



# The Surprising Truth about Latinos



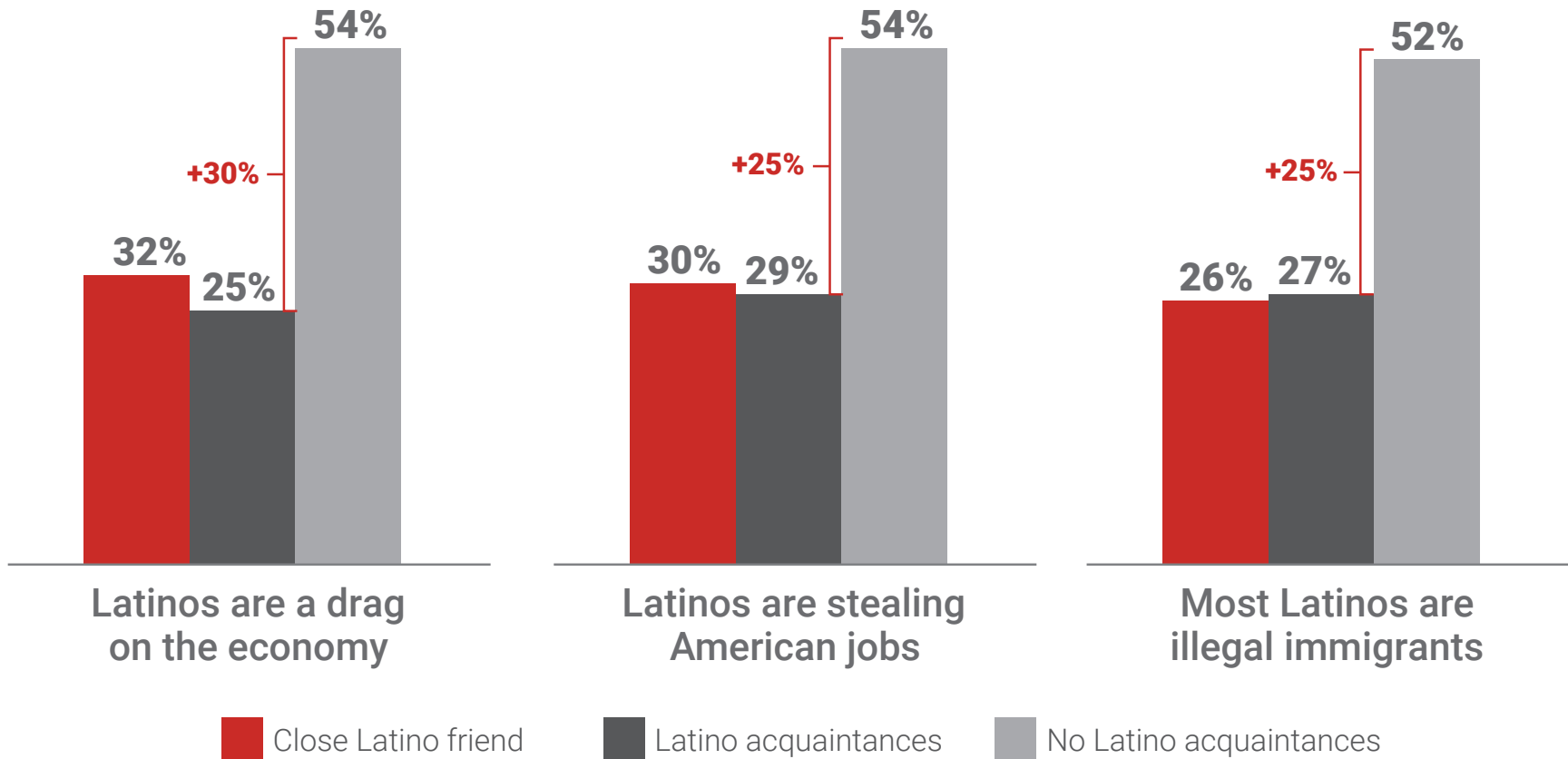
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# FALSE BELIEFS

# FALSE BELIEFS: AMERICANS WHO DO NOT KNOW LATINOS ARE MORE LIKELY TO BELIEVE FALSE, NEGATIVE STEREOTYPES ABOUT US

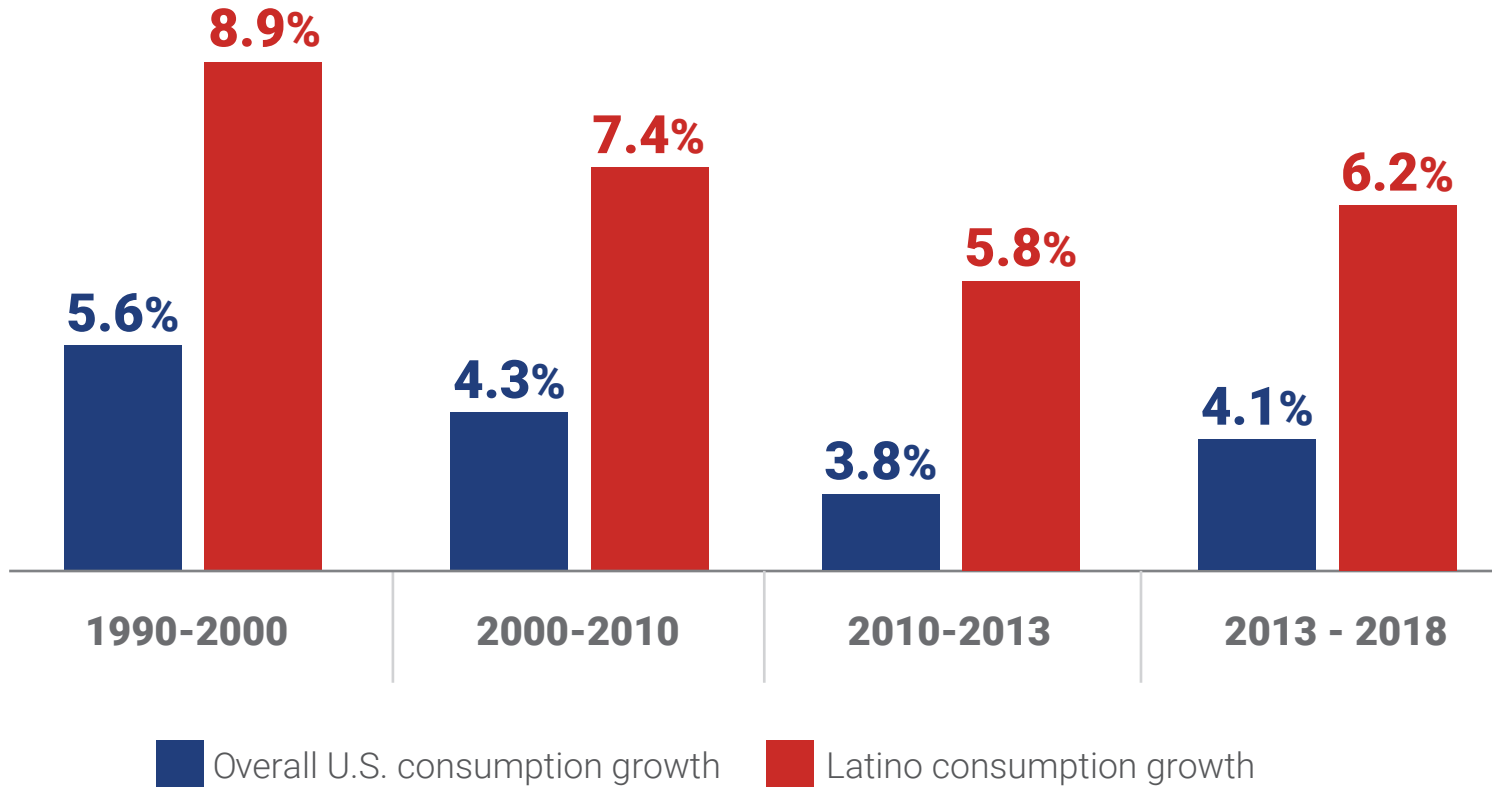


Source: Survey Commissioned by the Latino Development Collaborative  
Fielded by Penn Schoen Berland, 2014



