



# Latinos: The New Mainstream

May 2022



Let Me Introduce Myself..  
**Gabriela Teissier**



Historical File of the Office of Information, Department of Agriculture

# Braceros Program Brazo: Arm



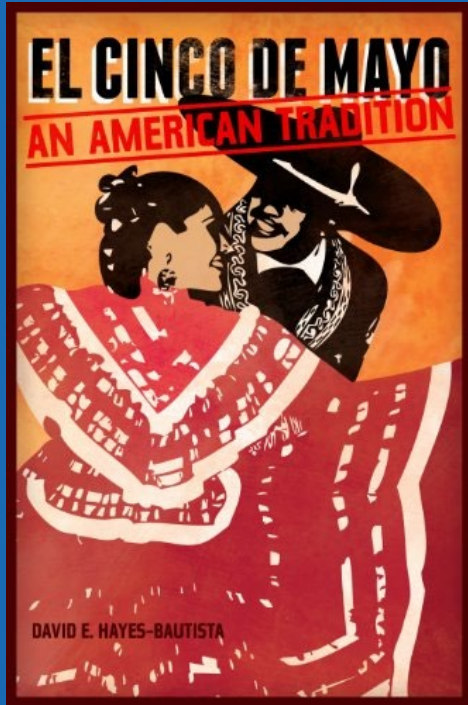
**La India Maria**  
**NI DE AQUI NI DE ALLA**  
**“Todavía no aprendo ingles**  
**y ya se me esta olvidando el**  
**español”**

Maria Elena Velasco, Okey Mr. Pancho (1981)



5 de mayo

Photograph: Matthew Martin



# El Cinco de Mayo, An American Tradition By: David Hayes - Bautista

David E. HayesBautista, 2012

# El 15% de los Estados Unidos



Univision, Courtesy

# How do Latinos in the United States Look?







BANKING & INSURANCE

# Hispanics, Not Trump, Are the Biggest Engine Of U.S. Economic Growth

Mayra Rodriguez Valladares Senior Contributor

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Feb 11, 2019, 04:53pm EST

This article is more than 3 years old.

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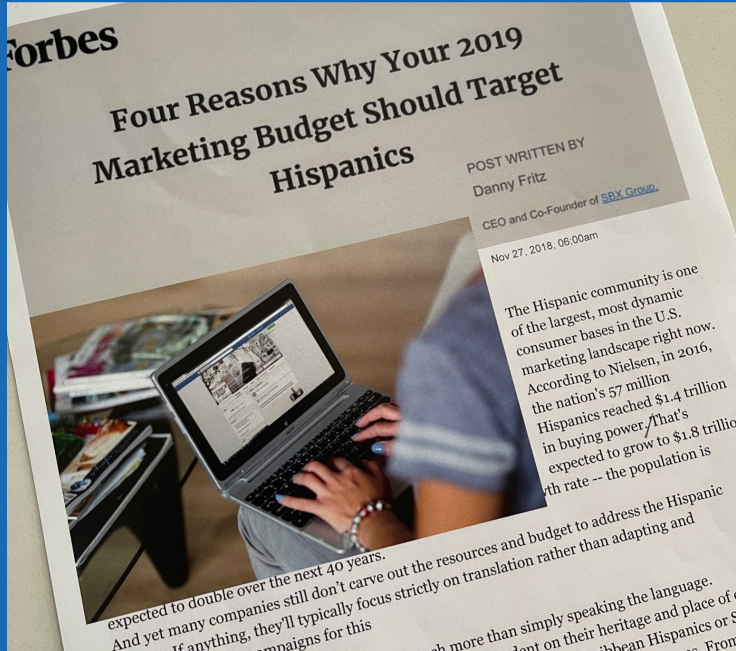


Over the medium-term horizon, Hispanic labor will become an ever more important source of US... [ + ]  
GETTY

# Hispanics, Not Trump, are the Biggest Engine of U.S. Economic Growth

Mayra Rodriguez Valladares,  
Senior Contributor, Forbes, 2019

# Four Reasons Why Your 2019 Marketing Budget Should Target Hispanics



Forbes, 2018

- Latinos engage actively with brands online
- They are early adopters of technology
- They are community focused
- They have buying power in numbers

# Am I Hispanic?

I immigrated to  
Phoenix from  
Mexico. Am I  
Hispanic?

You are if you say so.



# Am I Hispanic?

My parents moved  
to New York from  
Puerto Rico. Am I  
Hispanic?

You are if you say so.



# Am I Hispanic?

My grandparents were born in Spain but I grew up in California. Am I Hispanic?

You are if you say so.



# Am I Hispanic?

I was born in Maryland  
and married an  
immigrant from El  
Salvador. Am I Hispanic?

You are if you say so.



