FAST FACTS 2021 Latinos in America

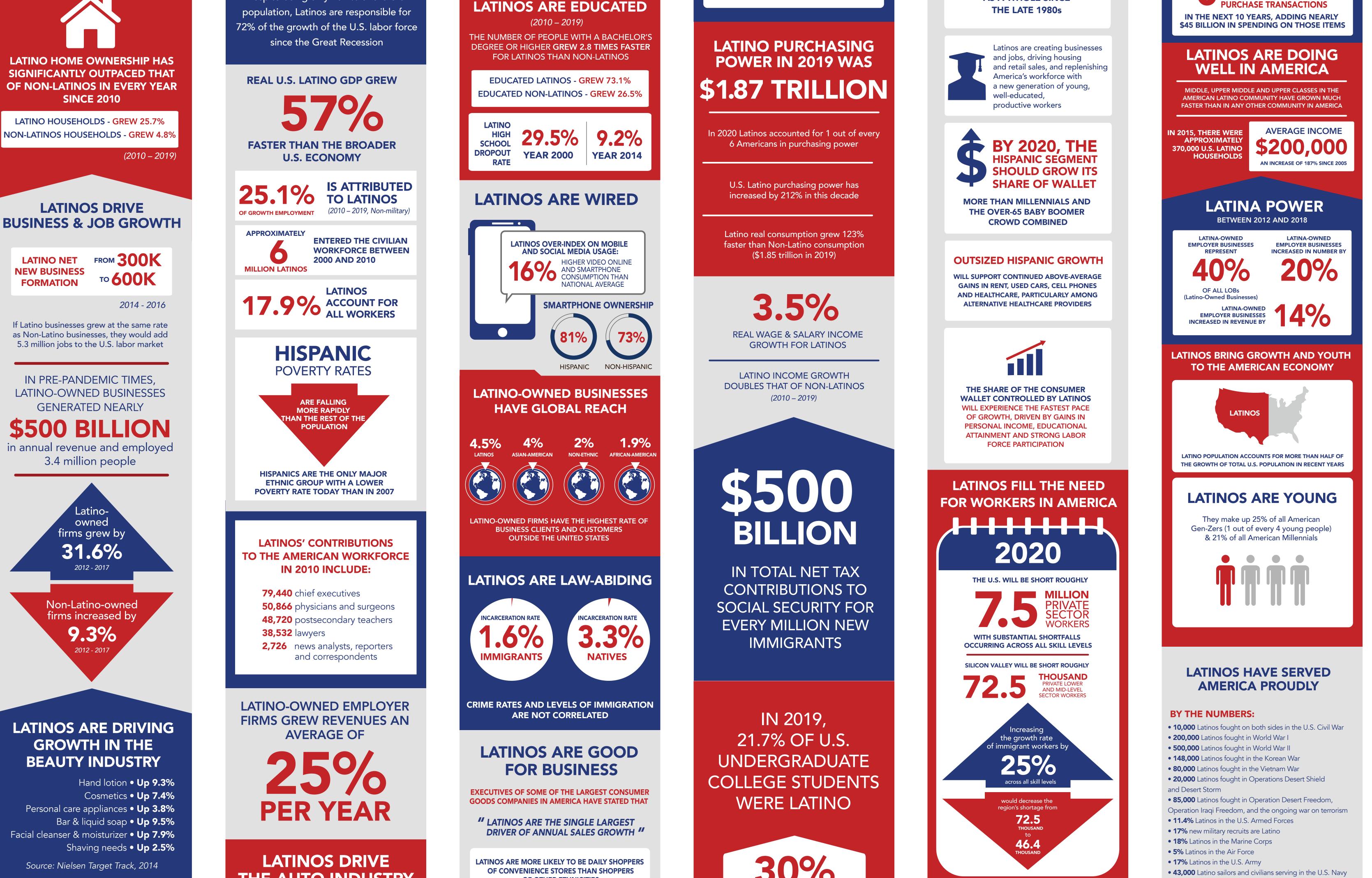
WWW.LATINODONORCOLLABORATIVE.ORG

Despite being only 18.7% of the U.S.