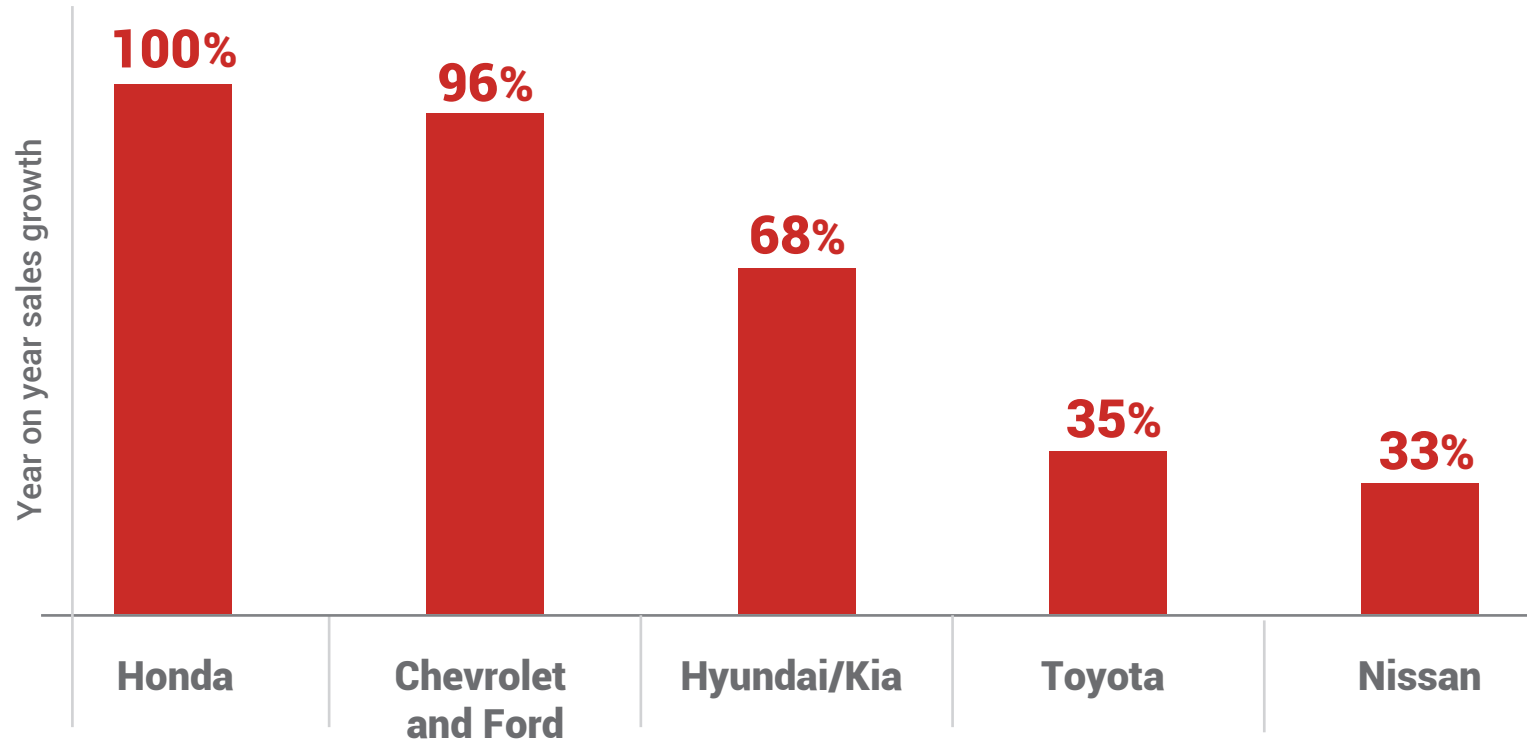
# CRITICAL ECONOMIC IMPACT

# CRITICAL ECONOMIC IMPACT: LATINO CONSUMERS DRIVING U.S. CONSUMPTION GROWTH



Source: *The Multicultural Economy 2013*  
by The University of Georgia Selig Center for Economic Growth, 2013

