



# HISPANIC HERITAGE MONTH 2022



Datasets about the Hispanic Community

WE ARE THE  
**BREAKTHROUGH  
GENERATION**

# INTRODUCTION

## **Information is power.**

But 77% of Hispanics don't know about our contributions to the country. It is imperative that Latinos and non Latinos are made aware of the data and facts about the Latino community.

For the third year in a row, we assembled the most comprehensive fact-based datasets that speak directly to the current state of Latinos in the U.S. We have gathered the most relevant studies from trusted sources on **(1) demographics, (2) behavior, and (3) sentiment.**

We hope this curation of material helps shine a light on the contributions this community makes to the U.S. and gives us a deeper understanding of the areas where we should keep moving our community forward.

We genuinely hope that this information is useful for you to make decisions and increase your investment in the Latino community. Use this information, and share this information. Let the data empower you. Be proud.

**Become a *factivist*.**

**Share this material widely to raise awareness of the incredible contributions of U.S. Hispanics.**

**We are Hispanic Stars. Together we shine.**





# INDEX



Datasets About Hispanic  
Demographics, Behavior & Sentiment

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# DATASETS ABOUT HISPANIC DEMOGRAPHICS

1. **2020 CENSUS ILLUMINATES RACIAL AND ETHNIC COMPOSITION OF THE COUNTRY** | Nicholas Jones, Rachel Marks, Roberto Ramirez and Merarys Ríos-Vargas - 2020 Census - Census Bureau's Population Division. - August 2021
2. **KEY FACTS ABOUT U.S. LATINOS FOR NATIONAL HISPANIC HERITAGE MONTH** | Pew Research Center - September 2021
3. **2021 LDC U.S. LATINO GDP REPORT: Quantifying is the New Mainstream Economy** | LDC and Wells Fargo. - 2021
4. **CLOSING THE CAPITAL GAP: Fueling the Promise Latino-Owned Business** | Bain & Company, Inc. - 2021
5. **2021 RESEARCH REPORT - STATE OF LATINO ENTREPRENEURSHIP** | Stanford Business & Latino Entrepreneurship Initiative. - January 2022
6. **THE ECONOMIC STATE OF LATINOS IN AMERICA: The American Dream Deferred** | McKinsey & Company - December 2021
7. **EDUCATIONAL ATTAINMENT OF YOUNG ADULTS: Population Characteristics and Economic Outcomes** | IES - NCES National Center for Education Statistics. - May 2021
8. **HITEC AND LDC 2021 LATINOS IN TECHNOLOGY: From Consumers to Makers: New Mainstream Latinos Building the Tech-Empowered Future of America** | Hitec, LDC and Wells Fargo. - 2021



# DATASETS ABOUT HISPANIC DEMOGRAPHICS

1. **HISPANIC SUSTAINABLE DEVELOPMENT GOALS: A Framework to Understand the Progress and Gaps of the US Hispanic Community Through the Lens of the Sustainable Development Goals** | We Are All Human Foundation. 2020
2. **HISPANIC STAR INFOGRAPHICS: A Compilation of Visual Data About Hispanic Contributions, Challenges and Opportunities.** | *We Are All Human 2020, 2021, 2022*
3. **L'ATTITUDE FACTS BOOK: The Latino Factor is a Critical Driver of America's New Mainstream Economy** | L'ATTITUDE. 2021
4. **FAST FACTS: Latinos in America** | Latino Donor Collaborative. - 2021
5. **Key Facts about Asian Americans** | A diverse and growing population - Pew Research Center



## COVID RELATED DATASETS

1. **FOR U.S. LATINOS, COVID-19 HAS TAKEN A PERSONAL AND FINANCIAL TOLL** | PEW Research Center. - July 2021
2. **THE LATINO COMMUNITY STEPPING UP FOR AMERICA: And How They Will Drive America's Recovery** | Latino Donor Collaborative. - May 2021
3. **AMERICA 2022 IN CHARTS: An Economic Opportunity Snapshot** | McKinsey & Company - 2022



# DATASETS ABOUT HISPANIC BEHAVIOR

1. **2021 HACR CORPORATE INCLUSION INDEX** | HACR. - 2021
2. **WORKPLACE INCLUSION & EQUITY REPORT: Fueling The Promise Latino-Owned Business** | PROSPANICA - October 2021
3. **IBM - UNTAPPED POTENTIAL: A Survey That Underscores The Untapped Potential And Identifies Actions That Businesses Can Take To Close The Hispanic Talent Gap** | The Hispanic Talent Advantage by IBM & We Are All Human Foundation. - 2020
4. **INCLUSION, INFORMATION, AND INTERSECTION: The Truth About Connecting With U.S. Latinos** | Nielsen. September 2021
5. **HISPANIC MARKET GUIDE 2021** | Hispanic Marketing Council - 2021
6. **DESCUBRIMIENTO DIGITAL: The Online Lives of Latinx Consumers** | Nielsen. - 2018



# DATASETS ABOUT HISPANIC SENTIMENT

1. **EDELMAN TRUST BAROMETER 2021** | by Edelman Data and Intelligence - 2021
2. **TO LATINX OR NOT: Decoding Labels According To The Voice Of The People.** | CulturIntel
3. **TRUTH ABOUT LATINX STUDY HUB** | by CASANOVA
4. **BLACK AND HISPANIC AMERICANS SEE THEIR ORIGINS AS CENTRAL TO WHO THEY ARE, LESS SO FOR WHITE ADULTS**  
| PEW Research Center - May 2021
5. **LATINX LGBTQ: Youth Report** | Human Rights Campaign. - 2021
6. **MAJORITY OF LATINOS SAY SKIN COLOR IMPACTS OPPORTUNITY IN AMERICA AND SHAPES DAILY LIFE** | PEW Research Center. - November 2021
7. **LIKE A CHAMELEON: Resilience Among Self Identified Latinx Mixed Adults** | by Interamerican Journal of Psychology - 2021
8. **LATINX/ HISPANIC COMMUNITIES AND MENTAL HEALTH** | by Mental Health America - 2019
9. **Ethnicity And Self-Reported Depression Among The Hispanic Immigrants In The U.S.** | by Community Mental Health Journal - February 2021



# DATASETS ABOUT HISPANIC SENTIMENT

## MEDIA AND PERCEPTION STUDIES

1. **THE HISPANIC PERCEPTION STUDY: A Study About How The Hispanic Community Is Currently Perceived By Hispanics Themselves And By Non-Hispanics** | by HCODE Media & We Are All Human Foundation - 2020
2. **PERCEPTION ABOUT LATINOS IN AMERICA** | Latino Donor Collaborative - 2021
3. **BEING SEEN ON SCREEN: The Importance Of Quantity And Quality Representation On TV** | Nielsen - December 2021
4. **LATINO REPRESENTATION IN MEDIA** | Latino Donor Collaborative - 2021
5. **HOLLYWOOD DIVERSITY REPORT 2022: A New Post-Pandemic Normal? Part 1: Film** | National Hispanic Media Coalition - 2022
6. **HISPANIC SENTIMENT STUDY** | *by We Are All Human Foundation:* Research study on the sentiment of U.S. Hispanics as a community and in the workplace. - 2018
7. **UNSEEN AND UNHEARD: The Underrepresentation Of Latino Voices And Stories In The Los Angeles Times Opinion And Editorial Section.** | UCLA Latino Policy and Politics Initiative - December 2021
8. **Latinx LGBT Adults in the U.S.** | LGBT Well-Being at the Intersection of Race by UCLA, School of Law, Williams Institute - September 2021
9. **Mental Health Challenges and Support: Latinx Communities** | Facts about mental health and Latino Communities barriers to mental health care - National Alliance of Mental Illness - 2020







# **DATASETS ABOUT HISPANIC DEMOGRAPHICS**







# 2020 CENSUS ILLUMINATES RACIAL AND ETHNIC COMPOSITION OF THE COUNTRY

NICHOLAS JONES, RACHEL MARKS, ROBERTO RAMIREZ, MERARYS RÍOS-VARGAS

2020 Census

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - RACIAL AND ETHNIC COMPOSITION OF THE COUNTRY

- The Hispanic or Latino population, which includes people of any race, was 62.1 million in 2020. The Hispanic or Latino population grew 23%, while the population that was not of Hispanic or Latino origin grew 4.3% since 2010.
- The Hispanic or Latino population grew from 50.5 million (16.3% of the U.S. population) in 2010 to 62.1 million (18.7%) in 2020.
- Between 2010 and 2020, the Hispanic or Latino population grew by 23%.
- Slightly more than half (51.1%) of the total U.S. population growth between 2010 and 2020 came from growth in Hispanics
- Between 2010 and 2020, the number of people of Hispanic or Latino origin reporting more than one race increased 567% from 3 million (6.0%) to 20.3 million (32.7%)
- In 2020, among people of Hispanic or Latino origin, 26.2 million people (42.2%) identified their race as Some Other Race alone, a 41.7% change from 2010.
- The number of people of Hispanic or Latino origin who identified as White alone decreased by 52.9%, down from 26.7 million to 12.6 million over the decade.
- The number of people who were not of Hispanic or Latino origin who identified as White alone declined at a slower rate, with a -2.6% change.
- The racial and ethnic composition among children is quite different from adults. The percentages also increased for Hispanic or Latino children from 2010 to 2020 (23.1% to 25.7%).





