

# U.S. LATINO YOUTH 2030

AN LDC REPORT

Conducted by



LATINO  
DONOR  
COLLABORATIVE

In partnership with



L'ORÉAL

TelevisaUnivision



### About the Latino Donor Collaborative

The Latino Donor Collaborative (LDC) is a non-profit and non-partisan organization that creates original economic research about the Latino/Hispanic community in the United States.

Our data are used by decision-makers and resource allocators to promote growth in the new mainstream American economy. Together with our partners at top U.S. research centers, we produce fact-based data to identify opportunities.

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### About Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers.

We have a complete, unique and rounded understanding of people around the world: how they think, feel and act, globally and locally in over 90 markets. We don't just help clients understand what's happened, we tell them why and how they can shape the future.

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# Welcome Letter From LDC

Dear Readers,

We are thrilled to present to you the U.S. Latino Youth 2030 report. This first-of-its-kind study brings together quantitative, qualitative, and foresight analysis, and details the current values and attitudes that make young Latinos unique. It also provides a perspective on where they are headed in the future.

We want to thank the team at Kantar and our brand partners that made this work possible: Capital One, Colgate-Palmolive, L'Oréal, and TelevisaUnivision. These organizations recognize the strategic importance of understanding young Latinos and we applaud their vision to invest in their future success through this research.

There are many reasons why young Latinos are such a critical cohort for brands and businesses. Starting with the obvious, Latinos represent 25% of all young people in the United States. Like their older Latino peers, they have a strong work ethic and connection to their family and community. But they also exhibit unique qualities—with a heightened sense of ambition, a drive for wealth, entrepreneurship, and success, as well as an assertiveness and a voice that previous generations did not exhibit.

Culturally, young Latinos are unapologetically Hispanic and unapologetically American, as 94% of those under age 18 were born in the United States. These young Americans view their biculturalism as a superpower and are riding a wave of interest and admiration for Latino culture globally. They are also influencers and connectors.

At the same time, young Latinos are discerning consumers, quick to notice when a brand is inconsistent or insincere. They are frustrated by the lack of representation of their community in media and are determined to change the narrative about what it means to be Latino in America in the next decade and beyond.

These are the young Latinos that we are excited to introduce you to through this report. We hope that the insights provided will empower you to engage this vibrant and integral segment of the U.S. population more effectively. We hope this report, along with the data and insight it contains, becomes a tool to help you unlock new growth opportunities.

Thank you for your continued support and commitment to learning about and engaging with the U.S. Latino market.

Warm regards,

**Ana Valdez**  
President and CEO, Latino Donor Collaborative



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# Executive Summary

1. Young Latinos are set to shape America's demographic, economic, political, and cultural future. They represent a quarter of Gen Z and Gen Alpha, are predominantly American-born, and their importance to America's future cannot be overstated. 94% of Latinos under age 18 are American born and raised.
2. Despite their growing influence and importance, this crucial group feels overlooked by brands, and they question how well businesses understand their perspectives, values and preferences. Unfortunately, this sentiment is on the rise with 76% of 12-34-year-old U.S. Latinos reporting in 2024 that they feel brands treat them as an afterthought, up from 71% in 2022. Understanding young Latinos – their mindsets, their motivations—has never been more critical.
3. While they carry attributes of their parents and grandparents—cultural pride, humility, family-orientation, a strong work ethic—the next generation of U.S. Latinos is remarkably distinct from their older Latino peers, and from other young Americans. This research has uncovered three key ways to understanding them:
  - I. Latino youth are a driving force behind the values of American youth more broadly. They are vocal advocates for social justice and holding others accountable for their actions—their passion for these issues is more intense than for non-Latinos their same age. They are deeply committed to their communities and driven by a sense of purpose and a passion for having a positive impact. Their values and experiences are helping to define the values of America's Gen Z more broadly, and their influence will help redefine American culture, with ripple effects on areas ranging from family and workplace values to entertainment and media trends.
  - II. They are unapologetically American and unapologetically Latino, and they are reinterpreting what it means to be an American Latino. They are