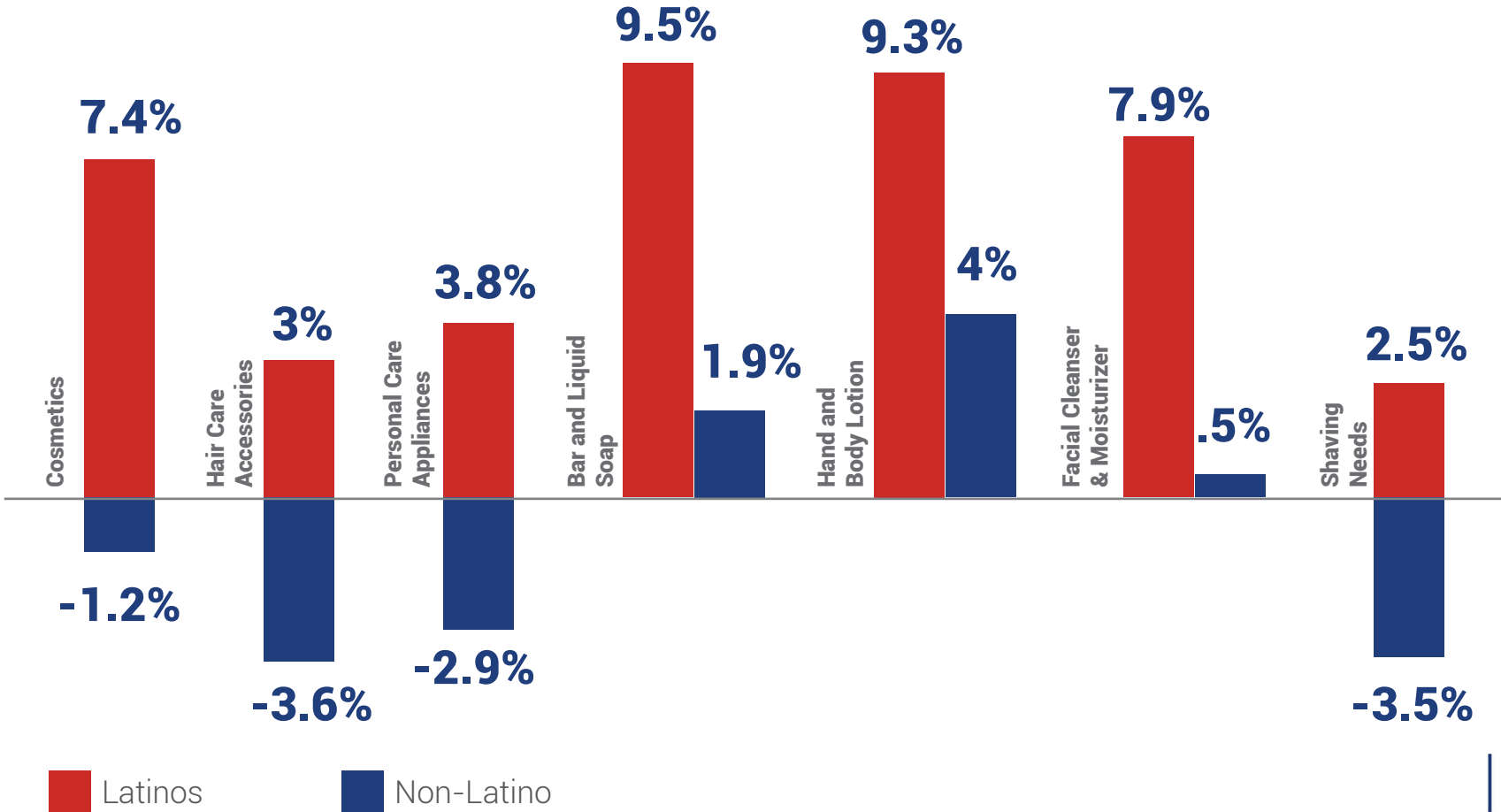
# CRITICAL ECONOMIC IMPACT: LATINOS DRIVING GROWTH IN AUTO SALES



Source: IHS Automotive's Polk market data unit 2014

# CRITICAL ECONOMIC IMPACT: LATINOS DRIVING GROWTH IN BEAUTY INDUSTRY

DOLLAR PERCENTAGE CHANGE VERSUS PREVIOUS YEAR



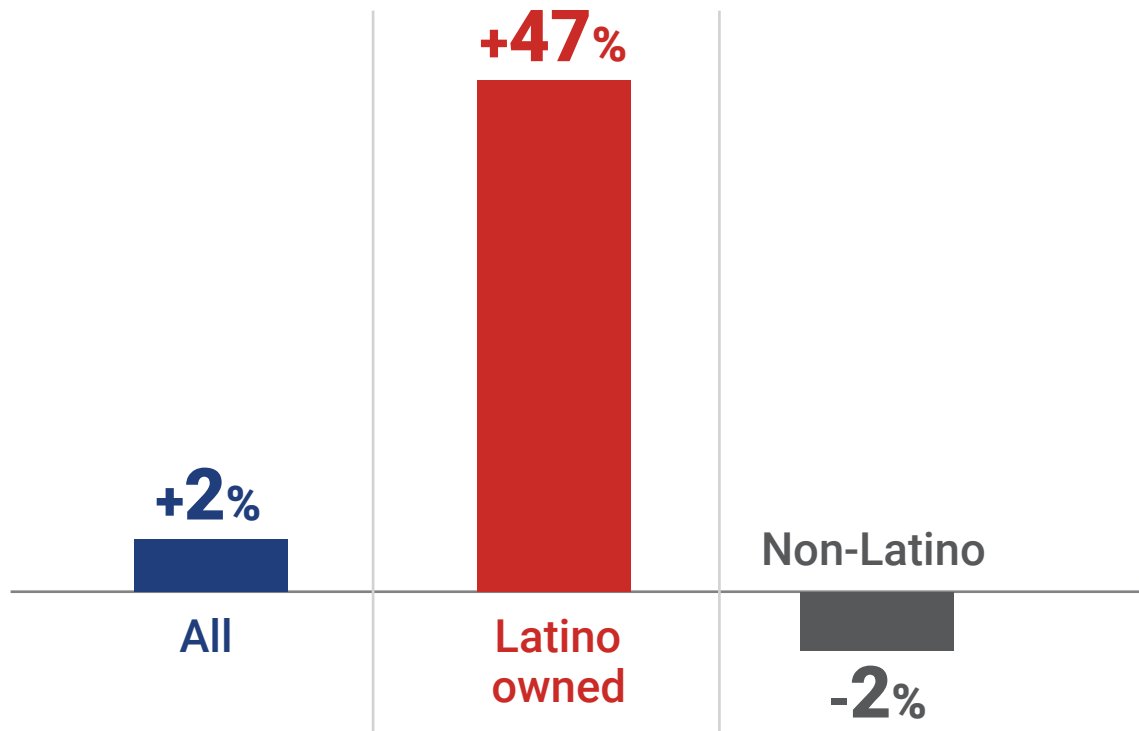
Source: Nielsen Target Track. Total U.S. market for the latest 52 weeks as of the week ending Oct 4 2014





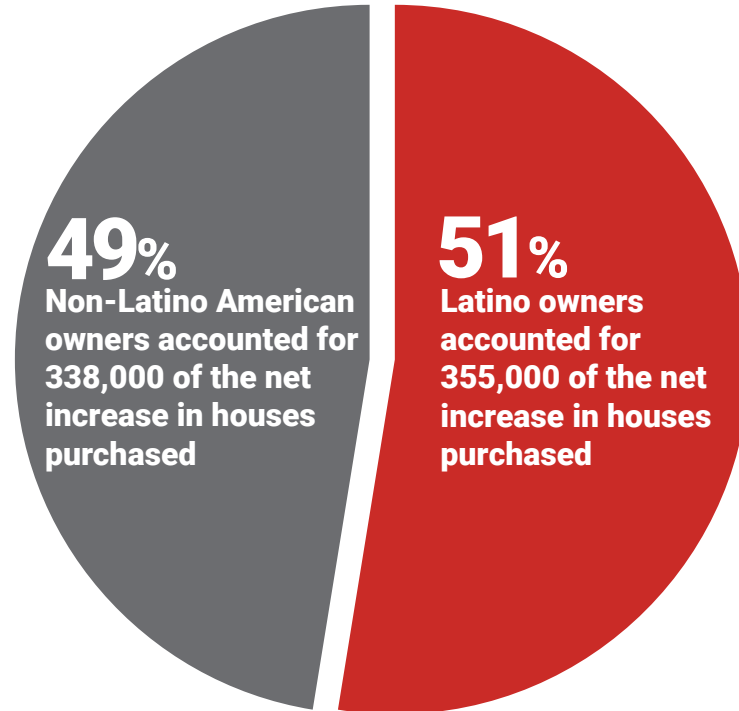
# CRITICAL ECONOMIC IMPACT: LATINOS DRIVE NET NEW U.S. BUSINESS FORMATION

Net New Business Formation, 2007-2012



Source: *Latino Entrepreneurship in 2015*  
by Stanford Graduate School of Business, 2015