THE U.S. LATINO GDP LATINOS ARE BETTER LATINOS BUILD UP THE HOME **IMMIGRANTS BELIEVE** LATINOS ARE EMPOWERING **AMERICA WORKS** —— WAS —— **BUILDING AND SALES INDUSTRIES** LONG-TERM CONSUMERS HARD WORK IS THE KEY TO **AMERICA'S NEW AND BUYERS OF GOODS** BECAUSE **GETTING AHEAD ECONOMICALLY** MAINSTREAM ECONOMY LATINOS WORK ANGLO MERICAN LATINOS AMERICANS **TRILLION IN 2019** FOREIGN-BORN RESIDENTS OF THE UNITED STATES ARE INCREASINGLY LIKELY TO BELIEVE THAT THEIR LATINOS' PURCHASING POWER CHILDREN'S STANDARD OF LIVING IF IT WERE A STANDALONE ECONOMY, IT WOULD BE THE 68.2% HOME BUYERS INCREASE THEIR SPENDING ON HOME WILL SURPASS THEIRS HAS BEEN GROWING **REPAIRS, APPLIANCES AND FURNITURE BETWEEN** LARGEST IN 2014 **YEARS OLD** YEARS OLD \$4,000 AND \$7,400 **THE WORLD** 70% **DEPENDING ON PROPERTY TYPE WITHIN U.S. LATINO LABOR FORCE** TWO YEARS AFTER A PURCHASE LATINOS SAY THAT MOST PEOPLE TIED WITH FRANCE THE U.S. LATINO GDP **PARTICIPATION (LFP) IN 2019** THE U.S. LATINO POPULATION IS CAN GET AHEAD IN AMERICA IF WAS THE THIRD FASTEST GROWING AMONG

HEY ARE WILLING TO WORK HARD

58% OF THE FULL U.S. POPULATION OF ADULTS FEEL THE SAME WA WHILE **40%** SAY THAT HARD WORK IS NO GUARANTEE OF SUCCESS **HISPANICS ARE EXPECTED TO ADD**



LATINO

DONOR

COLLABORATIVE

THE WORLD'S 10 LARGEST GDPs (2019)

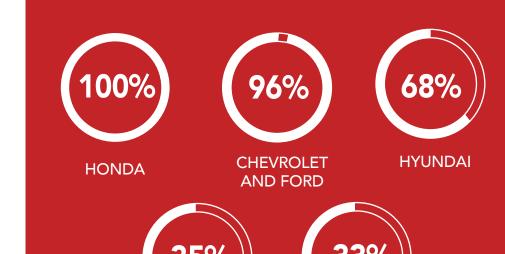
Facial cleanser & moisturizer • Up 7.9%

LATINOS ARE THE NATION'S LARGEST MINORITY GROUP





THE AUTO INDUSTRY



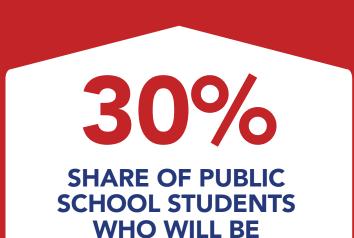
GROWING 3.8X FASTER THAN THE REST

OF THE POPULATION

OF OTHER ETHNICITIES

LATINOS ARE HEAVY USERS OF C-STORE SERVICES, INDEXING HIGHER ON A WIDE RANGE OF SERVICES, FROM ATMs TO CAR WASHES, DVD RENTALS, **MONEY ORDERS AND BILL PAYING SERVICES**

AMERICAN LATINOS HAVE A LONGER CONSUMER LIFE SPAN



WHO WILL BE **LATINO IN 2023**



FASTER THAN

AMERICANS'

AS A WHOLE SINCE

LATINOS **KEEP AMERICA ENTREPRENEURIAL**

The growth of Latino-owned businesses in the past 10 years:

• **60** Latinos have received the Medal of Honor • 83% Latinos in the U.S. Armed Forces who are U.S. born, born to U.S. parents • 8.1% Latinos in the U.S. Armed Forces Officers Corps (2019) • Over 540,000 Latino veterans post 9/11 (2020) • In 2019, Latinos made up 19.6% of Regular Army (RA) recruits and 23.2% of Army Reserve (AR) recruits