- embracing inclusivity and open-mindedness and leaving machismo behind. At the same time, they are honoring their roots and proudly exploring where their predecessors came from. Their strong connection to Latino culture is showing up in many ways, including increased interest in the Spanish language. Some 70% of Latino youth agree with the statement, "The Spanish language is more important to me today than it was just five years ago."
- III. This group is positioned for success and upward mobility in a way that previous generations were not. They are ambitious, determined, and culturally confident. They are pursuing higher levels of educational attainment than their predecessors and they will have a growing influence on U.S. workplace culture. This will likely include taking a more forceful stance on equity within the workplace than previous generations. For example, Kantar data shows that 81% of Latino employees aged 18-34 say they would consider leaving their company due to a lack of inclusion and/or discrimination. In contrast, just 57% of Latino employees aged 35+ report the same.
  4. Their frustration with brands and businesses is growing. Despite the significant tailwinds propelling this generation forward—such as educational attainment, ambition, cultural fluency, and willingness to speak up—Latino youth continue to face significant barriers. This research reveals three primary concerns on the minds of young Latinos: lack of access, especially to jobs; continued stereotyping in marketing and media portrayals, and a lack of authentic or nuanced representation of the Latino community by brands.
  5. As they move forward in school, careers, and life, young Latinos are determined to break through these barriers and change the narrative on U.S. Latinos—and they expect brands and businesses to play an active role in helping to make this happen. Now is the time for organizations to step up and find ways to engage more meaningfully with young Latinos.



\* The terms Latino and Hispanic are used interchangeably throughout this report. Executive Summary data from U.S. Census or Kantar U.S. MONITOR DEI Study

# LATINO YOUTH: SHAPING AMERICA'S FUTURE

Young U.S. Latinos are a powerhouse that will have an oversized influence on America's future. Their demographic, economic, political, and cultural influence will be amplified over the next decade and beyond as they assume a place of prominence as parents and consumers, key members of the workforce, cultural influencers, and leaders in business and government across the U.S.

Despite their growing influence, young Latinos remain overlooked by brands, who struggle to understand, and connect with, their culture, values and preferences. This exploration delves into their minds and motivations, uncovering who young Latinos are and what makes them distinct from previous generations and other youth. It also provides guidance on how to successfully engage this cohort going forward.

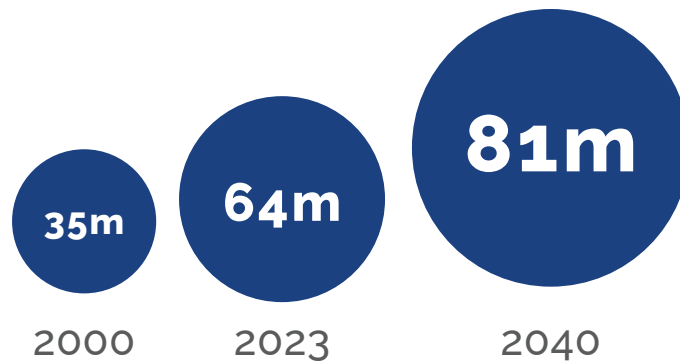
We will begin with a review of young U.S. Latinos and some of the most important ways they will shape the future.

## The Latino population will grow, driven by births not immigration.

Demographic trends ensure that the future of U.S. society will become more intimately tied to the Latino community. In 2023, there were some 64 million Latinos in the U.S., up from 35 million in 2000.<sup>1</sup> By 2040, the U.S. Latino population will exceed 81 million according to Census projections.<sup>2</sup>

Since the early 2000s, growth in the U.S. Latino population has primarily been driven by births, not immigration. In fact, 94% of Latinos under age 18 are American born and raised. This is a stark contrast to the 46% of Latinos aged 35+ who can say the same.<sup>3</sup> This shift is leading to a population of young Latinos who are more integrated into American culture than ever before, even as they maintain their Latino identity.

## The Latino population in the United States is growing



## Young Latinos will fuel the future U.S. economy.








Over the next decade and beyond, young Latinos will make increasingly important contributions to the U.S. economy. They will be a driving force in the workplace, with Latinos accounting for 78% of all net new U.S. workers between 2020 and 2030.<sup>4</sup> Indeed, over the next ten years, it is projected that 6.2 million Hispanics will be added to the U.S. labor force, while non-Hispanics in the labor force will decrease by 51,000 people.<sup>5</sup> Young Latinos will also be critical to job creation as they lean into and explore their entrepreneurial ambitions: **62% of U.S. Latinos aged 34 and under report that owning or aspiring to start their own business is a priority, compared to just 32% of Latinos aged 35 and older.**<sup>6</sup>

“*Young Latinos are leading – they are not waiting to be led. Yes, they are also looking for guidance, but they just want to be given opportunities. They are hungry to succeed.*”

