



Discussion Questions for Employees

- How should colleagues establish an understanding of their Latinx peers and their preferred ethnic and gender terms? Is it inappropriate to ask questions about their ethnic identity?
- What can we do as a company to be more supportive of our Latinx colleagues?
- What do you think about American influence over Hispanic language and culture?

Facts and Figures

After discussing Hispanic/Latinx history and identities, the next step is to look at the available data to understand why equality for Hispanic and Latinx people has profound demographic, financial, educational and business benefits, addressing issues that these communities face or have overcome.

Here, we also include DiversityInc’s exclusive data on Hispanic/Latinx leadership and employment in our Top 50.

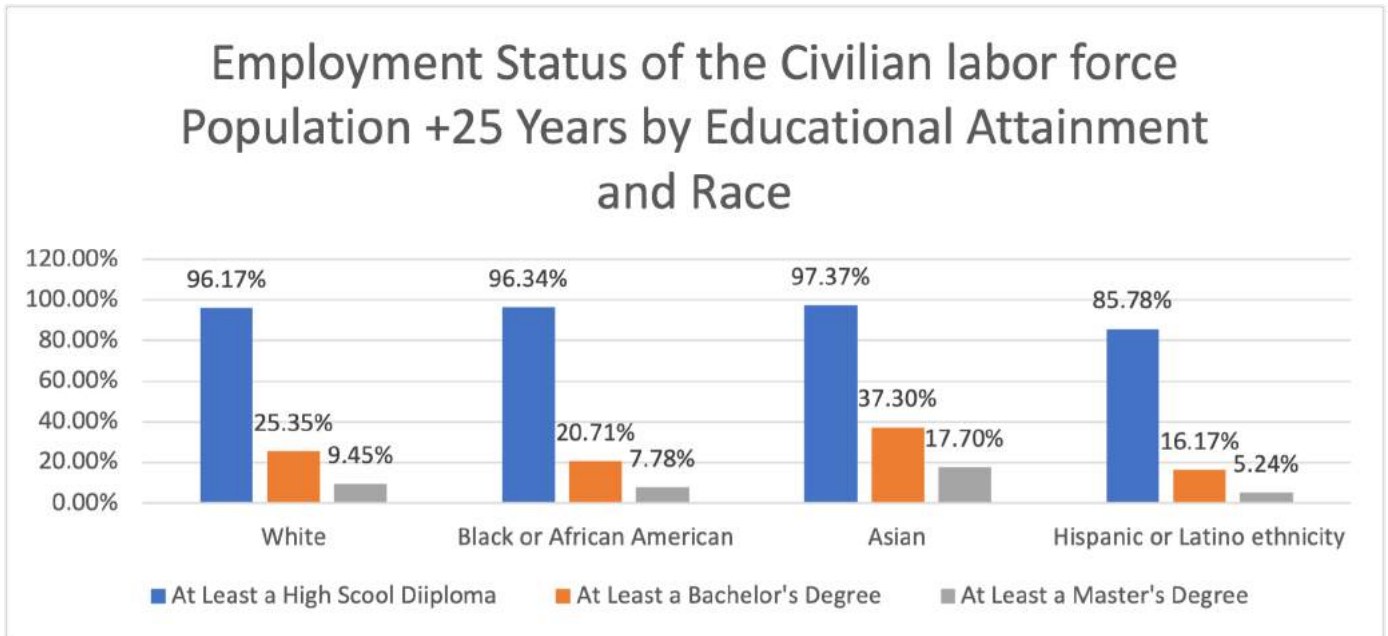
Demographics

Year	Population	Percent of U.S. Population
2020	62.08 million	18.70%
Projected 2060	111.20 million	28.00%