# KEY FACTS ABOUT U.S. LATINOS FOR NATIONAL HISPANIC HERITAGE MONTH



SOURCE: Pew Research Center

*We've selected key findings for your convenience in the next slides.*

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# KEY FINDINGS - KEY FACTS ABOUT U.S. LATINOS

- U.S. Hispanic Population reached more than 62 million in 2020, up from 50.5 million in 2010.
  - The U.S. population grew by 22.7 million from 2010 to 2020, and Hispanics accounted for 51%
  - Hispanics accounting for a greater share than any other racial or ethnic group.
- More than 20 million Latinos identified with more than one race on the 2020 census, up from just 3 million in 2010.
- Latinos accounted for 39% of California's population in 2020, among the highest shares in the country. In the next two largest Latino states by population, Texas (11.4 million) and Florida (5.7 million), Latinos made up 39% and 26% of residents, respectively.
- Newborns have driven U.S. Hispanic population growth in recent decades, while immigration has slowed.
- For Latinos, English proficiency has increased and Spanish use at home has decreased, especially among U.S-born.
- People of Mexican origin accounted for nearly 62% (about 37.2 million) of the nation's overall Hispanic population as of 2019.
- Four-in-five Latinos are U.S. citizens.







# 2021 LDC US LATINO GDP REPORT

Quantifying is the New Mainstream Economy

Latino Donor Collaborative and Wells Fargo

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS- US LATINO GDP REPORT

- Latinos' total economic output (or GDP) in the United States was \$2.7 trillion in 2019, up from \$2.1 trillion in 2015 and \$1.7 trillion in 2010.
- Over the past 2 years, the growth of real Latino GDP averaged 5.63 percent, double the rate of the broader U.S. economy.
- Since 2010, real Latino GDP has grown 57 percent faster than real U.S. GDP and 70 percent faster than Non-Latino GDP. The growth of the U.S. Latino GDP even compares favorably on the world stage. From 2010 to 2019, the U.S. Latino GDP is the third fastest growing among the 10 largest GDPs, while the broader U.S. economy ranks fourth.
- The U.S. Latino GDP's top industry sector is Education & Healthcare, totaling \$446 billion or 16.4% of U.S. Latino GDP. Followed by Professional & Business Services and Finance & Real Estate
- In 2019, Latino consumption stood at \$1.85 trillion. From 2010-19, Latino real consumption grew 123 percent faster than Non-Latino.
- From 2010 to 2019, the number of people with a bachelor's degree or higher grew 2.8 times faster for Latinos than Non-Latinos.
- 2019 U.S. Latino labor force participation was 68.2 percent.
- More than three-quarters of the country's Latino population live within just ten states. Arizona, California, Colorado, Florida, Georgia, Illinois, New Jersey, New Mexico, New York, and Texas are collectively home to over 46 million Latinos which produced an aggregate 2018 Latino GDP of \$2.1 trillion.







# CLOSING THE CAPITAL GAP

Fueling the promise of Latino-owned business

**Bain & Company, Inc.**

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*We've selected key findings for your convenience in the next slides.*

**[ACCESS FULL REPORT HERE](#)**



# KEY FINDINGS - CLOSING THE CAPITAL GAP

- Latinos are a growing, youthful, and highly productive cohort that will drive future US economic and population growth—and Latino-owned businesses (LOBs) are an overlooked investment opportunity.
- Despite their enormous importance to the economy, LOBs are under- funded across all sources of capital.
- Investing in LOBs is a clear opportunity for equity investors. LOBs need equity investment so that they can direct cash flow to growth opportunities. Angels, venture capital, private equity, and other equity sources can serve this unmet need with an expectation of high returns.
- LOBs appear to struggle with a “scale wall” at around \$1 million in revenue, at which point high-cost debt and a lack of equity investments may pose significant challenges in reinvesting cash to scale.
- LOBs are not monolithic: Six distinct segments need equitable evaluations, new products, and enhanced awareness of funding options, offering opportunities for institutional investors of all types.
- 50% of all net new small business created from 2007 to 2017 are Latino owned. 1% of investment to Latino-owned business from top 25 venture capital and private equity firms.







# 2021 RESEARCH REPORT- STATE OF LATINO ENTREPRENEURSHIP

Stanford Business - Latino Entrepreneurship Initiative

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*We've selected key findings for your convenience in the next slides.*

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# KEY FINDINGS - STATE OF LATINO ENTREPRENEURSHIP

- With Latino consumption totaling \$1.85 trillion, Latinos continue to start businesses at a faster rate than all others — 44% growth in the number of businesses in the last 10 years compared to just 4% for non-Latinos.
- The number of Latino-owned employer firms has grown 35% in the last 10 years compared to 4.5% among White-owned businesses, with job growth outpacing growth in the number of new businesses.
- The number of employees at LOBs has grown 55% since 2007, compared to 8% job growth among WOBs.
- Among the roughly 5 million LOBs in the U.S. 9% are employer businesses. This subset of 400,000-450,000 LOBs employs over 2.9 million people.
- On average, LOBs are more likely to provide their employees with benefits and opportunities, including promotions, employer paid benefits, above minimum wage jobs, the development of skills, and training.
- Latinos are more likely to report making proactive strategic business changes in response to the business challenges created by the pandemic.
- Latino owned businesses are equally likely to be technology producing businesses as white-owned businesses.
- Latino business owners are more likely to be building businesses for the long term — they are twice as likely to report their primary goal as an entrepreneur is to operate a business that can be inherited by their family.



# THE ECONOMIC STATE OF LATINOS IN AMERICA.

The American Dream Deferred

McKinsey & Company



*We've selected key findings for your convenience in the next slides.*

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# KEY FINDINGS - ECONOMIC STATE OF LATINOS IN THE U.S.

Latino immigrants remain economically well behind non-Latino White Americans.

**Workers** - Wage and representation disparities across the US labor market result in a \$288 billion annual income gap

- \$288B annual income gap compared with non-Latino White Americans. 50% of the wage gap can be explained by 4% of professions. In a parity scenario, wages for Latinos workers could be over 35% higher, and 1.1 million more Latinos could move into the middle class.

**Business** - The rate of Latino entrepreneurship is very high, but Latino-owned businesses have lower sales and profits than comparable White-owned firms, with limited access to capital stifling the ability to scale

- Latinos start more businesses per capita than any other racial or ethnic group in the United States, and the number of Latino-owned employer firms has grown over the past 5 years at more than double the rate of white-owned employers firms.
- 735K new businesses would be created if the Latino share of employer business matched its population share.
- Disparities between Latino and White-owned businesses result in a \$2.3 trillion revenue shortfall for Latino-owned.

**Consumers** - The combination of lower incomes, wealth and reduced access to goods and services creates \$660 billion in unmet demand yearly

- Latino consumption has grown by about 6 percent annually for the past eight years, roughly double the pace of spending growth among non-Latino Whites. Latinos make up about 18 percent of the U.S. population, but only account for 11.4 percent of aggregate consumer spending. While that amounts to around \$870 billion in consumer expenditure annually, it could be around \$500 billion higher if Latinos' expenditures matched their share of the U.S. population.

