Latinos in Technology

FROM CONSUMERS TO MAKERS, CREATORS, and OWNERS

New Mainstream LATINOS Building a Tech-Empowered World

In partnership with
Introduction of Latino Impact 2022
Every Job will be Tech Powered!
WE ARE CHANGING THE NARRATIVE
Changing the Narrative
We Are Driving 50%+ of Total Population Growth

Latinos account for over half of the country's population growth

One of the biggest findings is the big growth in Latinos who identified as more than one race, while the number of Hispanics who identified as white dropped significantly.
Hispanics are projected to account for 78% of net new workers between 2020 and 2030. Non-Hispanic growth was negligible over the past 10 years, at just 0.5%. With Hispanic workers’ growth factored in, the nation’s overall labor force growth rate clocked in at 4.5%. 

Source: BLS.gov, Hispanics in the Labor Force: 5 Facts
The Future is Here, the Future is Latino

In Public Schools Latino Students are Already

1 in 3

and in the Largest States (CA and TX) are Already

1 in 2
2022 Consumer Story
LATINOS ARE...

the Drivers of GDP Growth
(9X vs 3X over past 20 years)

the Most Digital Consumers
Youngest Demographic - 19

digital companies

DIGITAL IS THE NEW NORMAL

80% of consumers see the world as all digital, with no divide

75% of businesses will leverage digital platforms and ecosystems to adapt to new markets

$2.7T

Forrester Research (Predictions 2022 Guide)
Driving Force
SOCIAL MEDIA PLATFORMS

Hispanics – Huge Tech Adopters

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hispanic</th>
<th>Non-Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post to social media</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Find online communities</td>
<td>78%</td>
<td>63%</td>
</tr>
<tr>
<td>Use new media platforms</td>
<td>46%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Use of Social Media Platforms

- Hispanics 18-41
- Adults 18+

Fierce Video Jul 8, 2022; Collage Group, Cultural Traits Study 2022
We Are Highly Engaged and Early Adopters of Tech STREAMING

Value of US Video Streaming Industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$50B</td>
</tr>
<tr>
<td>2021</td>
<td>$60B</td>
</tr>
<tr>
<td>2030E</td>
<td>$330B</td>
</tr>
</tbody>
</table>

Percentage of Latino households subscribing to streaming services - continues to grow!

- 6% (2016)
- 34% (2021)
- 38% (2022)

According to the firm Horowitz Research, Latino subscribers specifically over-index compared to the total markets for subscriptions to Netflix, HBO Max, Apple TV+, Disney+, Pantaya, and NOW.

Horowitz's Latinx: State of Pay TV, OTT & SVOD 2022 report
Latinos Are Powering the Platforms

WE ARE THE STREAMERS

US Streaming Overview

Estimated annual streaming industry worth by 2030
$330B

Within US households
85%
Have 1+ video streaming subscriptions
60%
Have 1+ music streaming subscriptions

Accumulative time Americans streamed video content in 2021
15M years

Total TV Viewing Attributed to Streaming Platforms
July 2022

Overall
34.8%
2022

Latinos
43.6%
2022

Latinos’ impact on streaming platforms
22% Increase of Streaming Impressions – YoY
33.5B minutes – Video Streamed each Week

Nielsen’s Latinx: State of Pay TV, OTT & SVOD 2022 report; Nielsen – Diverse Intelligence Series Sep 2022
Nielsen NPOWER, National TV Panel and Streaming Platform Ratings, July 2022
I like playing video games with people from other parts of the country or world

I use video games as part of my exercise routine

Latino Gamers Are Connected

USE OF VIDEO GAMES IS A KEY PASSION POINT

Collage Group, Hispanic Passion Points 2022
Technology Is Accelerating Business
THE PIVOT IS HAPPENING – TO MAKERS, CREATORS & OWNERS
98% of executives believe continuous advances in tech more reliable than economic, political, or social trends in their organization’s long-term strategy.
Creating More Demand for Tech Skills
DEMAND WILL CONTINUE TO OUTWEIGHT SUPPLY

Following slow down of 2020, global tech industry now projected to rebound leading to even stronger demand for digital skills.

With strong signals of growth in the tech industry...

- **$5.3T** projected spending for 2022
- **149M** tech-related jobs projected added globally by 2025

... means demand continues to outpace supply.

90% of organizations predicted to be affected by digital skill shortages by 2025.

