

NBCUniversal
TELEMUNDO
ENTERPRISES

WE ARE.
THE
FUTURE.
LATINO
VICTORY


HOPE

THE LATINA PULSE

CHAMPIONS OF CHANGE

FOREWORD

Telemundo, in partnership with Hispanas Organized for Political Equality (HOPE®) and Latino Victory Foundation, conducted this study in order to advance our understanding of the current mindset of U.S. Latinas and the issues that are most pressing to them as they face this unprecedented time in American history.

- **Latinas are making their voices heard and applying this influence** to address issues that not only impact them directly, but also shape the future of their communities and the nation.
- **They have made progress despite the new hurdles** presented by the COVID-19 pandemic. Their resiliency makes them feel empowered and optimistic about the future.
- **Latinas are not only demanding change but driving it.** Whether it's making strides to advance their education, open their own businesses or support elected officials that advocate for equality, this group will not falter until it gets the job done.

They are true “Champions of Change.”

METHODOLOGY



1600 surveys:

- 800 Latinas
- 800 non-Latinas, for benchmarking purposes



Ages 18+

- Online methodology
- National sample
- Offered in language of preference



Fielded:

July 2021



MEET

MEET THE 31 MILLION LATINAS

determined to unleash their potential by advancing education, creating employment and shaping the future.



WHY LATINAS ARE CHAMPIONS OF CHANGE

1. Creators of Wealth
2. Stewards of Equality
3. Powerhouses of Industry
4. Protectors of Family
5. Influencers of Elections
6. Forces of Progress

THE CREATORS OF WEALTH PULSE



HISPANICS

HISPANICS ARE AMERICA'S ENGINE OF GROWTH.

As decision makers in their households, Latinas influence almost \$2 trillion in purchasing power, making them a powerful consumer segment.

HISPANIC PURCHASING POWER COMPETES ON A GLOBAL SCALE

PURCHASING POWER OF HISPANICS IN THE U.S.

Makes them the
8th largest economy
in the world.

&

**\$1.9 TRILLION
DOLLARS**

Bigger than the combined
GDP of Mexico, Colombia,
Argentina and Peru.



LATINAS

ARE BUYING INTO THEIR FUTURES

MORE HOME OWNERSHIP

52% of Latinas age 50+ own their home

44% of Latinas age 35-49 intend to purchase a home within the next 3 years

ACHIEVING FINANCIAL INDEPENDENCE

45% of Latinas have a savings account

17% plan to invest in stocks, bonds, an IRA or 401(k) in the next three years

INVESTING IN THEIR CHILDREN

50% of Latinas age 35-49 already have or plan to create a college savings account for their children

STEWARDS OF EQUALITY



LATINAS' OWN EXPERIENCES DRIVE AN URGENT DESIRE TO ADVOCATE FOR EQUALITY.

Ending violent crime, domestic violence and gun-related violence are top priorities.

LATINAS ARE CALLING FOR CHANGE...

ISSUES THAT SHOULD BE PRIORITIZED ACCORDING TO LATINAS

- 74%** Violent crime
- 73%** Domestic violence
- 70%** Access to healthcare
- 68%** Gun-related violence
- 67%** Racism and racial discrimination
- 66%** COVID pandemic recovery
- 65%** Domestic terrorism
- 64%** Creating more job opportunities
- 61%** Ethnic and racial inequalities in U.S. laws and policies
- 59%** Immigration reform

LATINAS' PERSONAL EXPERIENCES CALL FOR A MORE EQUITABLE AND INCLUSIVE ENVIRONMENT

37%

have experienced
discrimination in
public or social
situations

30%

have experienced
discrimination in
the workplace
by co-workers/
supervisors/clients

54%

indicate the need to
close the wage gap
between men and
women

LATINAS SEEK GREATER REPRESENTATION

8X MORE LIKELY

to vote for a **female candidate**
vs. male candidate

7X MORE LIKELY

to vote for a **Hispanic candidate**
vs. non-Hispanic candidate

7 IN 10 LATINAS

want more Latinas in senior production roles & want to see greater representation in media

6 IN 10 LATINAS

enjoy consuming content written and produced by Latinos

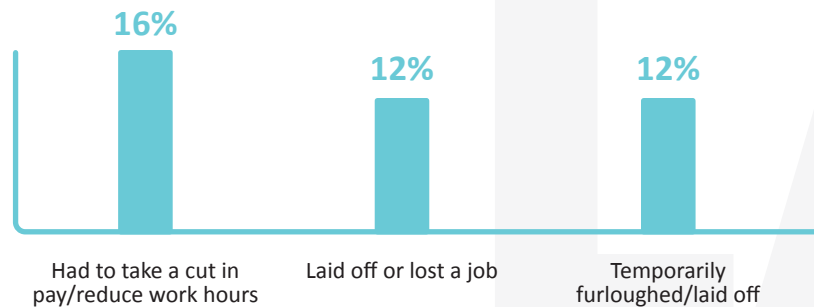
THE **POWERHOUSES** **OF INDUSTRY** VIA PULSE