**Servers and investors** - Intergenerational disparities and continuing barriers to wealth generation result in a \$380 billion gap in the annual flow of net wealth compared with White Americans.

- Intergenerational disparities and continuing barriers to wealth generation result in a \$380 billion gap in the annual flow of net wealth compared with White Americans. \$36K in average household wealth compared with \$188k for White Americans.





# EDUCATIONAL ATTAINMENT OF YOUNG ADULTS

Population Characteristics and Economic Outcomes.

IES - NCES National Center for Education Statistics



*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - EDUCATIONAL ATTAINMENT OF YOUNG ADULTS

- Between 2010 and 2020, educational attainment rates among 25- to 29-year-olds increased at each attainment level.
  - During this period, the percentage who had completed at least high school increased from 89 to 95 percent.
  - The percentage with an associate's or higher degree increased from 41 to 50 percent.
  - The percentage with a bachelor's or higher degree increased from 32 to 39 percent.
  - The percentage with a master's or higher degree increased from 7 to 9 percent.
- Between 2010 and 2020, the percentage of Hispanic 25- to 29-year-olds who had completed at least high school increased by 20 percentage points from 69 percent to 90 percent.
- Between 2010 and 2020, the gap in educational attainment rates between White and Hispanic 25- to 29-year-olds narrowed for those who had completed at least high school, and who were at the levels of an associate's or higher degree, and a bachelor's or higher degree.





# HITEC AND LDC 2021 LATINOS IN TECHNOLOGY



From Consumers to Makers: New Mainstream Latinos  
Building the Tech-Empowered Future of America.

**Hitec, LDC and Wells Fargo**

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*We've selected key findings for your convenience in the next slides.*

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# KEY FINDINGS - LATINOS IN TECHNOLOGY

- As a pandemic effect, companies and institutions have accelerated their digital strategies and capabilities in just a few months. A factor driving change is the unprecedented rise and push for social awareness of racial, gender equity, and justice.
- Hispanics in America are uniquely positioned to lead the new mainstream economy that has evolved post-Pandemic.
  - Hispanics make up 29 percent of U.S. residents aged 21 and younger. Hispanic consumers are now the youngest demographic group in America, with a median age of 29.
- Across the board, Hispanics over-index in digital consumption - owning and using smartphones, tablets, computers, smart-TVs, and streaming services at a higher rate than non-Hispanic Americans.
  - 35% of Hispanics are the first in their peer groups to try new technology.
  - 98% of Hispanic adults own a smartphone, compared to 93% of the general population.
- 30% of Hispanics live in a multi-generational household, younger generations are influencing how their parents and grandparents leverage technology in daily activities. As a result, Hispanics over 50 have become more tech-savvy, own more tech gadgets than their non-Hispanic peers.
- It's needed to build pathways for more Hispanics to earn higher wages, build long-term, multi-generational wealth, and contribute to the growth of the new American and global economies.
  - Help building a pipeline to prepare future Hispanic leaders and workers for careers in Technology.
  - Reskill, empower, and tech-enable the existing Hispanic workforce today - building a pathway from blue-collar jobs to tech-enhanced jobs.







# HISPANIC - SUSTAINABLE DEVELOPMENT GOALS

A framework to understand the progress and gaps of the US Hispanic community through the lens of the Sustainable Development Goals

**We Are All Human Foundation**

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - HISPANIC SUSTAINABLE DEVELOPMENT GOALS

## KEY FINDINGS: RESEARCH

With some buckets of improvement, inequalities persist.

- In general, the U.S. is performing above the world for SDG progress, yet minorities are left behind and unable to catch-up.
- COVID-19 has negatively impacted every SDG. In a few months, years of advancement has been lost leaving some targets far from reaching its 2030 objective. Developing countries and minorities within developed countries are disproportionately affected.
- Despite being left behind, US Hispanics (on average) have better access and opportunities than Hispanics living in Latin America.
- US Hispanics are above the national average in 9 SDG targets and below average in 36. These 36 targets are concentrated in 8 SDGs.



# KEY FINDINGS - HISPANIC SUSTAINABLE DEVELOPMENT GOALS

	<b>Goal #3:</b> Good Health & Well-Being	<b>Goal #4:</b> Quality Education	<b>Goal #5:</b> Gender Equality	<b>Goal #8:</b> Decent Work & Economic Growth
<b>Priority #1</b>	Provide in-language health education focused on prevention (at the local level)	Support programs to navigate the education system	Raise awareness of the Latina pay gap and promote transparency.	Apprenticeships, internship programs (link from school to workforce)
<b>Priority #2</b>	Increase representation of Latino healthcare workers	Assure an early start/high quality early childhood education (PK-12)	Mentorship programs to help Latinas advance	Training programs focusing on soft skills (problem-solving, learn to work in diverse teams)
<b>Priority #3</b>	Provide in-language and in-culture 'Mental Health' support.	Future jobs, increase representation in STEM careers.	Change perception campaign highlighting Latina role models.	Unconscious bias and anti-racism training at work.





# HISPANIC STAR INFOGRAPHICS

A compilation of visual data about Hispanic contributions, challenges and opportunities.

Hispanic Star



[TAKE A LOOK AT THE INFOGRAPHICS HERE](#)







# FACT-SHEET

The New Mainstream Economy.

L'attitude

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 







# FAST FACTS

Latinos in America

Latino Donor Collaborative

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# FOR U.S. LATINOS, COVID-19 HAS TAKEN A PERSONAL AND FINANCIAL TOLL

Satisfaction with nation's directions at highest level in a decade as most say the worst of the pandemic is behind us.

Pew Research Center

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*We've selected key findings for your convenience in the next slides.*

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# KEY FINDINGS - COVID-19, A PERSONAL AND FINANCIAL TOLL

- About half of Latinos say they or someone close to them has faced health or financial hardships during the coronavirus pandemic. Yet, most are optimistic about the future despite having faced challenges.
- Hispanics who work outside the home are more likely to have experienced a job or wage loss during the pandemic than those who have worked from home.
- Hispanics who had someone close to them fall seriously ill due to COVID 19 more likely to say that they helped friends or relatives during the pandemic.
- 52% of Latino adults in the U.S. say a family member or close friend has been hospitalized or died from COVID-19.
- Young Latinos are more likely than older adults to say they've had COVID-19
- About two-thirds of Latinos (64%) who say they have tested positive for COVID-19 or are “pretty sure” they've had the virus say a close friend or family member has been hospitalized or died due to the virus.



# KEY FINDINGS - COVID-19, A PERSONAL AND FINANCIAL TOLL

## **LATINOS HAVE EXPERIENCED WIDESPREAD FINANCIAL CHALLENGES DURING THE PANDEMIC.**

- Hispanic immigrants without a green card were hit especially hard by lost jobs and wages.
- The U.S. unemployment rate has been lower than that of Hispanics since the start of the pandemic, though this was true even before then. The national rate was 6.1% in June 2021, down from a peak of 14.4% in April 2020. This rate also remains higher than pre-pandemic levels.
- Hispanic unemployment has declined since the start of the pandemic, with women and immigrants seeing the biggest decreases.
- A majority of Latinos say they have experienced at least one financial challenge since COVID-19 began.
- A fifth of Latinos say they have received help with groceries, errands, or child care during the pandemic.
- About a third of Latinos say they have had trouble paying bills, received help from a food bank since the start of the coronavirus outbreak.





# KEY FINDINGS - COVID-19, A PERSONAL AND FINANCIAL TOLL

## **FOR LATINO PARENTS, PANDEMIC HAS BROUGHT CHALLENGES IN CHILD CARE AND WORRIES ABOUT KIDS ACADEMIC PROGRESS**

- While 41% of Hispanic parents say handling child care responsibilities has been “somewhat difficult” 24% say it has been very difficult, meanwhile 20% say handling child care has been somewhat easy and 15% say it has been easy.
- Latino parents working outside their home are more likely than those working from home to say child care has been difficult during the pandemic.
- More than half of Hispanic parents say their children’s instruction during 2020-21 school year has been only online. Most Hispanic parents worry their children have fallen behind in school as a result of the coronavirus pandemic.