Organizational Focus across 4 Key Tech Pillars:

- **Software Development**
- **Cyber Security**
- **Data Analytics**
- **Infrastructure Automation**

2021 Global Tech Spend (% of total)

- **25%** Telecom
- **14%** Software
- **19%** Hardware
- **20%** Tech Services

**EMTECH categories include:**
- IoT software
- Big data/analytics
- Next gen security
- AR/VR

Credit: Boston Consulting Group, Aug 2022
Deeper Review of Cybersecurity

GROWTH – YEARS – EMPLOYERS – LOCATIONS

603K
job postings in the
last 12 months

42 days
avg. days to fill a
position in
the last 12 months

Years of Experience

Top Roles
Openings (1000s)

- Cybersecurity Analyst: 119
- Software Developer: 69
- Network Engineer: 31
- Comp. System Architect: 25
- Network Admin.: 24

Source: Burning Glass Labor Insights as of 07/19/2021. Job data is aggregated over the past year unless otherwise noted.

Credit: Boston Consulting Group – Aug 2022
The Demand Is High! Latinos Live and are the Majority in the States Where Tech Jobs are in Highest Demand

Top Industries (% of job postings)

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional/Technical Services</td>
<td>34</td>
</tr>
<tr>
<td>Finance/Insurance</td>
<td>18</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10</td>
</tr>
<tr>
<td>Technology</td>
<td>8</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8</td>
</tr>
</tbody>
</table>

Top Employers (Roles in 1000s)

<table>
<thead>
<tr>
<th>Employer</th>
<th>Roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deloitte</td>
<td>12</td>
</tr>
<tr>
<td>Wells Fargo</td>
<td>6.9</td>
</tr>
<tr>
<td>Accenture</td>
<td>6.1</td>
</tr>
<tr>
<td>Leidos</td>
<td>6.1</td>
</tr>
<tr>
<td>NA</td>
<td>FB/Apple/Google (&lt;1.1)</td>
</tr>
</tbody>
</table>

Top Locations (Roles in 1000s)

1. California 70
2. Texas 67
3. Virginia 51
4. Florida 29
5. New York 25
15. Arizona 16

Examples:
- 55.3% of K-12 students in CA are Hispanic
- 53% of K-12 in Texas are Hispanic
- 45% of Los Angeles is Hispanic
- 46% of Houston is Hispanic

Source: Burning Glass Labor Insights as of 07/19/2021. Job data is aggregated over the past year unless otherwise noted.

1. Facebook, Apple, Google all outside the Top employers in the past year. Facebook = >50th, Apple = >50th, Google = >50th

Credit: Boston Consulting Group, Aug 2022
**Latinos Accelerating Innovation**
FROM CONSUMERS TO CREATORS AND OWNERS

Businesses developing and selling a technology or software product

- **Latino-owned**: 19%
- **White-owned**: 14%

Businesses in technology production across Artificial Intelligence (AI), cloud-based, specialized software, robotics, and specialized equipment

- **Robots**: 0.4% (Latino-owned) vs. 0.3% (White-owned)
- **Specialized Equipment**: 2.7% (Latino-owned) vs. 2.3% (White-owned)
- **Cloud-based**: 3.2% (Latino-owned) vs. 3.2% (White-owned)
- **Specialized Software**: 4.0% (Latino-owned) vs. 3.9% (White-owned)

**Share of employer firms in technology production**

- **Latino-owned**: 10.6%
- **White-owned**: 10.1%

But We Need to Prepare for Change
WILL HAPPEN BY US, WITH US OR TO US

Distribution of work tasks between humans and machines will shift

85M jobs impacted
15 industries
97M new roles created

In the next 3 years

40% of core skills will change
50% of workers will need reskilling

$975B by 2028 possible US lose in cumulative growth if workforce is unskilled for future job opportunities