ENTREPRENEURS

**LATINAS DON'T WAIT
FOR OPPORTUNITIES,
THEY CREATE THEM.**
THEY START THEIR OWN
BUSINESSES AND PURSUE
EDUCATION AT HIGHER
RATES THAN NON-LATINAS.

COVID-19 HAS IMPACTED THE LABOR MARKET FOR LATINAS



4 IN 10 LATINAS

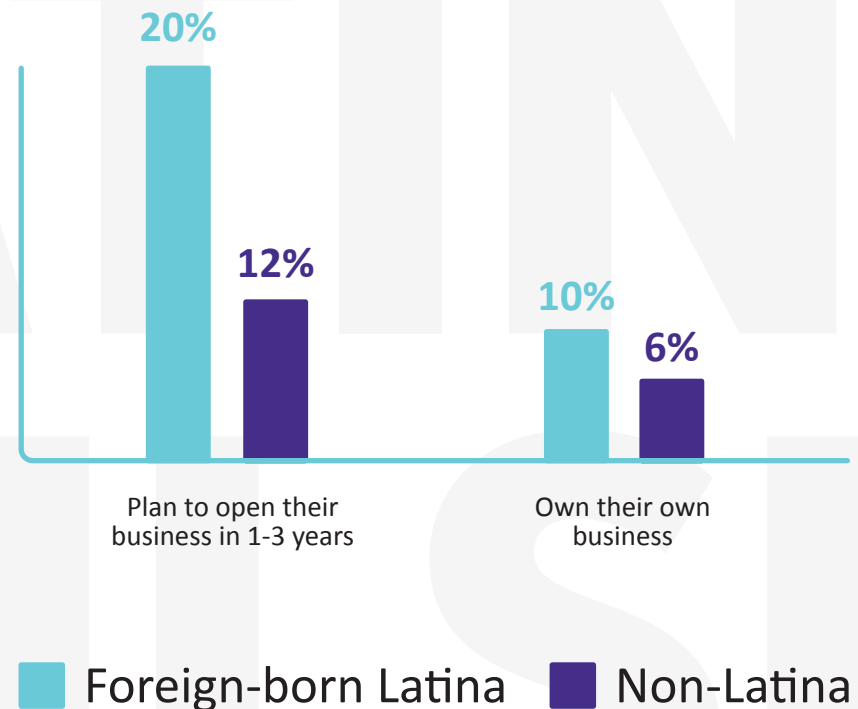
were negatively impacted in their jobs due to COVID-19

