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Latino Inclusion Landscape

March 2024

Latino Inclusion Landscape



Latinos in the Workforce

[UnidosUS issue area webpage](#)

- **29 million:** The number of Latinx in the U.S. workforce.¹
- **1 out of 5:** By 2030, U.S. workers will be Hispanic.¹
- **65.6%:** The labor force participation rate of Latinos, among the highest of any race or ethnicity.²
- **78%:** The number of projected net new workers between 2020 and 2030 that will be Latino.²
- **13.8 million STARS:** Number of Hispanic workers who have acquired Skills Through Alternative Routes like community colleges, apprenticeships, and on-the-job learning.³
- **\$0.57:** In 2022, the most recent data available, Latinas working full time, year-round were typically paid 57 cents for every dollar paid to white, non-Hispanic men⁴

Source: 1. UnidosUS calculation using U.S. Bureau of Labor Statistics, "Labor Force Statistics from the Current Population Survey," Tables 11 and 18, <https://www.bls.gov/cps/tables.htm> (accessed June 23, 2020). 2. [Preparing Latinx Workers for Success](#), 3. [Opportunity @ Work](#), 4. [National Women's Law Center Report](#)



Latinos as Entrepreneurs

- Latino business owners continue to represent an important segment of the U.S. economy, **generating \$460 billion in revenue and employing 2.9 million workers.**
- Latino-owned businesses (LOBs) continue to **report lower average revenue per company**, \$1.3 million vs \$2.5 million for the average white-owned business (WOBs), **but higher revenue growth than WOBs** (12% vs 7%).
- **The number of jobs created by LOBs has grown** from 1.9 million in 2007 to 2.9 million in 2019, representing a 53.6% growth rate.
- **Latino business owners** are more likely to **build 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.

Source: Excerpts from [Stanford Graduate School of Business, Latino Entrepreneurship Initiative](#)



Latinos in Education

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- **27%:** The percentage of the nation's 50.6 million public school students who are Latino.
- **33%:** The rise in the number of English learners in the United States between the 2000-01 school year and the 2017-18 school year.
- **35%:** The amount of LGBTQ Latinx students who are more likely to miss school due to feeling unsafe.
- **21%:** The percentage of the country's 16.6 million students enrolled in undergraduate programs who are Latino.
- **70%:** The percentage of Latino college students who are the first in their family to attend college.

Source: [Excerpts from UnidosUS Education Issues page](#)

Additional sources can be found in: [Progress Reports powered by UnidosUS](#)



Latinos in Health

[UnidosUS issue area webpage](#)

- **30%:** The percentage of Latinos who are fully vaccinated as of July 30, 2021.
- **4 million:** The number of Latinos who gained health coverage thanks to the Affordable Care Act.
- **10.8 million:** The number of Hispanics who still lack health coverage.
- **More than 50%:** The percentage of all Latino workers who don't have access to paid sick leave at their jobs.

Source: [CDC COVID Data Tracker](#)

Excerpts from the [UnidosUS Health initiative: Esperanza Hope for All](#), and [CDC](#)



Latinos and Housing

[UnidosUS issue area webpage](#)

- **70%:** In the next 20 years, 70% of new homeowners will be Hispanic.
- **65.6%:** The labor force participation rate of Latinos, among the highest of any race or ethnicity.
- **5x:** The typical white family had five times the wealth as the typical Hispanic family, as of 2019.

Source: [U.S. Bureau of Labor Statistics](#)



Latinos and Voting

[UnidosUS issue area webpage](#)

- **Nearly 1 million:** The number of eligible Latino voters UnidosUS has registered to vote over the past decade.¹
- **20%:** Number of Latino voters who will be voting in their first presidential election in 2024.²
- **16.5 million:** The number of Latinos who voted in 2020, a 30% increase over 2016.¹
- **36.2 million:** The number of estimated Latinos that are eligible to vote this year, up from 32.3 million in 2020.³
- **507,943:** The number of voters we reached in 2020, including registering 127,991 new voters.¹

Sources: 1. [National Survey of Latino Voters](#), 2. [UnidosUS and Mi Familia Vota Poll](#), 3. [Pew Research Center](#)



Latinos and Racial Equity

[UnidosUS issue area webpage](#)

- **\$733:** Schools with 90% or more students of color spend \$733 less per student every year than schools with mostly white students.
- **18%:** Percentage of Latinos who were uninsured in 2021, twice the proportion of non-Hispanic whites.
- **\$153K:** In 2019, the average Latino family had about \$36,000 in wealth, compared to white families having \$189,000, a difference of \$153,000.
- **170%:** Latinos are almost twice as likely (1.7 times or 170%) to be killed by police than a white person.