## **MOST HISPANICS SAY WORST OF PANDEMIC IS BEHIND US AS THEY GROW OPTIMISTIC ABOUT THE NATIONS DIRECTION.**

- Two-thirds of Hispanics say the worst of the coronavirus outbreak is behind us.
- Satisfaction with the nation’s direction among Latinos, all U.S. adults rises sharply in 2021.
- In 2021, greater share than before COVID-19 say situation of U.S. Hispanics is improving.



# THE LATINO COMMUNITY STEPPING UP FOR AMERICA

And how they will drive american's recovery



Latino Donor Collaborative

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - LATINO COMMUNITY STEPPING UP FOR AMERICA

This report quantifies workers employed in the essential industries and highlights the crucial role that Latino workers have played during the pandemic, and the vital contributions that Latino workers will continue to make during the country's recovery.

- Almost half (48%) of all essential workers are immigrants. In some industries like agriculture, commercial cleaning services, and construction the majority of Latino essential workers are immigrants.
- Latinos are three times as likely as whites to become infected with COVID-19 and nearly twice as likely to die from it.
- Latino essential workers are more than three times as likely than non-Latino essential workers to be uninsured (25% versus 8%)
- Latino workers were hit hard by the economic recession. Latino parents and children have endured enormous pressures during the pandemic.
- Latino essential workers have also had to confront: limited ability to work from home.
- Latino-owned businesses had less cash on hand during the pandemic, and when applying for funds from the Payroll Protection Program, Latinos had their loan applications approved at half the rate of white business owners.
- The level of Latino employment recovered at a remarkable rate. The remittances to several Latin American countries with large diaspora populations in the United States rebounded quickly after a sharp decline in April 2020.
- A large number of Latinos who lost their jobs due to COVID-19 shifted to essential industries to make up for their loss of income and to continue working.







# AMERICA 2022 IN CHARTS AN ECONOMIC OPPORTUNITY SNAPSHOT

An economic opportunity snapshot

McKinsey & Company

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS- AN ECONOMIC OPPORTUNITY SNAPSHOT

- Americans are marginally more optimistic about their access to economic opportunity. 17% of the responders reported that they and their families have more economic opportunity than they did 12 months ago.
- 35% of responders said that it's likely the country as a whole will enjoy continuous growth in economic opportunity over the next 5 years.
- Many Americans remain in a state of economic precarity. Only 48 percent of the respondents said that they could cover more than two months of expenses if they lost their jobs. The challenge increases as the level of education falls: only 38 percent of respondents without college degrees report that they could cover more than two months of expenses if they lost their jobs.
- Americans report access to affordable healthcare as the greatest barrier to well being.
- Forty-nine percent of the respondents said that most Americans have opportunities to find good jobs. Unemployed Americans cite limited job availability and a lack of experience, skills, or education as the greatest barriers to employment.
- Americans report physical health and mental health as the top causes of unemployment.







# KEY FACTS ABOUT ASIAN AMERICANS

A diverse and growing population

Pew Research Center

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)





# KEY FINDINGS- KEY FACTS ABOUT ASIAN AMERICANS

- Multiracial and Hispanic Asians comprise 14% and 3% of the Asian population in the U.S., respectively.
- Asian Hispanics are the smallest segment of the nation's Asian population. A 34% plurality of this group are Filipino.
- According to recent Census data, an estimated 3% of Asian Americans living in the United States identify as Asian Latino or Asian Hispanic.





# **DATASETS ABOUT HISPANIC BEHAVIOR**





# 2021 HACR CORPORATE INCLUSION INDEX

HACR



*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)





# KEY FINDINGS - HACR CORPORATE INCLUSION INDEX

The *2021 HACR Corporate Inclusion Index* (CII) report showcases the HACR CII ratings designed around two focus areas – a practice assessment and an outcomes assessment for each of HACR's four pillars: Employment, Procurement, Philanthropy, and Governance.

In each pillar, the practice assessment consists of 25 elements that examine what type of support or infrastructure a company has in place for diversity and inclusion, while the outcomes assessment examines five key indicators by which we can evaluate progress.

Key findings from the 2021 HACR CII include:

- 78 percent of all Hispanic employees are non-exempt
- On average, less than one (1) percent (.98%) of suppliers are Hispanic
- 65 percent of participants reported corporate and/or foundation contributions to Hispanics while only 22 percent tracked in-kind giving to Hispanics
- Latinas represent less than one (1) percent (.69%) of ex





# WORKPLACE INCLUSION & EQUITY REPORT

Prospanica

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - WORKPLACE INCLUSION & EQUITY

- Hispanic/Latinx professionals are 35% less likely than Non-Hispanic/Latinx professionals to have a favorable DEI experience at their workplaces.
- Hispanic/Latina women professionals have the least favorable experience and are nearly 1/2 as likely as all Non-Hispanic/ Latinx professionals to feel positive about their workplace DEI experiences.
- 50% of Hispanic/Latinx professionals have personally witnessed or experienced discrimination or bias at work.
- 63% of Hispanic/Latinx professionals feel the burden of having to educate people on DEI.
- Hispanic/Latinx professionals are 53% less likely than NonHispanic/Latinx professionals to feel included.
- Hispanic/Latina women professionals are 53% less likely to feel comfortable expressing all aspects of their identities in the workplace.
- 1 in 2 Latinx Employees (50%) Felt or Witnessed Discrimination or Bias in Their Workplace







# UNTAPPED POTENTIAL: THE HISPANIC TALENT ADVANTAGE

A survey that underscores the untapped potential and identifies actions that businesses can take to close the Hispanic talent gap.

IBM

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - THE HISPANIC TALENT ADVANTAGE

Businesses today are looking for every advantage. There is a clear untapped potential: The Hispanic talent advantage. The research enlists key challenges, describes the talent advantage and provides an action plan for companies.

- **The opportunity challenge.** Young Hispanic leaders are not getting the same advancement opportunities as their more senior colleagues. 41% of the Hispanic executives surveyed say they have benefited from formal mentoring and on-the-job training, but only 26% of junior managers say they have access to these mentorship programs and only 31% say they have access to workplace training. Perhaps as a result, only one in five junior managers say they feel empowered to overcome professional challenges.
- **The discrimination challenge.** 87% of Hispanics say they have experienced prejudice because of their race. And 70% of junior leaders say they have to work harder to succeed because of their identity. That doesn't change much over the course of a career, with 63% of all Hispanics saying they continue to work harder because of their identity, no matter how high they climb on the leadership ladder.
- **The gender challenge.** For Latinas, all of the hurdles faced by Hispanics—and by women—are amplified. Among other things, they are paid significantly less than other groups, and 82% of poll respondents say Latinas don't get the respect they deserve.



# KEY FINDINGS - THE HISPANIC TALENT ADVANTAGE

- **Hispanic identity and discrimination:** More Hispanic women (78%) than white women (68%) say they have experienced discrimination based on gender. Hispanic LGBT+ people report discrimination on sexual orientation across US society to a greater extent than white LGBT+ respondents do. Similarly, 78% of Hispanic female respondents cite high levels of discrimination against women, while only 67% of white women feel the same.
- **Personal experiences.** 87% of respondents report personally experiencing discrimination because of their race and/or ethnicity. 63% cite specific discrimination based on their accent, language, or speech pattern. And 58% say they have experienced discrimination based on their looks or body type. All three measures outpace discrimination resulting from religious views, gender, socioeconomic status, sexual identity, sexual orientation, and age.
- **Latina Experience.** On average, Latinas in the US are paid 45% less than white men and 30% less than white women. They have the dubious distinction as the group that works longer than every other racial and ethnic group—23 months—to earn what white men earn in 12 months.<sup>7</sup> According to Lean In, some researchers believe that bias is to blame for over half of the pay gap for Latinas.<sup>8</sup> Our research supports that perspective, with 70% of Hispanic women saying they have experienced discrimination because of their gender and 86% because of their ethnicity. It's a double impact that results in extremely high hurdles for Latinas. We call this “the gap within the gap.”