# Am I Hispanic?

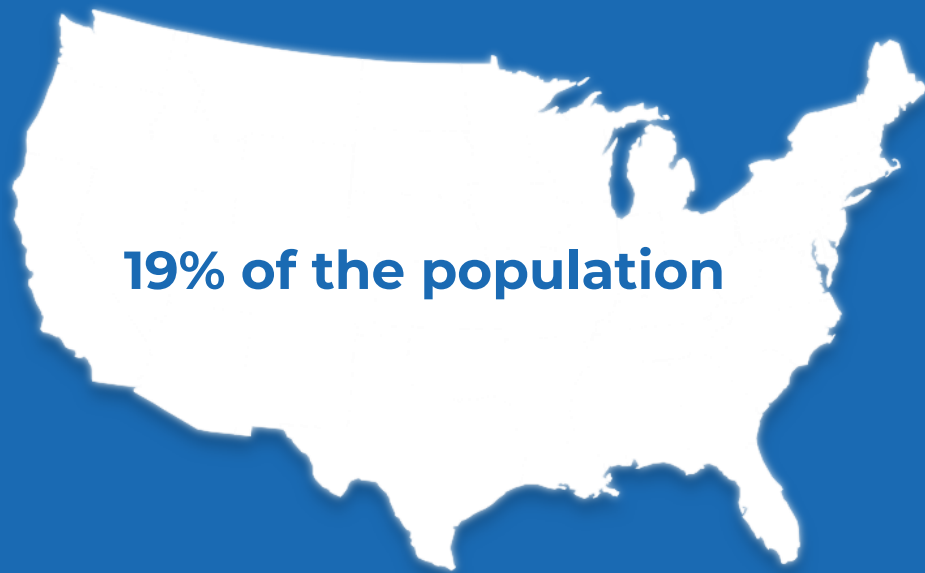
One of my great grandparents came to the U.S. from Argentina and settled in Texas. That's where I grew up, but I don't consider myself Hispanic. Does the Census Bureau count me as Hispanic?

No if you say you aren't.  
Yes if you say so.



# Census 2020

**62.1 Million self identified Hispanics in the United States**





# Stanford Latino Entrepreneurship Initiative



Stanford, 2017

## Hispanics in the US

27% First-Generation

26% Second-Generation

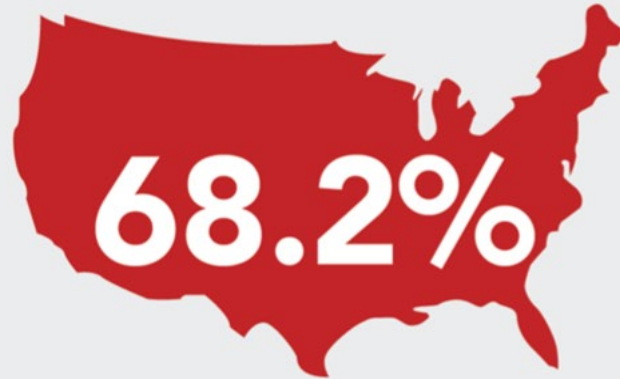
46% Third-Generation

# 2021 LDC U.S. LATINO GDP REPORT



WELLS  
FARGO

LATINOS ACCOUNT FOR



OF GROWTH IN U.S.  
LABOR FORCE PARTICIPATION

(2019)

# 2021 LDC U.S. LATINO GDP REPORT



WELLS  
FARGO



THE TOTAL ECONOMIC OUTPUT  
(GDP) OF U.S. LATINOS WAS

**\$2.7 TRILLION**

in 2019

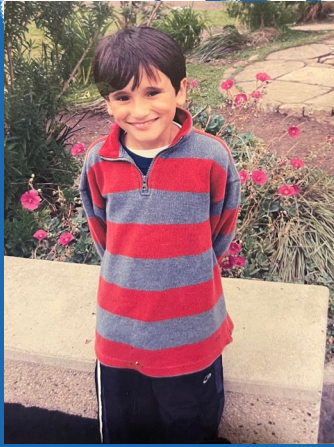
# I See You



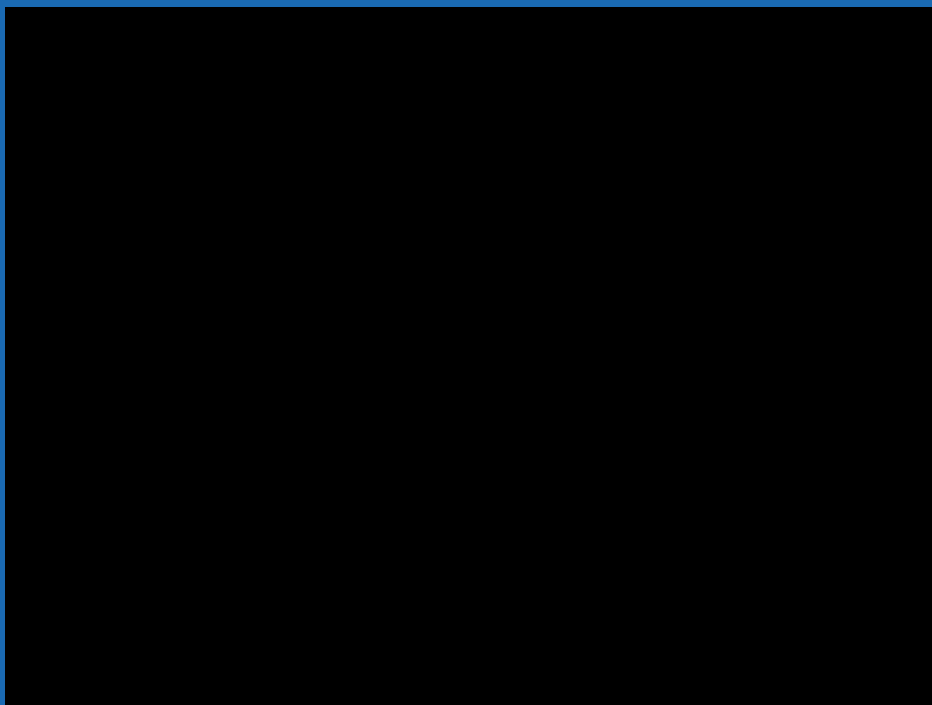
Avatar (2009)



# How do Latinos in the United States Look?



# The Garcias



The Garcias, HBO

# Thank You for Seeing Me