Source: [Toward a More Perfect Union: Understanding Systemic Racism and Resulting Inequity in Latino Communities](#)



The Power of U.S. Hispanics

[UnidosUS issue area webpage](#)

Latinos are the largest minority group in the U.S. today at nearly 19% of the population. **Latinos** are contributing to the U.S. in many important ways, and in the **next decade will comprise 75% of new labor market entrants**. **Latinos do not experience equal opportunities in the United States**. A long history of racism, not having been considered or heard as a community, and widespread Latino cultural erasure have been embedded in our societal structures. **This has produced disparate outcomes for the largest minority of the country and fuels inequity today**. All UnidosUS initiatives are founded on the belief that Latinos deserve equitable access and representation across all areas of society, be it health care, education, workforce, technology, government policies, culture, marketing, entertainment, and more.

- **Health:** According to the [U.S. Census Bureau](#), **Hispanic or Latino people had among the highest uninsured rate in the nation at 17.7%** compared to 5.7% for White people.
- **Housing:** In 2022, the **Hispanic homeownership rate increased to 48.6 percent**, marking eight years of consistent homeownership growth, according to The State of Hispanic Homeownership Report® published by [NAHREP](#).
- **Employment:** The median household income for **U.S. Hispanics in 2021 rose to \$59,000**, below the overall U.S. median of \$67,800, according to [PEW Research](#).
- **Education:** The percentage of college-graduate Latinas rose from **5% in 2000 to 20% in 2021**, according to an analysis by the [UCLA Latino Policy and Politics Institute](#).

Macro Trends

Latino Corporate Affinity Organization Momentum

The growing focus on Latino organizations such as Employee Resource Groups (ERGs) by their corporate partners is one way companies are building their workforce pipelines, encouraging upward mobility, and understanding the Latino consumer. These corporate groups, among other external groups, are bringing awareness to Hispanic micro and macro trends across several industries.

In particular [The Latino Donor Collaborative](#) has built a repository of research by specific industry, which can inform on each particular area of the Latino population. The Collaborative has a library of primary research information from Latino Entrepreneurship to the annual GDP report of the entire US Latino population. The site also houses peer research on diversity, equity, and inclusion (DEI) efforts and Hispanic market facts from Nielsen, Claritas, and other reputable sources which can inform on the impact or lack of representation the Latino community has across industries.

One sector of the population that has gotten the much-needed momentum across most studies and recognition across sister organizations focusing on Latino issues, is the visibility to Afro-Latinos, which make up 25% of the Latino population, and gained attention during the racial reckoning of 2020-21. Intersectionality has been a US Latino macro-trend expanding awareness to other countries in Latin America.

DEI Elasticity and Inconsistency

The politicization of DEI efforts and the rise of nativism in the United States and abroad are just a few of the leading factors driving divisiveness in many communities.

After the Supreme Court struck down affirmative action in colleges in the summer of 2023, and Attorneys General from 13 states issued a warning to the CEOs of Fortune 100 companies, threatening “serious legal consequences” over race-based employment preferences and diversity policies, DEI has become a polarizing topic. Still, we see continued commitment across the board at top companies. [All Fortune 100 companies](#) have adopted some form of DEI policy, reflecting a broad consensus on the need for diverse and inclusive workplaces. Also, Mercer estimates that [27% of S&P 500](#) companies currently link executive compensation to DEI metrics, indicating a strong commitment to embedding DEI principles in corporate governance. **Variation in DEI Job Trends:** There has been a noted decrease in DEI-specific job roles, with a peak in early 2023 followed by a decline. This trend might suggest a reevaluation of how DEI functions are structured within organizations, possibly integrating DEI responsibilities across various roles rather than concentrating them in specific positions.

DEI Tech

Given that much of DEI continues to be driven internally by human resources, HR-focused tech is on the rise to combat bias in the workplace. Many established organizations continue to adapt their software and industry approach to include DEI best practices into their platforms. There is a rise of DEI focused Technology lead by minority-owned business and DEI experts that can provide actionable insights to address inclusion in the workplace.

Technology companies such as Aleria, which focus on measuring inclusion in the workplace, can add a layer of empathy to a business model in the human resources space due to their mission driven objective. Or Reframe, a software that helps People Leaders build culturally inclusive employee and customer experiences at scale, focuses on workplace diversity and inclusion, and has an interface to track marketplace impact in multicultural marketing and supplier diversity.

Enter Artificial Intelligence: The race for AI dominance may have larger implications in the DEI space, while AI has many areas impacting the workplace, one area of debate is the lack of visible or tangible actions on AI ethics, specific to DEI practices by companies leading the pack. **Risk and reward:** If used wisely, AI has the potential to infuse DEI into organizations at a systemic level. Some risks to watch out for include AI capturing historically biased decisions based on company data and perpetuating biases found in training data and other inputs. Mercer has [published information](#) on the current state of AI in corporate America.

