HISPANICS IN THE U.S. 2022

WE ARE THE BREAKTHROUGH GENERATION
OVERVIEW OF HISPANICS TODAY - 2020 CENSUS

19%
Total U.S. population is now comprised of more than 62M Hispanics

51%
Hispanic-Americans contributed over half of total population growth within the U.S.

67%
Hispanics are US born, while 13% are Foreign born but naturalized, with 20% being Foreign born non-Citizens.

32%
Gen Z is the largest audience within the Hispanic community.

1/4
children in the US are Hispanic.

22%
of women who gave birth in the prior 12 months (2019) are Hispanic.

The states with the higher concentration of Hispanics:

- CA
- TX
- FL
- NY
- IL
HISPANICS ARE CRITICAL TO CORPORATE AMERICA

HISPANICS ARE ECONOMIC POWER

- Latino GDP, among the 10 largest and the 3rd fastest growing.
- $2.77T
- Purchasing power. Highest one within key minority markets in the country.
- $1.9T
- 26% of the youth population. The fastest growing and second largest segment in the country.
- 51%

Average growth of Latino-owned companies in revenues. 
(Pre-Covid data)

Source: PEW Research - U.S. adults Survey 2020

HISPANICS ARE GROWTH

- 68% Of Auto Industry growth
- Of video game usage growth
- New home growth
- 46%

Source: US Census Bureau 2020 National Projections, based on 2014 data

HISPANICS ARE THE FUTURE

- 51% Of population growth, 26% of the youth population. The fastest growing and second largest segment in the country.
- 959 in annual household spending, with an income growth of 77% and home ownership growth of 28%, we lead upward mobility.
- 17% growth in civilian workforce.

LEADING IN BUSINESS

- Latino entrepreneurs start more businesses than any other ethnic group in the U.S. for he past 10 years.
- 25% Average growth of Latino-owned companies in revenues. (Pre-Covid data)

- One out of 5 entrepreneurs are Latino

- Latinas create small businesses 6 times faster than any other group in America.


If it were an independent country, Latino GDP would be the 7th largest in the world. Hispanics are the employees & consumers of the future!

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WE ARE THE WORKFORCE
The future of America’s workforce is Hispanic.

74% of US new workers are Hispanics.

40% of U.S. workforce growth is Hispanic.

+250% The growth of the latino workforce in the last 25 years.

WE ARE THE VOTERS & TAXPAYERS
An aging America is counting on Latino contributions to Social Security and Medicare.

Latinos were eligible to vote in 2020
31.5M

To social security.
$102B

Federal, State and Local tax revenues come from Hispanics.
$215B

WE ARE BREAKING STEREOTYPES
Are English speakers
+80%

Increase in adults earning Bachelor/Advanced degrees. We’re making inroads through education.
73%

Increased representation in Mgmt, Business, Science and the Arts. We’re reaching higher skilled occupations
+21%

Growth in health care occupations
+18%

Growth in computer-related occupations
+13%

HISPANICS ARE CRITICAL TO THE ECONOMY
By 2025, Hispanics will likely contribute more to US GDP growth than non-Hispanics.

Latina Nurses are expected to grow from 18% to 25% of the population by 2025.

College enrollment of Latinos will increase 26% between 2015 and 2026.

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The projected U.S. Hispanic population is 132.8 million people or 30.2% of the total.

Latinos will be the largest voting segment in the top 3 States in terms of electoral college votes.

By 2050, 2 out of 5 MLB players will be Latinos.

Latinos are projected to make up 22.4% of the U.S. labor force.

The Hispanic voter population is expected to grow to 18% by 2036 from 12 percent in 2016.

In Nevada and Florida, Hispanics are projected to become more than one-quarter of the eligible electorate in 2036.

By 2050, 53 million Latinos will be NFL fans.

By 2050, Hispanics under 18 years of age will be 31.9% of the total youth population.

1 in 3 women in the U.S. will be Latina.
LATINOS BRING NEW ENERGY TO AMERICA’S DNA

MORE PEOPLE
51% of the total population growth is attributed to Latinos.

LATINOS ARE THE SECOND LARGEST RACIAL/ETHNIC GROUP, 18.7% of the total population.

18.7% of the total population is Latino, and 26% of the population under 18.