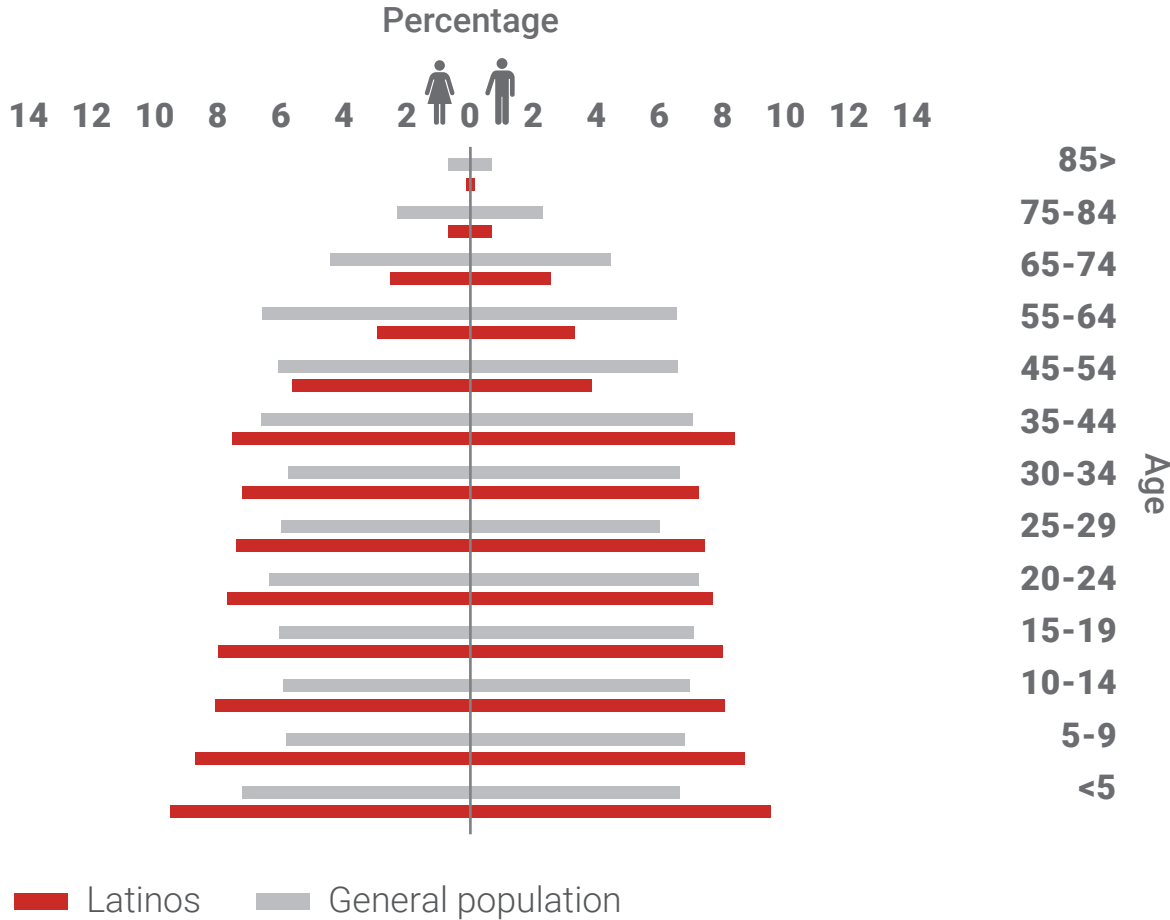
# CRITICAL ECONOMIC IMPACT: LATINOS ACCOUNT FOR HALF OF NET HOUSING PURCHASES BY OWNERS IN 2012



Source: *State of Hispanic Homeownership*  
by National Association of Hispanic Real Estate Professionals, 2012

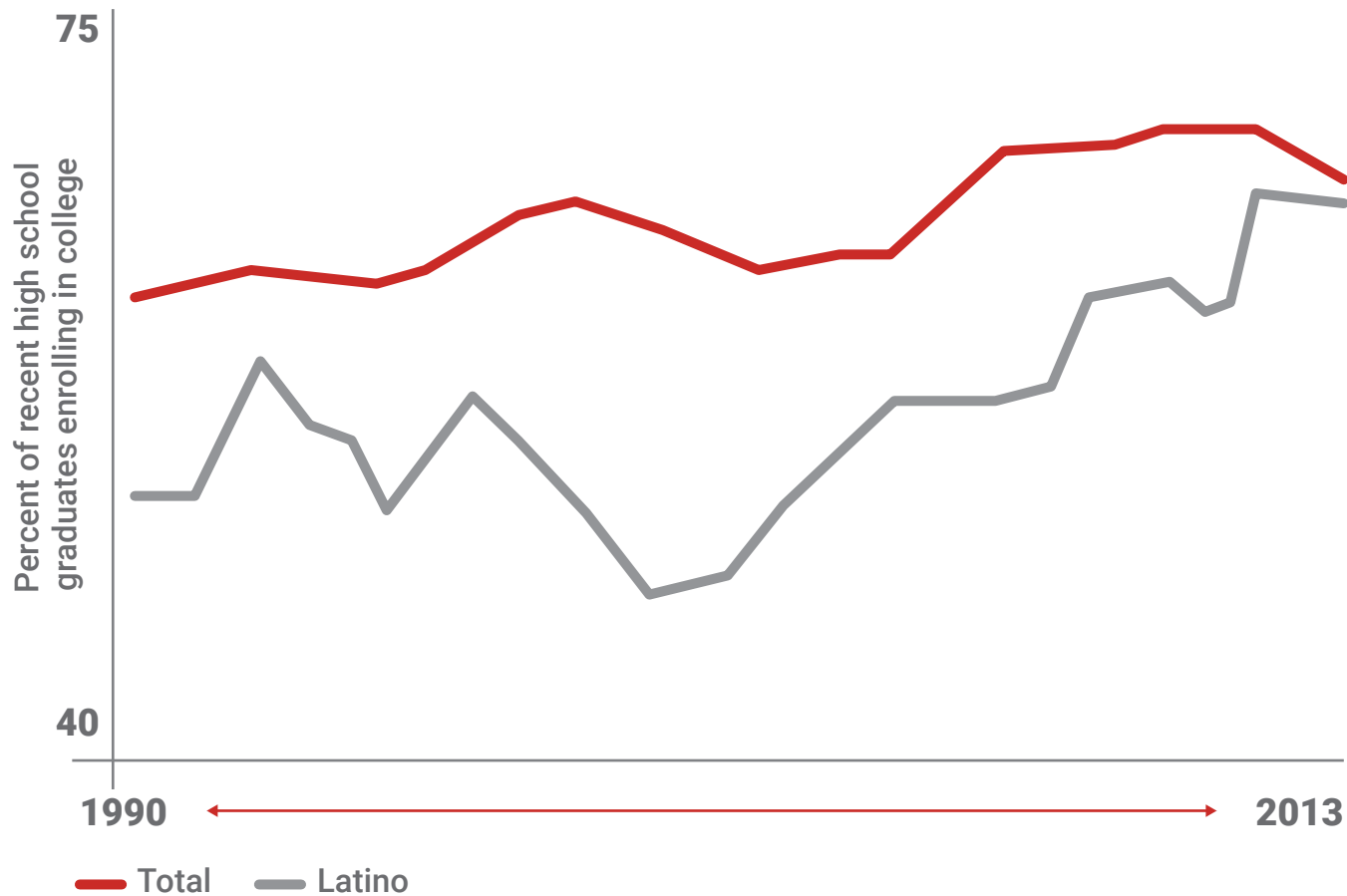
# YOUTH

# YOUTH: LATINOS ARE YOUNG. YOUNG LATINOS ARE REPLENISHING AN AGING POPULATION



Source: *The Hispanic Population in the United States: 2012*  
by the U.S. Census Bureau, 2012

