

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

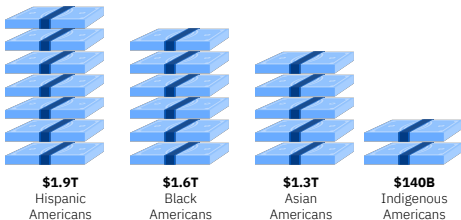


HISPANICS ARE **CRITICAL** TO CORPORATE AMERICA

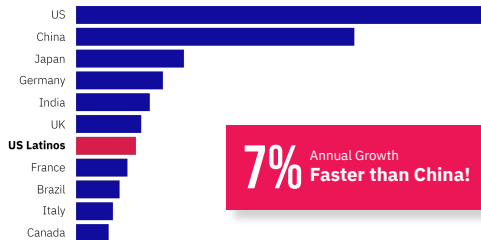
HISPANICS ARE ECONOMIC POWER

\$2.7T Latino GDP, among the 10 largest and the 3rd fastest growing.

\$1.9T Purchasing power. Highest one within key minority markets in the country:



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



7% Annual Growth
Faster than China!

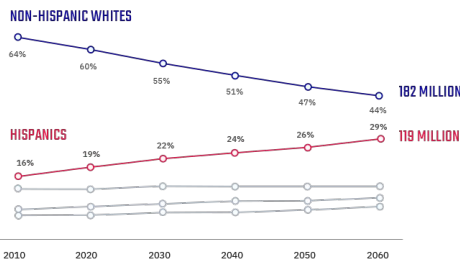
Source: LDC U.S. Latino GDP Report (2019)

HISPANICS ARE GROWTH

68% Of Auto Industry growth

68% Of video game usage growth

46% New home growth



86% Of all new business in the last 10 years have been launched by Hispanics

54% Of projected population growth (2017-2027)

11YRS Most common age of Hispanics vs. 58 for non-Hispanics

Source: US Census Bureau 2018 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.

959B 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.

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



HISPANICS ARE CRITICAL TO THE ECONOMY

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.

31.5M Latinos were **eligible to vote in 2020**

\$102B to social security.

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

WE ARE BREAKING STEREOTYPES

+80% Are English speakers

73% increase in adults earning Bachelor/Advanced degrees. **We're making inroads through education.**

+21% increased representation in Mgmt, Business, Science and the Arts. We're reaching **higher skilled occupations**

+18% growth in health care occupations

+13% growth in computer-related occupations



HISPANIC PROGRESS



2060

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.

2050

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 **53 million** Latinos will be **NFL fans**.

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

2030

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.

2020

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.



LATINOS BRING NEW ENERGY TO AMERICA'S DNA



MORE PEOPLE

51% OF THE TOTAL POPULATION GROWTH is attributed to Latinos 

#25 **LATINOS ARE THE SECOND LARGEST** segment with 62.1 million people 

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 

STATES WITH THE MOST LATINO POPULATION



CALIFORNIA
TEXAS
FLORIDA
NEW YORK
ILLINOIS

15.6M
11.4M
5.7M
3.9M
2.3M

More high-skilled workers

.... IN THE LAST 10 YEARS
THE LATINO WORKFORCE INCREASED BY 36%
(vs. 19% of total pop.)