World Economic Forum
### Clusters

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Hourly wage</th>
<th>Median wage</th>
<th>Number of worker – Projected growth</th>
<th>Share of upward transitions</th>
<th>Share of internal upward transitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and Engineering</td>
<td>$10</td>
<td>$30</td>
<td>$50</td>
<td>$70</td>
<td></td>
</tr>
<tr>
<td>Sales and Management</td>
<td>$43</td>
<td></td>
<td></td>
<td>8.5M ➤ 8.5%</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50.7%</td>
</tr>
<tr>
<td>Technicians and Scientists</td>
<td>$31</td>
<td></td>
<td></td>
<td>22.2M ➤ 1.7%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18.9%</td>
</tr>
<tr>
<td>Education</td>
<td>$29</td>
<td></td>
<td></td>
<td>2.5M ➤ 3.4%</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23.8%</td>
</tr>
<tr>
<td>Construction and Installation</td>
<td>$26</td>
<td></td>
<td></td>
<td>14.5M ➤ 6.6%</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>33.8%</td>
</tr>
<tr>
<td>Mechanics and Specialists</td>
<td>$25</td>
<td></td>
<td></td>
<td>7.0M ➤ 4.9%</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>32.3%</td>
</tr>
<tr>
<td>Administrative and Professional Services</td>
<td>$21</td>
<td></td>
<td></td>
<td>4.7M ➤ 3.4%</td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20.1%</td>
</tr>
<tr>
<td>Agriculture and Maintenance</td>
<td>$21</td>
<td></td>
<td></td>
<td>24.6M &lt; -0.9%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>29.4%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>$19</td>
<td></td>
<td></td>
<td>3.1M ➤ 1.0%</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8.1%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>$16</td>
<td></td>
<td></td>
<td>3.0M ➤ 2.4%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>21.9%</td>
</tr>
<tr>
<td>Assemblers and Machine Operators</td>
<td>$23</td>
<td></td>
<td></td>
<td>14.6M ➤ 12.0%</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25.2%</td>
</tr>
<tr>
<td>Transportation and Production</td>
<td>$18</td>
<td></td>
<td></td>
<td>4.3M &lt; -6.3%</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9.6%</td>
</tr>
<tr>
<td>Personal Appearance</td>
<td>$16</td>
<td></td>
<td></td>
<td>15.8M ➤ 1.3%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11.0%</td>
</tr>
<tr>
<td>Cleaning Services</td>
<td>$15</td>
<td></td>
<td></td>
<td>0.8M ➤ 5.2%</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.6%</td>
</tr>
<tr>
<td>Food and Customer Service</td>
<td>$14</td>
<td></td>
<td></td>
<td>4.7M ➤ 3.5%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.1%</td>
</tr>
<tr>
<td></td>
<td>$12</td>
<td></td>
<td></td>
<td>11.9M ➤ 5.8%</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14.1%</td>
</tr>
</tbody>
</table>

Note: Upward occupational transitions within a cluster are internal upward transitions.
Source: Author’s analysis of CPS IPUMS, BLS employment projections 2019-2029, and OEWS 2021
### Focus Areas of Growth for Economic Impact

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Hourly wage</th>
<th>Median wage</th>
<th>Number of worker – Projected growth</th>
<th>Share of upward transitions</th>
<th>Share of internal upward transitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and Engineering</td>
<td>$10 $30 $50 $70</td>
<td>$43</td>
<td>8.5M ▶ 8.5%</td>
<td>71%</td>
<td>50.7%</td>
</tr>
<tr>
<td>Technicians and Scientists</td>
<td></td>
<td>$29</td>
<td>2.5M ▶ 3.4%</td>
<td>59%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td>$26</td>
<td>14.5M ▶ 6.6%</td>
<td>54%</td>
<td>33.8%</td>
</tr>
<tr>
<td>Healthcare</td>
<td></td>
<td>$23</td>
<td>14.6M ▶ 12.0%</td>
<td>43%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

*Note: Upward occupational transitions within a cluster are internal upward transitions.*

*Source: Author’s analysis of CPS/IPUMS, BLS employment projections 2019-29, and OEWS 2021*
Bridging
Our Power to Our Opportunities
Our Size as Consumers Mismatch
our Size as Tech Creators and Professionals
WE NEED MORE MAKERS, CREATORS, OWNERS!

**TOTAL POPULATION SILICON VALLEY**
- 28%
  - 39.4% CA

**K-12 STUDENTS IDENTIFY AS LATINO**
- 39%
  - 55.3% CA

**ARE IN HIGH TECH WORKFORCE**
- 4%
  - 8%* CA

**UNFILLED TECH JOBS**
- ~1M

Source: Hispanic Foundation of Silicon Valley
* - STEM overall
THERE IS A 2X+ GAP IN STEM DEGREES EARNED BY LATINOS

21% Hispanic makeup to 21% of those between the ages of 18 and 24
10% Only 10% of Bachelor’s degrees are in STEM fields
What the real-time analysis of millions of digital discussions reveals about Hispanic shifting mindsets, sentiment and drivers toward careers in tech in the U.S.
HITEC’s Objective: To keep on monitoring Hispanic professionals’ attitudes toward careers in tech and identify any trends from previous study in 2021.