# KEY FINDINGS - THE HISPANIC TALENT ADVANTAGE

- **Make Hispanic advocacy a business priority.** Hispanic leadership representation should be an articulated priority, with goals set at the same level as other business objectives, and assigned to leaders who are held accountable for achieving them. These goals could include both leadership pipeline and progression. Organizations will make progress only if wishes are transformed into action plans with clear accountability. Making this a business priority and ensuring that mentoring initiatives are balanced with active advocacy is essential to make progress in Hispanic leadership representation at all levels.
- **Prepare Hispanics for the “future of work”.** Digitization and automation will disproportionately impact the services industries in the next five years, which is where Hispanics are most exposed. These factors will also create jobs in sectors such as technology, where Hispanics are currently under indexed. Unless we urgently prepare both entry-level and experienced Hispanics to navigate this shift, we will see a double negative impact: a) job displacement and economic hardship and b) scarcity of qualified resources for the new digital jobs unlikely to be filled by other demographics.
- **Focus on personalization.** Generic Hispanic programs will have limited effectiveness if they are not personalized to the diversity of experiences, values, and behaviors that the very diverse Hispanic community represents in the United States. Inside the so called “Hispanic community,” we can find many archetypes—some of whom embrace their heritage and some of whom prefer to blend in. Intervention programs must reflect the deep richness and cultural diversity of the community and meet people where they are—engaging them in context—to be effective.







# INCLUSION, INFORMATION, AND INTERSECTION

The truth about connecting with U.S. Latinos

Nielsen

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - INCLUSION, INFORMATION, AND INTERSECTION

- Latino buying power is projected to be \$2.6 trillion in just about three years representing nearly 150% increase in the last decade.
- 6% of Afro-Latinos watched TV with Kids in their household, outpacing co-viewing for all audiences.
- Use of social and messaging platforms (Hispanics 18-34): Instagram 69%, Facebook Messenger 65%, Snapchat 50%, Discord 18%, WhatsApp 47%, Twitter 30% and telegram 14%.
- 28% of news websites where Latinos make up 20% of the audience contained content flagged as mixed, biased, extremely biased, conspiracy, or pseudoscience.
- 39% of Latinos feel there is not enough representation of their identity group on TV.
- Almost 60% say they are more likely to watch content featuring their identity.
- 55% say they are more likely to buy products from brands that advertise on content featuring someone from their identity group.
- Top 5 genres for Latino representation: entertainment 33%, Law 32%, News Magazine 28%, Comedy drama 24% and Drama 19%.
- Latina women had the most representation in soaps at 22% in Q1 2021. Hispanic LGBTQ+ representation is at just .5% in sitcoms, one of the most-watched genres on TV. Afro-Latino representation is concentrated in reality at 2.9% visibility and drama at 1.7% visibility.
- Podcast listening among Hispanics (25-39) has doubled in the past 3 years.





# HISPANIC MARKET GUIDE 2021

Hispanic Marketing Council



*We've selected key findings for your convenience in the next slides.*

**ACCESS FULL REPORT HERE** 





# KEY FINDINGS - HISPANIC MARKET GUIDE 2021

- For the next 40 years, Hispanics will continue to be the primary contributors to total U.S population growth, comprising 53% of the growth in the next five years and 68% of the growth to 2060.
- In 2020, Gen Z became the first segment to be an American multicultural majority with teens 17 and under. Other segments will soon follow: under 35s by 2028 and all persons under 50 by 2033.
- For Gen Zers and their parents culture plays an important role in the decision they made from the brands and content they follow.
- Unique race and ethnic identity are more core to Hispanic & non-Hispanic Black (NHB) teens and parents 25-49 than non-Hispanic whites (NHW).
- Hate and racism are top issues faced by multicultural segments while multicultural unity creates cultural clout and comfort.
- 82% of Hispanics and Non- Hispanic Black that identify as a “person of color” feel a sense of unity with other minority segments.
- 64% of multicultural people from 13 to 49 say, “People of color will come together to leverage their combined political clout”
- 7 in 10 black americans, 6 in 10 Hispanics, 6 in 10 asian americans have experienced racism in their lives.
- 61% of Gen Zers and 70% of Millennials agree that white people in America have privileges that other races do not have, vs 54% Xers and 50% Boomers.
- Racial and ethnic segments tend to self-silo across schools, neighborhoods and friendships, both on social media and in real life.



# KEY FINDINGS - HISPANIC MARKET GUIDE 2021

## ADVERTISERS, DEMOGRAPHICS AND MEDIA CONSUMPTION

- Top Spanish Language Advertising
  1. United States Government
  2. P&G
  3. T-Mobile
- Hispanic Breakdown
  - 29.9% of the us population is 18-34 adults, 33,9% of the total population is between 35-64.
  - 49.47% is women, 50.53% is men
- Top three countries of Hispanic place of origin in order are, Mexico, Puerto Rico and Cuba.
- Inside the Hispanic Household
  - The median age of us Hispanics is 29 VS 44 of White non Hispanics
  - The average household size is 3,40 for US Hispanics and 2,63 for Non Hispanics
  - The median household income for US Hispanics is \$55.720 vs \$63.217 for non Hispanic.
  - From the households in US 18% are Hispanic
- Hispanics are largely bilingual and bicultural with 75% speaking spanish at home.



# KEY FINDINGS - HISPANIC MARKET GUIDE 2021

## ADVERTISERS, DEMOGRAPHICS AND MEDIA CONSUMPTION

- Device ownership among total Hispanics
  - 56% own a Tablet
  - 66% own a smart TV
  - 98% own a smartphone
  - 89% own a computer
  - 46% own a game console
  - 62% own an internet connected device.
- Streaming services
  - Netflix is the top streaming provider used by Hispanics due to the increased investment in Spanish programming and the availability of content curated for Hispanics.
- Radio & Podcast
  - On average, Hispanics spend over 12 hours per week listening to radio, 33 more minutes than non Hispanic listeners.
  - Hispanics spent 18% more time listening to podcasts than the general population.
- Gaming
  - 31% of all Hispanic say they have increased their time spent playing video games online or with a gaming device since the covid started.
  - 82% of Hispanic gamer watch at least one hour per week of video gaming content on Twitch.







# DESCUBRIMIENTO DIGITAL

The online lives of Latinx Consumers - 2018

Nielsen

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 







# **DATASETS ABOUT HISPANIC SENTIMENT**







# EDELMAN TRUST BAROMETER 2021

This survey measures how much the Latinx community trusts Institutions, Businesses and Government, and also evaluates their stance on issues such as racism in the workplace.

## Edelman Data and Intelligence

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - LATINOS AND TRUST

- Latinx trust of the government has increased by 13%, their trust of Businesses and NGOs have increased by 4% and their trust of the media has increased by 3%
- When it comes to trust in news sources, it has continued to decline in the last year, with a 7% drop for search engines and traditional media, as well as a 4% drop in social media.
- 46% of Latinxs agree that “With few exceptions, the business community has done very little in the way of concrete actions to address systemic racism in our country”. 53% of Latinxs also agree that “Brands and companies that issue a statement in support of racial equality need to follow it up with concrete action to avoid being seen by me as exploitative or as opportunists.”
- 54% of Latinx in the survey agreed that “Within the past year, I have started or stopped using a new brand because of its response to the protests against systemic racism and calls for racial justice”
- When it comes to racism in the workplace, 83% of Latinx surveyed agreed that their employer was making progress in redressing the issue, which is a 21% increase from August 2020.
- Nearly 7-10 hispanics (68%) say racism has damaged their employer relationship, which is 13% higher than the U.S general population
- 49% of Hispanics agree with the statement “I would not work for an organization that fails to speak out publicly at this time to address racism in this country”.





# TO LATINX OR NOT

Decoding Labels according to the voice of the people.

