LDC LATINO DONOR COLLABORATIVE

FAST FACTS

Latinos in America

LATINO PROJECTED PURCHASING POWER BY 2020

$1.7 TRILLION

30% OF ALL U.S. REAL INCOME GROWTH

2005-2015

LATINO INCOMES ARE RISING FAST

LATINO HOME-OWNERSHIP IN 2015

69% TOTAL NET GROWTH

LATINOS DRIVE BUSINESS & JOB GROWTH

86% U.S. LATINOS — TOTAL NET NEW BUSINESS FORMATION

2007-2012

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

2007-2012

Non-Latino-owned firms shrank by **2%**

2007-2012

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 9.5%**
Facial cleanser & moisturizer • **Up 7.9%**
Shaving needs • **Up 2.5%**

Source: Nielsen Target Track, 2014

LATINOS DRIVE WORKFORCE & PRODUCTIVITY GROWTH

40% OF U.S. WORKFORCE GROWTH OVER THE NEXT 5 YEARS WILL BE LATINO

74% NEW WORKERS WHO WILL BE LATINO BY 2020

$500 BILLION

IN TOTAL NET TAX CONTRIBUTIONS TO SOCIAL SECURITY FOR EVERY MILLION NEW IMMIGRANTS

TOTAL NUMBER OF LATINO COLLEGE GRADUATES AS OF 2013

3.1 MILLION

30%

SHARE OF PUBLIC SCHOOL STUDENTS WHO WILL BE LATINO IN 2023

28.5 MILLION

Eligible Latino voters in 2016

"Latinos Are Shaping the Future of the United States." Center for American Progress and Centro de Investigación y Docencia Económicas, 2015.

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Thompson, Nicole Akusko. "Hispanic Millennials Spur Growth of Latino Media Market, Increase in Targeted Advertising Spending." The Latino Post, August 4, 2014.