# YOUTH: MORE LATINO YOUTH GOING TO COLLEGE



Source: *Percentage of 18- to 24-Year-Olds Enrolled in Degree-Granting Institutions, By Level of Institution and Sex and Race/Ethnicity of Student: 1967 Through 2012*  
By the U.S. Census Bureau, 2013

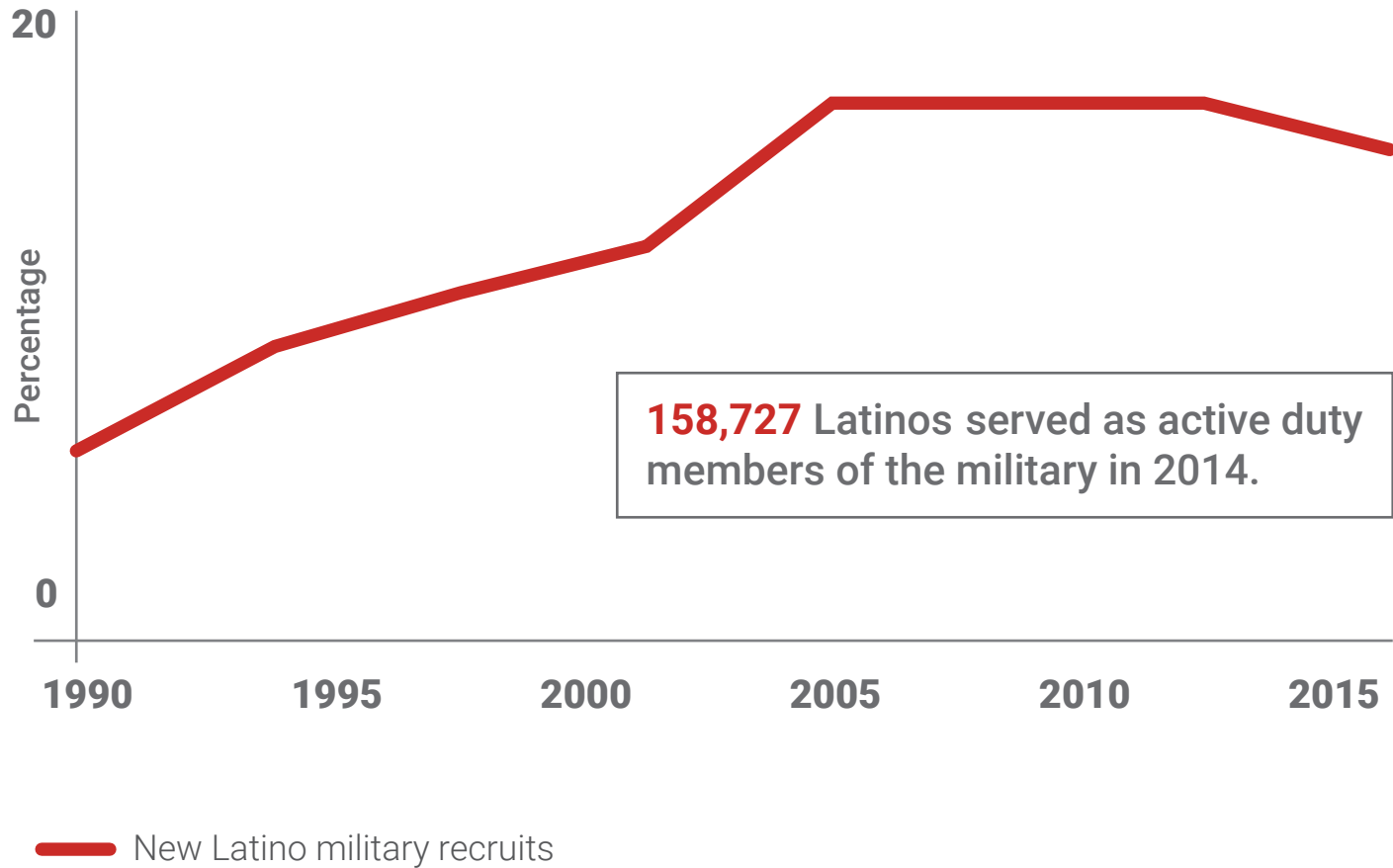


# YOUTH: NEARLY ALL LATINO YOUTH ARE U.S. BORN



Source: *The Impact of Slowing Immigration: Foreign-Born Share Falls Among 14 Largest U.S. Hispanic Origin Groups* by the Pew Research Center, 2015

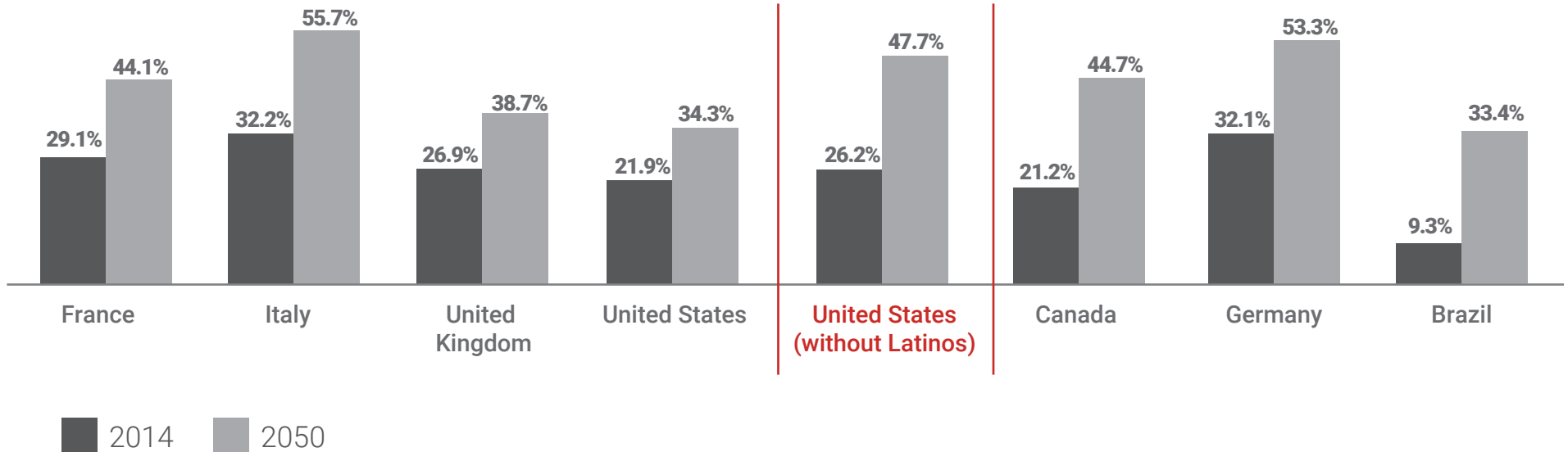
# YOUTH: LATINO SHARE OF NEW MILITARY RECRUITS RISING



Source: Statistical Portrait of Hispanics in the United States, 1980 – 2013 by Pew Research Center, 2015; Non-Prior Service (NPS) Active Component Enlisted Accessions by Race/Ethnicity within Civilian Comparison Group FY1973-2002 by the Defense Manpower Data Center, 2003; Non-Prior Service (NPS) Active Component Enlisted Accessions by Ethnicity with Civilian Comparison Group FYs 2003-2013 by the Defense Manpower Data Center, 2003