The opportunity: Leverage CulturIntel methodology to reveal the 2022 Careers in Tech Sentimeter Study to understand Hispanics’ and Hispanic VPs/directors’ sentiment, drivers, and barriers toward careers in tech in the U.S.
About the Methodology

CulturIntel’s proprietary algorithm uses an advanced software platform to mine and structure unstructured, qualitative data for insight to reports Cultural Intelligence®. The CulturIntel big data and AI suite of NLP and text analytics tools, scrapes and analyzes all available conversations online wherever they are occurring and examines who is talking, where users are talking, and the what and why they are talking about. The data collections occur across various sites where relevant discussions are taking place, such as message boards, topical sites, blogs, social networks, content sharing, and comments; any place where people volunteer their unsolicited, authentic and unfiltered comments, and opinions, going well beyond social media sources or simple hashtag or keyword tracking. What makes CulturIntel unique is its ability to use AI to turn organic digital discussions and patterns discovered in the digital voice of the people into behavioral insights to understand people’s mindsets, sentiment drivers and motivations across diverse segments (genders, ethnicities, generations, among others) and geographies, globally.
2022 has been a challenging year so far for the tech industry, with 41,000 tech workers in the US having been laid off in mass job cuts as of September. Tech companies will be held accountable to advance their DE&I efforts, while diverse talent is still underrepresented.

Sources: Crunchbase, Zippia, Forbes

What We Know from Research

In the US tech sector, 62% of tech jobs are held by white Americans, and Latinos hold 8% of tech jobs.

Women comprise 29% of the U.S. tech workforce, Latinas hold only 2% of jobs in STEM.

83.3% of tech executives are white.
In 2021, Hispanics were less negative but also less positive; instead, they were going online to find more opportunities to network, and connect while looking for peer advice. Hispanics were negative about careers in tech due to the limitations they faced that prevented their personal growth, however, they were less negative about the exclusive culture of tech companies. Their main motivator was the compensation they could get, especially during a year impacted by the aftermath of the COVID-19 pandemic. The company culture, and its values still played an important role in their pursuit of a career in tech, reinforcing their positive sentiment when it is a progressive company, or triggering negativity when the company values do not align with their own.

**TOP 3 SENTIMENT DRIVERS**

- **Positive**
  1. Compensation 24%
  2. Progressive Company 21%
  3. Opportunity 19%

- **Neutral**
  1. Networking/Connections 24%
  2. Industry/Company Info 19%
  3. Peer Advice 18%

- **Negative**
  1. Personal Growth Limitation 22%
  2. Company Values 18%
  3. Insular/Exclusive 19%
Our Universe of Conversations About Attitudes Toward Careers in Tech Has Increased by 20%

The analysis gave us insight into:

1. How do Hispanics feel about careers in tech?
2. What’s driving their sentiment?
3. How has their sentiment evolved across time?
4. Have any of the drivers or barriers evolved?

Overall Population: 2.4M
Hispanic Population: 231.5K
Overall VP: 263.7K
Hispanic VP: 227

Evolution:
- 2022 vs. 2021:
- Hispanic VP: 1.2X
- Hispanic VP: 1.5X

Based on Culturintel’s analysis of digital discussion about careers in tech as of EOY 2021; consumersnomakers.com
When discussing careers in tech online, most of the conversations occur on topical sites and message boards. Social networks only represent 12% of all conversations.

**Evolution 2022 vs. 2021**

- **Message Boards**: 1.6X increase
- **Topical Sites**: 1.7X increase

**CHANNEL PROFILE**
September 2021 to September 2022

- **Message Boards**: 6%
- **Topical Sites**: 31%
- **Content Sharing**: 13%
- **Social Networks**: 12%
- **Blogs**: 6%
- **Comments**: 6%
- **Reviews**: 7%
To understand Hispanics’ attitudes towards careers in tech and its evolution, we followed the 2 personas from 2021 to guide our analysis.

Daniela is a 3rd-generation Mexican-American. She lives in Houston and works as a freelance creating brand websites. She loves front-end development, so she is considering her options for a career in tech.

Luis lives in Los Angeles and is proud of his Latin roots. He wants everyone in his community to thrive. Currently, he works in a Big Tech company, leading cybersecurity processes with his team of software developers.
Hispanics share a similar polarized sentiment towards careers in tech than in 2021. Hispanics are still more negative and less positive about careers in tech than the overall population. This divide gets even wider in higher positions, with Hispanic VPs/Directors being 1.2x more negative and 1.2x less positive than their overall counterparts.
Sentiment toward careers in tech based on online public domain conversations across a 12-month period, from September 2021 to September 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>N</th>
<th>2022 %</th>
<th>2021 %</th>
<th>2022 vs. 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISPANIC</td>
<td>231.5K</td>
<td>39</td>
<td>17</td>
<td>1.3X</td>
</tr>
<tr>
<td>HISPANIC VP &amp; DIRECTOR</td>
<td>227</td>
<td>36</td>
<td>21</td>
<td>-1.2X</td>
</tr>
<tr>
<td>OVERALL POPULATION</td>
<td>2.5M</td>
<td>43</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>OVERALL VP</td>
<td>263.7K</td>
<td>44</td>
<td>20</td>
<td>1.2X</td>
</tr>
</tbody>
</table>
There are six main reasons why people feel positive towards careers in tech, ranging from internal benefits to external ones.

