FAST FACTS
Latinos in America

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LATINO DONOR COLLABORATIVE

THE AMERICAN LATINO GDP WAS
$2.3
TRILLION IN 2017

IF IT WERE A STANDALONE ECONOMY, IT WOULD BE THE
8TH LARGEST IN THE WORLD

LATINO HOME-OWNERSHIP SINCE 2008
62.7%
TOTAL NET GROWTH

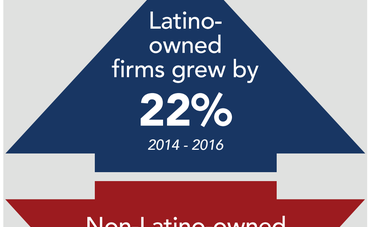
LATINOS DRIVE BUSINESS & JOB GROWTH
LATINO NET NEW BUSINESS FORMATION FROM **300K** TO **600K**
2014 - 2016

Latino-owned firms grew by **22%**
2014 - 2016

Non-Latino-owned firms increased by **6%**
2014 - 2016

LATINOS ARE DRIVING GROWTH IN THE BEAUTY INDUSTRY
Hand lotion • **Up 9.3%**
Cosmetics • **Up 7.4%**
Personal care appliances • **Up 3.8%**
Bar & liquid soap • **Up 9.5%**
Facial cleanser & moisturizer • **Up 7.9%**
Shaving needs • **Up 2.5%**

Source: Nielsen Target Track, 2014

LATINOS ARE THE NATION'S LARGEST MINORITY GROUP


OF THE NATION'S POPULATION

U.S. LATINO GDP IS GROWING **28% FASTER** THAN THE COUNTRY'S NON-LATINO GDP

AMERICA WORKS BECAUSE LATINOS WORK
70% OF LATINOS ACCOUNT FOR THE U.S. WORKFORCE'S GROWTH IN THE FIRST HALF OF THIS DECADE

LABOR FORCE	65.9%	62.7%	LABOR FORCE
EMPLOYMENT	61.6%	59.3%	EMPLOYMENT

46% OF GROWTH EMPLOYMENT IS ATTRIBUTED TO LATINOS *2011-2015*

APPROXIMATELY **7.5 MILLION LATINOS** ENTERED THE CIVILIAN WORKFORCE BETWEEN 2000 AND 2010

17% LATINOS ACCOUNT FOR ALL WORKERS

HISPANIC POVERTY RATES
ARE FALLING MORE RAPIDLY THAN THE REST OF THE POPULATION

HISPANICS ARE THE ONLY MAJOR ETHNIC GROUP WITH A LOWER POVERTY RATE TODAY THAN IN 2007

LATINOS' CONTRIBUTIONS TO THE AMERICAN WORKFORCE IN 2010 INCLUDE:
- **79,440** chief executives
- **50,866** physicians and surgeons
- **48,720** postsecondary teachers
- **38,532** lawyers
- **2,726** news analysts, reporters and correspondents

IN 2016, LATINO-OWNED EMPLOYER FIRMS GENERATED OVER
$400 BILLION
AND EMPLOYED ALMOST
3 MILLION PEOPLE

LATINOS DRIVE THE AUTO INDUSTRY

NEW CAR SALES GROWTH 2014

AN AGING AMERICA IS COUNTING ON LATINO CONTRIBUTIONS TO SOCIAL SECURITY AND MEDICARE
AGING POPULATION RATES EQUAL FEWER WORKERS PAYING TAXES TO SUPPORT SOCIAL SECURITY AND MEDICARE; DEMOGRAPHY IS THE MAIN REASON LONG-RUN FORECASTS SUGGEST PROBLEMS FOR SOCIAL SECURITY, AND AN IMPORTANT REASON FOR CONCERNS ABOUT MEDICARE; DRIVING OUT YOUNG MINORITY WORKERS WHO WILL PAY INTO THE SYSTEM FOR MANY DECADES IS A WAY TO MAKE THESE PROBLEMS WORSE