CulturIntel

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - LATINX OR NOT: DECODING LABELS

- 62% of U.S. Hispanics' conversations happen across Message Boards and Topical Sites, while only 19% occur on Social Networks.
- In general, Hispanics are displaying the most positivity towards the term Latino/Latina. They like it 1.6x more than Hispanic and 6.8x more than Latinx. They are the most critical about Latinx, with almost 80% of conversations about Latinx being negative.
- Identity Labels by Generation:
  - Boomers are the most critical about the term Latinx, displaying no positivity and 93% dislike the term.
  - Gen X to display no negativity towards the terms Latino/Latina. Almost 9 out of 10 dislike the term LatinX.
  - Millennials like the terms Latino/Latina 1.9x more than Hispanic and 6.5x more than Latinx, which they dislike the most.
  - Gen Z have the least positivity towards the terms Hispanic and Latino/Latina, compared to other segments. However, they prefer those rather than Latinx, which 7 out of 10 dislike.
- Language: 88% consider "speaking Spanish or using Spanish words & phrases" is important in staying connected to Hispanic/Latino culture.
- 81% use Spanish to some degree when expressing their emotions (love, anger, sadness, joy)
- 90% consider that a brand communicating in Spanish and English would be impactful in their consideration to purchase said brand or its products.
  - 68% consider it extremely or very impactful.
  - 93% among Millennials
  - 90% among Gen Z







# TRUTH ABOUT LATINX STUDY HUB

This survey shares some very impactful facts about the latinx community regarding identity, representation and cultural integration. More than 1,700 Latinos surveyed nationwide.

## CASANOVA

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - IDENTITY, REPRESENTATION, CULTURAL INTEGRATION

- Only 1% wants to use Latinx. But when it comes to personal identification, 69% prefer to go by their heritage or region/subculture.
- Pride: 94% feel proud to be Hispanic/Latino, yet, 75% have felt “less Latino” at some point. The top reasons for feeling less Latino include are not speaking Spanish fluently, not being born in Latin America and not looking “Latino enough”.
- Empowerment: 89% agree that Latinos are increasingly driving cultural trends in today’s America (40% strongly agree; 49% somewhat agree).
- 80% agree that being Latino can be a superpower (39% strongly agree; 41% somewhat agree).
- In comparison to when they were younger, 64% of Latinos embrace their culture more (41% “Much more”; 23% “Somewhat more”)
- Authenticity: 92% agree that brands and companies should be doing a better job at portraying Hispanic/Latino culture accurately (53% strongly agree; 39% somewhat agree)
- Latinos overwhelmingly feel that most portrayals of them in today’s mainstream American culture are: 67% negative, 72% outdated and 80% stereotypes.
- 85% consider that a brand reflecting or representing their culture in its advertising would impact their consideration in purchasing its products. 63% consider it extremely or very impactful.
- Parents: 92% of parents of kids under 18 agree it's important to pass on Hispanic/Latino culture to future generations.







# BLACK AND HISPANIC AMERICANS SEE THEIR ORIGINS AS CENTRAL TO WHO THEY ARE, LESS SO FOR WHITE ADULTS

Pew Research Center

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - HISPANICS SEE THEIR ORIGINS AS CENTRAL TO WHO THEY ARE

- Hispanic adults, especially immigrants, are more likely to be familiar with their origins (77%) than single-race Black or White adults. A majority of Hispanic and Black feel a strong connection to their roots. And about half or more of Hispanic (71%) and Black said their origin is central to their identity, but only about a quarter of Whites said so.
- Hispanic adults' greater familiarity and connection with their origins may be linked in part to the immigrant experience. About eight-in-ten Hispanic immigrants said they are very familiar with their origins (83%) and they feel a strong connection to family cultural origins (81%), both higher shares than for U.S.-born Hispanics or other groups of Americans.
- Among Hispanic immigrants, 81% feel a strong cultural connection to their family's origins, a higher share than that among second-generation (71%) and third or higher generation (63%) Hispanics. All three groups of Hispanics are more likely to say they felt strong cultural connections to their family's origins than White adults (36%). And immigrants Hispanics are more likely than Black adults (61%) to feel strong family cultural connections.



# LATINX LGBTQ

Youth Report

Humans Rights Campaign

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - LATINX LGBTQ

- 72% of LGBTQ Latinx youth surveyed have heard family members say negative things about LGBTQ people. Only 1 in 5 have had family get involved in the LGBTQ community. 45% of transgender youth and 28% of cisgender LGBTQ youth have been taunted or mocked by family.
- 31% have received verbal threats because of their sexual orientation, gender identity or gender expression. 93% of genderqueer Latinx youth rate their stress a five or higher on a 10 point scale.
- 79% usually feel depressed or down, 73% usually feel worth less or hopeless
- Only 28% always feel safe in the classroom. Over 3 in 5 were teased at school about their race/ ethnicity. 3% have been verbally insulted because of their LGBTQ identity.
- 4 in 5 have experienced racial discrimination. 95% believe racism affects the lives of Latinx people. Only 7% believe Latinx people are regarded positively in the United States.

## **TRANSGENDER YOUTH-**

- Only 19% were always called by the correct pronouns.
- Only 38% are always called by their true name
- Only 33% are able to dress in a way that completely reflects their gender identity.
- 72% use restrooms that do not align with their gender identity at least some of the time.







# MAJORITY OF LATINOS SAY SKIN COLOR IMPACTS OPPORTUNITY IN AMERICA AND SHAPES DAILY LIFE

Pew Research Center

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - THE IMPACT OF SKIN COLOR

- For U.S. Latinos, skin color shapes life experiences;
  - Having a darker skin color hurts Latinos' ability to get ahead: 62%
  - Skin color shapes their daily life experiences: 57%
  - Discrimination based on race or skin color is a very big problem in the US: 48%
- A quarter of Latinos say when growing up, family talked to them about the challenges they might face due to their race or ethnicity
- Half of Latino say there is too little national attention on racial issues concerning Latino people
- Most Hispanics say having a college degree, legal status and a lighter skin color are advantages in U.S.
  - Having a college degree helps: 82%
  - Living in the US legally helps: 78%
  - Not living in the US without documentation hurts: 88%
  - Being a man helps: 52% Being a woman hurts: 44%
- About half of Latino adults experienced at least one discrimination incident in the first year of pandemic;
  - People acted as if you were not smart: 35%
  - Experienced discrimination by someone who is non-Hispanic: 31%
  - Criticized for speaking Spanish: 23%
  - Told to go back to your country: 21%
  - Feared for personal safety: 21%
  - Called offensive names: 20%
  - Unfairly stopped by police: 9%







# LIKE A CHAMELEON: RESILIENCE AMONG SELF-IDENTIFIED LATINX MIXED ADULTS

This report provides detailed information about resilience for these mixed Latinx individuals that may be helpful in better understanding and serving others who identify similarly.

**Interamerican Journal of Psychology 2021**

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - MIXED LATINX ADULTS

- Despite significant challenges for many mixed adults, up to 19% of multiracial individuals report feeling their mixed identity has been advantageous (Pew Research Center, 2015).
- In the case of Mexican-Americans, for example, who identified as multi-ethnic Mexican and White Non-Hispanic, participants described such characteristics as allowing them to integrate facets of more than one culture into their lifestyles.
- Such disowning of parts of one's identity, particularly by force, may negatively affect one's sense of belonging and self-esteem. Identity development in general has been found to be more difficult and confusing for multiracial individuals than for monoracial individuals (Shih & Sanchez, 2005), and some research suggests higher suicidality in mixed ancestry Latinx youth (Olvera, 2001)
- Mixed individuals with families who have worldviews consistent with their ethnic beliefs, values, customs, and expectations have been found to have greater well-being (McCubbin, 2006)
- Latinx individuals have been found to possess certain strengths related to cultural values that contribute to resilience such as perseverance (Morgan Consoli et al, 2015), spirituality (Farley et al., 2005), and familismo (Morgan Consoli et al, 2011; Llamas & Morgan Consoli, 2012; Zambrana et al., 1997).
- A significant and corroborating contribution to the strengths-based mixed identity literature is that some participants described mixed identity as fostering an ability to quickly and easily adapt to different cultures and environments.



# LATINX/HISPANIC COMMUNITIES AND MENTAL HEALTH



This report addresses how mental health is perceived in the Latinx communities and how this affects individuals in these communities.