# YOUTH: YOUNG LATINO WORKERS WILL SUPPORT U.S. RETIREES



■ 2014   ■ 2050  
 Number of retirees per 100 working-age population

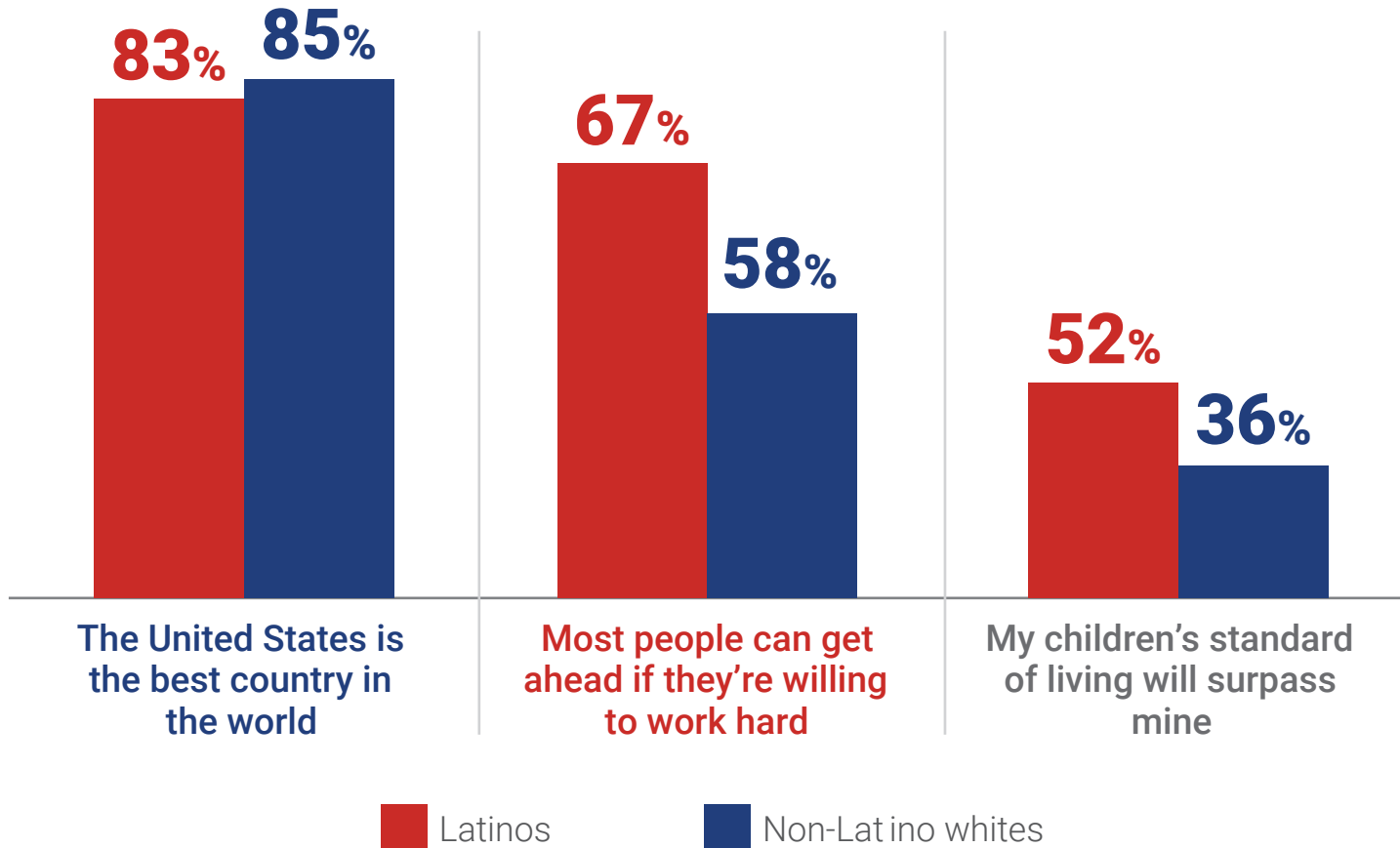
Source: *Projections of the Labor Force to 2050: A Visual Essay* by the Bureau of Labor Statistics, 2012  
*Labor Force Characteristics by Race and Ethnicity, 2014* by the Bureau of Labor Statistics, 2015  
*An Unbalanced Age: Effects of Youth Unemployment on an Aging Society* by Deloitte University Press, 2015