Latinos are being left out of the conversation

A major issue identified by UnidosUS and other organizations is that the Latino experience and contributions are nearly absent in the expanding public discourse around racial equity and systemic racism. This exclusion is a complex phenomenon that can negatively impact the future of both the Latino community and the entire country.

For example:

- While Hispanics have the highest risk of contracting or dying from COVID-19 compared to other groups, less than 2% of media stories about the pandemic even mentioned Latinos.
- Although much of the socioeconomic inequalities experienced by Latinos are at least partially attributable to systemic racism, barely over 1% of coverage about structural racism or racial justice mentions Hispanics at all.

Source: <https://unidosus.org/publications/2128-toward-a-more-perfect-union-understanding-systemic-racism-and-resulting-inequity-in-latino-communities/>

The Role of UnidosUS, Our Efforts, and How Corporations Can Engage

UnidosUS has been a force for change in partnership with our corporate partners across five pillars: talent recruitment and employment, governance, procurement, content and media, and philanthropy, for 56 years. Our efforts together with our corporate partners and our close-to 300 Affiliates have highlighted and lifted Latino voices across these five areas across the country.

Examples of UnidosUS DEI efforts:

Workforce Development

[UnidosUS issue area webpage](#)

UnidosUS Workforce Development efforts:

The UnidosUS Workforce Development and Adult Education team seeks to improve the Latino community's ability to contribute to and share in the nation's economic opportunities.

Our approach in setting up our community for gaining, family-sustaining wages:

Empower our community:

- Provide job-specific trainings
- Expand digital equity
- Prepare graduates for in-demand careers



Empower the UnidosUS ecosystem:

- Build UnidosUS Affiliates capacity to deliver high-quality job training and skills development programs
- Promote equitable hiring practices
- Build an inclusive workforce ecosystem

Corporate partner engagement:

- Adopt a site where corporations can sponsor and co-create training and recruiting programs for their industry
- Become an employer partner and commit to hiring talent from UnidosUS programs
- Lend technical and culturally competent expertise by serving as a panelist, mentor, or participate in UnidosUS-led trainings
- Donate goods, services, or knowledge to our programs

Our impact:

Between 2018 and 2020, the Workforce Development and Adult Education team implemented the Latinos in Finance, Latinx @ Work, and the Young Adult Reentry programs across 21 program sites. Programs provided job-specific and digital skills training to job seekers.

- **2,240** Enrolled in training
- **74%** Retained
- **1,019** Positive outcomes*
- **45%** Women†

Source: <https://unidosus.org/issues/workforce-development/#succeedinworkplace>

UnidosUS recently launched *Avanzando 2 Good Jobs Initiative (A2GJ)*. This Department of Commerce and EDA funded initiative establishes and fortifies regional workforce systems, prioritizing job quality and equity. Through strategic sectoral partnerships in Denver, CO, and Puerto Rico, A2GJ aims to train workers in high-demand skills. UnidosUS will oversee the training and placement of over 800 participants within the next four years, preparing them for rewarding careers in medical administration, human resources, construction, and aerospace aviation. By influencing industry ecosystems, this initiative not only accelerates regional economic growth but also promotes economic resilience by investing in skilled labor.

* Positive Outcomes refers to individuals that reported new or improved work or continued education.

† Includes Reentry Initiative. Typical Proportion Female between 70-80% for other workforce training.

Learn more about UnidosUS's workforce development programs:

- Latinos in Finance
- Latinxs @ Work
- ConnectAqui
- Latinx in Tech
- Digital Skills 4 Life
- Latinos in Business
- Latinos in Automotive
- AI Essentials

UnidosUS's systems change initiatives:

Rework America Alliance: The Rework America Alliance is a unique partnership of civil rights organizations, nonprofits, private sector employers, labor unions, educators, and others working to help millions of workers from low wage roles move into better jobs. Through our committed network of partners, the Alliance is developing data-driven resources and tools to help workers who have built capabilities through experience, but do not have a bachelor's degree to come back to work in better jobs—particularly people of color and women as they have been disproportionately affected by the economic crisis.

- **National Technical Assistance Center for Diversity Equity and Inclusion in Apprenticeships:** UnidosUS has joined forces with Jobs For the Future (JFF) and other DEI champions to provide hands-on training and support to employers, education and training providers, and community organizations to help them increase diversity, equity, and inclusion in U.S. apprenticeships.
- **Workforce Development Summit:** Our 2022 Workforce Development Summit "*Crea, Conecta, Cambia*"—Create Pipelines, Connect People, Change Practices: Investing in the Latinx Workforce took place November 2-4 in San Juan, Puerto Rico. We believe it was a good time to hold this national event in Puerto Rico in light of the economic challenges facing the island, the negative impact that Hurricane Fiona had on the economy, and to show the importance of increasing opportunities for local workers.