7 IN 10 LATINAS

believe creating more job opportunities is an issue that should be prioritized

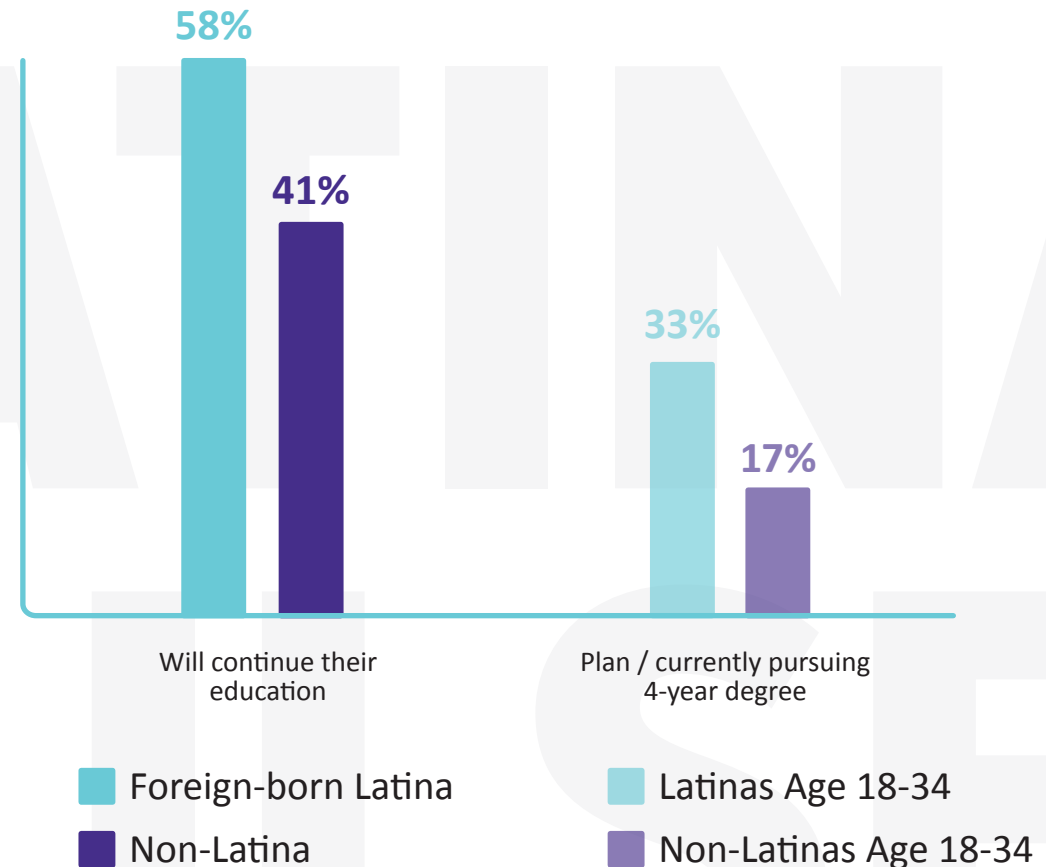
LATINAS ARE ENTREPRENEURS WHO CREATE THEIR OWN FUTURE

Foreign-born Latinas are nearly
**2X MORE LIKELY TO OWN OR
PLAN TO OWN THEIR BUSINESS**
compared to non-Latinas



LATINAS ALSO INVEST IN EDUCATION

Latinas are
**MORE LIKELY TO PURSUE
HIGHER EDUCATION**
compared to non-Latinas



THE PROTECTORS OF FAMILY PULSE



FAMILY

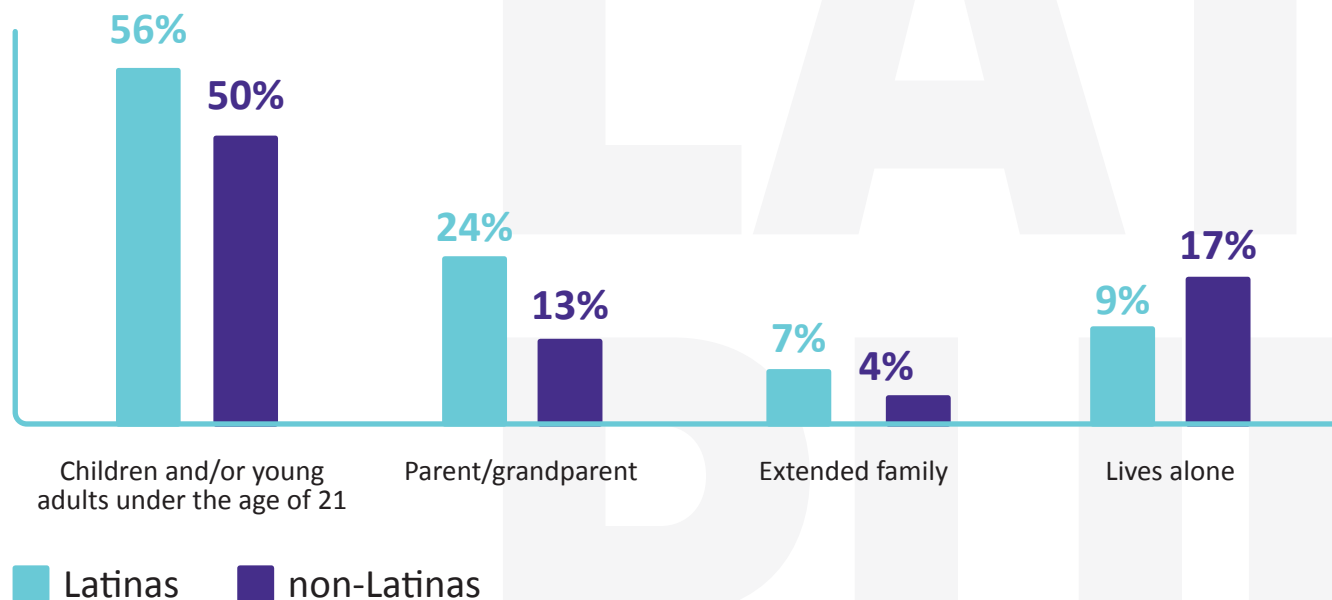
LATINAS ARE PROVIDERS ACROSS GENERATIONS: CHILDREN, PARENTS, AND EXTENDED MEMBERS OF THEIR FAMILIES.

