



EMBARGOED 9/30/21 9AM PT

The Latino Donor Collaborative, the Latino Corporate Directors Association, Friends of the National Museum of the American Latino, and UnidosUS commissioned a poll in August 2021 to gauge perceptions of the US Latino community.

Background

The prosperity of the United States and that of its Hispanic population are inextricably linked. With a \$2.7 trillion GDP*, the size of the seventh largest economy in the world, it is the second cohort driving the American economy after the Anglo cohort.

The US Latino top industry sector is Education & Healthcare, totaling \$446 billion or 16.4% of US Latino GDP. This is followed by Professional & Business Services (\$327 billion or 12% of Latino GDP) and finance & Real Estate (\$252 billion or 9.3% of Latino GDP). The Latino GDP is not only an engine of economic growth but also a broad foundation of support for the larger US economy.

Latinos have a long history in the United States, are an integral part of our national fabric and strongly identify with the American Dream. Hard work and traditional family values are core traits among Latinos – Latinos make up millions of the teachers, nurses, doctors, police officers and firemen who serve and protect our communities every day. Latino entrepreneurs start more businesses than any other racial/ethnic group in the US over the past 10 years.

From a cultural perspective, the traditional family and religious values of Latinos not only endure, but continue to set the highest standard, even evoking a nostalgia for America’s “better days.” This is not a culture that has merely assimilated; it is a strong community of service, pride and perseverance that has helped shape our understanding of what the American Dream is all about.

Yet, despite the important contributions Latinos have made over generations and continue to make today to our culture and our communities, media and entertainment invisibility and stereotypes, the national dialogue on illegal immigration, pervasive negative news media coverage, and the proliferation of misrepresentations from politicians and activists alike has obscured and confused public perception. Social media also perpetuates negative sentiments, undermining the numerous positive attributes Latinos bring to US society.

Public Opinion Research

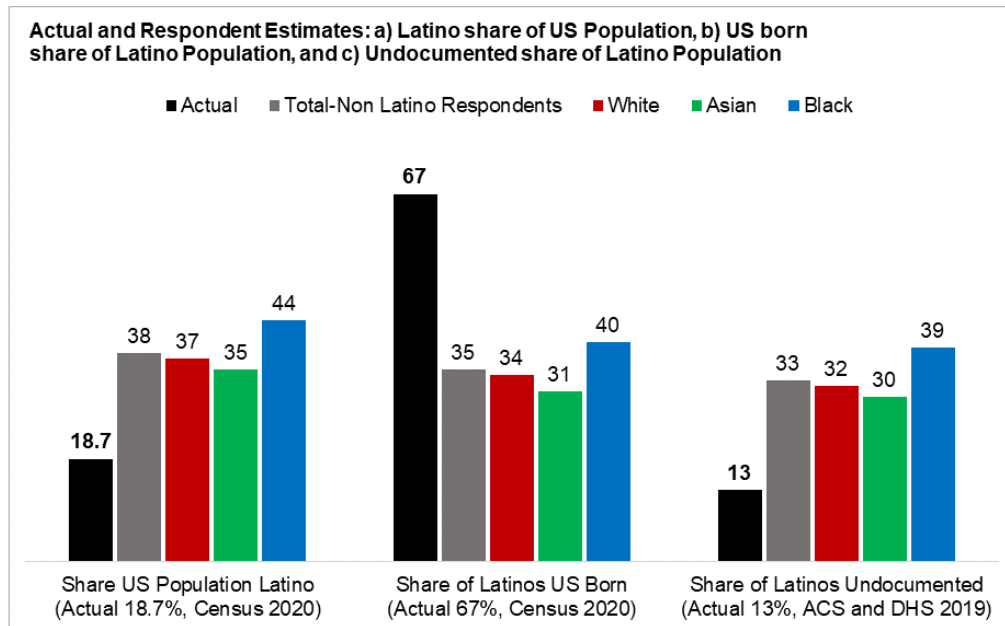
Between August 25-September 2, 2021, BSP Research surveyed 2,200 American adults. The nationally representative sample included 800 white, 600 Latino, 600 Asian American, and 200 African American Respondents. The Latino segment included a national sample of 400, and an additional oversample of 200 respondents from South Florida. The Asian American segment was composed of three origin groups: Chinese, Indian, and Korean, each with 200 respondents. Surveys were conducted online. The full sample carries a margin of error of +/-2.1%.

