



# English to Translator – English to Spanish Translation Trends Suggest Growth

Affinity Spanish, June 04, 2007

URL: <http://www.pr9.net/business/trade/5671june.html>

*Professional Spanish translators debate future of demand for services. Most predict the need and market pull for Spanish translation services will increase over the next 10 years.*

PR9.NET June 04, 2007 - Denver, Colorado – Spanish translation and business solutions company Affinity Spanish today released the results of its poll of professional Spanish translators and interpreters. While not a statistical study, the results of the informal survey suggest an increasing need for professional Spanish translators and interpreters over the next decade. Reasons cited in support of the anticipated growth in demand include:

- 1) Growing US Hispanic population: Already more than 40 million strong in the US, the Hispanic population is expected to increase an additional 45% over the next 10-15 years. Already 1 in 7 people in the US is Hispanic. Research indicates 75% of Hispanic immigrants prefer Spanish to English.
- 2) Increasing affluence of US Hispanic population: The precedent of immigrant classes prospering in the US has been set numerous times before. Many hardworking immigrants, newly assimilated into the US economy, will benefit economically. According to a report from the Mercanti Group, an investment-banking firm that tracks Hispanic marketing issues, Hispanic buying power will grow from \$838 billion in 2006 to \$1.3 trillion in 2011.
- 3) Growing economic prominence of Latin American countries: Aside from the US Hispanic population there are vast Spanish speaking markets to the south of the US throughout Latin America. Trade agreements between the US and multiple Latin American countries are proposed and/or under consideration. As business partners and customers in Latin American countries become more attractive, US businesses will need to consider the issue of language to support their respective business interests.

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## About Affinity Spanish

### About Affinity Spanish

Affinity Spanish Language Solutions is a leading bilingual English-Spanish language services company. Affinity Spanish helps people and organizations communicate and do business with the Spanish speaking population in the US and Latin America. Additional information is available at [www.affinityspanish.com](http://www.affinityspanish.com).

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