Just over 12% of the U.S. population is Hispanic. The terms Latino and Hispanic are used interchangeably although some prefer the term Latino to refer to the New World component of the Spanish speaking assemblage. The numbers have risen in the last thirty years as immigration from Central and South America has increased. Mexico is the biggest single source of the foreign born into the US. Megalopolis as a region has slightly less than the national average. The most pronounced areas of Latino population are in the Southwest of the country and California.

Within Megalopolis the Latino population is concentrated in three metro areas. A small grouping is found around Boston in Suffolk MA (15.5% [24% above the national mean-NM)]. In the Washington DC metro area there is significant populating in the Virginia suburban areas of Arlington at 18.6% (49% above NM), Alexandria 14.7% (18% above NM), Fairfax City 13.6% (9% above NM), Manassas 15.1% (21% above NM) and Manassas Park 15% (20% above NM). The largest absolute and relative concentration is in the wider New York metro area. In the Bronx NY, almost one out of every two people are Latino (287% above NM), while substantial populations are also found in Passaic NJ 30% (140% above NM), Hudson NJ 39.8% (218% above NM), Union NJ 19.7% (58% above NM), New York 27.2% (118% above NM) and Kings 19.6% (58% above NM).

Throughout much of suburban and rural megalopolis the Latino population is slight apart from Cumberland NJ 19% (52% above NM) and Hampden MA 15.2% (22% above NM) examples of past and present employment opportunities in agricultural and industrial employment.

The Latino presence is found throughout Megalopolis, even in more rural areas as Washington County MD where there are 1570 Hispanics, but it is concentrated in selected areas of three main metro areas.