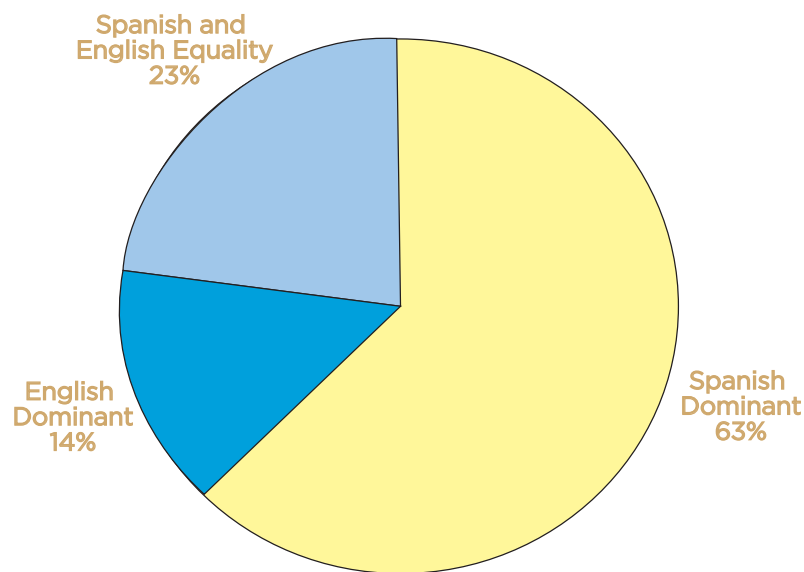


# Language Preference

## Why US Hispanics Will Continue to Speak Spanish:

- 63% of Hispanics are Spanish Dominant  
+ 23% are Bilingual  
= 86% Speak Spanish At Home
- 
- Two thirds of US Hispanic adults were born outside of the United States.
  - Continued immigration
  - Preservation on cultural identity
  - Geographic concentration of Hispanics
  - Ease of travel and telecommunications



Source: Synovate; Hispanic Opinion Tracker 2002; Yankelovich/Cheskin Hispanic Monitor 2002.