FAST FACTS

Latinos in America

THE AMERICAN LATINO GDP WAS

$2.13 TRILLION IN 2015

7 LARGEST IN THE WORLD

LATINO PROJECTED PURCHASING POWER BY 2020

$1.7 TRILLION

30% OF ALL U.S. REAL INCOME GROWTH

LATINO INCOMES ARE RISING FAST

2001-2015

LATINO HOME-OWNERSHIP IN 2015

69% TOTAL NET GROWTH

LATINOS DRIVE BUSINESS & JOB GROWTH

86% TOTAL NET NEW BUSINESS FORMATION

U.S. LATINOS

2007-2012

Latino-owned firms grew by **22%** per year

Non-Latino-owned firms speak by **2%** per year

LATINOS DRIVE WORKFORCE & PRODUCTIVITY GROWTH

40% OF U.S. WORKFORCE GROWTH OVER THE NEXT 10 YEARS WILL BE LATINO

74% NEW WORKERS OVER THE NEXT 10 YEARS WILL BE LATINO BY 2020

$500 BILLION

IN TOTAL NET TAX CONTRIBUTIONS TO GROWTH OVER THE LIFETIME OF FOR EVERY MILLION NEW IMMIGRANTS

LATINOS ARE DRIVING GROWTH IN THE BEAUTY INDUSTRY

Hand lotion • **Up 9.3%**
Cosmetics • **Up 7.4%**
Personal care appliances • **Up 3.8%**
Bar & liquid soap • **Up 10.5%**
Facial cleanser & moisturizer • **Up 7.9%**
Shaving needs • **Up 5.3%**

Source: Nielsen Target Track, 2014

LATINOS ARE THE NATION'S LARGEST MINORITY GROUP

18%

OF THE NATION'S POPULATION

TOTAL NUMBER OF LATINO COLLEGE GRADUATES AS OF 2013

3.1 MILLION

30%

SHARE OF PUBLIC SCHOOL STUDENTS WHO WILL BE LATINO IN 2023

27.3 MILLION

LATINOS WERE ELIGIBLE TO VOTE IN THE 2012 PRESIDENTIAL ELECTIONS, A NEW RECORD. 44% WERE MILLENNIALS

AMERICA WORKS BECAUSE LATINOS WORK

70% OF LATINOS ACCOUNT FOR THE U.S. UNEMPLOYMENT DECREASE IN THE FIRST HALF OF THIS DECADE

LATINO POPULATION	OVERALL U.S. POPULATION
LABOR FORCE: **65.3%**	LABOR FORCE: **62.7%**
EMPLOYMENT: **60.6%**	EMPLOYMENT: **58.3%**

46% IS ATTRIBUTED TO LATINOS

2011-2015

7.5 MILLION LATINOS

ENTERED THE CIVILIAN WORKFORCE BETWEEN 2000 AND 2010

WHILE LATINOS ACCOUNT FOR **21%** OF THE WORKERS, THEY ACCOUNT FOR **21%** OF NEW HOUSEHOLDS

HISPANIC POVERTY RATES

ARE TWO TIMES WORSE THAN THE RATE OF THE NON-HISPANIC POPULATION

THE POVERTY RATE FOR THE AFRICAN AMERICAN POPULATION

ARE THE ONLY MAJOR ETHNIC GROUP WITH A LOWER POVERTY RATE TODAY THAN IN 2007

LATINOS' CONTRIBUTIONS TO THIS COUNTRY IN 2015 INCLUDE:

79,460 chief executives
50,866 engineers, surveyors and mapping scientists
48,720 postsecondary teachers
38,532 lawyers
2,726 news analysts, reporters and correspondents

LATINOS ARE POWERING AMERICA'S NEW MAINSTREAM ECONOMY

LATINOS' PURCHASING POWER HAS BEEN GROWING

70%

FASTER THAN AMERICANS' AS A WHOLE SINCE THE LATE 1990s, AND THEY CONTINUE TO A CONSUMER MARKET OF

$1.5 TRILLION

LATINOS ARE CREATING BUSINESSES AND GROW, DRIVING SALES AND RETAIL SALES, AND REVITALIZING AMERICA'S WORKFORCE WITH A NEW GENERATION OF FLEXIBLE, WELL-EDUCATED, PRODUCTIVE WORKERS