+52% IN COMPUTERS
+28% IN HEALTHCARE
+27% IN MANAGEMENT BUSINESS & SCIENCE



29% more Latinos have received **BACHELOR & GRADUATE DEGREES** 

15% OF EARNED DEGREES  **ARE FROM LATINOS**



2.5 MILLION

Latinos enrolled in college in 2019

MORE GROWTH

 **LATINOS REPRESENT:**



46% of new home growth



68% of auto industry growth



67% of video game usage growth

In 2050

53 MILLION  **WILL BE NFL FANS** **LATINO**

up from 30 million in 2020



For more info go to hispanicstar.org

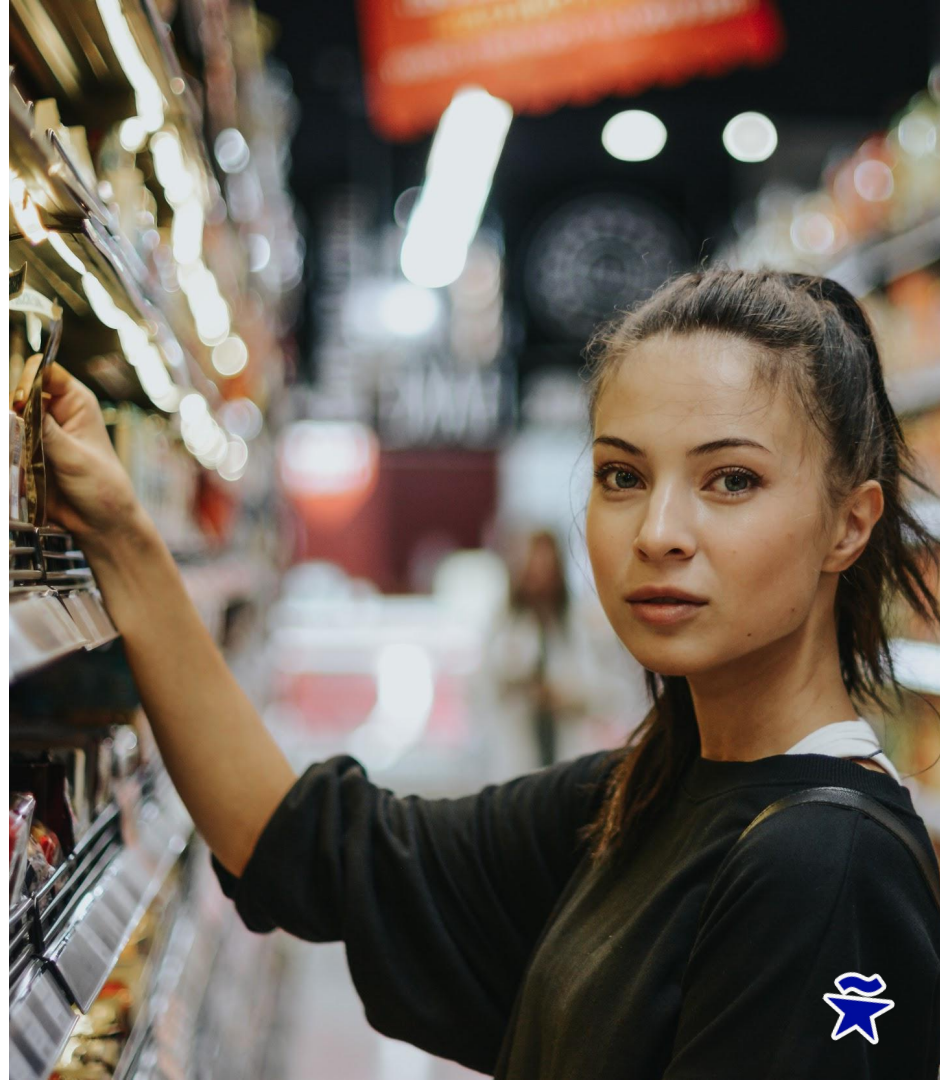
WE ARE THE **FUTURE** CONSUMERS



Latinos account for 20% of the key 18-34 marketing demographic.



It is projected to grow up to 25% in the next 5 years.



HISPANICS ARE VERY DIGITAL



75% of Latinos are active users versus 68% for the total population.



