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**#LatinoDonorCollaborative**



**10X  
FASTER**  
THAN WHITE-OWNED BUSINESSES.<sup>3</sup>

**U.S. LATINO POPULATION GROWTH STANDS AT 1.8%, COMPARED TO JUST 0.2% AMONG NON-LATINOS.**

The median age is 31, a full decade younger than non-Latinos.<sup>7</sup>



**85%**  
of Hispanics in the U.S. use social media platforms  
compared to 80% of non-Hispanics.<sup>12</sup>

**Additionally,**

- 85%** believe they have better educational opportunities
- 82%** report a better financial situation
- 81%** feel they have improved employment prospects and safety

**The percentage of Latina adults with a bachelor's degree or higher has nearly quadrupled, rising from 5.4% in 2020 to 20% in 2021.<sup>23</sup>**