# Latinos in America COLLABORATIVE WWW.LATINODONORCOLLABORATIVE.ORG



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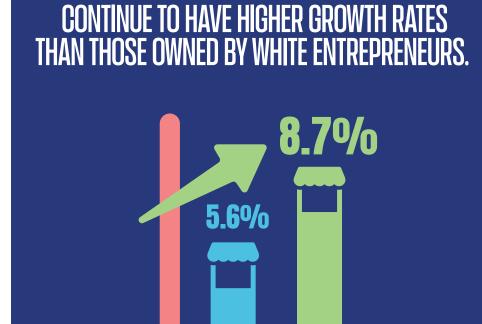
**U.S. LATINOS** HAVE FAVORABLE **VIEWS OF THE UNITED STATES:** 83% see the U.S. as a land of opportunity and a safe place to raise their children. Additionally,



85%

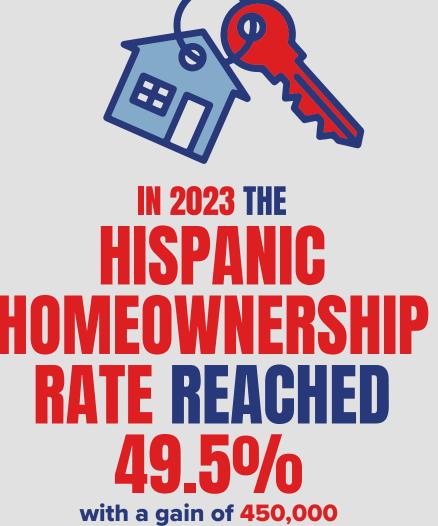


believe they have better educational opportunities

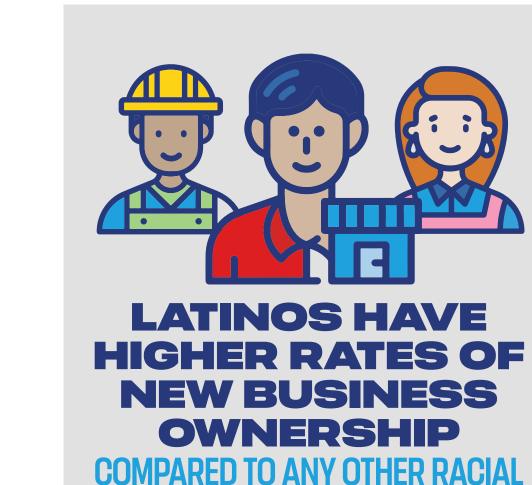


LATINO-OWNED BUSINESSES

The 3-year (2020-2023) median compound annual growth rate was 8.7% for Latino-owned businesses versus 5.6% for white-owned businesses.<sup>3</sup>



LATINOS **AREYOUNG** Today and future consumers: In 2022, the median age of U.S. Latinos was YEARS. for Anglo Americans.<sup>9</sup> 00



### The U.S. Latino GDP was \$3.6 trillion in 2022. If it was a standalone economy, it would be the

**U.S. Latinos are** 

**THE LARGEST** 

**NON-WHITE GROUP** 

IN THE U.S.,

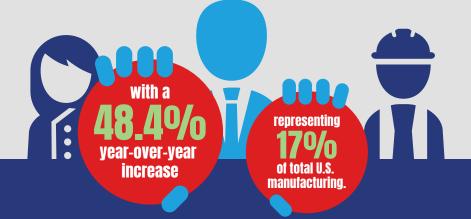
making up 19.5% of the population (2023) and

of young people



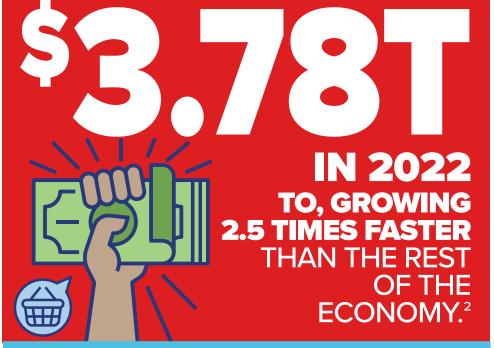
**LATINOS IN KEY INDUSTRIES**:

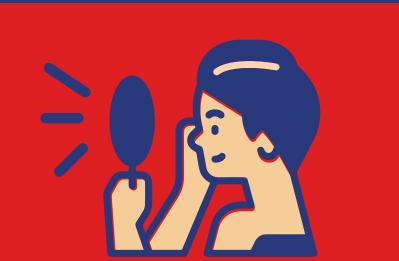
Manufacturing is the largest component of the Latino economy