LATINOS ARE BETTER LONG-TERM CONSUMERS AND BUYERS OF GOODS
AMERICAN LATINOS **28** YEARS OLD MEDIAN AGE

ANGLO AMERICANS **43** YEARS OLD MEDIAN AGE

LATINOS ARE EDUCATED
COLLEGE ENROLLMENT 2015: 70% HISPANIC, 70% WHITE

LATINO HIGH SCHOOL DROPOUT RATE: **29.5%** YEAR 2000 | **9.2%** YEAR 2014

LATINOS ARE WIRED
LATINOS OVER-INDEX ON MOBILE AND SOCIAL MEDIA USAGE: **16%** HIGHER VIDEO ONLINE AND SMARTPHONE CONSUMPTION THAN NATIONAL AVERAGE

SMARTPHONE OWNERSHIP: 81% HISPANIC, 73% NON-HISPANIC

LATINO-OWNED BUSINESSES HAVE GLOBAL REACH
4.5% LATINOS | 4% ASIAN-AMERICAN | 2% NON-ETHNIC | 1.9% AFRICAN-AMERICAN

LATINO-OWNED FIRMS HAVE THE HIGHEST RATE OF BUSINESS CLIENTS AND CUSTOMERS OUTSIDE THE UNITED STATES

LATINOS ARE LAW-ABIDING
INCARCERATION RATE **1.6%** IMMIGRANTS

INCARCERATION RATE **3.3%** NATIVES

CRIME RATES AND LEVELS OF IMMIGRATION ARE NOT CORRELATED

LATINOS ARE GOOD FOR BUSINESS
EXECUTIVES OF SOME OF THE LARGEST CONSUMER GOODS COMPANIES IN AMERICA HAVE STATED THAT

" LATINOS ARE THE SINGLE LARGEST DRIVER OF ANNUAL SALES GROWTH "

LATINOS ARE MORE LIKELY TO BE DAILY SHOPPERS OF CONVENIENCE STORES THAN SHOPPERS OF OTHER ETHNICITIES

LATINOS ARE HEAVY USERS OF C-STORE SERVICES, INDEXING HIGHER ON A WIDE RANGE OF SERVICES, FROM ATMs TO CAR WASHES, DVD RENTALS, MONEY ORDERS AND BILL PAYING SERVICES

AMERICAN LATINOS HAVE A LONGER CONSUMER LIFE SPAN

LATINOS LIVE BY AMERICAN CIVIC VALUES, ARE OPTIMISTIC, AND PARTICIPATE IN OUR DEMOCRACY
76% OF LATINOS BELIEVE THE UNITED STATES OF AMERICA IS THE BEST COUNTRY IN THE WORLD

LATINOS ARE COMMITTED TO CORE AMERICAN VALUES AND CONTRIBUTE TO OUR COMMON CIVIL SOCIETY

IMMIGRANTS BELIEVE THAT HARD WORK IS THE KEY TO GETTING AHEAD ECONOMICALLY
70% (2014) FOREIGN-BORN RESIDENTS OF THE UNITED STATES ARE INCREASINGLY LIKELY TO BELIEVE THAT THEIR CHILDREN'S STANDARD OF LIVING WILL SURPASS THEIRS