LATINOS ARE





NEW CAR SALES GROWTH 2014

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

Aging population rates equal fewer workers paying taxes to support Social Security and Medicare; demography is the main reason long-run forecasts suggest problems for Social Security, and an important reason for concerns about Medicare; driving out young minority workers who will pay into the system for many decades is a way to make these problems worse

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• Patten, Eileen. 2016. "The Nation's Latino Population is Defined by Its Youth." Pew Research Center

• The 2013 Multicultural Report from the Selig Center for Economic Growth at the University of Georgia

• Morgan Stanley: US Economics – Quantifying the Impact of Hispanic Growth on the Consumer Wallet

• PRB, Hispanics in the U.S. Army, Fox News Latino, Brandon Gaille, Hispanic Medal of Honor Society

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• http://www.pewhispanic.org/2015/11/19/more-mexicans-leaving-than-coming-to-the-u-s/

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• U.S. Census and the American Community Survey (ACS)

Stanford Entrepreneurship Study

Latino Corporate Directors Association

Convenience Store News Realities of the Aisle Consumer Study

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

OF LATINOS BELIEVE THE UNITED STATES **OF AMERICA IS THE BEST COUNTRY IN** THE WORLD

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



FOR THE FIRST TIME, LATINOS WERE THE LARGEST MINORITY OF ELIGIBLE VOTERS IN A U.S. PRESIDENTIAL ELECTION (32 MILLION)

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• 2019 DEMOGRAPHICS PROFILE OFTHE MILITARY COMMUNITY (militaryonesource.mil): https://download.militaryonesource.mil/12038/MOS/Reports/2019-demographics-report.pdf

34% Latino vs 1% Non-Latino



ANNUAL AGGREGATE HISPANIC HOUSEHOLD SPENDING IS **PROJECTED TO REACH \$978 BILLION**

in 2020, making Hispanics the single largest and

highest-spending minority group in the United States

AMERICAN PATRIOTS

NEARLY LATINOS HAVE A FAVORABLE **OPINION OF AMERICA'S FIGHTING FORCES**



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• 2020 State of Latino Entrepreneurship Report by Stanford Graduate School of Business

Postsecondary National Policy Institute: https://pnpi.org/latino-students/

• National Center for Education Statistics: https://nces.ed.gov/programs/coe/pdf/coe_cpb.pdf

https://recruiting.army.mil/pao/facts_figures/

https://fas.org/sgp/crs/natsec/R44321.pdf

https://www.armv.mil/hispanics/history.html

• 2021 LDC Latino GDP Report

NEW LATINO RECRUITS LATINO VETERANS POST 9/11 (AS OF 2011) THE POPULATION OF LATINO SURPASSING LATINO SHARE VETERANS IS EXPECTED TO OF THE U.S. POPULATION **DOUBLE IN THE NEXT 10 YEARS**

- UCLA/David Hayes Bautista http://latinodonorcollaborative.org/latino-gdp-report • https://www.cnbc.com/2017/06/06/there-are-more-job-openings-than-ever-right-now.html • American Action Forum, "How Changes in Immigration Can Impact Future Worker Shortages in the United States and Silicon Valley," https://www.americanactionforum.org/research/how-changes-in-immigration-can-impact-future-worker-shortages-in-the-united/ Stanford Latino Entrepreneurship initiative • IHS Automotive's Polk Market data unit
- Stanford Entrepreneurship Study
- Paul Krugman, NYT:
- https://www.nytimes.com/2017/09/08/opinion/dreamers-liars-and-bad-economics.html?action=click&pgtype=Homepage&clickSource=story-headin g&module=opinion-c-col-left-region®ion=opinion-c-col-left-region&WT.nav=opinion-c-col-left-region
- http://researchcouncil.org/wp-content/uploads/theeconandfiscalimpacts.pdf

• https://www.census.gov/newsroom/press-releases/2016/cb16-107.html

- Pew Research Center, U.S. Census Bureau

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- http://www.slate.com/articles/news_and_politics/uc/2014/04/starting_from_the_bottom_why_mexicans_are_the_most_successful_immigrants.html
- PwC: Always connected: US-based Hispanic consumers dominate mobile, entertainment, and beyond
- 2009, The National Association of Realtors
- 2017 Stanford SLEI Report