In California, Latinos are the largest group with 39.4% of the total population.

In the last 10 years, the Latino workforce has increased by 36%.

More high-skilled workers
52% in computers
28% in healthcare
27% in management, business & science

MORE GROWTH
Latinos represent:

46% of new home growth
68% of auto industry growth
67% of video game usage growth

States with the most Latino population:
California: 15.6M
Texas: 11.4M
Florida: 5.7M
New York: 3.9M
Illinois: 2.3M

2.5 million Latinos enrolled in college in 2019

29% more Latinos have received Bachelor & Graduate degrees

15% of earned degrees are from Latinos

53 million NFL fans will be Latino, up from 30 million in 2020

For more info go to hispanicstar.org
Latinos account for 20% of the key 18-34 marketing demographic.

It is projected to grow up to 25% in the next 5 years.
75% of Latinos are active users versus 68% for the total population.

17% more likely to access the web. More through their phone than a computer.

Latinos lead in the use of Twitter with 11.1% vs. 6.7% of non-Hispanics, spending nearly 6 hours a day on social media.

34% of Latinos are eSports fans vs. 18% of non-Hispanics.

4 in 10 spend more than 5 hours/week listening to music online.

The video streaming platform is most popular.
A HISTORY OF SERVING OUR COUNTRY

We have fought to defend our freedom in every war. We are the second oldest ethnic group after native Americans and have contributed to this great nation since the 16th century in sports, culture, retailing, media, entertainment, agriculture and more.

Our contribution is fundamental because no other contribution has been so long standing or so continued in the history of America.
THE LATINO LEGACY IS AMERICA’S HERITAGE

Latinos have contributed to the U.S. since the very beginning of the country’s existence.

Spanish was spoken in the U.S. territory 100 years before English.

Latinos have fought to defend our freedom in every war.

Most of the soldiers who fought for U.S. independence were Hispanic.

The Spanish monarchy put more fighters into the field than the French or the thirteen colonies.

Latinos have had a major impact on America’s culture.

In the 1500s, Latinos developed ranching & grazing economies through the Southwest.

Luis Miguel Castro was the first Hispanic to play in Major League Baseball.

Brazilian & Afro-Caribbean rhythms helped shape the sounds of American jazz.

The first American super-hero, Zorro, was a Hispanic. His successors wear his mask.

America is becoming more and more Latino by 2050.

132.8 million projected U.S. Hispanic population.

30% of the youth.

30% of the U.S. workforce.

Latinos will be the largest voting segment in the top 3 states by electoral college votes.

Let’s use this Hispanic Heritage Month to unify & feel proud about our contributions to the U.S.

For more info go to hispanicstar.org.
HISPANICS ARE SHAPING GLOBAL CULTURE
LATINOS MAKE THE WORLD A BETTER PLACE

- They care for our health & safety
- They bring more joy in our lives
- The first artificial heart transplanted into a human being was created by Dr. Domingo Liotta in 1969
- The stent used in heart cardiovascular disease was invented by Julio C. Palmaz. In 2006, he was immortalized in the National Inventors Hall of Fame
- Mario Davila invented traffic lights for the visually impaired in 1983
- The electric brake was patented in 1907 by Victor Ochoa
- 17% healthcare workers in the U.S. are Latinos

- Shakira was the first artist to sing 3 times in World Cups (Germany 2006, South Africa 2010 & Brazil 2014)
- Chilean Pablo Neruda is considered one of the greatest writers of the 20th century
- The best soccer players: Maradona, Pelé, Messi & Hugo Sanchez
- Mariah Carey has the #1 spot on Billboard’s Greatest of All Time Holiday Songs
- $34.9 Million Frida Kahlo Self Portrait is the most valuable work of Latin American art ever sold

For more info go to hispanicstar.org
IN LATINOS WE TRUST

LATINOS PROTECT AMERICA

LATINOS ARE THE FASTEST GROWING population in the military.

With

18% OF ACTIVE ENLISTED CORPS

LATINOS CARE ABOUT THE COMMUNITY

32% DONATED TO CHARITY 25% DEDICATED TIME TO VOLUNTEERING

LATINOS CONTRIBUTE TO THE COUNTRY

$2.6 TRILLION US LATINO GDP

THEY PARTICIPATE IN ELECTIONS

16.6M VOTERS A historic record in 2020

LATINOS ARE THE SECOND LARGEST group of voters.