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.**



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



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



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



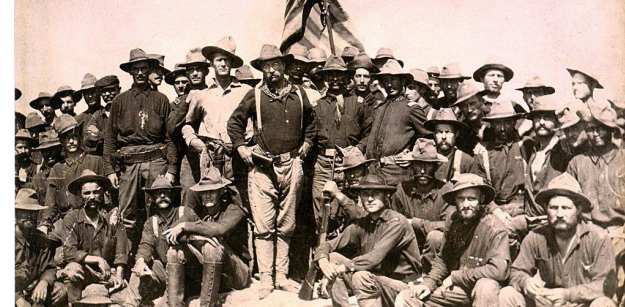
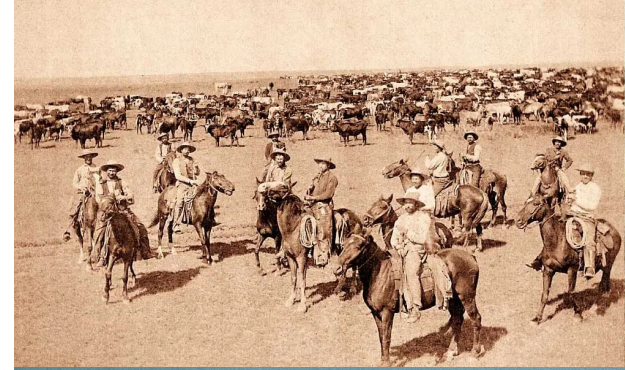
The video streaming platform is **most popular**




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 1500'S
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



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 A BETTER PLACE

THEY CARE FOR
OUR HEALTH & SAFETY



THE FIRST ARTIFICIAL HEART
TRANSPLANTED
into a human being was created by
DR. DOMINGO LIOTTA IN 1969

THE STENT

used to treat *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



AND THEY BRING MORE
JOY IN OUR LIVES

MORE THAN 60 STARS
ARE FOR LATINOS

in the Hollywood Walk of Fame



From the
TOP 50 RESTAURANTS OF THE WORLD
8 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

Of all time are Latin:
MARADONA, PELÉ,
MESSI & HUGO SANCHEZ



The Queen of Christmas

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**

19 MILLION **LATINOS ARE
ESSENTIAL
WORKERS**

1-IN-4 
CHILDCARE PROFESSIONALS
are Latinos.

*Latinos care about the
COMMUNITY*

32%  **25%**

Donated to
CHARITY

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.



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



2 OF EVERY 3 AFRO-LATINOS

..... say they have experienced
DISCRIMINATION OR BEEN TREATED UNFAIRLY
compared to those with a lighter skin tone

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)



✓ **TRUTH IS, BEING BLACK AND BEING LATINO
ARE NOT MUTUALLY EXCLUSIVE**

AFRO-LATINOS ARE YOUNG



AFRO-LATINO SELF-IDENTIFICATION
INCREASED 11.6%
From 2010-2020



**+ 14 MILLION
AFRO-LATINOS IN THE U.S.**

(A number that has more than doubled in 20 years!)



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



**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!



MAFRAH CAREY
Singer



MAXWELL
Songwriter



LUPITA NYONG'O
Actress



DON OMAR
Artist



MIRIAM JIMÉNEZ
Activist



SOLEDAD O'BRIEN
Journalist



FRANCISCO LINDOR
Baseball Player



SULMA ARZU-BROWN
Author *No hay pelo malo*



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.

SUPPORTING EACH OTHER IS THE LATINO WAY

**LATINO
FAMILIES**
Are
**44% LARGER
THAN THE REST**

50% LIVE IN 
multigenerational
HOUSEHOLDS

84% say spending
TIME WITH FAMILY
IS A TOP PRIORITY

**HISPANICS
LIKE LIVING
TOGETHER**
49% LIVE IN
7 states, 30 counties

48% HAVE CHILDREN
↓↓↓ UNDER ↓↓↓
18 YEARS OLD
(vs. 28% non-latino)

 **IN THE LAST 6 MONTHS**
49% HAVE SUPPORTED
a Latino owned business.

 They represent a
disproportionately
large percentage of
**HEALTH WORKERS
& CAREGIVERS**

