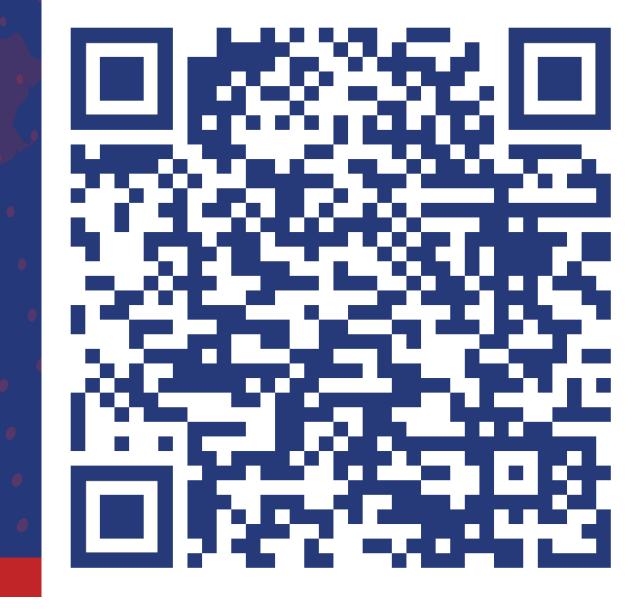


## 

## Latinos in America

WWW.LATINODONORCOLLABORATIVE.ORG



THE U.S. LATINO GDP

**TRILLION IN 2020** 

**LARGEST IN** THE WORLD

LARGER THAN INDIA, RUSSIA, CANADA, ENGLAND AND OTHER MAJOR ECONOMIES IN THE WORLD.



**STEADY HOMEOWNERSHIP** RATE INCREASE

IN 2021, THE HISPANIC HOMEOWNERSHIP RATE INCREASED BY 48.4%, UP FROM 47.5% IN 2019, AN INCREASE CONSISTENT WITH THE TRENDLINE OVER THE LAST 7 YEARS.

LATINOS ADDED 1.9M OWNER HOUSEHOLDS (SINCE 2014)

**LATINOS IN** 

**DIFFERENT INDUSTRIES** 

WHILE HISPANICS REMAIN **OVERREPRESENTED IN SERVICE OCCUPATIONS, THEY NOW MAKE UP** 

> 10.7% **OF WORKERS IN**

**MANAGEMENT JOBS** 

UP 5.2% IN 2000

LATINOS ARE FUELING THE **ECONOMY AT A FAST RATE** 

**PURCHASING POWER GREW 87%** 

outpacing the 51% increase in Non-Latino purchasing power over the same time

FROM 2010 TO 2020

**LATINOS ARE IMPORTANT JOB CREATORS** 

> Latinoowned firms grew 35% LAST 10 YEARS

Non-Latino-owned firms increased by 4.5% LAST 10 YEARS

LATINOS ARE DRIVING **GROWTH IN THE BEAUTY INDUSTRY** 

HISPANIC SHOPPERS **INCREASED BEAUTY SPENDING BY 6.1% IN** 2020 VERSUS THE AVERAGE 3.5%

LATINOS ARE THE NATION'S LARGEST MINORITY GROUP MAKING UP

**OF THE NATION'S POPULATION** (2020) 1 OF 5 IN THE USA IS LATINO

trending=row&valueCode=6&rid=47&cid=16) and

**LATINOS ACCOUNT FOR WORKFORCE INCREASE EVEN** THROUGH THE GREAT **RESIGNATION OF THE LAST YEARS** 

The U.S. labor force growth rate has slowed over the past couple of decades – the remaining growth is largely due to the increasing number of Hispanic workers.

**HISPANICS ARE PROJECTED TO ACCOUNT FOR** 

**OF NET NEW WORKERS BETWEEN 2020 AND 2030** 

LATINOS KEEP THE REAL ESTATE **MARKET GOING** 

**LATINOS ARE PREDICTED TO ACCOUNT FOR** 

**OF NEW HOMEOWNERS** 

**OVER THE NEXT 20 YEARS.** (2021 STATE OF HISPANIC

HOMEOWNERSHIP REPORT)



**EDUCATION – ONE OF LATINOS' GREATEST VALUES** 

From fall 2010 to fall 2020, there has been a

**36.7% INCREASE** 

in the number of Latinos enrolling in post-secondary institutions

19.4%

**OF STUDENTS** enrolled in postsecondary institutions are Latinos



THE LATINO HIGH SCHOOL **GRADUATION RATE GREW FROM** 

69% то 90%

FROM 2010 TO 2020

**LATINOS ARE IMPORTANT JOB CREATORS** 

growing their number of employees at a faster rate than White-owned employer businesses. Latino-owned employer firms have grown 35% in the last 10 years compared to 4.5% among White-owned businesses.