19 MILLION LATINOS ARE ESSENTIAL WORKERS

1 IN 4 CHILDCARE PROFESSIONALS are Latinos.

LATINOS ARE TRUSTED

75% SEE LATINOS as positive contributors

62% WOULD TRUST their own children TO A LATINO

For more info go to hispanicstar.org
BLACK, LATINO AND PROUD!

AFRO-LATINOS IN THE U.S.
- are often double marginalized

AFRO-LATINOS ARE YOUNG
- Self-identification increased 11.6% from 2000-2010

2 OF EVERY 3 AFRO-LATINOS say they have experienced discrimination or been treated unfairly compared to those with a lighter skin tone.

1 IN EVERY 3 AFRO-LATINOS IN THE U.S. ARE GEN Z

55% say people have acted as if they were not smart because of their race (vs. 36% to those with a lighter skin tone).

53% say they have been subject to slurs or jokes (vs. 34% to those with a lighter skin tone).

65% live on the East Coast & in the South.

Being Afro-Latino is being diverse in every single possible way.

AFRO-LATINOS ARE ESSENTIAL TO U.S. CULTURE THROUGH ARTS, MUSIC, LITERATURE, POLITICS, ACTIVISM & BEAUTY.

For more info go to hispanicstar.org
**HISPANIC SHARED VALUES**

Eight-in-ten of young Latinos say that most people can get ahead in life if they work hard.

Young Latinos have higher aspirations for career success. 89% say it is very important in their lives, compared with 80% of the full population of 18- to 25-year-olds.

Hispanics know how to overcome difficult situations: 45% of Hispanics who grew up in the lowest income quintile made it to the middle class or even higher, compared to 46% of whites and 25% of blacks.

Young Latinos are optimistic about their futures. More than seven-in-ten (72%) expect to be better off financially than their parents.
A proud generation on its own

It's clear, we are

- Entrepreneurs
- Voters
- Contributors
- Fighters
- Economic power
- Hard workers
- Job makers
- Citizens
- Employees
- Social media users
- Educated
- Friends & family-oriented
AND YET...
WE ARE STILL NOT VALUED OR REPRESENTED

4.3% Of the **executive suite** is represented by Latino individuals, while we make up **17%** of the labor force.

3% Hispanics held three percent of seats in the **boardroom** of the *Fortune* 500.

70% Or nearly **350** companies of the *Fortune* 500 **did not have a Hispanic on their board**.

1% Hispanics of all **elected and appointed officials** in the U.S.

0.5% Of all **primetime program TV** characters are Hispanic.

15% Less in **hourly wages** earned by Hispanic men comparable to white men.

33% Less in **hourly wages** earned by Hispanic **women** comparable to white men.
LATINAS: THE MINORITY WITHIN THE MINORITY

THE IMPACT OF COVID-19

- 21% of Latinas lost jobs in the early days of the pandemic.
- 1/4 Latinas don’t have access to health insurance.
- 16% of Latinas have the opportunity to work from home.
- 28.3% nearly 1 in 3 Latinas work a front-line job.
- Overrepresented in the service, hospitality and leisure sectors.

EDUCATION

- Latinas have the highest high school dropout rate of any race/ethnicity (except American Indian, Alaska Native women)
- Increase of Latinas who had earned a high school diploma or higher: 26.6%.
- Latinas who earned a bachelor’s degree or higher between 2000 and 2019: 1.1m.
- Latinas held advanced degrees in 2019: 28.3%.

