**LATINOS AT-A-GLANCE**

**POPULATION**
- **54 million**
  - U.S. Latino population as of 2013 (17% of total U.S. population).
- **128.8 million**
  - Estimated U.S. Latino population by 2060.

**LABOR FORCE**
- **23 million**
  - Number of Latinos in the U.S. labor force; by 2050, one in three working Americans will be Hispanic.
- **49.7%**
  - Percentage of immigrants in the Latino workforce in 2013; down from 56.1% in 2007.
- **83.7%**
  - Percentage of Latinos working in the private sector, outpacing both Whites and Blacks.
- **8.7%**
  - Percentage of Latinos in management, professional, and related occupations in 2014.
- **7%**
  - Percentage of Hispanics in STEM (science, technology, engineering, and math) occupations in 2011.
- **3%**
  - Percentage of board memberships of Fortune 500 companies held by Latinos.

**INCOME**
- **28.1%**
  - Percentage of America’s poor comprised of Latinos; 37% of Latino children live in poverty.
- **$40,963**
  - The median household income of Latinos in 2013, an increase of 3.5% from 2012.

**EDUCATION**
- **4 million**
  - Number of U.S. Latinos with at least a bachelor’s degree.

**BUYING POWER**
- **1.7 trillion**
  - Amount Latinos are expected to spend on consumer-packaged goods by 2017.
OVERVIEW

American Latinos face numerous challenges in employment, housing, education, and access to the top levels of our businesses and institutions. However, there are many hopeful signs and advances, suggesting that the Latino population is progressing rapidly and making significant improvements in income, employment, and education. The Diversity Best Practices report, Latinopalooza: How Latinos are Changing the U.S.A, sums up the profound impact Latinos are having on the United States culture, economy, and social fabric: “The United States is in the midst of a Latinopalooza, an explosion, a cornucopia of Latino cultural touchstones that are changing everything about U.S. national culture — the way the country looks, feels, thinks, relates, eats, dances, buys, works, and votes.”

The melding of cultures is bringing new attitudes, values, and ideas to both traditional American and Latino cultures. In fact, the Latino communal, integrated, and team-oriented approach to work has the potential to soften the rough edges associated with American concepts of individualism, the strict separation of personal and professional lives, and individual versus shared responsibility.

QUESTIONS FOR DISCUSSION

You can use the following questions to help you discover greater opportunities to impact your business through diversity and inclusion:

1. What cultural, social, and ethnic differences do employers need to take into account in the hiring process for Latino workers?

2. What role does a feeling of “community” or “family” play in attracting and retaining Latino workers to a company?

3. Explain the importance to Latino high-potentials that there are other Latinos in high-profile roles throughout the company (and that they have access to them).

4. How important is it that top Latino executives be involved with the Hispanic ERG as either members and/or sponsors?

5. In what ways can an Hispanic ERG better influence corporate growth and business by giving its members a voice?

6. What strategic impact can an Hispanic ERG have on the recruitment, engagement and building of a workplace culture that honors the values, concerns and challenges of the Hispanic community?

7. How can culturally sensitive development, engagement, and outreach programs help to encourage Hispanic workers’ strong desire for self-improvement?

8. What does the steady increase of the Latino population (almost 50 percent of the 2.3 million people who joined the U.S. population in 2012) tell us about what companies will need to focus on in the coming decades?

9. Only 8.7 percent of Latinos work in management, professional, and related occupations; how can corporations ensure that more Latinos are moving into management positions?

10. In 2011, 16.7 percent of Latinos in the workforce had a college degree, significantly lower than both Whites and Blacks. What role can corporations play in ensuring that Latinos are equipped with the education necessary to compete in today’s workforce?