– Dr. Guadalupe Mireles-Toumayan, Latino Youth Education Scholar, Professor at California State University, Northridge

Young U.S. Latinos will also be a driving force behind consumer purchasing, as they enter life stages such as homeownership and parenthood that require significant spending. Overall Hispanic consumer spending is projected to grow 1.3x faster than non-Hispanic spending between 2020 and 2030. Categories that will see spending by Hispanics grow faster than for non-Hispanics in this time frame include personal care products (1.5x), food at home (1.7x), clothing (1.4x), home electronics (2.3x), personal computers (1.9x), entertainment services (1.6x), and new cars (more than 3x).<sup>7</sup>

## CONSUMER SPENDING GROWTH FORECASTS 2020-2030

	<b>68%</b>	<b>44%</b>
<b>Personal Care Products</b>	Hispanic % change	Non-Hispanic % change
	<b>70%</b>	<b>42%</b>
<b>Food at Home</b> (e.g., groceries)	Hispanic % change	Non-Hispanic % change
	<b>77%</b>	<b>54%</b>
<b>Clothing</b> (excluding footwear)	Hispanic % change	Non-Hispanic % change
	<b>65%</b>	<b>28%</b>
<b>Home Electronic Equipment</b> (e.g., video gaming, TVs)	Hispanic % change	Non-Hispanic % change
	<b>46%</b>	<b>24%</b>
<b>Personal Computers</b>	Hispanic % change	Non-Hispanic % change
	<b>390%</b>	<b>251%</b>
<b>Movies and Entertainment</b>	Hispanic % change	Non-Hispanic % change
	<b>38%</b>	<b>11%</b>
<b>New Cars</b>	Hispanic % change	Non-Hispanic % change

7. IHS Markit. "Hispanic Market Monitor 2021: Consumer Spending Forecast 2020-2030."

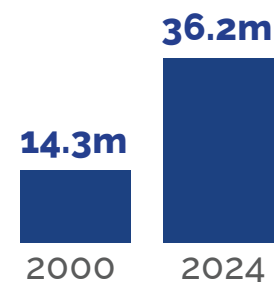


## Young Latinos will be an undeniable force in U.S. politics and civic life.

Over the next decade, young Latinos will exert increasing political influence: every year, some 1.4 million Latinos become eligible to vote. This political power has been growing for several decades, with Latinos accounting for half of the growth in total eligible voters between 2020 and 2024.<sup>8</sup> Regardless of how they cast their ballots, this young, dynamic cohort will flex their muscle by voting in local, state, and national elections.

Beyond the ballot box, other young Latinos will make their mark on civic life in America as volunteers, candidates for office, and advocates for issues important to their families and communities. This effort will include addressing concerns like student loans, healthcare for older relatives, climate change, racial profiling, abortion access, and immigration reform, according to research conducted by the grassroots civic engagement organization Voto Latino.<sup>9</sup>

In November 2024 there will be 36.2 million Hispanic eligible voters in the U.S., up 153% from 2000 when there were just 14.3 million.<sup>11</sup>



### Looking to the future...

Justice and advocacy are important values among young Latinos, suggesting they will play key roles in government and civil society. As one study participant noted, "The future is about Latinos in government positions or social activism. I hope culture will change so that we can have a Hispanic president in the near future."<sup>10</sup> – U.S. Latino 12-17

## Young Latinos are a driving force in global culture.

Young U.S. Latinos are coming of age during an explosion, and widespread embrace, of Latin culture. They are witnessing soaring global interest in the food, music, language, pop culture, and styles associated with the diverse and vibrant Latino communities found within the United States.

Music provides a perfect example of this embrace. Spanish is now the second most-consumed language in music globally. Mexican music, in particular, has seen a sharp increase in popularity globally, with streams growing by more than 440% around the world between 2018 and 2023. During the first half of 2024, Latino music was the fastest-growing streamed genre in the U.S., increasing by 15% from 2023 and outpacing growth in core genres like pop and rock.<sup>12</sup>

This recognition and respect for Latin culture is empowering young Latinos to think differently about themselves and their future. It is allowing them to break free from the stereotypes and constraints imposed on previous generations, while feeding their sense of cultural confidence. As we consistently heard in the qualitative research, there is now an element of prestige associated with Latino culture. As one teen put it, "I have realized that to be Latino is now cool."<sup>13</sup>

### Looking to the future...

Even as they honor and embrace their heritage, this cohort will redefine what it means to be an American Latino over the next decade and beyond. At the same time, this generation will profoundly influence mainstream American culture through the growing popularity of Latino music, comedy, cuisine, and language—resulting in a dynamic new definition of what it means to be American.

