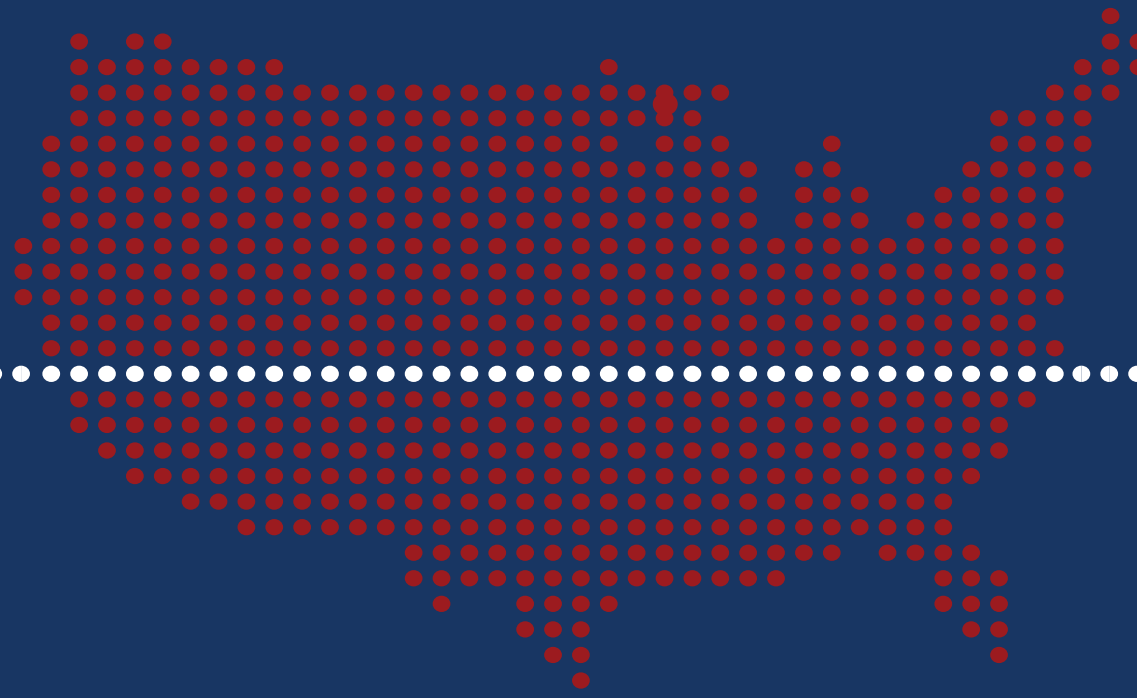


FAST FACTS

Latinos in America



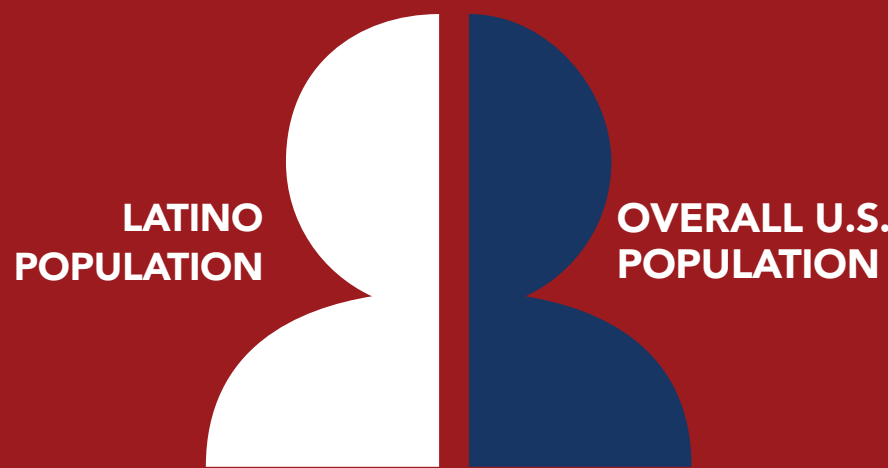
WWW.LATINODONORCOLLABORATIVE.ORG

THE U.S. LATINO GDP WAS

\$2.6
TRILLION IN 2018

AMERICA WORKS BECAUSE LATINOS WORK

67.7% U.S. LATINO LABOR FORCE PARTICIPATION (LFP) IN 2018



MORE THAN FIVE PERCENTAGE POINTS HIGHER THAN NON-LATINO.

DESPITE BEING ONLY 18.3% OF THE U.S. POPULATION, LATINOS ARE RESPONSIBLE FOR 78% OF THE GROWTH OF THE U.S. LABOR FORCE SINCE THE GREAT RECESSION.

78%
GROWTH

FOR THE FIRST TIME, LATINOS ARE EXPECTED TO BE THE NATION'S LARGEST RACIAL OR ETHNIC MINORITY IN A U.S. PRESIDENTIAL ELECTION, WITH A RECORD 32 MILLION ELIGIBLE VOTERS.

