The U.S. Latinx Community & Trust

01. More than any other ethnic community, Latinx (56 percent) were optimistic about their and their families’ economic prospects over the next five years.

02. 54 percent of Latinx agree that they can have a bigger influence on societal issues through decisions regarding which brands they buy than which politicians they vote for.

03. 60 percent of Latinx employees say they choose, leave, avoid, or consider employers based on their values and beliefs.

04. 61 percent of Latinx employees agree that their CEO is not speaking out in public enough about political issues.

05. 74 percent of Latinx employees say they will take action to produce or motivate urgently necessary change within their employer organization.