The age 50+ Hispanic/Latino population is expected to grow to 32 million by 2050.

This audience skews younger in age compared to the total 50+ population:
Age 50-64: 67% of Hispanic/Latino Age 50+ vs. 59% of Total 50+

- **67%** Age 50-64
- **53%** Female
- **58%** Married
- **38%** Household Income <$35K
- **12%** College Degree or Higher
- **46%** Employed

Country of Origin (Top 5):
- **56%** Mexico
- **7%** Puerto Rico
- **3%** Cuba
- **3%** Dominican Republic
- **3%** El Salvador

- **23%** Kids Age 17 or Under in Household
- **18%** Speaks English Only

Answered “Always” Votes:
- **63%** Presidential Elections
- **43%** Statewide Elections
- **38%** Local Elections

Political Ideology:
- **42%** Democrat
- **6%** Independent
- **15%** Republican
- **7%** Independent, but feel closer to Democrat
- **4%** Independent, but feel closer to Republican
- **26%** None of these

Lifestyle:
- **60%** Have Checking Account
- **46%** Traveled Outside of U.S. in Past 3 Years
- **23%** Without Health Insurance
- **48%** *Access Internet
- **76%** Use Wireless/Cell Phone

Note: The voting patterns percentages are based on age 50+ Hispanic/Latino in the U.S.

Note: The demographic percentages are based on age 50+ Hispanic/Latino in the U.S.

Note: The Hispanic/Latino age 50+ percentage (9%) is based on total age 50+ population in the U.S.

Note: The lifestyle percentages are based on age 50+ Hispanic/Latino in the U.S.

Sources:
- U.S. Census Bureau 2011 ACS PUMS Analyzed by AARP 2011 Scarborough USA
- U.S. Census Bureau 2012 Population Projections

Infographic prepared by AARP Research & Strategic Analysis

* Access Internet: Includes access via computers, tablet PCs, smartphones, and other mobile devices at work, home, or elsewhere.