**INTERNAL BENEFITS**

- **Compensation**: Satisfaction related to salary or wages
  - “Benefits extend far beyond comp and health insurance. 6 months maternity leave, and wellness reimbursement go a very long way.”

- **Opportunity**: Access to good positions and positive job environments
  - “Is the real deal! It has an amazing culture and they offer me opportunities.”

- **Personal Growth/Impact**: Access to opportunities to thrive
  - “Always work with you. Great training.”

- **Quality Coworkers**: Dependability across employees
  - “Team is staffed by smart people who are hard workers.”

- **Community/Connections**: Welcoming group of coworkers
  - “We operate as a team. High trust, high support, highly accountable.”

- **Progressive Company**: Advocating social reform from within
  - “They fundamentally believe that corporate work can change the world for the better.”

**EXTERNAL BENEFITS**
Careers in Tech offer financial security in a time of economic uncertainty for Hispanics

In 2022, while the US economic is uncertain and deemed to contract under a recession, Hispanics are attracted to keep on pursuing a career in tech due to the financial security it may still provide despite the recent mass job cuts in the industry.

The individual benefits Hispanics can get by pursuing a career in tech supersedes the progressive culture of the company to attract and retain them in the organization.

Hispanics value the financial security they get through:
1. their current compensation
2. the prospects of growth with the opportunities they will get within the industry

2022 TRENDS
Hispanic Directors/VPs are on the look out for a sense of belonging

In 2022, Hispanic VPs and directors are also conscious of the potential economic downturn and value compensation 1.6x more than in the past. This year, the progressive culture and the coworkers still matter, but Hispanic VPs/Directors also appreciate a sense of belonging 10x more than in the past and 2.5x more than overall VPs/Directors.
Daniela is happy about the individual benefits she gets from working in tech: financial security and personal growth. “There’s no shortage of opportunities for promotion in the various tech niches.”

Luis values that his company encourages and promotes diversity of thought and culture, but also, the ability to connect and belong and have some financial stability. “You can be surrounded by the brightest minds in the world.”
Hispanics’ Positive Drivers Towards Careers in Tech

<table>
<thead>
<tr>
<th>Benefit Category</th>
<th>Overall Pop</th>
<th>Hispanic VP &amp; Directors</th>
<th>EVOLUTION</th>
<th>2022 vs 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compensation</td>
<td>1.6X</td>
<td>1.3X</td>
<td>↑</td>
<td>1.3X</td>
</tr>
<tr>
<td>Opportunity</td>
<td>1.2X</td>
<td>1.3X</td>
<td>↑</td>
<td>1.3X</td>
</tr>
<tr>
<td>Personal Growth</td>
<td>10X</td>
<td>1.3X</td>
<td>↓</td>
<td>1.6X</td>
</tr>
<tr>
<td>Impact</td>
<td>1.3X</td>
<td>1.3X</td>
<td>↓</td>
<td>1.3X</td>
</tr>
<tr>
<td>Quality Coworkers</td>
<td>10X</td>
<td>1.3X</td>
<td>↓</td>
<td>1.3X</td>
</tr>
<tr>
<td>Community/Connections</td>
<td>1.6X</td>
<td>Hispanic VP &amp; Directors</td>
<td>↑</td>
<td>1.3X</td>
</tr>
<tr>
<td>Progressive Company</td>
<td>1.6X</td>
<td>Hispanic VP &amp; Directors</td>
<td>↑</td>
<td>1.3X</td>
</tr>
</tbody>
</table>
There are seven main reasons why people feel negative towards careers in tech, ranging from personal barriers to structural ones:

<table>
<thead>
<tr>
<th>PERSONAL BARRIERS</th>
<th>STRUCTURAL BARRIERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORKLOAD/LIFE BALANCE</td>
<td>COMPANY VALUES</td>
</tr>
<tr>
<td>Quality of life is affected by the amount and type of work</td>
<td>“Doesn’t care about people, just about the dollar.”</td>
</tr>
<tr>
<td>COMPENSATION</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>Dissatisfaction related to salary or wages</td>
<td>“You’ll get fired for having a disability, reporting sexual harassment, being gay, etc.”</td>
</tr>
<tr>
<td>JOB SECURITY</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>A sense of job instability or not feeling essential</td>
<td>Feeling unwelcome and unaccepted in the industry</td>
</tr>
<tr>
<td>PERSONAL GROWTH LIMITATIONS</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>Unequal opportunities to thrive</td>
<td>“You’ll get fired for having a disability, reporting sexual harassment, being gay, etc.”</td>
</tr>
<tr>
<td>INSULAR/BIAS EXCLUSIVE</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>Instances of prejudice for or against one person or group</td>
<td>“You’ll get fired for having a disability, reporting sexual harassment, being gay, etc.”</td>
</tr>
<tr>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>Feeling unwelcome and unaccepted in the industry</td>
<td>“You’ll get fired for having a disability, reporting sexual harassment, being gay, etc.”</td>
</tr>
<tr>
<td>COMPANY VALUES</td>
<td>UNSUPPORTIVE/BIAS INDUSTRY</td>
</tr>
<tr>
<td>A culture that is not human-centered</td>
<td>“You’ll get fired for having a disability, reporting sexual harassment, being gay, etc.”</td>
</tr>
</tbody>
</table>

- “They don’t pay what you are worth.”
- “I feel extremely expendable to the suits way up at the top.”
- “I feel undervalued because I know that there are employees with less experience in higher tiered roles.”
- “Chances are good that if you are a white dude with no experience, you will be offered more money than a woman of color with many years of experience.”

They don’t pay what you are worth.”

“Doesn’t care about people, just about the dollar.”
Lack of opportunities to grow fueled by the lack of inclusion and support in their work environment remain Hispanics’ main challenges.

In 2022, Hispanics working in tech face similar challenges than in 2021. The unconscious or conscious bias and lack of inclusion in the company culture as well as the limited opportunities to grow compromise their success in the industry.

Overall, Hispanics view limitations to their personal growth as their primary barrier to tech careers for the second year.
On top of the lack of inclusion, Hispanic Directors/VPs also worry about job security today and soon. In 2022, Hispanic VPs/Directors still perceive the lack of inclusion in the company culture and the lack of support in the industry as their main barriers. However, with the economic uncertainty, they are also concerned about their job security and ability to keep on growing within the industry.

As a result, the concern about job security and the limitation of their personal growth have become more important barriers than in the past.
Top Reasons to Feel Negative About Careers in Tech in 2022

Daniela still feels it is hard to grow in the tech industry. She perceives that it is not an inclusive and supportive environment.

“They really didn’t care to help you advance and better yourself.”

Luis still perceives the bias he faces every day in the industry and expects companies to walk the walk. This year, due to the economic uncertainty, he is also concerned about keeping his job and having more opportunities to grow.

“It is a very political organization and you can find your performance go from “exceeding” to “Improvement Requirement” within weeks to months.”
Hispanics’ Barriers Towards Careers in Tech

**Personal Barriers**
- Workload/Life Balance
- Compensation
- Job Security
- Personal Growth Limitations

**Structural Barriers**
- Insular/Bias/Exclusive
- Unsupportive/Bias Industry
- Company Values

Evolution:
- Hispanic VP & Directors:
  - Overall Pop: 2022 vs 2021
  - Hispanic VP:
    - Overall Pop: 1.3X
    - Hispanic VP: 1.3X
    - Overall Pop: 1.7X
    - Hispanic VP: 2.7X
    - Overall Pop: 1.2X
    - Hispanic VP: 1.2X
When going online to ask questions, we have identified six main subjects that Hispanics discuss and want to find more information about:

<table>
<thead>
<tr>
<th>MENTORSHIP/GUIDANCE</th>
<th>NETWORKING/CONNECTIONS</th>
<th>PROFESSIONAL GROWTH/DEV.</th>
<th>JOB/OPPORTUNITIES</th>
<th>INDUSTRY/COMPANY INFO</th>
<th>PEER CONNECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are there people that can help them grow?</td>
<td>Is there access to the right people?</td>
<td>Are there opportunities for growth?</td>
<td>What are the types of jobs and requirements?</td>
<td>What is the company/industry like?</td>
<td>What are the dynamics with coworkers like?</td>
</tr>
<tr>
<td>“What is the quality of the training and the trainers?”</td>
<td>“Do you have access to decision makers?”</td>
<td>“How do I keep my technology skills current?”</td>
<td>“Does the company have jobs to work from home?”</td>
<td>“Is the company slow or quick to make decisions and enact change?”</td>
<td>“Looking for opportunities where employees are encouraged to work as a team, have each other’s back.”</td>
</tr>
</tbody>
</table>
With the great resignation in full swing and DE&I pressure on companies, Hispanics are likely to leverage this advantage to find the organization that value them the most.