TWO THIRDS
of the population would
trust Latinos with
 **THEIR CHILDREN**

**THEY ARE AN
ACTIVE & TRUSTED**
part of the community

 For more info go to
hispanicstar.org





**A PROUD GENERATION
ON ITS OWN**

**HISPANIC
HERITAGE
MONTH**

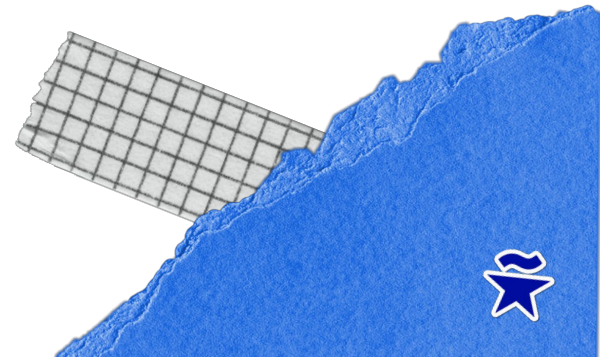
IT'S CLEAR, **WE ARE**

- **Entrepreneurs**
- **Job makers**
- **Voters**
- **Citizens**
- **Contributors**
- **Employees**
- **Fighters**
- **Social media users**
- **Economic power**
- **Educated**
- **Hard workers**
- **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 pandemics

1/4

nearly ¼ 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)

26.6%

Increase of latinias who had earned a high school diploma or higher

X2

Latinas who earned a bachelor's degree or higher between 2000 and 2019.

1.1M

Latinas held advanced degrees in 2019!

UNDERREPRESENTED

18%

of entry level employees are Latinas, white men are 35%

71

Latinas are promoted for manager for every 100 men

3%

of senior level positions are Latinas, white men are 66%



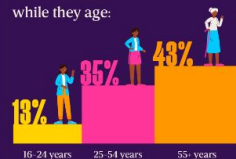
LATINAS DESERVE MORE THAN EQUAL PAY



LATINAS ARE THE LOWEST PAID
segment in the U.S.

LATINAS MAKE ONLY
\$.57 FOR EVERY DOLLAR
made by white, non-Hispanic men

THE LATINA WAGE GAP INCREASES
while they age:



LATINAS ASK FOR PROMOTIONS AND RAISES
at similar rates to white men, but for every



THEY LOSE \$2,500 EACH MONTH
and over a 40 year career, they lose over
1 MILLION USD

LATINAS INVEST MORE TIME
in unpaid work than anyone else

LATINAS SPEND

2X MORE TIME
on household activities

3X MORE TIME
on caring for household members

7.2 HOURS PER DAY
in unpaid care and household work.
(vs. 4 hrs for non-Latinas)

6 IN 10 LATINA WORKERS
have children under 18

29% OF LATINA MOTHERS
experience **burnout** in the workplace

The pandemic forced Latinas to
LEAVE WORK
to care not just for their children,
but also for their extended family

Despite the barriers,
LATINAS ARE A DRIVING FORCE FOR GROWTH

Latinas account for nearly
ONE TRILLION
in U.S. buying power

THEY ARE breadwinners & decision makers
in over
3 MILLION households

Looking for *life-work balance*,
LATINAS
lead in the creation of small businesses
6X FASTER than any other group

80% OF LATINAS
have major life improvement plans

For more info 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.

**50% LATINAS
COMPLETELY WIPED
OUT THEIR SAVINGS**
to stay afloat financially.
(2x more than white women)

Latinas are
**DISPROPORTIONATELY
RESPONSIBLE FOR
FAMILY CARE OBLIGATIONS.**

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

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

**50% OF ALL LATINAS
REDUCED THEIR WORK HOURS
OR QUIT JOBS TO TAKE CARE OF A CHILD.**
(vs. 29% of white women)

**WE NEED MORE ACTIVE PARTICIPATION OF
LATINAS
IN THE WORKFORCE**

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

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

Strengthening the social safety net
for Latinas by increasing:

**CHILDCARE SUPPORT
MANDATORY PAID FAMILY LEAVE
& EXPANDING THE CHILD TAX CREDIT**
are crucial to move Latinas forward.

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.

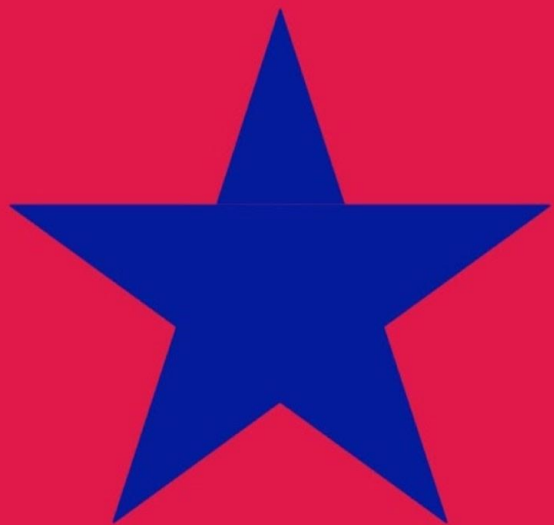
76%

Of Hispanics **can't be themselves** in the workplace.