Our strategy:

Weaving the Latino narrative into the American story: Initiate a narrative-change strategy to expand the nation’s discourse on racial equity.

Narratives and stories are the bedrock upon which cultures and societies are built. Imagine if we could truly say that all Americans—including our largest minority—are woven into our nation’s story. This is the kind of story and society we should all work to achieve.

Building on more than five decades of fact-based research, a network of nearly 300 community-based Affiliate organizations across the country, and a record of leadership on social justice and other issues, UnidosUS is uniquely positioned to lead Latino-focused racial justice efforts and collaborate with national partners to create narrative change.



*How UnidosUS is making an impact:***1. Building the knowledge base**

Developing and publishing content about contributions and systemic barriers that Latinos experience.

- Conduct research on the inclusion of the Latino perspective in high school history and social studies textbooks.*
- Conduct research on the Latino wealth gap.

2. Changing the narrative

Shaping public discourse and advancing changes in the narrative about systemic racism and its effects on the Latino community.

- Develop a set of messages, test them on a pilot basis through a variety of messengers, mediums, and tactics.
- Deploy effective messages to support policy campaigns and program strategies.

3. Organizing the field

Building a field of coalitions in five key sectors: education, media, arts and pop culture, communities of practice, and advocacy and policy.

- Formal partnership with the Smithsonian National Museum of the American Latino.
- Collect existing Latino social and political thought in partnership with academic institutions.

Our Partners:

- National Museum of the American Latino
- Berkeley Media Studies Group
- Berkeley University of California
- Johns Hopkins University

* UnidosUS Position Paper: "[Toward a More Perfect Union: Understanding Systemic Racism and Resulting Inequity in Latino Communities.](#)"

Other areas UnidosUS is working on to achieve equity for our community:

Technology:

- We are tirelessly working to combat dangerous and rampant misinformation among the Latino Community.
 - **Esperanza Hope for All campaign:** Provides COVID-19 and general health and adult immunization awareness and education in language and in culture to our Latino community.
 - **News and entertainment:** We are working with our media partners to ensure that fact-based, thorough research and journalism regarding important issues affecting our community is shared accurately and often.
- **Consumer privacy protection work:** UnidosUS is working with major corporations and government agencies to better understand what information is tracked, collected, and processed on Hispanics in the U.S. and how it's used to subvert civil rights.
- **Algorithmic tracking:** UnidosUS is researching how companies and technology software targets people based on background to offer lower quality products, programs, and support.
- **Broadband into homes:** Together with our Affiliates, UnidosUS is working to change policy that allows and builds awareness of affordable connectivity programs, monthly benefits for low-income households.





Voting:

Latinos are the second-largest group of voters in the country. UnidosUS reaches out to voters and potential voters to make sure all eligible Latinos are registered, informed, and engaged in the political process every year. The 2020 elections proved what we already knew: if you engage Hispanic voters, they will show up and cast decisive votes. UnidosUS strives for a vibrant democracy that lifts all voices and strengthens civil society. We support policies and programs that make registration and voting accessible to all Americans, particularly those long underrepresented; ensures leaders are accountable to all communities; and foster solutions-driven engagement.

Together with Mi Familia Vota, UnidosUS conducted a national survey of Latino voters across the U.S. In a period that has brought the shock of Uvalde, restrictions on women's rights, and climate-related destruction, this large poll of Latino voters found that their priorities have experienced a seismic shift. Link to the full poll [here](#).

- Inflation/rising cost of living
- Crime/gun violence
- Jobs and the economy
- Health care
- Abortion

[Learn more about our work on voting and political empowerment.](#)

Education:

Our *Padres Comprometidos* programs have helped over 3,400 parents support their children's academic success. This initiative helps parents:

- Understand the United States public school system.
- Develop goals for their children to ensure they attend college.
- Understand the academic requirements for college readiness.
- Model behaviors at home that encourage and promote learning.

This is just one of the many programs UnidosUS implements to ensure all students in our country have a real opportunity to learn, grow, and thrive. Learn more about the work we are doing [here](#).



Health:

The [Esperanza Hope for All](#) campaign is an institution-wide initiative to mitigate the health, economic, and education effects of the coronavirus pandemic on Latinos. The campaign builds on the organization's national advocacy and public health response to the pandemic. Originally its core focus was on promoting vaccine equity, and over the years has evolved to general COVID-19 prevention, vaccines and booster awareness, general adult immunization education and awareness, and combatting rampant misinformation in the Latino community.

Esperanza Hope for All is just one program under our Health component. Learn more about the amazing work we are doing together with our Affiliates [here](#).

General Statistics: We recommend saving [this link](#) where we continually update key statistics on U.S. Latinos.





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