“Guys at school are getting perms and hanging out with Hispanic guys, doing Latino things and wearing the culture, like the Edgar haircut.”<sup>10</sup>

– U.S. Latino 18-34

## Young Latinos will be key influencers and changemakers for the future.

Members of this cohort play a unique role in their families and friend groups. They are unifiers and guides, using their bicultural perspective to help bridge gaps in understanding and experience across generations and groups. In their families they connect the past to the future. As one respondent put it, "In my family, I help bridge generational gaps by explaining modern perspectives and advocating for more open discussions about topics like mental health and career choices."<sup>14</sup>

Whether sharing on social media or around the dinner table, today's young Latinos exert clear influence on the consumer preferences of family and friends. Kantar data shows that 80% of Latinos aged 12-34 agree with the statement "Family and friends often ask me for information or my opinion on new brands and products," compared to 67% of Latinos age aged 35+.<sup>15</sup>

And for a growing share of young Latinos, it is about much more than just being an influencer or tastemaker: it is about being a changemaker. **In 2024, 67% of Latinos aged 12-34 said they feel they can make a difference to the world through the changes they make and the actions they take, up from 55% in 2023.**<sup>16</sup>

### Looking to the future...

There are many ways that the influence of Latinos will be spread throughout American culture in the next decade, including at school, the workplace, and marriage and family formation. As one young woman shared, "I have made my (non-Latino) husband and his family more family-oriented."<sup>17</sup>

# BEYOND STEREOTYPES: UNDERSTANDING LATINO YOUTH



Despite the obvious importance of young Latinos to the future of U.S. society and business, most brands and businesses fail to connect with them in meaningful ways. Marketing and communications aimed at young Latinos rely on outdated assumptions—namely, that this generation is just like their parents. While they carry attributes of their parents and grandparents—cultural pride, humility, family-orientation, a strong work ethic—this next generation is remarkably distinct from previous generations, and from other American youth. And while young Latinos may defy stereotypes, they are not a mystery. This study reveals three distinct characteristics that set them apart.

## Values-Orientation: Latino youth are advocates and connectors.

Latinos are a driving force within Gen Z and among younger Millennials, representing 25% and 21% of these generations, respectively.<sup>18</sup> They epitomize the ideals of their peers. They are vocal advocates for social justice and holding others accountable for their actions. They are deeply committed to their communities and are driven by a sense of purpose and a passion for having a positive impact.

Compared to their non-Latino peers, they are more likely to report values tied to social responsibility and human connection as “extremely” or “very” important. This includes values like justice, advocacy, and community.

Latino Youth are also more family-focused than their peers. They feel a strong sense of responsibility to their family, this connection to *la familia* is central to their identity. Qualitatively, young Latinos reported that they show respect and this sense of responsibility to family by focusing on their studies, contributing at home (e.g., doing chores), and planning to take care of elderly family members when the time comes.

“We are intent on finding a way forward that is equal and equitable for ALL, not just our group... we want to help America carve the way for a genuine ‘meritocracy.’”<sup>17</sup>

– U.S. Latino 18-34

### Personal values reported as “extremely” or “very” important among U.S. young people

Value (# of ranking positions higher)	Latinos aged 12-34	Non-Latinos aged 12-34
<b>Justice:</b> Holding others accountable for their actions (+12 rank positions)	<b>84%</b>	76%
<b>Advocacy:</b> Speaking out for what I believe is the right thing (+8 rank positions)	<b>76%</b>	70%
<b>Family:</b> Protecting and prioritizing my family (+3 rank positions)	<b>84%</b>	78%
<b>Community:</b> Prioritizing the relationships I have with the groups I belong to (+7 rank positions)	<b>73%</b>	69%
<b>Humanness:</b> Seeking to connect with real people in everything I do (+8 rank positions)	<b>76%</b>	71%

Source: Kantar U.S. MONITOR 2024 (DEI Study), Top 2 Box

## WHY IT MATTERS

Latino Youth are America's youth. Their values and experiences are helping to define the values of America's Gen Z more broadly, and their influence will help redefine American culture, with ripple effects across various factors, from family and workplace values to entertainment and media trends. Brands that don't pay attention to young U.S. Latinos now risk overlooking one of the most influential forces on U.S. culture and society over the next two decades.