The study examined public opinion of Latinos and immigrants, with particular emphasis on their perceived contributions and impact on the American economy and community life.

Summary Findings

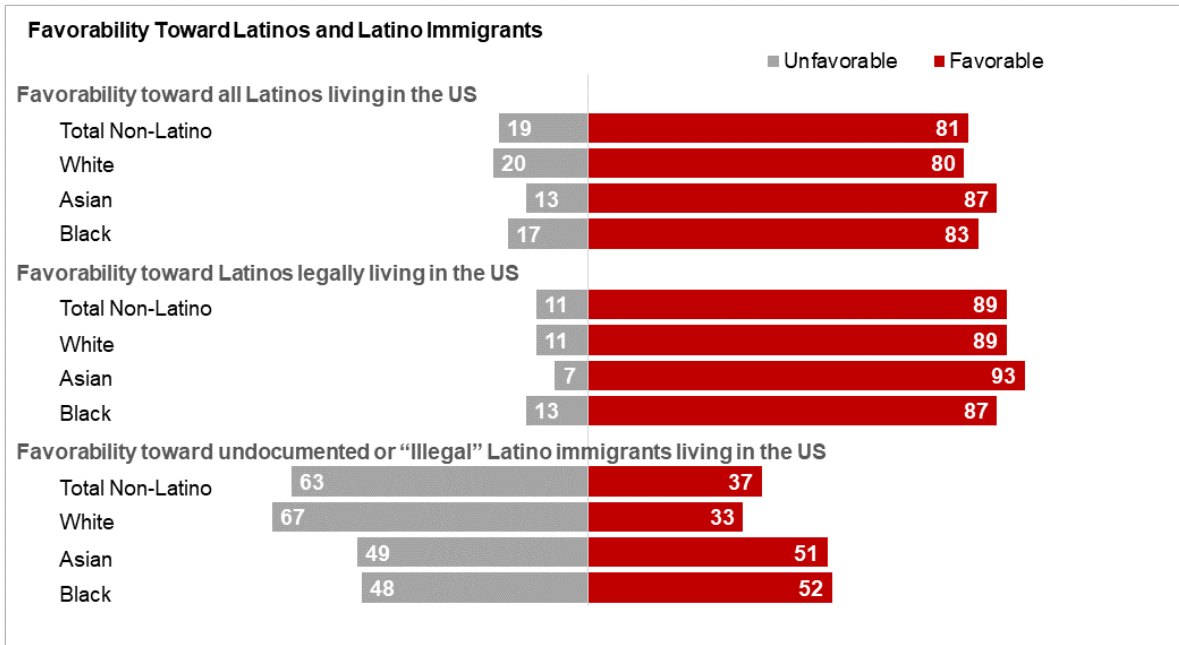
- Population Misperceptions:** Americans vastly overestimate the size of the Latino population, the size of the Latino immigrant population, and the size of the undocumented Latino immigrant population. According to data from the US Census and Department of Homeland Security:
 - Latinos comprise 18.7% of the US population
 - Two-Thirds, 67%, of Latinos who live in the US are native-born citizens
 - Only 13% of all Latinos in the US are undocumented immigrants

Figure 1. BSP Research



- Undocumented Immigrants:** Erroneous estimates of the Latino undocumented population skew perceptions about the broader Latino population. Most Americans are quite favorable toward Latinos and Latino immigrants legally living in the United States. Undocumented immigrants are less well-liked, but especially so with Whites.