UNDERREPRESENTED

- Of entry level employees are Latinas, white men are 35%: 18%.
- Latinas are promoted for manager for every 100 men: 71.
- Of senior level positions are Latinas, white men are 66%: 3%.
Latinas deserve more than equal pay

**Latinas are the lowest paid segment in the U.S.**

**Latinas make only $0.67 for every dollar made by white, non-Hispanic men.**

**The Latina wage gap increases while they age:**
- 18% 25 years
- 25% 35 years
- 48% 55 years

**Latinas are the driving force for growth**

**Latinas spend:**
- 2x more time on household activities
- 3x more time caring for household members

**7.2 hours per day in unpaid care and household work.**
**6 in 10 Latina workers have children under 18.**

**29% of Latina mothers experience burnout in the workplace.**

**Latinas lose $2,500 each month and $30 million annually, the loss is 1 million USD.**

**Latinas invest more time in unpaid work than anyone else.**

**Latinas spend:**
- $1 trillion in U.S. buying power
- 6x faster than any other group

**They are the breadwinners and decision makers in over 3 million households.**

**60% of Latinas lead in the creation of small businesses.**

**80% of Latinas have major life improvement plans.**

For more information go to hispanicstar.org
LET’S GIVE LATINAS A HAND!

Before the pandemic, LATINAS WERE DRIVING THE U.S. LABOR FORCE GROWTH.

In the past 2 years, LATINAS DROPPED OUT OF THE WORKFORCE AT A HIGHER RATE than any other demographic group.

37% LATINAS WERE HIT SEVERELY BY THE PANDEMIC RECESSION and have yet to recover.

62% LATINAS INCREASED THEIR FAMILY RESPONSIBILITIES during the pandemic. (62% vs. 48% of white women)

50% LATINAS COMPLETELY WIPED OUT THEIR SAVINGS to stay afloat financially. (60% more than white women)

50% OF ALL LATINAS REDUCED THEIR WORK HOURS OR QUIT JOBS TO TAKE CARE OF A CHILD. (vs. 20% of white women)

LATINAS ARE DISPROPORTIONATELY RESPONSIBLE FOR FAMILY CARE OBLIGATIONS.

LATINAS ARE MOST LIKELY TO STAY AT HOME than mothers of other racial backgrounds.

25.8% IS THE EXPECTED LABOR FORCE GROWTH FOR LATINAS, outpacing other demographic groups.

WE NEED MORE ACTIVE PARTICIPATION OF LATINAS IN THE WORKFORCE.

LATINAS ARE EXPECTED TO DRIVE THE U.S. LABOR FORCE over the next decade.

For more info go to hispanicstar.org
WE ARE FRAGMENTED. WE NEED PRIDE.

77% Of Hispanics don’t know about their own contributions to the U.S.

76% Of Hispanics can’t be themselves in the workplace.

90% Of Hispanics identify as Hispanics but don’t act as a community.
The star unites us towards a common goal.

As Hispanics we know our culture and our values make us unique.
AN ICONIC TRUST BRAND FOR LATINO EMPOWERMENT, UNITY & PRIDE

One symbol to **unite** us all
We need to be seen, heard, and valued.
BECOME AN ALLY

- BE INFORMED & SHINE A LIGHT
- BE CURIOUS & EMPATHETIC
- SPEAK UP & STAND UP FOR SOMEONE
- SHARE THE MIC
HISPANIC HERITAGE MONTH 2022
THE BREAKTHROUGH GENERATION

Sep 15th - Oct 15th

The time for Latinos is now. We are the generation that has to finish the job. We owe it to our ancestors and to the generations to come. **We are here to breakthrough.**

Much has been done, much has been accomplished. We’re about to cross the finish line. We must seize the Hispanic Heritage Month opportunity to become one voice. Now is the time for both Latinos and Hispanic supporters to give that extra mile.

Let’s celebrate the contributions we have made. Let’s unite forces and set the record straight. Let’s sing from the same song sheet, let’s sing together to break through the noise.

**We Are The Breakthrough Generation.**

**Together We Shine.**
Toolkit & Assets Ready for You

Everything you need to be equipped and activate Hispanic Heritage Month

- **Unifying Messaging Framework**
  - Sharing a common narrative and theme for a unified celebration
  - Narrative, key messages, templates, powerpoints, internal and external communications copy.

- **Unifying Datasets**
  - Sharing key facts about Hispanic heroes and past & present contributions
  - A-Z - facts and figures, datasets at the demographic, behavioural, sentiment level.
  - Infographics, social media assets.

- **Unifying Branding & Communication Assets**
  - A set of guidelines to equip yourself
  - Communication assets: branding guidelines, logos, visual assets & sample applications.
  - Seize the marketing opportunity presented with Hispanic Heritage Month.
THE TIME FOR HISPANICS IS NOW

hispanicstar.org