### Looking to the future...

Young Latinos embody the foundational values that have shaped America from its inception: family, community, justice, and advocacy. Their commitment to these values could serve as a positive, revitalizing force within U.S. society as the number of young U.S. Latinos grows, they marry non-Latinos, and as their general influence in U.S. society increases.

## They are unapologetically American and unapologetically Latino.

Today's young Latinos are increasingly motivated by a sense of pride, or *orgullo*, which is translating to record-high levels of cultural engagement. They are consuming more content related to their culture. Kantar data shows that 60% of Latino youth watch content or entertainment related to their cultural background *half the time or more* in 2024 versus 51% in 2023. By comparison, 41% of Latinos aged 35+ say the same in 2024.<sup>19</sup> Qualitatively, young Latinos say they are deepening their ties to their heritage: many express a deep desire to travel to their family's country of origin in order to strengthen their cultural connection: 18-34 year-olds, in particular, plan to participate in this way with their kids.

This cohort is exerting more of their own interpretation of what it means to be an American Latino. Culturally Latino and American, young Latinos have the freedom to navigate both American and Hispanic cultures, selecting elements from each to create their own blended identity. They are embracing inclusivity and open-mindedness. They are leaving machismo behind. They are honoring their roots and proudly exploring where their predecessors came from. Their strong connection to Latino culture is also translating into increased interest in the Spanish language. Some 70% of Latino youth agree with the statement, "The Spanish language is more important to me today than it was just five years ago,"<sup>20</sup> and respondents in the qualitative research suggested they see being bilingual as an advantage rather than something to hide.

While other generations of Latinos felt a need to blend in, this next generation is rejecting assimilation in favor of a proud, unapologetic blended identity. They express a confident co-existence of both cultures, and do not feel forced to choose between selves based on context (e.g., American at work, Latino at home). In doing so, they are rewriting the American Latino narrative as well as injecting fresh energy and perspectives into mainstream U.S. culture.

“ I don't want my kids to be 'no sabo' kids [who can't speak proper Spanish]. I am [a 'no sabo' kid] and I don't want that for them.”

– U.S. Latino 18-34

“ Young Latinos are bicultural. They embrace their Latino heritage and American culture. Latino youth are not limited to the stereotypes of only speaking Spanish and having immigrant parents. They are also fluent in English, and want to be recognized for their rich, multifaceted identity.”

– Dr. Guadalupe Mireles-Toumayan, Latino Youth Education Scholar, Professor at California State University, Northridge

“ I think they're not afraid to mix and match and make things their own...they embrace their uniqueness...they have a quiet confidence that says 'I'm going to be who I and I'm unapologetic about who I am.'”

– Marissa Solis, SVP Global Brand and Consumer Marketing, National Football League

“ Having Mexican, Nicaraguan, and American sides to my identity offers a unique blend of cultural richness and perspectives. It's empowering to draw strength from each culture, creating a well-rounded sense of self and a deep appreciation for the beauty of cultural diversity.”

– U.S. Latino 18-34



## WHY IT MATTERS

Latinos love their culture and want to share it and bring others along. As unifiers and connectors, young Latinos have the power to amplify brand messages across diverse social circles and across generations. Brands that understand this fact—and create relationships with them—will benefit from their cultural openness and flair for navigating multiple cultures and creating connections.



**They are better equipped for success and upward mobility than previous generations.**

Unlike previous generations, young Latinos are rejecting traditional roles and expectations, embracing a new era of ambition and determination. Armed with higher education and greater cultural adaptability than their predecessors—as well as a growing sense of control over their lives and livelihoods—they are forging their own paths to success.

*“ I differ [from previous generations] in that I feel I have more control over my life. A lot of them just did things like get married and have children just because that is typically what is expected of you as you age. I feel like I have the power to decide how my life will look in the future.”*

– U.S. Latino 18-34

This shift is reflected in data on educational attainment and entrepreneurial ambition. Young U.S. Latinos are pursuing higher education and earning degrees at higher rates than previous generations. In 2022, 22% of U.S. Latinos aged 25-34 held a Bachelor’s degree or higher, compared to 16% of Latinos aged 50+.<sup>21</sup> Their participation in technology and engineering programs is particularly notable. While U.S. Latinos currently constitute 9.4% of the engineering workforce, their presence in

undergraduate engineering education has surged to 15.8%. Young Latinas in particular are pushing ahead with their higher education.<sup>22</sup> In 2022, 26% of U.S. Latinas aged 25-34 held a Bachelor’s degree or higher, compared to 19% of their male counterparts.<sup>23</sup>