Figure 2. BSP Research



- Sources for Opinions about Latinos:** Asked which sources they trusted to provide well-reasoned opinions about Latinos in the US, including network news, social media, Latino people you know and Latino business leaders. The majority of respondents said they trust Latinos they know and Latino business leaders, followed by national news networks.

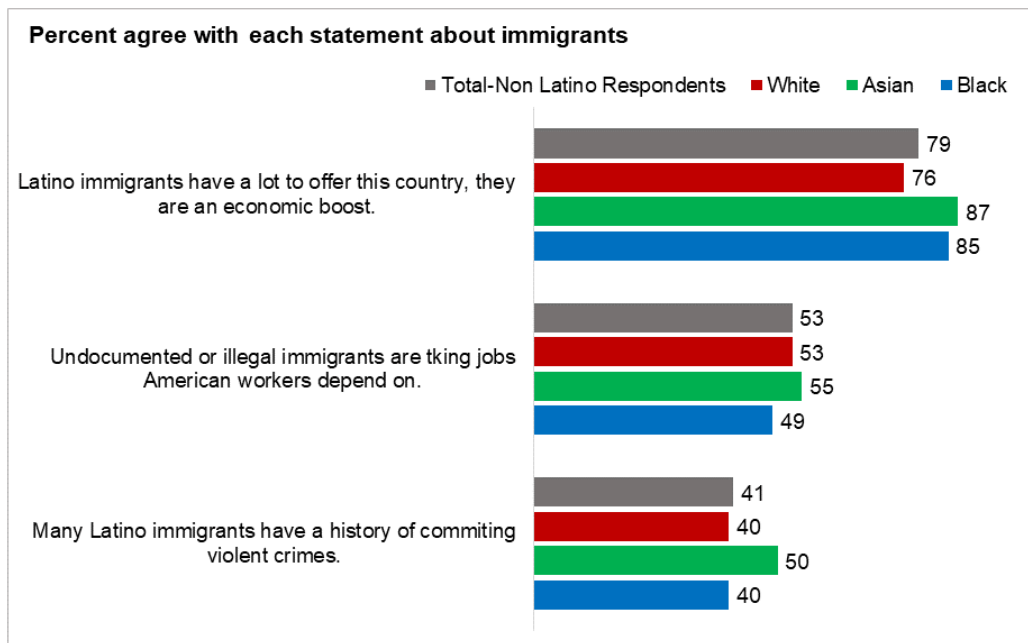
Table 2. BSP Research

	Total-Non Latino	White	Black	Asian
Latino/Hispanic people you know	64	66	64	52
Community based organizations	33	30	41	39
Latino business leaders	32	30	41	35
CNN	30	26	45	45
News Networks: ABC, CBS, NBC	29	25	46	43
Latino elected officials/political candidates	29	28	29	33
Religious Leaders	29	28	33	29
Fox News	25	24	25	30
MSNBC	20	16	35	35
People you follow on social media	18	16	24	27
Podcasts or talk radio	17	14	23	31
News sources you follow on social media	17	15	23	27
Business leaders	16	15	19	25

People you follow and news sources from social media were less trusted sources. But, when asked how often you use or watch these sources, the vast majority of respondents said they use Facebook and YouTube more often than they watch any type of television news.

4. **Testing Stereotypes:** With few exceptions, 60% of Americans view immigrants from different parts of the world favorably. On one hand, more than 75% believe Latino immigrants have a lot to offer this country and are an economic boost. But, on the other hand, many non-Latinos in particular also believe undocumented immigrants are taking jobs Americans depend on and that many Latino immigrants have a history of committing violent crime.