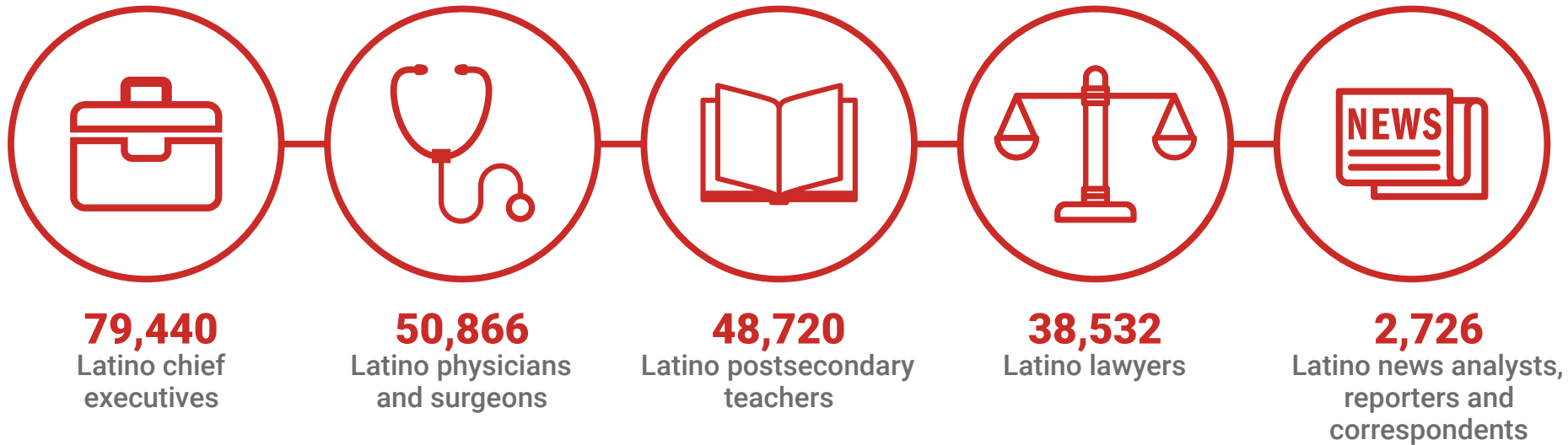
# CIVIC VALUES AND PARTICIPATION

# CIVIC VALUES AND PARTICIPATION: LATINO VALUES ARE AMERICAN VALUES



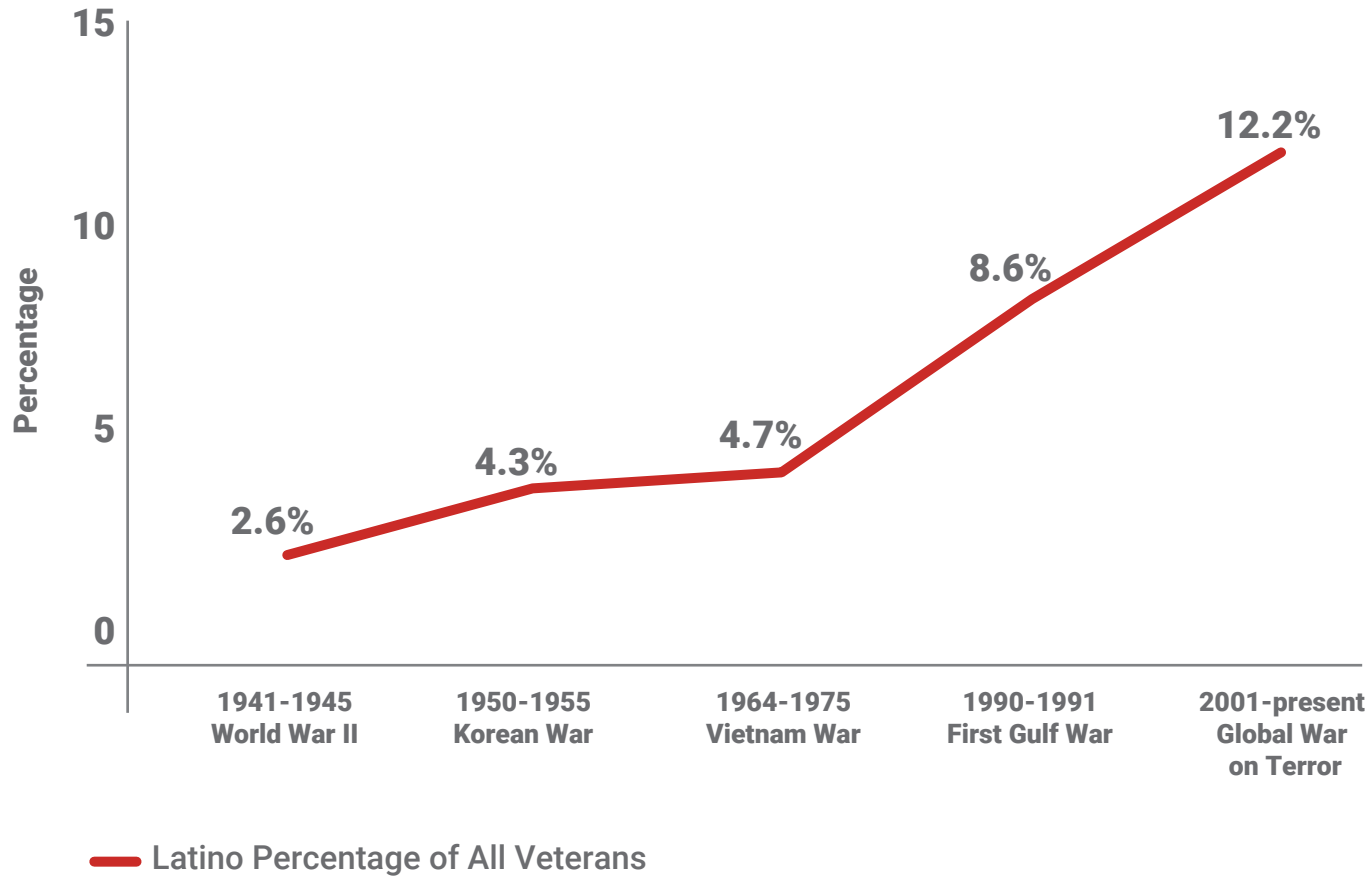
Source: *The Race and Recession Survey* fielded by the Washington Post/Kaiser Family Foundation/Harvard University Survey Project; *Beyond Distrust: How Americans View Their Government* by the Pew Research Center, 2011

# CIVIC VALUES AND PARTICIPATION: LATINOS ARE IN ALL WALKS OF LIFE



Source: *An Awakened Giant: The Hispanic Electorate is Likely to Double by 2030*  
by the Pew Research Center, 2012

# CIVIC VALUES AND PARTICIPATION: LATINOS VETERANS/LATINOS SERVING THEIR COUNTRY

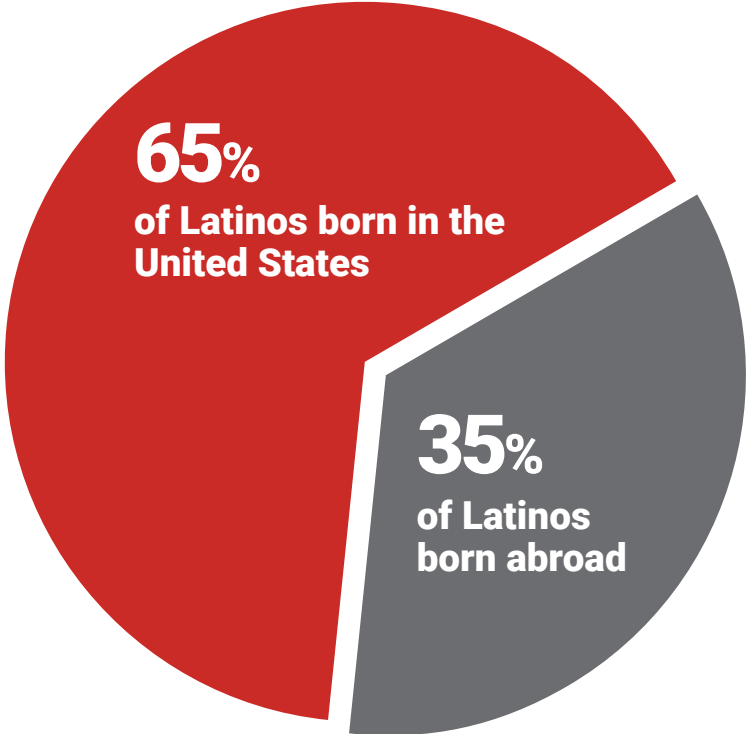


Source: 2012 *Minority Veterans Report*. U.S. Department of Veterans Affairs, 2014  
*Minority Veterans: 2011*. U.S. Department of Veterans Affairs, 2013