In 2019 alone, Latino-owned businesses

2.9 MILLION JOBS

representing a 53.6% growth rate

since 2007

(Source: Stanford Latino Entrepreneurship Initiative)

**LATINOS ARE YOUNG - TODAY AND FUTURE CONSUMERS!** 



**YEARS OLD** 

25% OF GEN Z 30% OF GEN ALPHA



LATINOS ARE CRUCIAL TO AN AGING AMERICA

**AS KEY YOUTH CONTRIBUTORS TO SOCIAL SECURITY AND MEDICARE.** 



**LATINOS WORK AND MOVE THE ECONOMY** 

**HISPANICS ACCOUNT FOR** 3/4 OF THE GROWTH

IN THE NATION'S LABOR FORCE FROM 2010 TO 2020

(2020 U.S. CENSUS)



**UPPER MOBILITY** AND EDUCATION -**STAPLES OF LATINO IMMIGRANTS** 

> 15.8% **Dropout rate**

for those born outside of the U.S.

5%

**Dropout rate** 

by the second generation, which is lower than the average national dropout rate



**LATINOS IN TECH** 

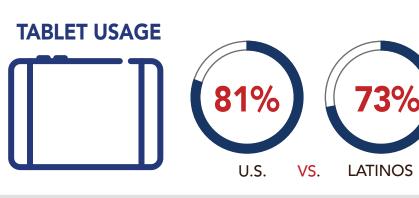
Contrary to stereotypes about the industries in which Latino-owned businesses operate, Latinos are equally likely as their White counterparts to own tech companies (Stanford)

LATINO ENTREPRENEURS ARE ENGAGED IN TECH STARTUPS AT A HIGHER RATE THAN NON-LATINOS

19% vs. 14%

**LATINOS OVER-INDEX** IN DIGITAL USAGE

CONSUMPTION OF STREAMING SERVICES U.S. **VS LATINOS** 





**U.S. LATINOS SPEND** MORE TIME LISTENING TO PODCASTS THAN THE GENERAL MARKET

U.S. LATINOS **ARE HIGHLY ENTREPRENEURIAL** 

Latinos are 1.7% more likely than the U.S. population to be entrepreneurs and account for 50% of net new small businesses.





**LATINO WORKERS KEPT THE U.S. ECONOMY MOVING** THROUGH THE **PANDEMIC** 

U.S. Latinos made up a large share of the essential workers that kept the economy moving

They returned to the workforce faster than Non-Hispanic white Americans.

Despite many facing a decrease in wages and poor working conditions



LATINOS VOTE AND **BECAME A DETERMINANT** FACTOR IN ELECTIONS

> 32 MILLION **LATINOS**

Will be eligible to vote in the upcoming 2024 elections. Latinos are the largest share of Non-White voters

Latinos now make up 13.1% of eligible voters, an increase from 12.5% just two years ago. Latino eligible voters now account for more than 1 in 5 eligible voters in several states



LATINOS ARE DRIVING THE GROWTH IN MANY INDUSTRIES, INCLUDING THE AUTOMOTIVE **INDUSTRY** 

**LATINOS ACCOUNT FOR** 



OF CAR SALES

even though they represent only 19% of the population. With Latinos accounting for 25% of Generation Z and 31% of Generation Alpha, it is safe to say that Latinos will continue to drive the growth in the automotive industry



**U.S. LATINOS HAVE FAVORABLE VIEWS** OF THE UNITED **STATES** 

83% of Latinos view the U.S. as a country of opportunity and a safe place to raise their children. 79% of Latinos say the U.S. is a country where they can get ahead in life.



LATINO CONSUMPTION – A SIGNIFICANT FACTOR OF **ECONOMIC RECOVERY** 

LATINO CONSUMPTION TOTALS

\$1.85 TRILLION

as many learned to adapt to the pandemic, creating new business methods to get by



**LATINOS ARE ENTREPRENEURS** 

Starting businesses at a faster pace than other groups, with 44% growth in the last 10 years compared to 4% for Non-Latinos



LATINOS DRIVE **POPULATION GROWTH IN THE U.S., PUTTING THE U.S. AHEAD OF OTHER INDUSTRIALIZED** COUNTRIES.