This cohort also stands out for their entrepreneurial ambitions, foreshadowing their rising importance in the small business and start-up landscape. Some 62% of Latinos aged 12-34 report that owning a business is a priority for them—compared to just 32% of Latinos aged 35+.<sup>24</sup>

Young U.S. Latinos are keenly aware of the sacrifices made by those who came before them. They have deep respect for their immigrant parents or grandparents—the ones who paved the way—and they are hungry to prove themselves and do well for their families. But this doesn’t mean there won’t be hurdles. As Guillermo Diaz, Jr., founder and CEO of Conectado, Inc. noted,

*“ With young Latinos, the ambition is there. The education is there. But there’s a disconnect with jobs. Cultural biases and historical context often prevent Latino youth from getting the job. Family expectations frequently keep them in familiar, limited roles. For example, many Latino students face pressure to stay close to home despite the potential for greater opportunities elsewhere. They feel like they are hitting a wall. We have to lower the wall or create doors to the other side.”*

**Personal values reported as “extremely” or “very” important**

Value (# of ranking positions higher)	Latinos aged 12-34	Latinos aged 35 and older
<b>Working hard:</b> Having a strong work ethic (+2 rank positions)	81%	84%
<b>Ambition:</b> Driven to achieve success or something important in life (+4 rank positions)	<b>71%</b>	67%
<b>Wealth:</b> Having a lot of money, material possessions or resources (+7 rank positions)	<b>63%</b>	51%

Source: Kantar U.S. MONITOR 2024 (DEI Study), Top 2 Box



**WHY IT MATTERS**

By 2033 Latinos will account for 22% of U.S. workers.<sup>25</sup> Young Latinos will bring their values and expectations to work and will have a growing influence on U.S. workplace culture. For example, they will likely take a more forceful stance on equity within the workplace than previous generations. Kantar research shows that 81% of Latino employees aged 18-34 say they would consider leaving their company due to lack of inclusion and/or discrimination. In contrast, just 57% of Latino employees aged 35+ report the same.<sup>26</sup>

# BARRIERS TO SUCCESS

Despite the significant tailwinds propelling this generation forward—such as educational attainment, ambition, cultural fluency, and a willingness to speak up—Latino youth continue to face significant barriers. This research revealed three primary concerns on the minds of young Latinos.

**Access.** Despite their importance to the future of the U.S. workforce and their increased educational standing, many young Latinos lack the networks, mentorship, and access it takes to get into executive positions and fulfill their potential.

**Representation.** Despite being a demographic and cultural force, young Latinos feel stereotyped in marketing and media portrayals. They want the full spectrum of their community to be acknowledged. As one respondent said, “We don’t all have small noses or small lips. Some of us have crooked teeth. We don’t want to fall into the beauty standards of a country that is different from our ancestry.”

**Authentic Acknowledgment.** Despite their role as influencers and tastemakers, they feel misunderstood by a majority of brands. In 2024, 76% of 12-34-year-old U.S. Latinos reported feeling like brands treat them as an afterthought, up from 71% in 2022.<sup>26</sup>





# DEFINING A PATH FORWARD FOR BRANDS

As they move forward in school, careers, and life, young Latinos are determined to break through these barriers and change the narrative on U.S. Latinos—and they expect brands and businesses to play an active role in making this happen. Organizations that step up and engage more meaningfully with young Latinos will be making a critical investment in the future of their companies.

## A CALL TO ACTION

Get to know young Latinos and go all in on them...now. This cohort represents 25% of all young people and their power will only grow.

Organizations must increase engagement with young Latinos *now* to future-proof their brands and business, making this a critical time to learn who they are and where they are headed. And given the amount of potential growth associated with this cohort, this is a strategic business imperative, not a DEI matter.

Use this report and other fact-based perspectives to shape your youth strategy, ensuring young Latinos are a key priority for future growth.



“ Take the time to understand who Latinos are – this is a cohort that is incredibly diverse. And this diversity needs to be better reflected on the screen, and in how brands reach out to us.”