32
MILLION
ELIGIBLE VOTERS

THE U.S. LATINO GDP WAS THE FASTEST GROWING

AMONG THE WORLD'S 10 LARGEST GDPs
2018

10TH

LATINOS DRIVE BUSINESS & JOB GROWTH



LATINO-OWNED BUSINESSES GENERATED ABOUT \$470 BILLION IN REVENUE AND EMPLOYED OVER 3.2 MILLION PEOPLE IN 2016

REAL U.S. LATINO GDP GREW 8.7% BETWEEN 2017 AND 2018, MORE THAN 4.5X THE GROWTH OF NON-LATINO GDP

4.5X
GROWTH

LATINOS KEEP AMERICA ENTREPRENEURIAL

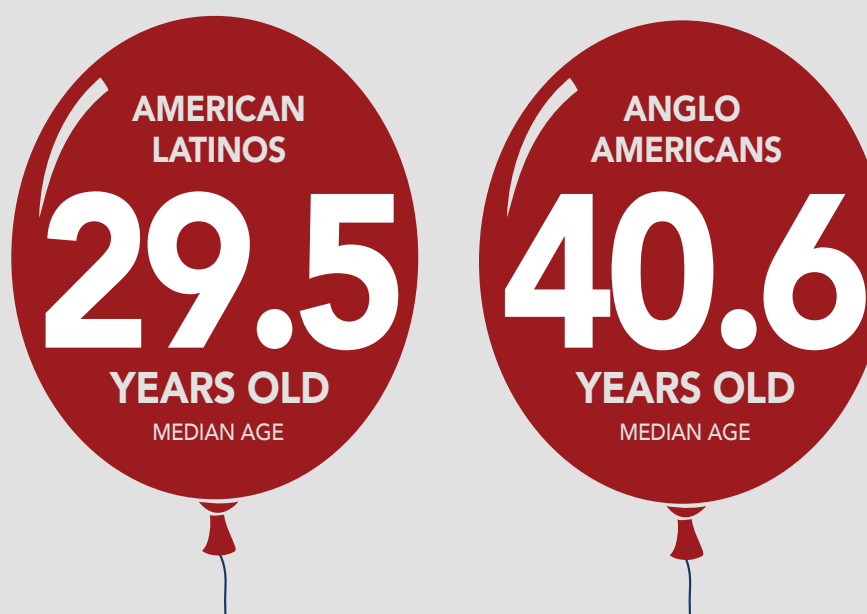


LATINOS ACCOUNT FOR 2 OUT OF EVERY 5 NEW ENTREPRENEURS IN THE U.S. IN 2016

Latino-owned business grew
31.6%
2012 - 2017

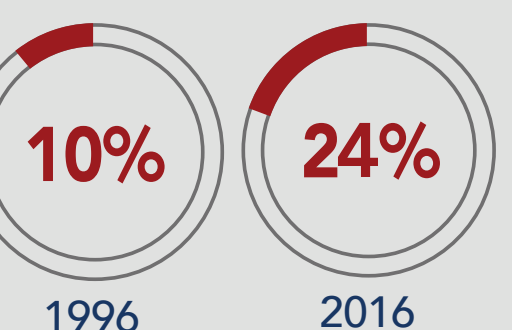
Non-Latino-owned business only increased
9.3%
2012 - 2017

LATINOS ARE BETTER LONG-TERM CONSUMERS AND BUYERS OF GOODS



THE U.S. LATINO POPULATION IS GROWING
7.6X FASTER THAN THE REST OF THE POPULATION

THE LATINO PROPORTION OF ALL NEW ENTREPRENEURS



LATINOS HAVE SERVED AMERICA PROUDLY

BY THE NUMBERS:

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

LATINOS ARE THE NATION'S LARGEST MINORITY GROUP



U.S. LATINO GDP IS GROWING
72% FASTER

THAN NON-LATINO GDP
2010 - 2018

LATINO PROJECTED PURCHASING POWER BY 2023

\$1.9
TRILLION

LATINO REAL CONSUMPTION GREW 133% FASTER THAN NON-LATINO CONSUMPTION.

133%
FASTER

THE LATINO GDP IS THE THIRD FASTEST GROWING ECONOMY, WHILE THE BROADER U.S. ECONOMY RANKS FIFTH. (2010 - 2018)

LATINOS ARE AMERICAN PATRIOTS

NEARLY
7 IN 10 LATINOS HAVE A FAVORABLE OPINION OF AMERICA'S FIGHTING FORCES



LATINO VETERANS POST 9/11

12.2%

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



NEW LATINO RECRUITS (AS OF 2011)

16.9%

SURPASSING LATINO SHARE OF THE U.S. POPULATION