

Latinos in America

WWW.LATINODONORCOLLABORATIVE.ORG



LATINOS BUILD UP THE HOME

THE AMERICAN LATINO GDP WAS

TRILLION IN 2017

THE WORLD

LATINO HOME-OWNERSHIP **SINCE 2008**

> 62.7% **TOTAL NET GROWTH**

LATINOS DRIVE BUSINESS & JOB GROWTH

LATINO NET FROM 300K **NEW BUSINESS** то **600**К

2014 - 2016

Latinoowned 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%

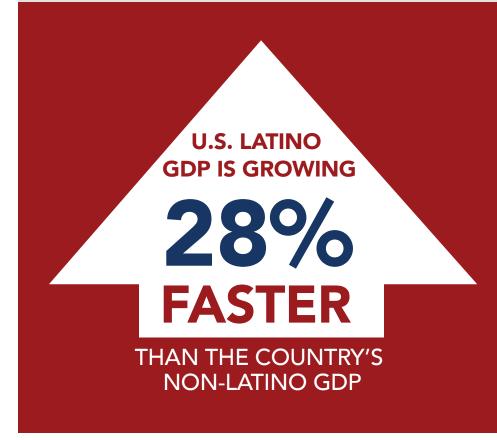
Personal care appliances • Up 3.8% Bar & liquid soap • Up 9.5% Facial cleanser & moisturizer • Up 7.9% Shaving needs • Up 2.5%

Source: Nielsen Target Track, 2014

LATINOS ARE THE NATION'S



OF THE NATION'S POPULATION



• Stanford Latino Entrepreneurship initiative

• IHS Automotive's Polk Market data unit

Stanford Entrepreneurship Study

Urban Institute and NAHREP

• Paul Krugman, NYT:

• https://www.census.gov/newsroom/press-releases/2016/cb16-107.html

• UCLA/David Hayes Bautista http://latinodonorcollaborative.org/latino-gdp-report

• http://researchcouncil.org/wp-content/uploads/theeconandfiscalimpacts.pdf

http://eyeonhousing.org/2013/10/the-ripple-effect-of-home-buying/

• https://www.cnbc.com/2017/06/06/there-are-more-job-openings-than-ever-right-now.html

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• American Action Forum, "How Changes in Immigration Can Impact Future Worker Shortages in the United States and Silicon Valley,"

https://www.nytimes.com/2017/09/08/opinion/dreamers-liars-and-bad-economics.html?action=click&pgtype=Homepage&clickSource=story-heading&m

https://www.americanactionforum.org/research/how-changes-in-immigration-can-impact-future-worker-shortages-in-the-united/

AMERICA WORKS BECAUSE LATINOS WORK

OF LATINOS THIS DECADE



OVERALL U.S. POPULATION

62.7% LABOR FORCE 59.3% EMPLOYMENT

IS ATTRIBUTED TO LATINOS 2011-2015

LATINOS

ENTERED THE CIVILIAN WORKFORCE BETWEEN 2000 AND 2010

LATINOS ACCOUNT FOR

> **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 MEDI-CARE; 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



AMERICANS YEARS OLD

LATINOS ARE EDUCATED



70% 70% HISPANIC WHITE

2015

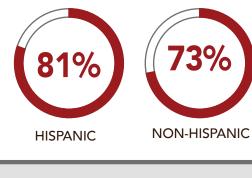
YEAR 2000

YEAR 2014

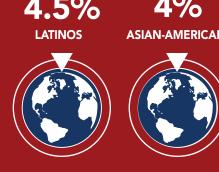
LATINOS ARE WIRED

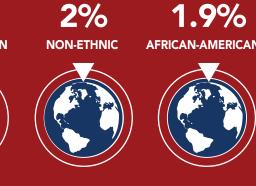
LATINOS OVER-INDEX ON MOBILE AND SOCIAL MEDIA USAGE: HIGHER VIDEO ONLINE AND SMARTPHONE CONSUMPTION THAN NATIONAL AVERAGE

SMARTPHONE OWNERSHIP



LATINO-OWNED BUSINESSES HAVE GLOBAL REACH





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

LATINOS ARE LAW-ABIDING





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, 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

OF LATINOS BELIEVE THE UNITED STATES OF AMERICA IS COUNTRY IN THE WORLD

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

• U.S. Census and the American Community Survey (ACS)

IMMIGRANTS BELIEVE THAT HARD WORK IS THE **KEY TO GETTING AHEAD ECONOMICALLY**





LATINO

OF ALL U.S. REAL **INCOME GROWTH**

LATINO INCOMES ARE RISING FAST

2005-2015

LATINOS DRIVE WORKFORCE & PRODUCTIVITY GROWTH

OF U.S. WORKFORCE GROWTH OVER THE NEXT 5 YEARS WILL BE LATINO

NEW WORKERS WHO WILL BE **LATINO BY 2020**

\$500 **BILLION** IN TOTAL NET TAX **CONTRIBUTIONS TO SOCIAL SECURITY FOR**

TOTAL NUMBER OF LATINO COLLEGE

MILLION

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

• Pew Research Center, U.S. Census Bureau • Source Current Population Survey, American Community Survey • http://www.slate.com/articles/news_and_politics/uc/2014/04/starting_from_the_bottom_why_mexicans_are_the_most_successful_immigrants.html • PwC: Always connected: US-based Hispanic consumers dominate mobile, entertainment, and beyond • 2009, The National Association of Realtors • 2017 Stanford SLEI Report