This is crucial for restoring U.S. manufacturing, driven by supply chain disruptions and geopolitical tensions affecting the economy.<sup>2</sup>

### LATINO **PURCHASING POWER** WAS MEASURED AT





**HISPANIC CONSUMERS MAKE UP** 

**OF THE REVENUE IN THE U.S. BEAUTY INDUSTRY AS A WHOLE.<sup>4</sup>** 

**Hispanics make up about OF THE U.S. WORKFORCE AND HAVE THE HIGHEST WORK PARTICIPATION RATE** 

among all major groups of the U.S. population.<sup>5</sup>



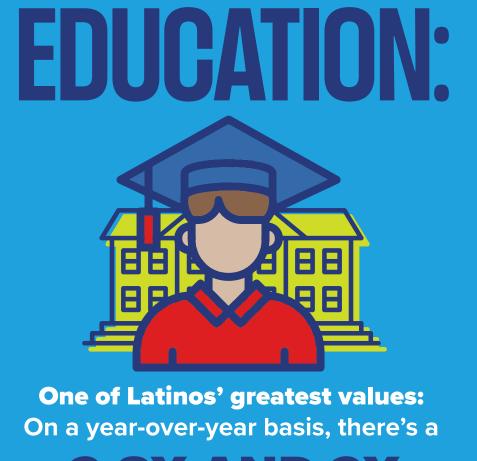
new households.<sup>8</sup>



Over the last 10 years, Hispanic households have been responsible for

25.6%

of the country's overall homeownership growth despite only making up 14.8% of households.\*





## LATINOS WORK AND **MOVE THE ECONOMY:**

Latinos are projected to make up 22.4%

of the U.S. labor force by 2030 and more than 30% by 2060.<sup>10</sup>



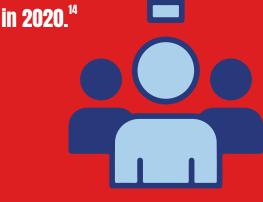
**STARTING NEW BUSINESSES,** COMPARED TO, 0.35% for overall U.S.<sup>13</sup>

**OR ETHNIC GROUP, WITH** 

**0.60% of Latinos** (600 out of 100,000)

Latinos have grown at the **SECOND-FASTEST** RATE of any major racial and ethnic group in the U.S. electorate since the last presidential election.

An estimated 36.2 million are eligible to vote this year, up from 32.3 million in 2020.<sup>1</sup>



Latinos are expected to make up 14.7% of eligible voters in November 2024, up from 13.6% in 2020, showing a steady increase over the past two decades.<sup>14</sup>





**MADE UP** 



of all new startups in 2023.<sup>17</sup>





**NEEN 2007 AND 2022.** BETV ED BUSINESSES (LOBS) HAD A GROWTH NATIONWIDE, substantially surpassing the 5% increase in white-owned businesses.<sup>3</sup>

**THE NUMBER OF LATINO-OWNED BUSINESSES IS** 



between 2021 and 2022,



# the U.S. Latino cohort added more than offsetting the national loss.<sup>2</sup>

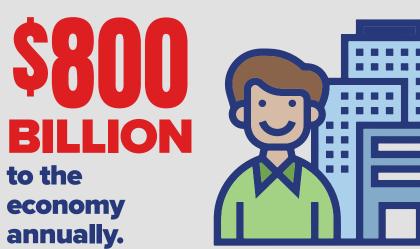


**BETWEEN 2020 AND 2030.** 

### **2.8X AND 2X FASTER GROWTH RATE**

in bachelor's and graduate degrees among Latinos, respectively, relative to other groups.<sup>2</sup>

There are **4.7 million Latino businesses in** the United States, contributing



**Of these, 463,000 businesses** employ over 3.5 million people.<sup>3</sup>



High-income Latino earners grew SIX TIMES FASTER than non-Latinos.