# IMMIGRATION

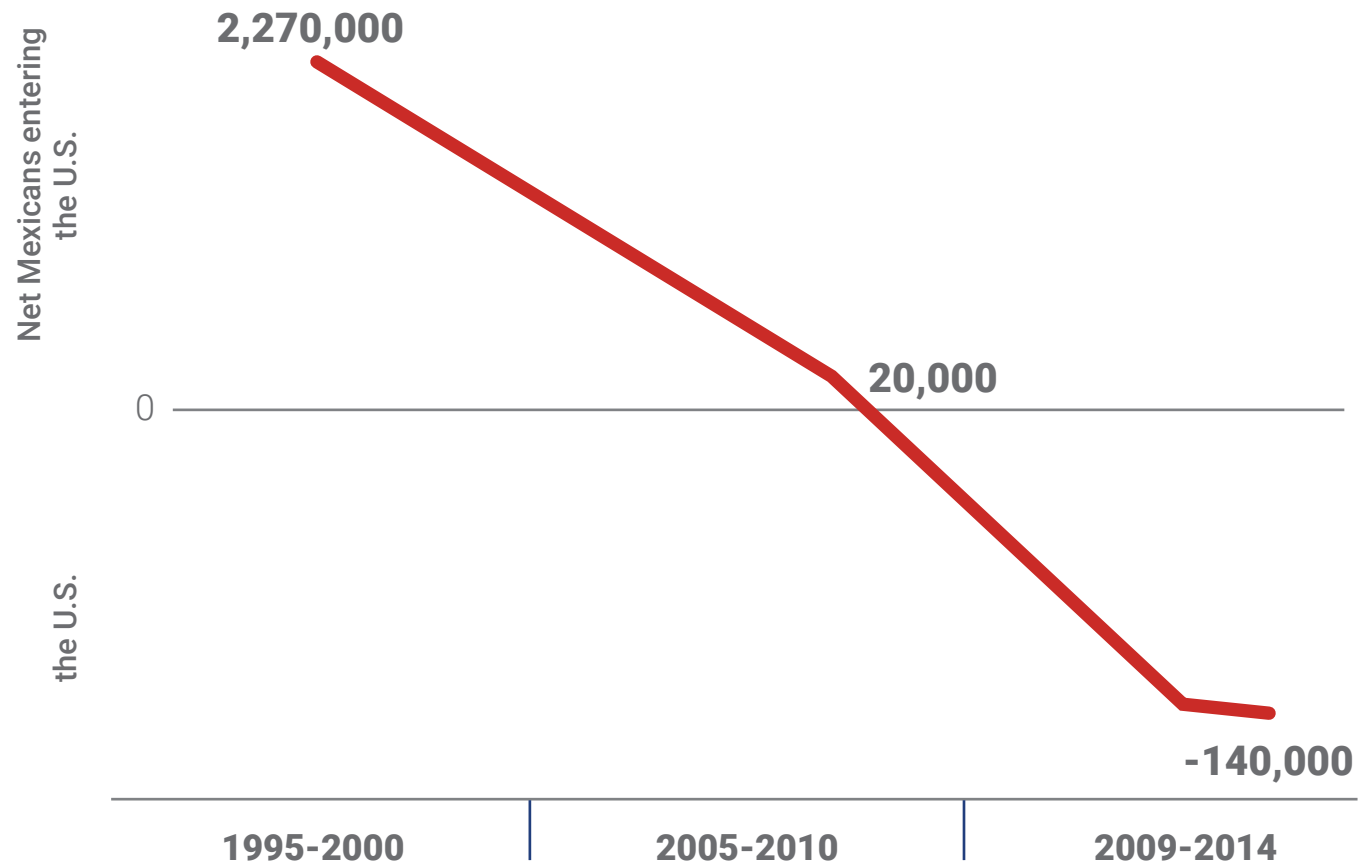
# IMMIGRATION: TWO-THIRDS OF LATINOS WERE BORN IN THE UNITED STATES



Source: *The Impact of Slowing Immigration: Foreign-Born Share Falls Among 14 Largest U.S. Hispanic Origin Groups* by the Pew Research Center, 2015



# IMMIGRATION: MEXICAN MIGRATION HAS MOVED INTO REVERSE



Source: *More Mexicans Leaving than Coming to the U.S.*  
by the Pew Research Center, 2015

# IMMIGRATION: IMMIGRANTS ASSOCIATED WITH LOWER CRIME RATES

## Incarceration rate



Foreign-born men in the United States between the ages of 18 and 39 are incarcerated at one-fourth the rate of native born Americans.

 Foreign-born     Native-born

Source: *The Integration of Immigrants into American Society*  
by the National Academies of Sciences, Engineering, and Medicine, 2015



# IMMIGRATION: NEW IMMIGRANTS DO NOT CONSUME BENEFITS, THEY CONTRIBUTE

Every million new immigrants pays a net

**\$500 billion**

over 25 years into the  
Social Security Trust Fund

*Source: A \$4.6 Trillion Opportunity  
published by The Wall Street Journal, 2013*

# POLITICS

# POLITICS: LATINO VOTES MATTER

TABLE 1

## 2012 and 2016 state electorates

Racial and ethnic composition of eligible voting population

|                       | Non-Hispanic white | Hispanic | Black | Asian |
|-----------------------|--------------------|----------|-------|-------|
| <b>Arizona</b>        |                    |          |       |       |
| 2012                  | 67.6%              | 20.4%    | 4.3%  | 2.3%  |
| 2016                  | 64.4%              | 22.7%    | 5.2%  | 3.0%  |
| <b>Colorado</b>       |                    |          |       |       |
| 2012                  | 77.5%              | 14.3%    | 3.9%  | 2.2%  |
| 2016                  | 75.4%              | 16.0%    | 4.2%  | 2.6%  |
| <b>Florida</b>        |                    |          |       |       |
| 2012                  | 65.3%              | 17.1%    | 14.6% | 1.9%  |
| 2016                  | 61.7%              | 20.2%    | 15.5% | 2.2%  |
| <b>Georgia</b>        |                    |          |       |       |
| 2012                  | 61.7%              | 3.9%     | 31.1% | 2.2%  |
| 2016                  | 59.3%              | 5.6%     | 32.0% | 3.0%  |
| <b>Nevada</b>         |                    |          |       |       |
| 2012                  | 64.7%              | 15.9%    | 8.9%  | 6.6%  |
| 2016                  | 60.2%              | 18.8%    | 10.1% | 8.1%  |
| <b>North Carolina</b> |                    |          |       |       |
| 2012                  | 71.3%              | 3.1%     | 22.0% | 1.4%  |
| 2016                  | 69.2%              | 4.5%     | 22.7% | 1.8%  |
| <b>Ohio</b>           |                    |          |       |       |
| 2012                  | 84.0%              | 2.1%     | 11.5% | 1.1%  |
| 2016                  | 82.6%              | 2.7%     | 12.1% | 1.3%  |
| <b>Virginia</b>       |                    |          |       |       |
| 2012                  | 70.1%              | 4.5%     | 19.4% | 4.1%  |
| 2016                  | 67.8%              | 6.4%     | 19.4% | 4.9%  |

Source: Survey Commissioned by Latino Decisions  
Fielded by Sylvia Manzano, November 2015.

# 84%

Eighty-four percent of Latinos reported in November that the Republican Party does not care about or is hostile to them – a 19 percentage point (19pp) shift in sentiment away from the Republican Party since November 2014.

# -19pp