• Convenience Store News Realities of the Aisle Consumer Study • http://www.pewhispanic.org/2015/11/19/more-mexicans-leaving-than-coming-to-the-u-s/

• http://www.nera.com/content/dam/nera/publications/2016/PUB_LDC_Prosperity_1216.pdf • Stanford Entrepreneurship Study • The 2013 Multicultural Report from the Selig Center for Economic Growth at the University of Georgia

• Patten, Eileen. 2016. "The Nation's Latino Population is Defined by Its Youth." Pew Research Center

• Krogstad, Jens M. 2016. "Key facts about how the U.S. Hispanic population is changing." Pew Research Center

LATINOS ARE POWERING **AMERICA'S NEW** MAINSTREAM ECONOMY

LATINOS' PURCHASING POWER

HAS BEEN GROWING

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

AND ABOVE-AVERAGE PER-CAPITA

INCOME GROWTH

LATINOS FILL THE NEED

FOR WORKERS IN AMERICA

2020

THE U.S. WILL BE SHORT ROUGHLY

OCCURRING ACROSS ALL SKILL LEVELS

SILICON VALLEY WILL BE SHORT ROUGHLY

the growth rate

immigrant workers by

25%

egion's shortage from

72.5

LATINOS KEEP AMERICA

ENTREPRENEURIAL

LATINOS ACCOUNT FOR 2 OUT OF EVERY 5

NEW ENTREPRENEURS IN THE U.S. IN 2016

1996

THE LATINO

PROPORTION

OF ALL NEW

ENTREPRENEURS

• Latino Corporate Directors Association

WHILE **40%** SAY THAT HARD WORK IS NO GUARANTEE OF SUCCESS

PROJECTED PURCHASING POWER BY 2020

TRILLION

EVERY MILLION NEW IMMIGRANTS

GRADUATES AS OF 2013

30% **SHARE OF PUBLIC**

VOTERS IN 2016

• Facts for Features: Hispanic Heritage Month 2010: Sept. 15 — Oct. 15. Newsroom Archive. U.S. Census Bureau, 15 July 2015. Web. 28 Dec. 2015 • PRB, Hispanics in the U.S. Army, Fox News Latino, Brandon Gaille, Hispanic Medal of Honor Society • Garcia, Victor. "Patriotism & Respect for Armed Forces High Among Latinos, Fox News Latino Poll Shows." Fox News Latino. 9 Mar 2012 http://latino.foxnews.com/latino/politics/2012/03/09/latinos-patriotism-respect-armed-forces-high/

• "Second-Generation Americans: A Portrait of the Adult Children of Immigrants." Pew Research Center on Social and Demographic Trends. 7 Feb 2013 Web. http://www.pewsocialtrends.org/2013/02/07/second-generation-americans/ • Waters, Mary C. and Marisa Gerstein Pineau. "The Integration of Immigrants into American Society." National Academies of Sciences, Engineering, and Medicine. 2015: 306. http://www.nap.edu/catalog/21746/the-integration-of-immigrants-into-american-society • "Projected Veteran Population 2013 to 2043." National Center for Veterans Analysis and Statistics. October 13, 2014. Web

BUILDING AND SALES INDUSTRIES HOME BUYERS INCREASE THEIR SPENDING ON HOME \$4,000 AND \$7,400 **DEPENDING ON PROPERTY TYPE WITHIN** 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 370,000 U.S. LATING **HOUSEHOLDS LATINA POWER** LATINA-OWNED EMPLOYER BUSINESSES INCREASED IN NUMBER BY LATINA-OWNED EMPLOYER BUSINESSES NON-MINORITY WOMEN-OWNED FIRMS REPRESENT ONLY 1/3 OF ALL NON-MINORITY-OWNED FIRMS **LATINOS BRING GROWTH AND YOUTH** TO THE AMERICAN ECONOMY **LATINOS** LATINO POPULATION ACCOUNTS FOR MORE THAN HALF OF THE GROWTH OF TOTAL U.S. POPULATION IN RECENT YEARS LATINOS MAKE UP THE YOUNGEST MAJOR RACIAI OR ETHNIC GROUP IN THE UNITED STATES **MILLENNIAL AGE** (14.6 MILLION) LATINOS ARE RESPONSIBLE FOR

> OVER THE LAST DECADE, LATINOS ACCOUNTED FOR **OF THE GROWTH IN**

1 IN 3 ARE UNDER THE AGE OF 18

(17.9 MILLION)

±25%

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. • 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



THE POPULATION OF LATINO VETERANS IS EXPECTED TO **DOUBLE IN THE NEXT 10 YEARS**

LATINOS HAVE A FAVORABLE

OPINION OF AMERICA'S



NEW LATINO RECRUITS (AS OF 2011)



http://www.va.gov/vetdata/docs/quickfacts/Population_slideshow.pdf

2016

https://www.army.mil/hispanics/