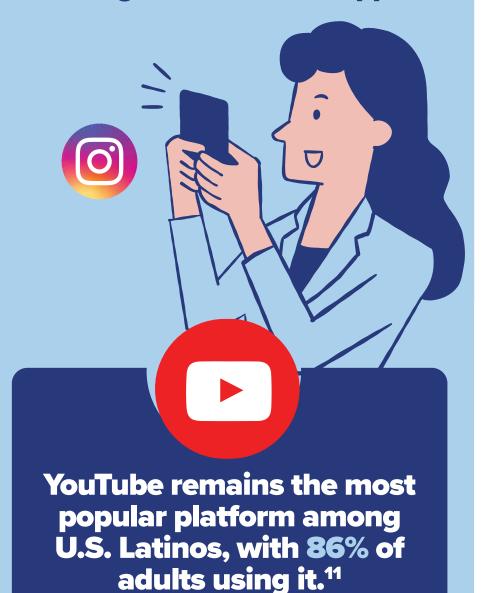
If this trend continues for the next decade, over

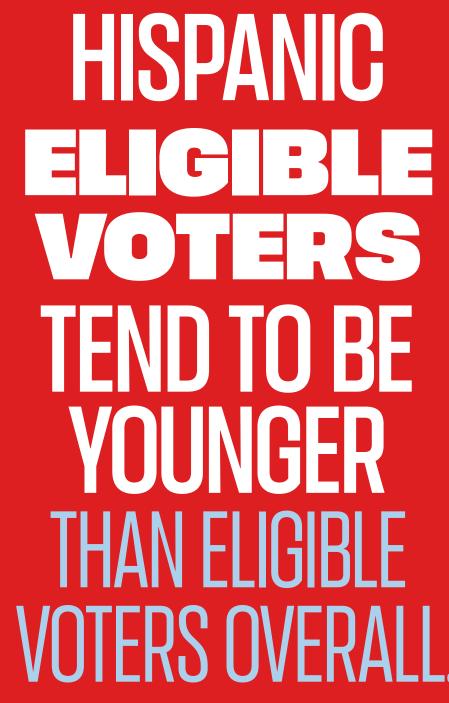


Latino/a-owned businesses in the tech sector surpass White-owned businesses in both revenue growth and the adoption of artificial intelligence.<sup>3</sup>



**U.S. LATINOS** FUELING SOCIAL MEDIA **GROWTH: 49%** of **U.S. Latinos** use TikTok, surpassing usage among all other major groups. This trend is similar for **Instagram** and **WhatsApp**.





**Only 33% of** Latino eligible voters are ages 50 and older, compared with 48% of all U.S. eligible voters.<sup>14</sup>

Latinos represent 19% of active duty military personnel and 8% of DoD civilian employees.<sup>18</sup>

**SPEAK ENGLISH:** 



of Latinos speak only English or speak it well.<sup>19</sup>

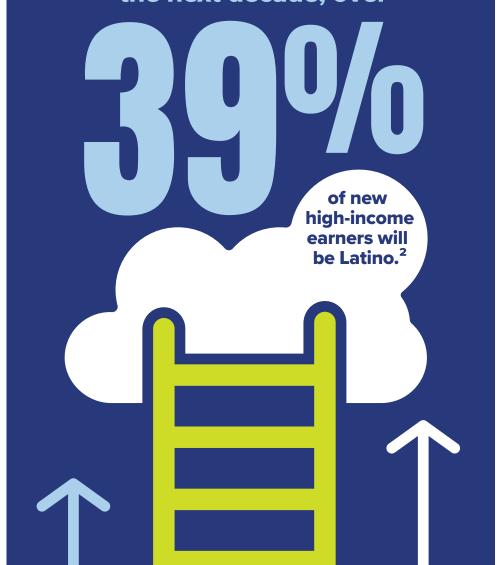
**Most Latinos are U.S. citizens:** 

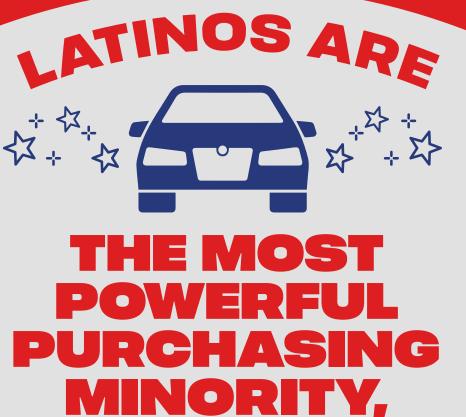


THAN WHITE-OWNED **BUSINESSES.**<sup>3</sup>

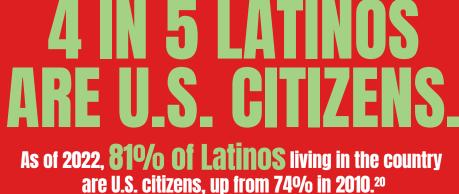


# **Between 2022 and 2023, the** Hispanic population accounted for just under 71% of the overall growth of the United States population, driven primarily by Hispanic births.<sup>7</sup>





significantly impacting various industries, with a contribution of **\$44 billion** to the automotive industry.<sup>15</sup>





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