**Mental Health America**

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*We've selected key findings for your convenience in the next slides.*

**[ACCESS FULL REPORT HERE](#)**



# KEY FINDINGS: HISPANICS AND MENTAL HEALTH

- 18.3% of the U.S population is estimated to be Latino or Hispanic, and of those, 16% reported having a mental illness in the past year. That is over 10 million people, which is more than the number of people who live in New York City.
- There is a perception in Latinx/Hispanic communities, especially among older people, that discussing problems with mental health can create embarrassment and shame for the family, resulting in fewer people seeking treatment.
- Serious mental illness (SMI) rose from 4 percent to 6.4 percent in Latinx/Hispanic people ages 18-25, and from 2.2 percent to 3.9 percent in the 26-49 age range between 2008 and 2018.
- Latinx/Hispanic people are more likely to seek help for a mental health disorder from a primary care provider (10 percent) than a mental health specialist (5 percent), and [oor communication with healthcare providers is also often an issue. There is a shortage of bilingual or Spanish speaking mental health professionals.
- Latinx/Hispanic adolescents use anti-depressants and stimulants for ADD and ADHD at half the rate of white children.
- Eighteen percent of Latinx/Hispanic people in the U.S. do not have health insurance, with those of Honduran and Guatemalan origin having the highest rates of being uninsured (35 percent and 33 percent, respectively).
- Nearly 90 percent of Latinx/Hispanic people over the age of 12 with a substance use disorder did NOT receive treatment.







# ETHNICITY AND SELF-REPORTED DEPRESSION AMONG HISPANIC IMMIGRANTS IN THE U.S.

This study asked how the factors length of U.S. residency, social status, lifestyle and health care might explain self-reported depression.

Community Mental Health Journal

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - HISPANICS AND DEPRESSION

- Examining data from the Collaborative Psychiatric Epidemiological Surveys 2001–2003, Lo and Cheng (2018) found that Hispanics rated their mental health lower and reported mood/anxiety disorders at higher rates than their Asian and Black counterparts. Torres and Rollock (2007) furthermore called attention to an increased risk of poor mental health among Hispanics attributable to acculturation
- Minority groups tend to experience more stress than the majority group, meaning Hispanic immigrants are at risk of a relatively severe stress-related symptomatology (Pole et al. 2008). Worse stress can ultimately boost the likelihood of depression as well as limit overall well-being (Vaughn-Coaxum et al. 2016; Vermeesch et al. 2013).
- In the U.S., the poverty rate for Hispanics continually surpasses that of other ethnic groups. For example, in 2018, 8.6% of Hispanic Americans lived in poverty, versus 2.2% of White Americans (Mattingly and Pedroza 2018).
- Among our respondents from other Central or South American countries, self-reported depression was associated with lengthening residency in the U.S., with being female, with poverty-level family income, with unemployment, with being relatively uneducated, with small families, with frequent heavy drinking, and with skipping needed health care and/or mental health care due to their costs. Central/South American respondents exhibited a lower level of self-reported depression in 2008 versus 2015 and a higher level in 2004 versus 2015.







# THE HISPANIC PERCEPTION STUDY

A study by HCODE Media and We Are All Human about how the Hispanic community is currently perceived by Hispanics themselves and by non-Hispanics.

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)





# KEY FINDINGS - HISPANICS PERCEPTION STUDY

- Hispanics are well liked, described as “good people,” “hard-workers,” “responsible,”
- **Hispanics are trusted:** most groups would trust them with their most prized possessions, e.g., white Americans would trust them with their own children (62%), their pets (61%), and their homes (54%).
- 75% of respondents see Latinos as **smart contributors who have made a positive impact** to American society and its economy, work, culture, food, and sports.
- They hold potential for upward mobility.
  - More than 85% of respondents believe Hispanics participate in leadership positions such as elected office or management roles, when they actually only make up 1% of both local and elected officials and 4% of senior management jobs.
  - Hispanics are accurately considered to be concentrated in the middle class and having mostly a High School education level.
  - 75% of all respondents perceive 2nd generation Hispanics, who comprise 46% of all Latinos in the U.S. and are fully English proficient, to be more educated and successful than their parents and most likely to advance in the social mobility ladder.
- Non-Hispanics only define Latinas using physical stereotypes such as being beautiful, sexy, and loud.





# PERCEPTION ABOUT LATINOS IN AMERICA

Latino Donor Collaborative

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - PERCEPTION OF U.S. LATINOS

- Most Americans See Latinos As Biggest Boost to U.S. Economy but continue to have misconceptions about Hispanic Entrepreneurship and Business Leadership. The study reveals specific, conflicting views about Latinos in the United States, displaying vast room for awareness about their actual make-up, workforce contribution, and political power.
- Seven out of 10 Americans attribute the country's economic growth to Latino population growth, reflecting real figures that U.S. Hispanics have the highest workforce contribution rate (65.6%) and started the most small businesses out of any other population group over the last decade.
- 60% of Americans view immigrants from different parts of the world favorably. On one hand, more than 75% believe Latino immigrants have a lot to offer this country and are an economic boost. But, on the other hand, many non-Latinos in particular also believe undocumented immigrants are taking jobs Americans depend on.
- Religious and family values as well as belief in the American Dream, and optimistic and hopeful views are widely held as traits associated with Latinos.
- Few Americans have specific information about Latino contributions to the workforce or economy.







# BEING SEEN ON SCREEN

The importance of quantity and quality representation on TV

Nielsen

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - BEING SEEN ON SCREEN

- Today's media still centers on one perspective or experience. People look for shows featuring “people who look like me”, and while diversity is increasing, audiences still feel the representation is not accurate. Just because a group is represented on screen, it doesn't mean that group is being represented the way they want to be seen.
- Among the top 1,500 programs (across broadcast, cable, and streaming), 78% have some presence of racial, ethnic, gender, or sexual orientation diversity. If you simply look at that high percentage point, you might think we've got everyone included; unfortunately, the lack of representation and diversity is more nuanced.
- Hispanic and Latino audiences shouldn't be addressed as a monolith; breaking down the monolith means recognizing the inclusion of Black, Asian, White and Indigenous heritage and individual cultural heritages. More than 20 million Latinos identify as belonging to two or more races, a 567% increase from 2010.
- Hispanic/Latinx share on screen:
  - Broadcast 22.1%
  - Cable 3.6%
  - SVOD 8.5%
- Latinos make up 19% of the population, yet across broadcast, streaming, and cable combined, Hispanic representation is about 10%. The majority of Latino representation on broadcast comes from Spanish language TV, which is among the most representative ecosystems of Hispanics, when we remove it, English language broadcast TV's representation of Latinos is at just 6%.
- Quality of representation matters. When more accurate characters are portrayed—among a narrative of experiences shared on screen— people feel valued while learning about the joys and struggles different from their own.







# LATINO REPRESENTATION IN MEDIA

Shows & Films edition (All platforms)

Latino Donor Collaborative - UCLA College,  
Master of Applied Statistics

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - LATINO REPRESENTATION IN MEDIA

- The representation of Latinos on all platforms remains minimal. Latinos get lost under the general segmentation of BIPOC or People or color.
- Latinos are the only major cohort that under-index in media representation. Being the largest minority group in the U.S. with 18.7% of the total population, they are only 5.5% of all screening representation.
  - 2.9% of Latino leads in shows
  - 5% of Latino leads in films
  - 3.7% of Latino ensembles in shows
  - 3.4% of Latino co-leads in ensembles in film
  - 2.5% of Latino showrunners in shows
  - 4.4% of Latino writers in film
  - 2.5% of Latino directors in shows
  - 6.7% of Latino directors in films
- Cable shows represented 45.1% of primetime programming in 2020, and there were only two networks that featured a Latino leading actor.
- Of the top cable companies in the U.S., only USA Network and E! Had a Latino lead.
- Studies show that Gen Zers and Millennials are more civically engaged than the previous generation and have higher expectations for culturally relevant messaging.