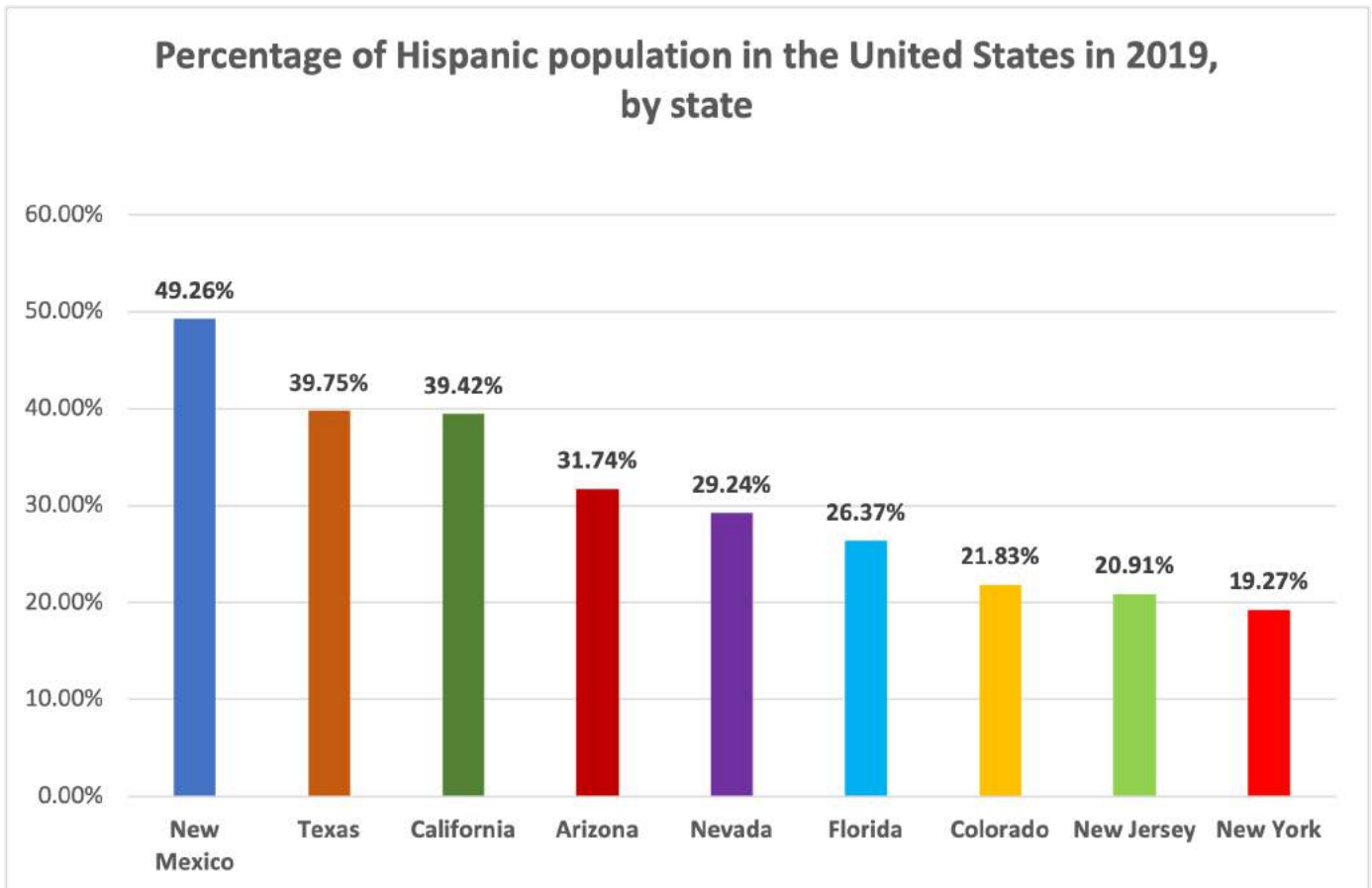
Hispanic/Latinx in the Workforce - DiversityInc Top 50

Group	Representation	Top 10 & HOF	Top 50 & HOF	All Participants
Board of Directors	Avg % of Latinas	1.35%	1.32%	1.42%
	Avg % of Latinos	4.29%	3.36%	3.06%
	Avg % of Latinx	5.64%	4.68%	4.47%
Management	Avg % of Latinas	4.23%	3.62%	3.48%
	Avg % of Latinos	4.68%	4.18%	3.96%
	Avg % of Latinx	8.91%	7.80%	7.44%
Workforce	Avg % of Latinas	6.95%	5.95%	5.95%
	Avg % of Latinos	6.89%	5.62%	5.80%
	Avg % of Latinx	13.84%	11.58%	11.76%

Education



States with the Highest Hispanic/Latinx Population



Buying Power

Race/Ethnicity	2010	2018	Projected 2023
White	\$9.43 trillion	\$12.15 trillion	\$13.88 trillion
Hispanic/Latinx	\$1.02 trillion	\$1.54 trillion	\$1.92 trillion
Black/African American	\$961.2 billion	\$1.3 trillion	\$1.5 trillion
Asian	\$603.5 billion	\$1.01 trillion	\$1.3 trillion
Native American	\$82.5 billion	\$114.6 billion	\$136.4 billion

Finances