The pandemic has disproportionately affected them: 1 in 4 Latinas has suffered the loss of someone close to them due to COVID.

The majority supports vaccinations for their families and themselves.

LATINAS ARE THE CARETAKERS OF THEIR MULTIGENERATIONAL HOMES AND BEYOND

Family Members Living in the Household



Latinas are also **more likely** than non-Latinas to financially support their extended family

LATINAS PUT THE HEALTH OF THEIR FAMILIES FIRST

THEIR MAIN CONCERNS ARE:

HEALTHCARE

37% cost/affordability

24% coverage/finding access to good coverage

VACCINATION STATUS

73% self-report being **vaccinated or planning** to do so

61% of Latinas who have children report that their **children are/plan to get vaccinated**

49% would be **in favor of their child's school requiring COVID-19 vaccines** in order to attend classes in person

THE INFLUENCERS OF ELECTIONS PULSE



**IN A TIME WHEN MANY
ELECTIONS ARE WON
BY VERY SLIM MARGINS,
THE LATINA VOTE CAN
BE DECISIVE.**

LATINAS' INFLUENCE IS NOT ONLY ECONOMIC; THEY ALSO HAVE THE POWER TO SWAY ELECTIONS

63% of Latinas age 18+ are registered to vote

56% of Latinas age 18+ voted in the 2020 election

6 IN 10 LATINAS



enjoy keeping up with politics & current events

4 IN 10 LATINAS



believe more people should exercise their right to vote and combat voter suppression

LATINAS SUPPORT CANDIDATES THAT ALSO CHAMPION CHANGE

LATINAS WOULD SUPPORT A CANDIDATE THAT...

62%

plans to address
**issues of racism
and inequality**

60%

supports **increasing
minimum wage**

59%

supports initiatives
to **combat
climate change**

58%

wants to **invest in
the public-school
system**

56%

supports a universal
healthcare program

55%

supports **protecting
voting rights**

54%

puts **more tax dollars to
education, healthcare,
and social welfare**

54%

helps **small
businesses**

50%

supports **stricter
gun control laws**

FORCES **OF PROGRESS**

LATINAS

LATINAS ARE THE CEOs OF THEIR HOUSEHOLDS.



6 IN 10 LATINA MOMS
are in charge of their households.

Their cultural heritage is a “superpower” they embrace and celebrate. Their optimism empowers them to champion change.

THEIR INDIVIDUAL PATHS CONVERGE IN A COLLECTIVE CULTURAL “SUPERPOWER”

78% consider **bilingualism**
an advantage

76% find it's important to **keep**
their culture/heritage alive

67% find having the perspective
of **two cultures gives** them
an edge

62% consider themselves **200%ers®**,
where they live and celebrate being
100% Latina & 100% American



LATINAS' OPTIMISM EMPOWERS THEM TO CHAMPION CHANGE.

54% of Latinas feel optimistic about the direction the country is going in

66% feel empowered to be and do what they want with their lives

LATINAS ARE GUARDIANS OF CULTURE AND ADVOCATES OF CHANGE

- Latinas are prouder than ever of being able to show the world their bilingual and bicultural perspectives.
- Latinas influence a commanding percentage of almost \$2 trillion in Hispanic purchasing power, driving major purchasing decisions in their households.
- Optimism is a sign of strength. Latinas are not satisfied with the status quo and are not afraid to speak up about it.

ABOUT

NBCUniversal Telemundo Enterprises

NBCUniversal Telemundo Enterprises is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content to U.S. Hispanics and audiences around the world. This fast-growing multiplatform portfolio is comprised of the Telemundo Network and Station Group, Telemundo Deportes, Telemundo Global Studios, Universo, and a Revenue Strategy & Innovation unit.

Latino Victory Foundation

The Latino Victory Foundation, a 501(c) 3, engages in research, non-partisan civic engagement, strategic communications and leadership development. This is a non-partisan effort to raise awareness about Latinos' contributions to the United States and build greater understanding between Latinos and other communities. The foundation seeks to strengthen the country through conversation and uplift the values of inclusion and civic engagement.

Hispanas Organized for Political Equality (HOPE®)

HOPE® is a nonprofit, nonpartisan organization that has empowered our communities through advocacy, Latina leadership training, and increasing knowledge on the contributions Latinas have made to advance the status of women for the past 32 years. To date, HOPE's innovative programming has served 58,000 Latinas and touched the lives of several thousand more through our advocacy.