90%

Of Hispanics identify as Hispanics but **don't act as a community.**

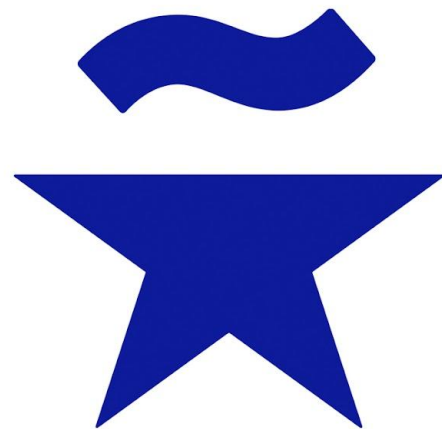




The star unites us
towards a common goal



As Hispanics we know our culture
and our values make us unique



HISPANIC STAR



AN ICONIC TRUST BRAND FOR LATINO EMPOWERMENT, UNITY & PRIDE

One symbol to **unite** us all

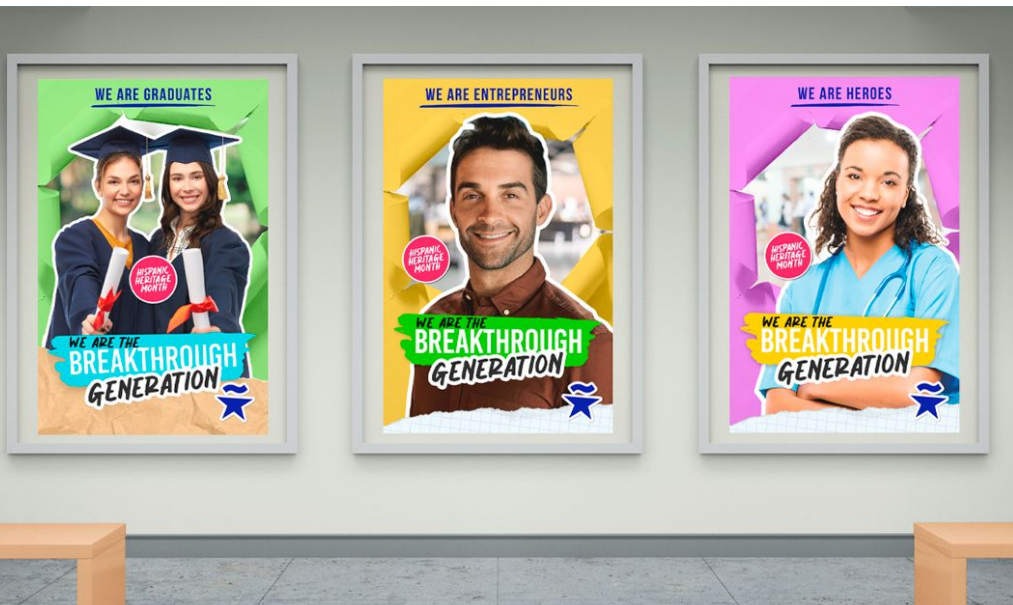
WE NEED TO BE
SEEN
HEARD
VALUED



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, behavioral, 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.





HOW TO ACTIVATE YOUR MARKETING DEPARTMENT DURING **HISPANIC HERITAGE MONTH**

- **Create** meaningful activations for your consumers
- **Share** data about Hispanics that will empower your audience
- **Utilize** our marketing materials to highlight the contributions of Hispanics
- **Activate** your point of sale with the Hispanic Star iconography as a symbol of unification for Latinos





THE TIME FOR HISPANICS IS NOW

WE ARE THE
BREAKTHROUGH
GENERATION

hispanicstar.org