78% LATINOS SAY THAT MOST PEOPLE CAN GET AHEAD IN AMERICA IF THEY ARE WILLING TO WORK HARD

58% OF THE FULL U.S. POPULATION OF ADULTS FEEL THE SAME WAY, WHILE **40%** SAY THAT HARD WORK IS NO GUARANTEE OF SUCCESS

LATINO PROJECTED PURCHASING POWER BY 2020 **$1.7 TRILLION**

30% OF ALL U.S. REAL INCOME GROWTH *2005-2015* LATINO INCOMES ARE RISING FAST

LATINOS DRIVE WORKFORCE & PRODUCTIVITY GROWTH
40% OF U.S. WORKFORCE GROWTH OVER THE NEXT 5 YEARS WILL BE LATINO

74% NEW WORKERS WHO WILL BE LATINO BY 2020

$500 BILLION IN TOTAL NET TAX CONTRIBUTIONS TO SOCIAL SECURITY FOR EVERY MILLION NEW IMMIGRANTS

TOTAL NUMBER OF LATINO COLLEGE GRADUATES AS OF 2013
3.1 MILLION

30% SHARE OF PUBLIC SCHOOL STUDENTS WHO WILL BE LATINO IN 2023

MORE LATINOS THAN EVER BEFORE WERE ELIGIBLE TO VOTE IN THE 2016 PRESIDENTIAL ELECTION. 44% WERE MILLENNIALS

27.3 MILLION
ELIGIBLE LATINO VOTERS IN 2016

LATINOS ARE POWERING AMERICA'S NEW MAINSTREAM ECONOMY
LATINOS' PURCHASING POWER HAS BEEN GROWING
70%
FASTER THAN AMERICANS' AS A WHOLE SINCE THE LATE 1980s, AND THEY CONSTITUTE A CONSUMER MARKET OF
$1.5 TRILLION

LATINOS ARE CREATING BUSINESSES AND JOBS, DRIVING HOUSING AND RETAIL SALES, AND REPLENISHING AMERICA'S WORKFORCE WITH A NEW GENERATION OF YOUNG, WELL-EDUCATED, PRODUCTIVE WORKERS

BY 2020, THE HISPANIC SEGMENT SHOULD GROW ITS SHARE OF WALLET
MORE THAN MILLENNIALS AND THE OVER-65 BABY BOOMER CROWD COMBINED

OUTSIZED HISPANIC GROWTH
WILL SUPPORT CONTINUED ABOVE-AVERAGE GAINS IN RENT, USED CARS, CELL PHONES AND HEALTHCARE, PARTICULARLY AMONG ALTERNATIVE HEALTHCARE PROVIDERS

THE SHARE OF THE CONSUMER WALLET CONTROLLED BY LATINOS WILL EXPERIENCE THE FASTEST PACE OF GROWTH, DRIVEN BY THE ADDITION OF
8.2 MILLION PEOPLE
(OR 52% OF TOTAL U.S. POPULATION GROWTH)
AND ABOVE-AVERAGE PER-CAPITA INCOME GROWTH

LATINOS FILL THE NEED FOR WORKERS IN AMERICA
2020
THE U.S. WILL BE SHORT ROUGHLY
7.5 MILLION PRIVATE SECTOR WORKERS
WITH SUBSTANTIAL SHORTFALLS OCCURRING ACROSS ALL SKILL LEVELS

SILICON VALLEY WILL BE SHORT ROUGHLY
72.5 THOUSAND PRIVATE LOWER AND MID-LEVEL SECTOR WORKERS

Increasing the growth rate of immigrant workers by **25%** across all skill levels would decrease the region's shortage from **72.5 THOUSAND** to **46.4 THOUSAND**

LATINOS KEEP AMERICA ENTREPRENEURIAL
LATINOS ACCOUNT FOR 2 OUT OF EVERY 5 NEW ENTREPRENEURS IN THE U.S. IN 2016

THE LATINO PROPORTION OF ALL NEW ENTREPRENEURS: 10% (1996) → 24% (2016)

LATINOS BUILD UP THE HOME BUILDING AND SALES INDUSTRIES
50% OF ALL NEW HOME BUYERS OVER THE NEXT 10 YEARS ARE EXPECTED TO BE LATINOS