$ BY 2020, THE HISPANIC CONSUMER MARKET WILL BE LARGER THAN CHINA'S AND THE OVERALL BABY BOOMER CROWD COMBINED

THE SHARE OF THE CONSUMER MARKET CONTROLLED BY LATINO MILLENNIALS IS AND THE FASTEST RATE OF GROWTH, DRIVEN BY THE AMERICAN DREAM OF

8.2 MILLION PEOPLE

LATINOS OF STILL YOUNG, LATINO FAMILIES

AND ADDED MORE THAN TWO-THIRDS OF THE CAPITA INCOME GROWTH

LATINOS FILL THE NEED FOR WORKERS IN AMERICA

2020

THE U.S. WILL BE SHORT ROUGHLY

7.5 MILLION SKILLED WORKERS

WITH A CORRESPONDING OPPORTUNITY OCCURRING ACROSS ALL SKILL LEVELS

SILICON VALLEY WILL BE SHORT ROUGHLY

72.5 THOUSAND COMPUTER SCIENCE GRADUATES

2015	2020
25%	25%
72.5	44.4

AMERICAN LATINOS • BUSINESS FORMATION

+47% LATINO OWNED

-2% NON-LATINO OWNED

2007-2012

LATINOS DRIVE THE AUTO INDUSTRY

100%	96%	68%
35%	33%	33%

NEW CAR SALES GROWTH 2014

LATINOS KEEP AMERICA ENTREPRENEURIAL

LATINOS ACCOUNT FOR 1 OUT OF EVERY 9 NEW ENTREPRENEURS IN THE U.S.

THE LATINO PROPORTION OF THE U.S. POPULATION

1996	2014
10%	21%

AN AGING AMERICA IS COUNTING ON LATINO CONTRIBUTIONS TO SOCIAL SECURITY AND MEDICARE

AGING POPULATION WITH EQUAL, FEWER AND WORKING PAYING TAXES, LATINOS ARE THE ONLY GROUP THAT CONTRIBUTES MORE TO THE THAN THEY RECEIVE FROM THEIRS. THE LATINO CONTRIBUTION TO THE SYSTEM FOR MANY DECADES IS A WAY TO MAKE THEIR PREMIUM MORE

LATINOS ARE BETTER LONG-TERM CONTRIBUTORS TO SOCIAL SECURITY AND MEDICARE	
LATINOS	AVERAGE
28 YEARS OLD	**43** YEARS OLD
LATINOS	AVERAGE
$1.7 TRILLION	**$1.3 TRILLION**
LATINOS	AVERAGE
$1.7 TRILLION	**$1.3 TRILLION**

AMERICAN LATINOS HAVE A LONGER CONSUMER HORIZON

LATINOS ARE EDUCATED

70%	**70%**

LATINOS ARE WIRED

LATINOS CHOOSE BOOKS ON MOBILE DEVICES **16%** MORE THAN THE NATIONAL AVERAGE

SMARTPHONE OWNERSHIP	**81%**	**73%**

LATINOS BUILD UP THE HOME BUILDING AND SALES INDUSTRIES

50% OF THE NEW HOME BUYERS OVER THE NEXT 10 YEARS ARE LATINO, ACCOUNTING FOR **$1.1 TRILLION** IN HOME SALES EACH YEAR AND THEY WILL ADD THE EQUIVALENT TWO TIMES THE

LATINOS BUILDING THEIRS TOWN SPENDING ON HOME REPAIRS, APPLIANCES AND FURNITURE HAVE GROWN MORE FASTER THAN IN ANY OTHER COMMUNITY IN AMERICA

$7,400 — $4,000

DIFFERENCE IN HOME SPENDING BETWEEN THE TWO PARTS AFTER A PURCHASE

6 MILLION NEW JOBS

THE NET BENEFIT TO REGIONAL ECONOMIES WHICH WILL BE ENJOYING THE TALENT TIMES

LATINOS ARE DOING WELL IN AMERICA

MIDDLE, UPPER MIDDLE AND UPPER CLASSES IN THE AMERICAN LATINO COMMUNITY HAVE GROWN MORE FASTER THAN IN ANY OTHER COMMUNITY IN AMERICA

IN 2013, THERE WERE **1.2 MILLION** LATINO HOUSEHOLDS

$200,000 OR MORE IN ANNUAL INCOME

LATINO POWER

LATINO-OWNED COMPANIES INCREASED **87%**

INTERACTING 13.5% OF ALL LATINO FIRMS IN CENTRAL AND SOUTH AMERICA, THE CARIBBEAN AND SPAIN, AND 1.5% OF ALL NON-HISPANIC FIRMS FIRMS

