



50+ Hispanic Quick Facts Philadelphia, Pennsylvania



Posibilidades a tu alcance

2014 Population and Projected Growth to 2019

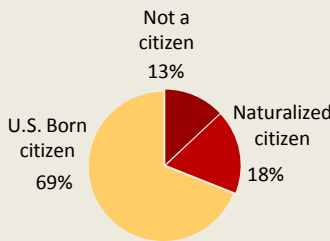
	Philadelphia DMA		Philadelphia County	
Total Population	2014	2019	2014	2019
Total	8,090,985	+2%	1,560,706	+2%
Hispanic	886,864	+15%	208,664	+13%
50+ Population				
Total	2,847,344	+8%	472,724	+7%
Hispanic	140,468	+29%	35,702	+26%

Hispanic as a % of the Population 2014 & 2019

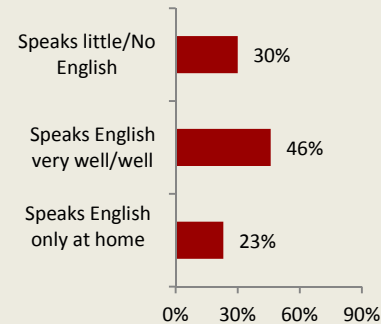
	Philadelphia DMA		Philadelphia County	
	2014	2019	2014	2019
Total population	11%	12%	13%	15%
50+ population	5%	6%	8%	9%

Source: Nielsen Pop-Facts® Advanced demographic data, 2014

Status of 50+ Hispanic Citizenship in Philadelphia DMA

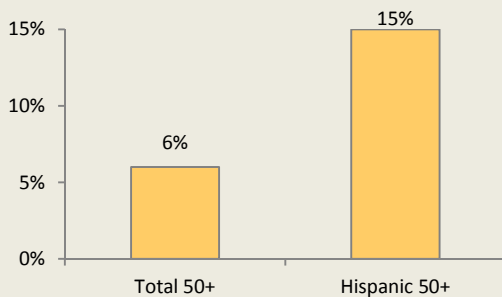


Language Use by 50+ Hispanics in Philadelphia DMA



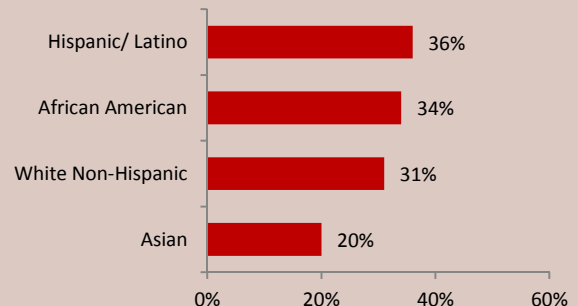
Source: 2012 American Community Survey PUMS. Prepared by AARP Research

Grandchildren Under 18 Living in the Household: Philadelphia DMA



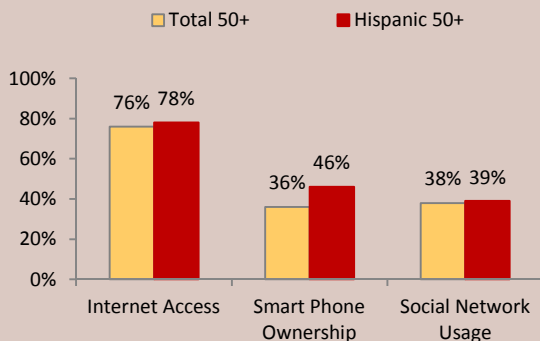
Source: 2012 American Community Survey PUMS. Prepared by AARP Research

Prevalence of Caregiving among U.S. Adults 18+ by Race & Ethnicity



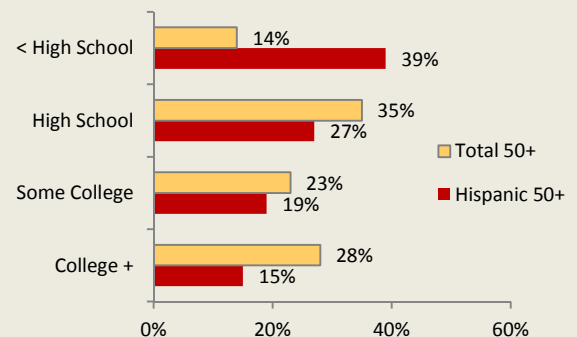
"Caregiving in the U.S. 2009," a study by the National Alliance for Caregiving in Collaboration with AARP

Technology Use by Hispanics 50+: Philadelphia DMA



Source: Nielsen Scarborough Philadelphia 2014 Release 1

50+ Education: Philadelphia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research