– Dr. Ruth Livier Nuñez Villanueva,  
Writer / Content Creator, SAG Actress

“ Young Latinos, mostly American-born, are blending and mixing cultures, a reality that will only grow in the future. They are embracing the traditions of their past that serve them while distancing themselves from limiting stereotypes.”

– Thatiana Diaz, Multimedia Journalist &  
Editor in Chief, Remezcla

“ The way forward is innovating with the community in mind. That's how you sustain yourself through the ups and downs because you're tied into the community, and they have your back because you have their back.”

– Rubén Cantú, Founder of LMNTS  
and Executive Director of Frontera  
Leadership Institute

“ Companies that have effectively engaged this community have risen to the top positions of their respective industries and increased their market capitalization.”

– Sol Trujillo, Chairman of the Board,  
Latino Donor Collaborative



## Methodology

### Introduction:

This study was conducted by Kantar on behalf of the Latino Donor Collaborative (LDC) and was sponsored by Capital One, Colgate-Palmolive, L'Oréal, and TelevisaUnivision. The study examines young Latinos in the United States.

### Qualitative Research:

#### Data Collection and Fielding:

**Part 1: 2-3 day IdeaBlogs (36 total recruits to complete 30 respondents, 45 mins of activity per day)**

- 1 Ideablog with Kids 12-17: 16 recruited and completed 12.
- 1 Ideablog with Adults 18-34: 20 recruited and completed 16.
- Fieldwork: July 8-10th, 2024

**Part 2: 16 Virtual In-Depth Interviews x 1 hr (recruited from IdeaBlog phase)**

- Kids 12-17: Seat 6 respondents (done in English with option for bi-lingual conversation)
- Adults 18-34: Seat 10 respondents (done in English with option for bi-lingual conversation)
- Fieldwork: July 15-19th, 2024

#### Participant Overview:

- Mix of ages 12-34 years old
- Approximately half male and half female
- Mix of origin countries
- Decision makers or influencers in making buying decisions for personal products
- Some beauty or skin care users
- At least half follow Hispanic influencers in English or Spanish
- Mix of education and household income
- Majority are success minded, strive for excellence, or take some risks
- National representation
- Mix of Hispanic Culture Model Groups – Culture Led (More English) and Culture Dependent (More Spanish)
- Culture engagement score based on nativity of respondent, nativity of parents, language used at home, amount of Hispanic-related content consumed, connection to culture, language used to enjoy entertainment on Internet or on TV. Description below refers to Kantar MONITOR DEI learnings on Hispanics ages 12-34 and our general expectations of people who fall into each grouping

- 21 interviews – Culture Led: Tend to speak both English and Spanish equally or English > Spanish at home, can also include some English only; two-thirds have one or both parents who are foreign-born/or are themselves foreign born, the rest are U.S. born with U.S. born parents; more than half enjoy TV/Internet content in both languages, over half enjoy Hispanic-related content/entertainment half the time\*, all feel strong personal connection to Hispanic heritage
- 9 interviews – Culture Dependent: Tend to be more immersed with Spanish language and Hispanic culture, 3 interviews among are foreign born, others have foreign born parents, three-quarters consume content related to Hispanic culture, all feel strong personal connection to Hispanic heritage (similar to unacculturated)

### Quantitative Research:

#### Kantar U.S. MONITOR:

- Kantar U.S. MONITOR: Nationally representative quantitative study of 4,022 U.S. respondents ages 12+, including 1,055 Latinos. Data is nationally representative of the U.S. within ethnicity in key demographic areas including age, education, income, geography and nativity. Participants were able to take the survey in English or Spanish. Fielding took place between April and June of 2024.
- Kantar's Brand Inclusion Index: A nationally representative quantitative study in the U.S. with just over 2,500 respondents 18+, including 441 adult Latinos. Fielding took place in April of 2024.

### Expert Interviews:

#### Experts interviewed as part of this project:

- Rubén Cantú, Founder of LMNTS and Executive Director of Frontera Leadership Institute
- Guillermo Diaz, Jr., Founder / CEO, Conectado, Inc.
- Thatiana Diaz, Multimedia Journalist & Editor in Chief, Remezcla
- Dr. Guadalupe Mireles-Toumayan, Latino Youth Education Scholar, Professor at California State University, Northridge
- Marissa Solis, SVP Global Brand and Consumer Marketing, National Football League
- Dr. Ruth Livier Nuñez Villanueva, Writer / Content Creator, SAG Actress

*We sincerely thank these experts for their invaluable contributions.*

## Resources

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