In 2022, Hispanics come online to find information about job opportunities nearly twice more than in the past. This has become their first reason to find information about careers in tech, ahead of networking and connecting with peers.
2022 TRENDS
Hispanic Directors/VPs look for ways to keep growing professionally and connecting with their peers to be in the best position to face the economic uncertainty

In 2022, Hispanic VPs/Directors come online nearly twice more to discuss growth opportunities and to connect with their peers. They want to be ready to keep on advancing no matter how the economic downturn may impact the company they work for.

They also look for more mentorship and guidance than in the past, showing an appetite to be coached to navigate the potential turbulences ahead.
Top reasons to search for information about careers in tech in 2022

Daniela
Hispanic

This year, as the job market is on her side, Daniela goes online to hunt for job opportunities as much as to network. She wants to make the most of her current skills and be in the company that will value her the most.

“Finding mentors is important to me.”

Luis
Hispanic VP

Luis searches the internet for different networking opportunities to be able to connect with his peers but also develop his own skills as the market is becoming more uncertain. He is also looking for guidance and mentorship more than his counterparts, and more than in the past.

“I want to collaborate with others like myself.”
Hispanics’ Neutral Drivers Towards Careers in Tech

Overall Pop
Overall VP
Evolution
2022 vs 2021

- Mentorship/Guidance
- Networking/Connections
- Professional Growth/Dev.
- Job/Opportunities
- Industry/Company Info
- Peer Connection

Hispanics
Hispanic VP & Directors

Evolution
2022 vs 2021

- 1.3X
- 1.8X
- 1.9X
- 1.7X
- 1.7X
- 1.3X
Careers in Tech Sentimeter
Summary and implications
Hispanic Attitudes Toward Careers in Tech 2022

2022 TRENDS TO WATCH

- Polarization is growing: 1.3x more polarized than in the past
- Job Hunting mentality, as the job market may be in their favor after the great resignation
- Paying more attention to the personal benefits they get, i.e. personal growth and advancement opportunities, more than the progressive culture the company can offer

2022 SNAPSHOT

- Hispanics are still more negative about careers in tech than their counterparts.
- In 2022, they face similar challenges than in 2021: the lack of inclusion of the company culture and the lack of support of the industry in general that may compromise their chance to keep on growing and advancing in this sector.
- Careers in tech are still attractive due to the financial stability and future growth opportunities such careers can provide, especially in an anticipated downturn.
Hispanic VPs and Directors toward Careers in Tech 2022

N=227

Meet Luis

Hispanic VP

2022 Trends to Watch

- Concerns about keeping their job and having more opportunities to grow
- Focus on compensation: 1.6x more than in the past
- Look for a sense of belonging: 10x more than in the past and 2.5x more than overall VPs/Directors
- Look for development opportunities through skills training, and mentorship more than their counterparts and more than in the past.

2022 Snapshot

- Hispanic VPs & Directors are 1.2x more negative than positive.
- Most of their negativity is driven by the impact the work environment has on them, especially if it’s an insular/exclusive and bias culture and industry.
- That’s why they value the progressive company culture and still opportunities to advance in the organizations they end up staying with.

Sentiment

- Hispanic VPs & Directors: 36% negative, 21% positive, 43% overall
- Overall VPs & Directors: 44% negative, 20% positive, 36% overall

Top Drivers

- Personal Growth/Impact: 23%
- Opportunity: 21%
- Progressive Company: 22%

Top Barriers

- Insular Bias: 21%
- Company Values: 21%
- Unsupportive/Bias Industry: 22%

Evolution 2022 vs 2021

1.3x for all categories.

2022 Trends to Watch

- Concerns about keeping their job and having more opportunities to grow
- Focus on compensation: 1.6x more than in the past
- Look for a sense of belonging: 10x more than in the past and 2.5x more than overall VPs/Directors
- Look for development opportunities through skills training, and mentorship more than their counterparts and more than in the past.
## 2022 Career in Tech – Thought Starters

### HISPANIC PROFESSIONAL

1. Develop career growth plans so Hispanics can see their present and future within the company.

2. Walk the walk about DE&I commitment by leaning into the Hispanic BRG/ERG to design and promote an inclusive company culture, addressing unconscious bias.

3. Focus on the individual benefits such as compensation, growth opportunities, while reassuring about the inclusive company culture to attract new talent.

4. Create opportunities to connect with other successful Hispanic professionals as role model to share career paths and strategies to navigate the bias they face.