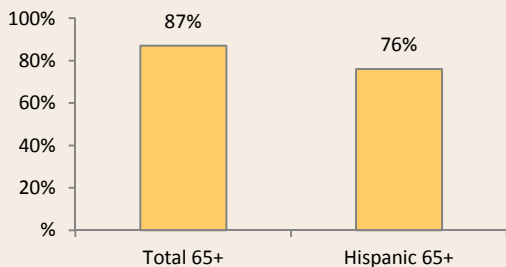
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A snapshot of 50+ Hispanic/Latino residents in Philadelphia



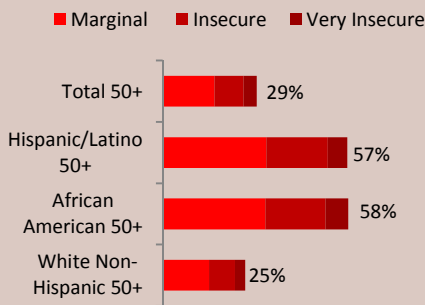
Posibilidades a tu alcance

% 65+ in Philadelphia DMA Receiving Any Social Security Income

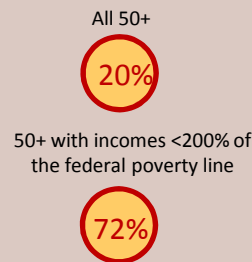


Source: 2012 American Community Survey PUMS. Prepared by AARP Research
Note: small sample size for Hispanics in ACS

50+ National Food Insecurity Rates by Race/Ethnicity



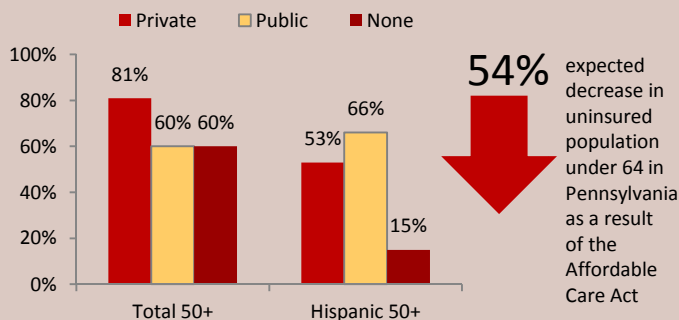
50+ Food Insecurity Philadelphia DMA



Food Insecurity as defined by the USDA: Limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

"Food Insecurity among Older Adults," a 2011 study by AARP Foundation

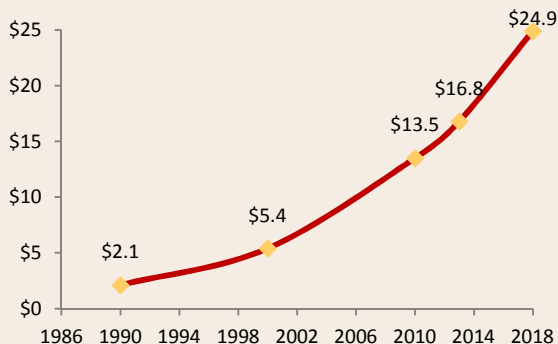
Healthcare for Hispanics 50+: Philadelphia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research. (Note: data pre-dates ACA.)

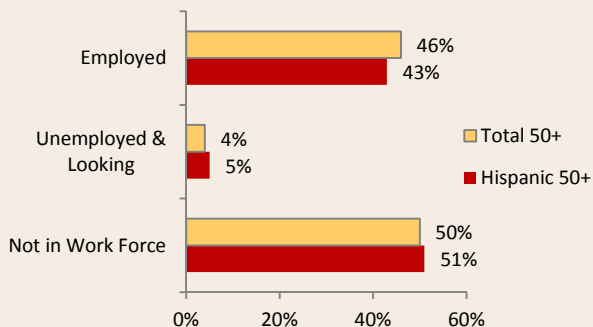
Zooming in on Health Reform 2013 (kff.org)

Hispanic Buying Power: Pennsylvania (in billions)



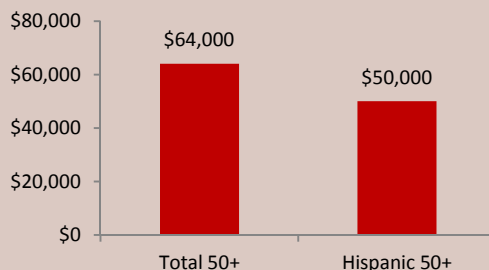
"The Multicultural Economy 2013," a study by the Selig Center for Economic Growth

50+ Employment: Philadelphia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research

2012 Total Median Household Income: Philadelphia DMA



Source: 2012 American Community Survey PUMS. Prepared by AARP Research