

CELEBRATING THE INFLUENCE OF HISPANIC COMMUNITIES

54%

REPRESENTATION

In the roofing industry, more than half of the workforce identifies as Hispanic or Latino.

LATINO LABOR FORCE

This significant demographic continues to experience higher than average growth in the workforce, homeownership, disposable income and entrepreneurship, making Latinos a market you'll want to embrace. Read on to see just how big of an opportunity this community represents, as employees, business partners and customers!

39%

EMPLOYMENT

The percentage of U.S. Hispanic males over the age of 25 that are employed in the construction and building maintenance industries.

LANGUAGE

More than **37 million** Latinos in the U.S. speak Spanish at home, making it the country's most common non-English language.

DID YOU KNOW

The percentage of the total U.S. buying power that the Hispanic population controls.

10.6%

¡HOLA!

SOLD

66,000

HISPANIC YOUTH

66,000 are turning 18 every month. Hispanics currently make up 16 percent of the overall U.S. labor market and will account for one out of every two new workers entering the workforce by 2025.

52%

HOME OWNERSHIP

Between now and 2030, this is the estimated percentage of new homebuyers that will identify as Latinos.

IN THE TRADES

Hispanics play a crucial role across many trades in the building industry. They are primarily employed in these occupations:

75%

PLASTERERS & STUCCO MASONS

59%

DRYWALL INSTALLERS & TAPERS

52%

CEMENT/CONCRETE FINISHERS

46%

ROOFERS

41%

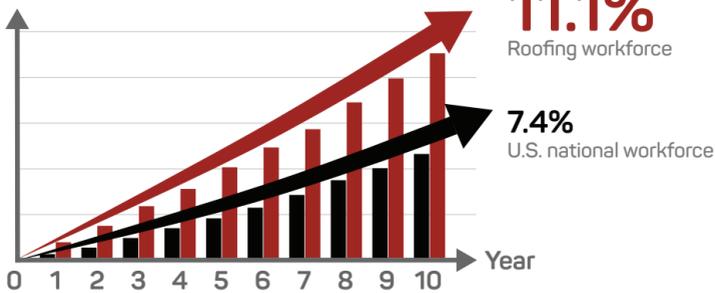
PAINTERS

40%

FLOORING INSTALLERS (TILE, CARPET & OTHER)

JOB GROWTH

Over the next decade, the U.S. national workforce is projected to grow 7.4%, with roofers expecting to see a growth of **11.1%** over the same period.



NEW BUSINESS OWNERS

Latino entrepreneurs are currently opening businesses at 15 times the national average.



NATIONAL AVERAGE



LATINO ENTREPRENEURS

RESEARCH PRACTICES

Hispanic professionals do the following to gather advice on how to find more clients, increase profitability, work more efficiently and deal more effectively with their staff.

87%

80%

PROFESSIONAL DEVELOPMENT

Networking with industry peers and hands-on training is one of the keys to long-term professional success. However, nearly 87 percent of Latino roofers *have not* attended any educational seminars or courses in their careers. And roughly 80 percent *have never* attended a trade show or industry event.



40%

PROFESSIONAL ASSOCIATIONS & ORGANIZATIONS



65%

MAGAZINES



52%

HOW-TO BOOKS



73%

ASK FRIENDS & COWORKERS

INFOGRAPHIC PRESENTED BY

