

Latinos in America

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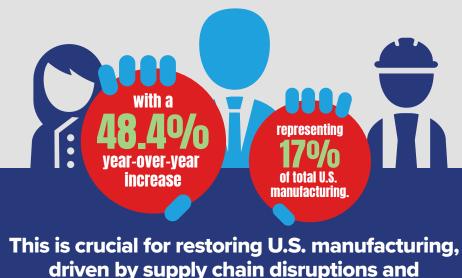


The U.S. Latino GDP was **\$3.6** trillion in 2022. If it was a standalone economy, it would be the

LARGEST IN THE WORLD, larger than India, the United Kingdom, France, and other major economies.2

LATINOS IN KEY INDUSTRIES:

Manufacturing is the largest component of the Latino economy



driven by supply chain disruptions and geopolitical tensions affecting the economy.2

LATINO PURCHASING POWER WAS MEASURED AT

IN 2022

TO, GROWING 2.5 TIMES FASTER OF THE **ECONOMY.**²

(LOBS) HAD A

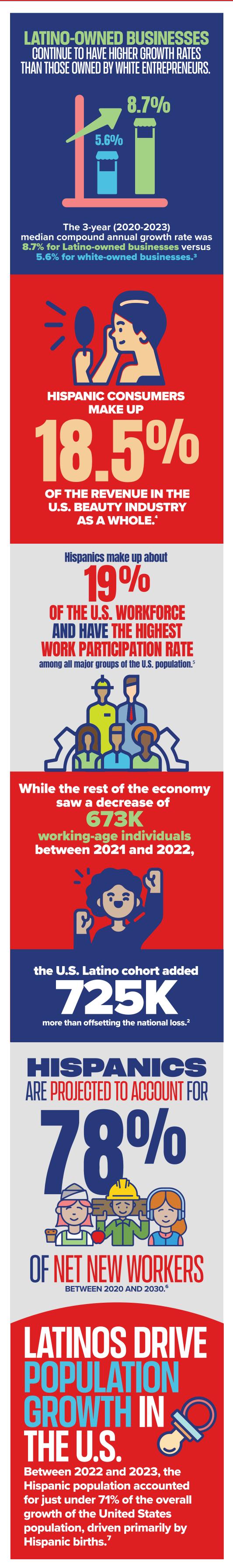
GROWTH NATIONWIDE,

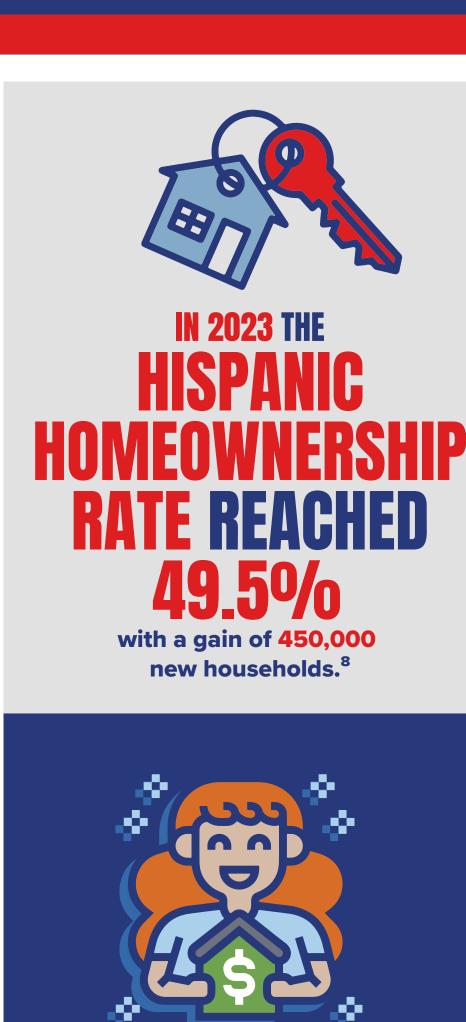
substantially surpassing the 5% increase in white-owned businesses.3

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

THAN WHITE-OWNED BUSINESSES.3









25.6% of the country's overall homeownership growth despite only making up 14.8% of households.

One of Latinos' greatest values:

On a year-over-year basis, there's a **2.8X AND 2X**

FASTER GROWTH RATE in bachelor's and graduate degrees

among Latinos, respectively, relative to other groups.²

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

to the

economy

annually.