# HOLLYWOOD DIVERSITY REPORT 2022

A New Post-Pandemic Normal? Part 1: Film

National Hispanic Media Coalition



*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#)



# KEY FINDINGS - HOLLYWOOD DIVERSITY REPORT

- Constituting nearly 43% of the US population in 2021, people of color will become the majority within a couple of decades.
- People of color posted gains relative to their White counterparts in 3 of the 4 key Hollywood employment arenas examined in the film sector: directors, writers and actors.
- New evidence from 2021 supports findings suggesting that America's increasingly diverse audiences prefer diverse film content.
  - In 2021, films with casts that were from 21% to 30% minority, enjoyed the highest media global box office receipts, while films which casts that were less than 11% minority were the poorest performers.
  - Among the large number of top films released via streaming platforms in 2021, ratings for White, Latino, Asian, and other-race households were all highest for films featuring casts that were from 21% to 30% minority.
- About 4 out of 10 lead actors in films are people of color.
- A breakdown of film leads by specific racial groups shows that multiracial persons were at proportionate representation among film leads in 2021, constituting 10.3 % of film leads. By contrast, Latino were underrepresented among film leads, having just 7.1%
- Only 3.2 out of 10 film writers are people of color.
- 8 of the top 10 theatrical films in 2021, ranked by the Latino share of opening weekend, domestic box office, featured casts that were more than 30% minority, up from just four films in 2020. Some of those movies are Encanto, In the Heights, F9: The Fast Saga.
- 7 of the top 10 streaming films in 2021, ranked by the Latino household rating, featured casts that were more than 30% minority, up from 6 films in 2020.







# HISPANIC SENTIMENT STUDY

Research study on the sentiment of U.S. Hispanics as a community and in the workplace.

**WE ARE ALL HUMAN 2018**

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - HISPANIC SENTIMENT STUDY

- 77% of Hispanics do not know of their basic contributions to the country including: 86% of all new businesses in the US have been launched by US Latinos, Latinas create businesses six times faster than any other group in the United States, etc.
- 90% of Latinos identify as Latino, but do not feel the community speaks with a united voice or acts as a unified community.
- Only 54% of USH feel their values are currently shared and reflected by brands.
- However, 84% of US Hispanics / Latinos indicate that they would be “more favorable” towards brands that they feel are “playing a positive role” in their lives and their community.
- Additionally, 81% of US Hispanics / Latinos indicate they would be “more likely to be a customer” of a brand that they feel is “playing a positive role” in their lives
- Less than a quarter (24%) of US Hispanics / Latinos feel that their community is “extremely” or “very” represented and included by politicians and people in government.
- And, among USH respondents who are not registered to vote, one of the top reasons given for why they are not registered is: “[I] don’t feel represented by any current politicians or political candidates” (21%).
- However, among USH overall, 66% of respondents feel that their vote does count.
- Additionally, a majority of USH (62%) believe it is likely that a Hispanic / Latino person will be elected President of the US in their lifetime.







# UNSEEN AND UNHEARD

The Underrepresentation of Latino Voices and Stories  
Los Angeles Times Opinion and Editorials Section

**UCLA Latino Policy and Politics Initiative**

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*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 





# KEY FINDINGS - THE UNDERREPRESENTATION OF LATINO VOICES AND STORIES

- Latinos are severely underrepresented on the Los Angeles Times Editorial Board. Despite comprising over 48 percent of LA County's population, Latinos make up only 11.1 percent of Los Angeles Times Editorial Board (a representation gap of 37.5 percentage points).
- The representation gap between the percentage of Latinos in newspaper's editorial board and the Latino share of the newspaper's county population is 26.5 percentage points at The Dallas Morning News, 17.9 percentage points at The New York Times, 9.4 percentage points at the Miami Herald, and five percentage points at The Washington Post.
- Latino writers were almost entirely missing from the Op-Ed pages of the LA Times in 2020 and the first five months of 2021. Only 4.3 percent of LA Times Op-Ed pieces were authored by at least one Latino. Almost 96 percent of all Op-Eds did not include any Latino voices.
- Latino communities, their stories, and their policy needs are mostly invisible in the content of LA Times editorial pages. Latino communities were not mentioned in over 95 percent of all Op-Eds published between January 2020 and May 2021.
- Latino authors are more likely than non-Latino authors to center Latinos in the content of the Op-Eds they write. Almost 46 percent of Op-Eds written by Latino authors published between January 2020 and May 2021 were either moderately or centrally focused on Latinos and their communities compared to three percent of Op-Eds without a Latino author.





# MENTAL HEALTH CHALLENGES AND SUPPORT: LATINX COMMUNITIES

Facts about mental health and Latino Communities barriers to mental health care

**National Alliance of Mental Illness**

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - MENTAL HEALTH CHALLENGES AND SUPPORT

- An estimated 33% of Latinx adults with mental illness receive treatment each year compared to the U.S. average of 43%.
- While Latinx communities show similar susceptibility to mental illness as the general population, unfortunately, we experience disparities in access to treatment and in the quality of treatment we receive.
- Overall, the Latinx community does not talk about mental health issues. There is little information about this topic.
- Many Latinxs do not seek treatment because they don't recognize the signs and symptoms of mental health conditions or know where to find help.
- Many Latinx communities tend to be very private and often do not want to talk in public about challenges at home. Seeking mental health treatment doesn't mean you will lose your privacy.
- Many medical professionals today do speak some medical Spanish, particularly in parts of the country with large Latinx populations, but they may not necessarily understand cultural issues.
- According to the Kaiser Family Foundation, in 2017, 19% of people identifying as Hispanic had no form of health insurance. The Affordable Care Act is making it easier and more affordable to get insured.
- Cultural differences may lead doctors to misdiagnose Latinos. For instance, Latinos may describe the symptoms of depression as "nervios" (nervousness), tiredness or a physical ailment. These symptoms are consistent with depression, but doctors who are not aware of how culture influences mental health may not recognize that these could be signs of depression.







# LATINX LGBT ADULTS IN THE U.S.

LGBT Well-Being at the Intersection of Race

UCLA - School of Law - Williams Institute

*We've selected key findings for your convenience in the next slides.*

[ACCESS FULL REPORT HERE](#) 



# KEY FINDINGS - MENTAL HEALTH CHALLENGES AND SUPPORT

- About 40% of LGBT adults are people of color, including 20% who identify as Latinx. An estimated 2,253,000 U.S. adults self-identify as Latinx and LGBT. Among all Latinx adults, 5.6% identify as LGBT.
- Latinx LGBT adults in the U.S. are more likely to live in the West than in other regions: 38% of Latinx LGBT adults in the country live in the West, compared to 33% in the South, 18% in the Northeast, and 10% in the Midwest.
- The Latinx LGBT adult population is younger than the population of Latinx non-LGBT adults. Sixty-five percent of Latinx LGBT adults are under age 35, compared to 45% of non-LGBT adults.
- Just over half (52%) of LGBT Latinx adults are women, and 48% are men.
- Among Latinx adults ages 25 and older, more LGBT than non-LGBT adults have a college education: 22% of Latinx LGBT adults have a college education, compared to 17% of Latinx non-LGBT adults.
- Nearly one-third (30%) of Latinx LGBT adults have been diagnosed with depression, compared to 16% of Latinx non-LGBT adults. Latinx LGBT women have the highest rates of depression (35%) compared with non-LGBT women (20%) and both groups of men.
- Latinx LGBT adults are more likely to have health insurance than Latinx non-LGBT adults: 28% of Latinx LGBT adults are uninsured, compared to 33% of Latinx non-LGBT adults
- Latinx LGBT parents are more likely to be enrolled in Medicaid than Latinx non-LGBT adults: Among adults raising children, 11% of Latinx LGBT adults are enrolled in Medicaid, compared to 9% of Latinx non-LGBT adults



# KEY FINDINGS - MENTAL HEALTH CHALLENGES AND SUPPORT

- Latinx LGBT adults are more likely than Latinx non-LGBT adults to say they feel unsafe: 17% of Latinx LGBT adults said that they disagreed with the statement “You always feel safe and secure,” compared to 11% of Latinx non-LGBT adults.
- The majority (64%) of Latinx LGB adults and 40% of Latinx transgender adults reported feeling connected to the LGBT community.
- Less than half (43%) of Latinx LGBT adults reported feeling connected to the Latinx community.
- About two-thirds (68%) of Latinx LGBT adults reported feeling supported through their social circles.
- Fewer Latinx LGBT adults (44%) than non-LGBT adults (57%) are raising children.







# THE TIME FOR HISPANICS IS NOW

[hispanicstar.org](http://hispanicstar.org)