### HISPANIC VP/DIRECTOR

1. Support them in their quest to keep on developing themselves and upskilling to be able to unlock more opportunities.

2. Strengthen your diversity initiatives and go beyond words, enabling Hispanic VPs to become the successful proof of an inclusive company culture and role models.

3. Help them become agents of change within the organization to design an inclusive culture where Hispanic professionals feel they belong.

4. Offer peer-to-peer mentorship and coaching programs for them.
What is the mindset of parents and prospective students towards pursuing degrees in STEM/tech?
Our Universe of Conversations About Pursuing a Degree in Tech

- **27.4K** Overall Hispanic Conversations*
  - Mined over the past 12 months ending in August 2022
- **6.5K** Hispanic parents
- **7.5K** Hispanic GenZ

The analysis gave us insight into key questions:

- How do Hispanic parents and GenZ feel about pursuing a degree in Tech?
- What are the barriers to choose to pursue a degree in Tech?
- What are the drivers to consider pursuing a degree in Tech?

---

*N values are based on number of conversations and not based on people.** Segments are based on self identification in conversations or on their public profile, overall segment includes non-identified conversations.
Hispanic GenZ and Their Parents Discuss Pursuing a Degree in Tech Across a Multitude of Different Sites Online

 CHANNEL PROFILE
August 2021
August 2022

MESSAGE BOARDS
Forums where people post messages

TOPICAL SITES
Sites that relate to a specific topic

N= 27.4K

- Topical Sites: 35%
- Message Boards: 31%
- Social Networks: 19%
- Blogs: 10%
- Comments: 5%
Understanding Two Different Perspectives

HISPANIC PARENTS
N=6.5K
Uncertain

HISPANIC GENZ
N=7.5K
Polarized
HISPANIC GEN ZERS are equally polarized towards pursuing a degree in tech…

while their parents are mostly looking for more information to best guide and advice their children.
Pursuing a degree in tech means…

#1 Social creds & Face value
Both Hispanic Gen Zers and their parents see pursuing a degree in Tech as an opportunity to work in a prestigious industry, giving them social creds and face value.

#2 Economic Benefits
Both Hispanic Gen Zers and their parents also appreciate the appealing compensations and benefits, that will give them financial stability and help them contribute to their family. Hispanic Parents also see in pursuing a degree in tech as a way to secure their financial future with a promising career path.

#3 An exciting and dynamic future
Gen Zers are also drawn to the industry as it is dynamic and appealing to them with a promising future.

What motivates Hispanic Gen Zers and their parents to pursue studies in Tech?

- Prestigious industry: 37%
- Dynamic industry (Interesting, innovative and exciting industry): 28%
- Growing industry: 18%
- Secure career: 17%
- Compensation & Benefits: 26%

Emotional drivers:
- N=7.5K
- N=6.5K
Barriers to pursuing a degree in tech...

#1 - Lack of resources
Both Hispanic Gen Zers and their parents see the lack of education, financial resources, mentorship and network as their #1 barrier to consider pursuing a degree in Tech.

#2 - Lack of self-confidence for GenZers and anticipation of racism and bias for parents
Hispanic Gen Zers also feel they lack confidence and unsure they are fit for the industry, while their parents also anticipate the bias their children may face entering this insular industry.

#3 - Lack of role models & exposure
For Hispanic Gen Zers and their parents, “seeing is believing”. The absence of mentors and successful professionals in the tech industry they can identify with is a barrier. They also mention the lack of exposure to the industry.
Transforming Communication on the Hiring Requirements, Offering Welcoming Work Environments, and Guiding Hispanics’ Careers are the First Steps to Overcome Their Main Challenges

Hiring bias is the most important barrier for Hispanics, 4.2x higher compared to the overall population.

Transform the communication at the hiring stage

Feeling identified at the early stages of the hiring process will be appealing to Hispanics. Include clear and inclusive communication that invites the Hispanic community to apply, as they can significantly contribute to the tech industry.

Hispanics do not feel welcome in the industry, 2.4x more than the overall population.

From the inside out: Promote a cultural transformation – start at the top

Through a communication strategy, promote within organizations a welcoming environment for Hispanics. Acknowledge the importance of cultural differences, and elevate this message publicly to transform the perception of unwelcoming workplaces. Leverage Hispanics already in the tech industry. Seeing is believing.

Uncertainty and lack of perspective are significant barriers for Hispanics when considering the tech industry.

From Hispanic to Hispanic: Strengthen leadership actions in the tech industry

Guide the Hispanic community, and communicate the path and the steps they should take to belong to the tech industry. Through leaders and mentors, eliminate prejudices and empower other community members to be part of the industry.