Between 2010 and 2020, the number of Latinos increased by 23%. In comparison, the U.S. overall grew by just 7.4%, and Non-Hispanic Whites actually shrank by 2.6%.

**LATINOS SERVE AND LOVE OUR COUNTRY** 

**LATINOS MAKE UP** 



**OF ACTIVE DUTY SERVICE MEMBERS** WHILE THEY ARE 19% OF THE POPULATION



Speak only English or speak it very well Speak no English or don't speak it very well



**MOST LATINOS ARE U.S. BORN** 

U.S. Latino population increase is driven by second-generation growth rather than immigration. Latino immigration has slowed from 6.5 million arriving during the 2000s to 3.5 million arriving between 2010-2019. Meanwhile, 9.3 million Latino babies were born in the U.S. between 2010-2019



**LATINOS CONTRIBUTE GREATLY** TO THE U.S. ECONOMY THROUGH FEDERAL, STATE, AND LOCAL TAXES **AND SOCIAL SECURITY** 

\$102 Billion to social security and \$215 billion in taxes (The Power of the Purse Research) New American Economy.

\* (U.S. Department of Labor) https://blog.dol.gov/2021/09/15/hispanics-in-the-labor-force-5-facts \* (Pew Research) https://www.pewresearch.org/hispanic/2016/04/20/the-nations-latino-population-is-defined-by-its-youth/ \* (Department of Labor)https://blog.dol.gov/2021/09/15/hispanics-in-the-labor-force-5-facts \* (e-Marketer Research) https://www.insiderintelligence.com/content/hispanic-buying-power-rising-us-bolstering-consumer-sectors \* (2021 state of Hispanic homeownership report) https://nahrep.org/downloads/2021-state-of-hispanic-homeownership-report.pdf \* (2021 state of Hispanic Homeownership report) .https://nahrep.org/downloads/2021-state-of-hispanic-homeownership-report.pdf \* Source: National Center for Education Statistics https://nces.ed.gov/ipeds/TrendGenerator/app/trend-table/2/3

https://educationdata.org/college-enrollment-statistics#:~:text=16.5%25%20of%20all%20postsecondary%20students,a%20455.9%25%20increase% \* https://sites.ed.gov/hispanic-initiative/2021/10/research-roundup-nces-celebrates-hispanic-heritage-month/

https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf \* (2020 U.S. Census) https://www.census.gov/quickfacts/fact/table/US/RHI725221

\* 2021 State of Latino Entrepreneurship- Stanford Research Report

\* 2020 U.S. Census

\* (Stanford) https://www.gsb.stanford.edu/insights/adapting-pandemic-latino-owned-businesses-get-stronger \* LDC-HITECH 2021 Latinos in Technology Report

\* Closing the Capital Gap Fueling the Promise of Latino-Owned Businesses- LDC, Bain, Stanford \* https://www.pewresearch.org/race-ethnicity/2021/07/15/for-u-s-latinos-covid-19-has-taken-a-personal-and-financial-toll/

\* https://www.pewresearch.org/hispanic/interactives/mapping-the-latino-electorate/iframe/ \* https://research.newamericaneconomy.org/report/hispanic-spending-power-2021/ \* https://autoproyecto.com/2020/press-release/autoproyecto-launches-hispanic-impact-editorial-series.html

\*https://www.pewresearch.org/race-ethnicity/2022/01/20/latinos-see-u-s-as-better-than-place-of-familys-ancestry-for-opportunity-raising-kids-health-care

\* https://www.gsb.stanford.edu/insights/adapting-pandemic-latino-owned-businesses-get-stronge https://www.gsb.stanford.edu/insights/adapting-pandemic-latino-owned-businesses-get-stronge \*

https://research.newamericaneconomy.org/report/hispanic-spending-power-2021/

\* The Power of the Purse Research

https://www.pewresearch.org/fact-tank/2019/09/10/the-changing-profile-of-the-u-s-military/ thttps://www.pewresearch.org/fact-tank/2021/09/09/key-facts-about-u-s-latinos-for-national-hispanic-heritage-month/

\*https://nielseniq.com/global/en/insights/analysis/2021/multicultural-consumers-are-set-to-drive-beauty-growth-amid-continued-category-shifts-in-2021/ \* Source: Pew Research Center https://www.pewresearch.org/fact-tank/2021/09/09/key-facts-about-u-s-latinos-for-national-hispanic-heritage-month