%
Language Spoken Most Frequently on Social Occasions									
Spanish	64%	69%	58%	55%	73%	51%	50%	47%	37%
Both equally	8%	7%	7%	9%	7%	13%	9%	9%	11%
English	28%	24%	35%	36%	20%	36%	41%	44%	52%
Language Spoken Most Frequently at Work									
Spanish	37%	44%	34%	27%	46%	26%	27%	25%	21%
Both equally	13%	13%	15%	12%	19%	23%	15%	14%	19%
English	50%	43%	51%	61%	35%	51%	58%	61%	60%

Language Use by Country of Origin

	Mexico	Puerto Rico	Cuba	Central America	South America	Dominican
Language at Home						
Spanish only/mostly	67%	34%	76%	72%	66%	63%
Spanish / English equally	19%	46%	9%	24%	25%	24%
English only/mostly	14%	20%	15%	4%	10%	13%
First Language Learned To Speak						
Spanish	88%	81%	96%	90%	94%	93%
Both equally	1%	1%	<1%	<1%	<1%	<1%
English	11%	18%	4%	10%	6%	7%
Language Most Comfortable Speaking						
Spanish	69%	55%	75%	79%	71%	65%
Both equally	14%	17%	5%	13%	16%	5%
English	17%	28%	20%	8%	13%	30%
Language Spoken Most Frequently on Social Occasions						
Spanish	66%	42%	74%	76%	53%	72%
Both equally	8%	11%	4%	8%	15%	3%
English	26%	47%	22%	16%	32%	25%
Language Spoken Most Frequently at Work						
Spanish	40%	28%	49%	36%	25%	33%
Both equally	12%	6%	16%	15%	17%	22%
English	48%	66%	35%	49%	58%	45%

Language Use by Acculturation Segments

	<u>Accult.</u>	<u>Part. Accult. (Net)</u>	<u>American Latinos</u>	<u>New Latino</u>	<u>Tradi- tional</u>	<u>Unaccult. (Net)</u>	<u>Unaccult. Stable</u>	<u>Unaccult. Traditional</u>	<u>Accult.</u>
Language at Home									
Spanish only/mostly	14%	60%	57%	63%	59%	91%	92%	91%	14%
Spanish / English equally	27%	28%	32%	23%	30%	8%	7%	9%	27%
English only/mostly	58%	12%	12%	13%	11%	<1%	<1%	<1%	58%
First Language Learned To Speak									
Spanish	57%	89%	90%	89%	89%	96%	99%	95%	57%
Both equally	3%	1%	1%	1%	1%	<1%	<1%	<1%	3%
English	40%	10%	9%	10%	10%	4%	1%	5%	40%
Language Most Comfortable Speaking									
Spanish	18%	66%	60%	67%	72%	92%	90%	93%	18%
Both equally	23%	16%	19%	16%	11%	4%	7%	2%	23%
English	59%	18%	21%	17%	17%	4%	3%	5%	59%
Language Spoken Most Frequently on Social Occasions									
Spanish	15%	59%	53%	59%	70%	94%	88%	96%	15%
Both equally	11%	10%	13%	10%	5%	3%	4%	2%	11%
English	74%	31%	34%	31%	25%	3%	8%	2%	74%
Language Spoken Most Frequently at Work									
Spanish	9%	31%	26%	32%	37%	64%	60%	66%	9%
Both equally	8%	14%	11%	16%	17%	9%	10%	9%	8%
English	83%	55%	63%	52%	46%	27%	30%	25%	83%

Hispanics Reading Ability by Market

	National Hispanic	Los Angeles	New York	Chicago	Miami	Houston	Dallas	San Francisco	San Antonio
English Reading Skills									
Very Well/Well	54%	50%	55%	64%	48%	64%	56%	59%	84%
Spanish Reading Skills									
Very Well/Well	88%	91%	91%	83%	95%	82%	85%	82%	75%

Hispanics Reading Ability by Country of Origin

	Mexico	Puerto Rico	Cuba	Central America	South America	Dominican
English Reading Skills						
Very Well/Well	51%	77%	47%	48%	59%	40%
Spanish Reading Skills						
Very Well/Well	87%	90%	90%	91%	97%	99%

Hispanics Reading Ability by Acculturation Segments

	<u>Accult.</u>	<u>Part. Accult. (Net)</u>	<u>American Latinos</u>	<u>New Latino</u>	<u>Tradi-tional</u>	<u>Unaccult. (Net)</u>	<u>Unaccult. Stable</u>	<u>Unaccult. Traditional</u>
English Reading Skills								
Very Well/Well	95%	57%	59%	59%	49%	30%	32%	28%
Spanish Reading Skills								
Very Well/Well	64%	89%	91%	88%	89%	96%	96%	96%