EACH NEW FIRST-TIME BUYER ADDS $11,000 IN TAXES IN THE FIRST YEAR AND ADDS TWO NEW JOBS FOR EVERY THREE TRANSACTIONS

HOME BUYERS INCREASE THEIR SPENDING ON HOME REPAIRS, APPLIANCES AND FURNITURE BETWEEN
$4,000 AND $7,400
DEPENDING ON PROPERTY TYPE WITHIN TWO YEARS AFTER A PURCHASE

HISPANICS ARE EXPECTED TO ADD
6 MILLION PURCHASE TRANSACTIONS
IN THE NEXT 10 YEARS, ADDING NEARLY $45 BILLION IN SPENDING ON THOSE ITEMS

LATINOS ARE DOING WELL IN AMERICA
MIDDLE, UPPER MIDDLE AND UPPER CLASSES IN THE AMERICAN LATINO COMMUNITY HAVE GROWN MUCH FASTER THAN IN ANY OTHER COMMUNITY IN AMERICA

IN 2015, THERE WERE APPROXIMATELY 370,000 U.S. LATINO HOUSEHOLDS WITH AVERAGE INCOME **$200,000** AN INCREASE OF 187% SINCE 2005

LATINA POWER
BETWEEN 2014 AND 2016
LATINA-OWNED EMPLOYER BUSINESSES INCREASED IN NUMBER BY **12%**
LATINA-OWNED EMPLOYER BUSINESSES INCREASED IN REVENUE BY **14%**
REPRESENTING 1/2 OF ALL LATINO FIRMS: IN CONTRAST, NON-MINORITY WOMEN-OWNED FIRMS REPRESENT ONLY 1/3 OF ALL NON-MINORITY-OWNED FIRMS

LATINOS BRING GROWTH AND YOUTH TO THE AMERICAN ECONOMY

LATINO POPULATION ACCOUNTS FOR MORE THAN HALF OF THE GROWTH OF TOTAL U.S. POPULATION IN RECENT YEARS

LATINOS MAKE UP THE YOUNGEST MAJOR RACIAL OR ETHNIC GROUP IN THE UNITED STATES
MILLENNIAL AGE (14.6 MILLION)
1 IN 3 ARE UNDER THE AGE OF 18 (17.9 MILLION) ±25%

LATINOS ARE RESPONSIBLE FOR **29%** OF THE GROWTH IN REAL INCOME SINCE 2005

OVER THE LAST DECADE, LATINOS ACCOUNTED FOR **22%** OF THE GROWTH IN PERSONAL INCOME IN TOP MSA

LATINOS HAVE SERVED AMERICA PROUDLY
BY THE NUMBERS:
- **10,000** Latinos fought on both sides in the U.S. Civil War
- **200,000** Latinos fought in World War I
- **500,000** Latinos fought in World War II
- **148,000** Latinos fought in the Korean War
- **80,000** Latinos fought in the Vietnam War
- **20,000** Latinos fought in Operations Desert Shield and Desert Storm
- **85,000** Latinos fought in Operation Desert Freedom, Operation Iraqi Freedom, and the ongoing war on terrorism
- **11.4%** Latinos in the U.S. Armed Forces
- **17%** new military recruits are Latino
- **18%** Latinos in the Marine Corps
- **5%** Latinos in the Air Force
- **17%** Latinos in the U.S. Army
- **43,000** Latino sailors and civilians serving in the U.S. Navy
- **60** Latinos have received the Medal of Honor
- **83%** Latinos in the U.S. Armed Forces who are U.S. born, born to U.S. parents
- **5%** Latinos in the U.S. Armed Forces Officers Corps

LATINOS ARE AMERICAN PATRIOTS
NEARLY **7 IN 10** LATINOS HAVE A FAVORABLE OPINION OF AMERICA'S FIGHTING FORCES

12.2% LATINO VETERANS POST 9/11
THE POPULATION OF LATINO VETERANS IS EXPECTED TO DOUBLE IN THE NEXT 10 YEARS

16.9% NEW LATINO RECRUITS (AS OF 2011)

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