Figure 3. BSP Research



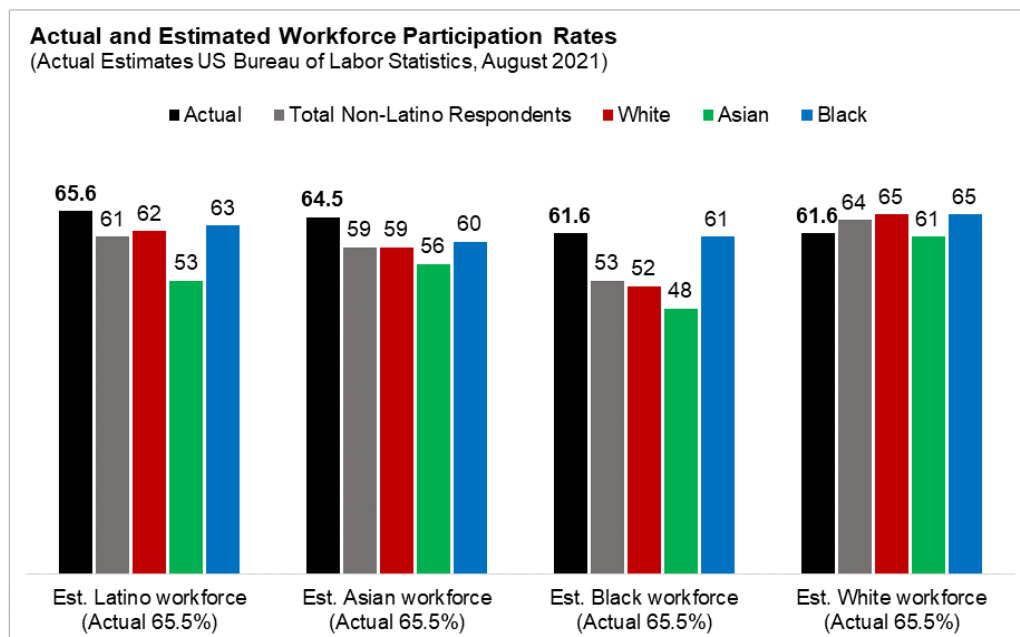
5. **Traits Associated with Latinos:** Religious and family values as well as belief in the American Dream and optimistic and hopeful views are widely held as traits associated with Latinos. A smaller, but significant share of Non-Latino respondents (39%) believe that Latinos rely on welfare, and criminal traits are associated with Latinos by (28%) of Non-Latino respondents.

Table 1. BSP Research

Traits Associated with Latinos – Percent of Latinos who/are:				
	Total-Non Latino	White	Black	Asian
Family oriented	72	73	74	62
Religious	63	63	65	52
Believe in the American Dream	63	62	66	58
Optimistic / Hopeful	60	59	65	55
Experience Racism / discrimination	58	57	66	53
Shares my values	53	53	56	48
Farmworkers or Laborers	48	48	54	47
Entrepreneurial / Business-minded	44	43	50	42
Government-dependent/ Rely on Welfare	39	39	42	42
Unpatriotic	30	29	34	31
Criminal	28	27	36	24
Lazy	23	22	26	28

6. **Contributions to US Economy.** Few Americans have specific information about Latino contributions to the workforce or economy. The reality is that Latinos have the highest workforce participation rate, a trend that dates back decades. Yet, Non-Latinos consistently estimate that Anglo workforce participation rates are highest.

Figure 5. BSP Research



There is no common knowledge about Latino Business owners or entrepreneurship. Most Americans are unaware that Latinos started more small businesses than any other racial/ethnic group in the US over the past ten years. And, the role of Latinos in the workplace is seen, primarily, as farmworkers or laborers, as opposed to entrepreneurs, business leaders, or professionals (Reference: Table 1. BSP Research).

Summary of Key Research Findings

Overall, Americans believe that Latinos possess positive traits like religious and family values as well as a strong work ethic. But, on the issue of undocumented immigrants, population estimates were exaggerated contributing to negative perceptions of the Latino community as a whole.

Entertainment, news and social media coverage of undocumented immigrants and illegal immigration result in negative stereotyping of the US Latino community. Conversely, personal interaction with Latinos increases positive perceptions of the Hispanic community.

Non-Latinos listed Latino Business Leaders as trusted sources of information about the Hispanic community. Unfortunately, media coverage of Latino entrepreneurs and business leaders is not prominent in network or social media.