LATINOS BRING GROWTH AND YOUTH TO THE AMERICAN ECONOMY

LATINOS

LATINO POPULATION ACCOUNTS FOR MORE THAN HALF OF THE NATIONAL POPULATION GROWTH OVER THE NEXT 10 YEARS

LATINOS MAKE UP THE YOUNGEST WORKER PACKS OF ENTIRE GROUP IN THE UNITED STATES

1.5 MILLION UNDER THE AGE OF 18 JOINING THE WORKFORCE

MILLENNIALS AND CHILD BEARING

-25%

LATINOS ARE RESPONSIBLE FOR

29% OF THE GROWTH IN THE U.S. LABOR FORCE SINCE 2000

LABOR FORCE GROWTH IN THE NEXT 10 YEARS

22% LATINO WILL BE ACCOUNTS FOR ALL LABOR FORCE GROWTH OF TOP 5%

LATINOS HAVE SERVED AMERICA PROUDLY

BY THE NUMBERS

1.5 MILLION LATINOS SERVED WITH HONOR IN THE U.S. MILITARY

300,000 Latinos fought in World War I

500,000 Latinos fought in World War II

144,000 Latinos fought in the Korean War

80,000 Latinos fought in the Vietnam War

45,000 Latinos fought in Operations Desert Shield and Desert Storm

18,000 Latinos fought in Operations Enduring Freedom, Operation Iraqi Freedom, and the ongoing war in Afghanistan

11.4% Latinos in the U.S. Armed Forces

10% Total military recruits are LGBT

13% Latinos in the Marine Corps

9% Latinos in the U.S. Navy

8% Latinos in the U.S. Army

43,000 Latino sailors and civilians serving in the U.S. Navy

141 Latinos have received the Medal of Honor

1,000 Latinos received the U.S. Armed Forces Medal

2,000 Latinos received the Purple Heart

1,000 Latinos received the Silver Star

LATINOS ARE AMERICAN PATRIOTS

7.10 LATINOS HAVE A FAVORABLE OPINION OF AMERICA'S FIGHTING FORCES

12.2% LATINOS REPORTED THEY HAVE SERVED IN THE MILITARY

NEAR 100% OF LATINOS SAY THEY ARE PATRIOTIC

LATINOS ARE LAW-ABIDING

1.6% ARRESTED

3.3% NATIVES

CRIME RATES AND LEVELS OF IMMIGRATION ARE NOT CORRELATED

LATINOS ARE GOOD FOR BUSINESS

EXCEPTION OF SOME OF THE LARGEST COMPANIES ARE LATINO OWNED

LATINOS ARE THE SINGLE LARGEST DRIVER OF ANNUAL SALES GROWTH

LATINOS ARE MORE LIKELY TO HOLD SUPERIOR OF CONTAINERS STORES THAN NATIVES OF THE AMERICAN ECONOMY ALL

LATINOS LIVE BY AMERICAN CIVIC VALUES, ARE OPTIMISTIC, AND PARTICIPATE IN OUR DEMOCRACY

76% OF LATINOS BELIEVE THAT THEY HAVE A GREAT CHANCE TO GET AHEAD IN THE WORLD

LATINOS ARE COMMITTED TO CORE AMERICAN VALUES AND CONTRIBUTE TO OUR COMMON CIVIC SOCIETY

78% LATINOS SAY THAT MOST PEOPLE CAN GET AHEAD IN AMERICA IF THEY WORK AND TO WORK HARD

70% FOREIGN-BORN RESIDENTS OF THE U.S. SAY THEY ARE PROUD TO BE LATINO TO BELIEVE THAT THEIR CHILDREN WILL ENJOY THE SAME CULTURAL FREEDOM

AMERICANS BELIEVE THAT HARD WORK IS THE KEY TO STRENGTHENING ECONOMICS ALL

[1] Pew Research Center, "Hispanic Trends Project", 2015, Web. Nov. 20, 2015.
[2] Pew Research Center, "Hispanic Trends Project", 2015, Web. Nov. 20, 2015.
[3] Pew Research Center, "Hispanic Trends Project", 2015, Web. Nov. 20, 2015.