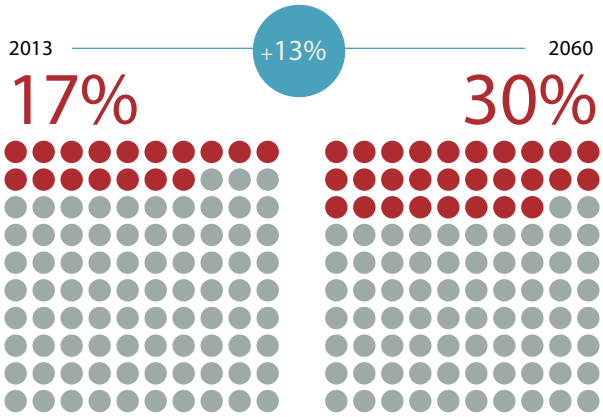
Latinos IN THE USA

PERCENTAGE OF LATINOS OF THE OVERALL U.S. POPULATION



AVERAGE AGE OF NATIVE BORN LATINOS

18 YEARS OLD

POPULATION GROWTH SINCE 1970

According the Pew Research Center

According to Nielsen

Latinos are considered

"the most influential segment since the Baby Boomers"

and

"will drive shifts in … purchasing behavior and brand relationship."

The growth in population has created a:

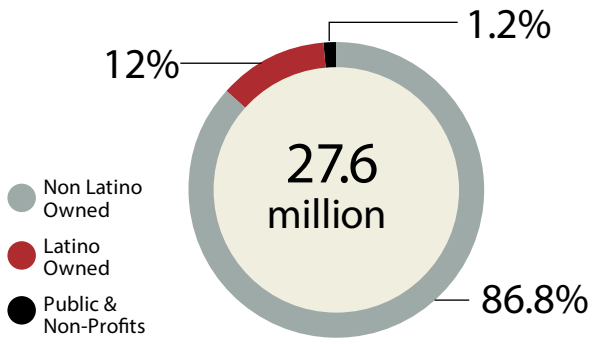
$1.5 TRILLION LATINO CONSUMER MARKET

a market larger than the economy of all but 15 countries in the world

BUSINESS

NUMBER OF ALL BUSINESSES

In 2012



GROWTH RATE CHANGE

From 2007 to 2012

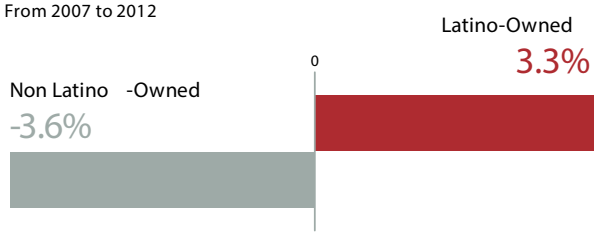


Figure 2