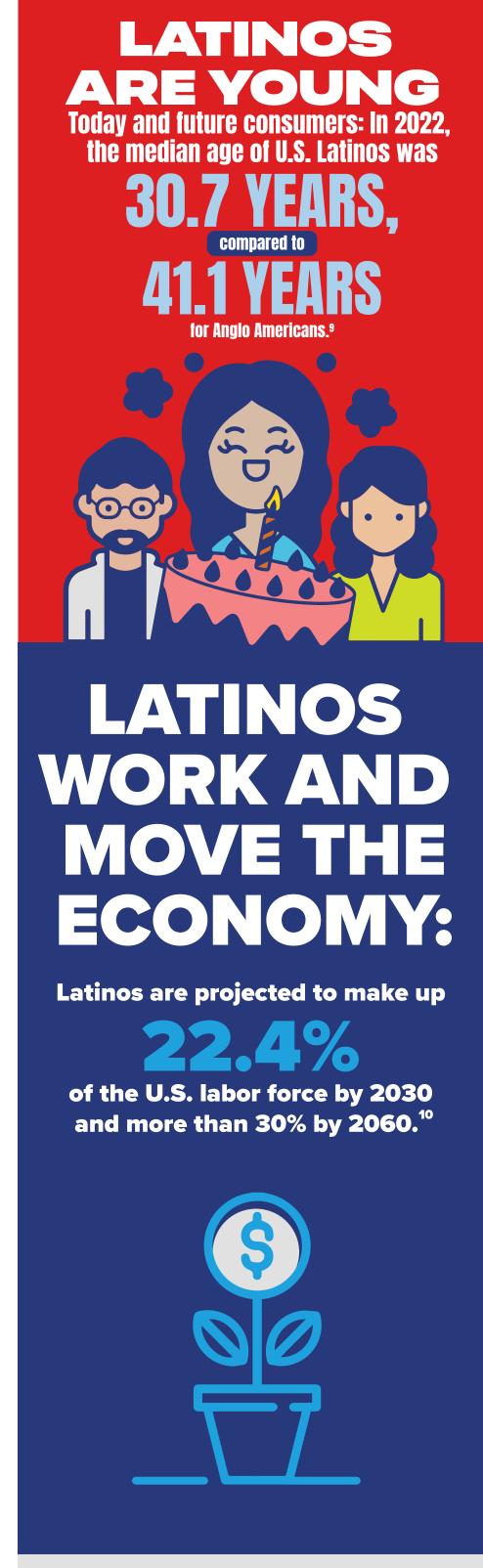
Of these, 463,000 businesses employ over 3.5 million people.3

High-income Latino earners grew

SIX TIMES FASTER than non-Latinos.

If this trend continues for the next decade, over

earners will be Latino.









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



YouTube remains the most popular platform among U.S. Latinos, with 86% of adults using it.¹¹



LATINOS HAVE HIGHER RATES OF NEW BUSINESS OWNERSHIP

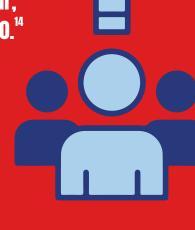
COMPARED TO ANY OTHER RACIAL OR ETHNIC GROUP, WITH

0.60% of Latinos (600 out of 100,000) STARTING NEW BUSINESSES, COMPARED TO,

0.35% for overall U.S.¹³

Latinos have grown at the 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 2020.¹



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.¹⁴



HISPANIC VOTERS

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



MINORITY, significantly impacting various industries, with a contribution of \$44 billion to the automotive industry. 15



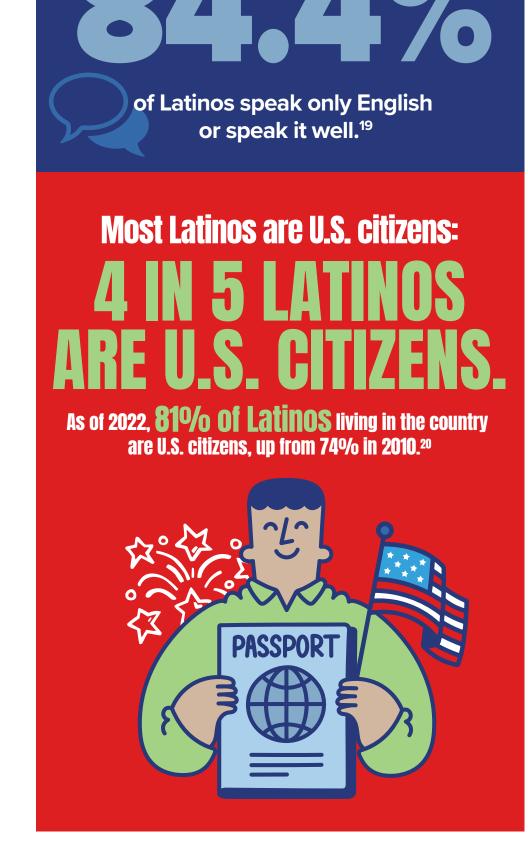


of all new startups

in 2023.¹⁷

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

SPEAK ENGLISH:



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