

# **The Latino Economic Engine:**

**Driving Oregon's  
Future Forward**

**Presented by Marissa Ramirez, Public Policy Analyst, NALCAB**



**NALCAB is a one-of-a-kind CDFI intermediary with 200+ CDFI and economic development nonprofit member organizations that are working to maximize the economic contributions of the Latino population to the US economy.**

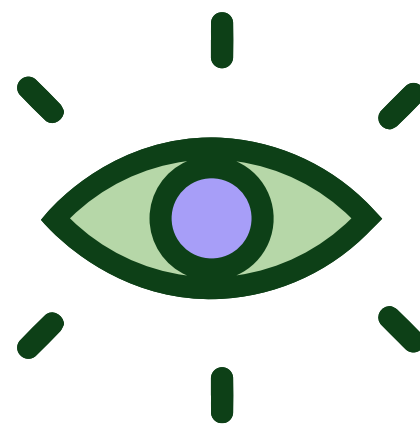
**Our national network spans all 50 states, Washington, DC, and Puerto Rico.**

# About NALCAB



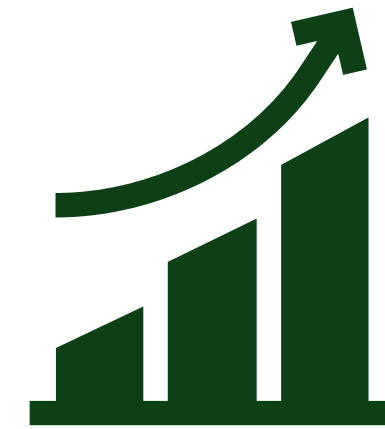
## Mission

Build transformational wealth in Latino communities to create a more prosperous future for the entire nation.



## Vision

A nation where Latino communities thrive, with access to opportunity and prosperity, and the power to shape their own destiny.



## Long-Term Impact

Increase economic power to drive lasting prosperity in Latino communities across the United States.

# Areas of Expertise



**Small Business  
Development**



**Lending &  
Impact Investing**



**Neighborhood  
Development**



**Public Policy  
Advocacy**



**Training & Leadership  
Development**



**Financial  
Capability**

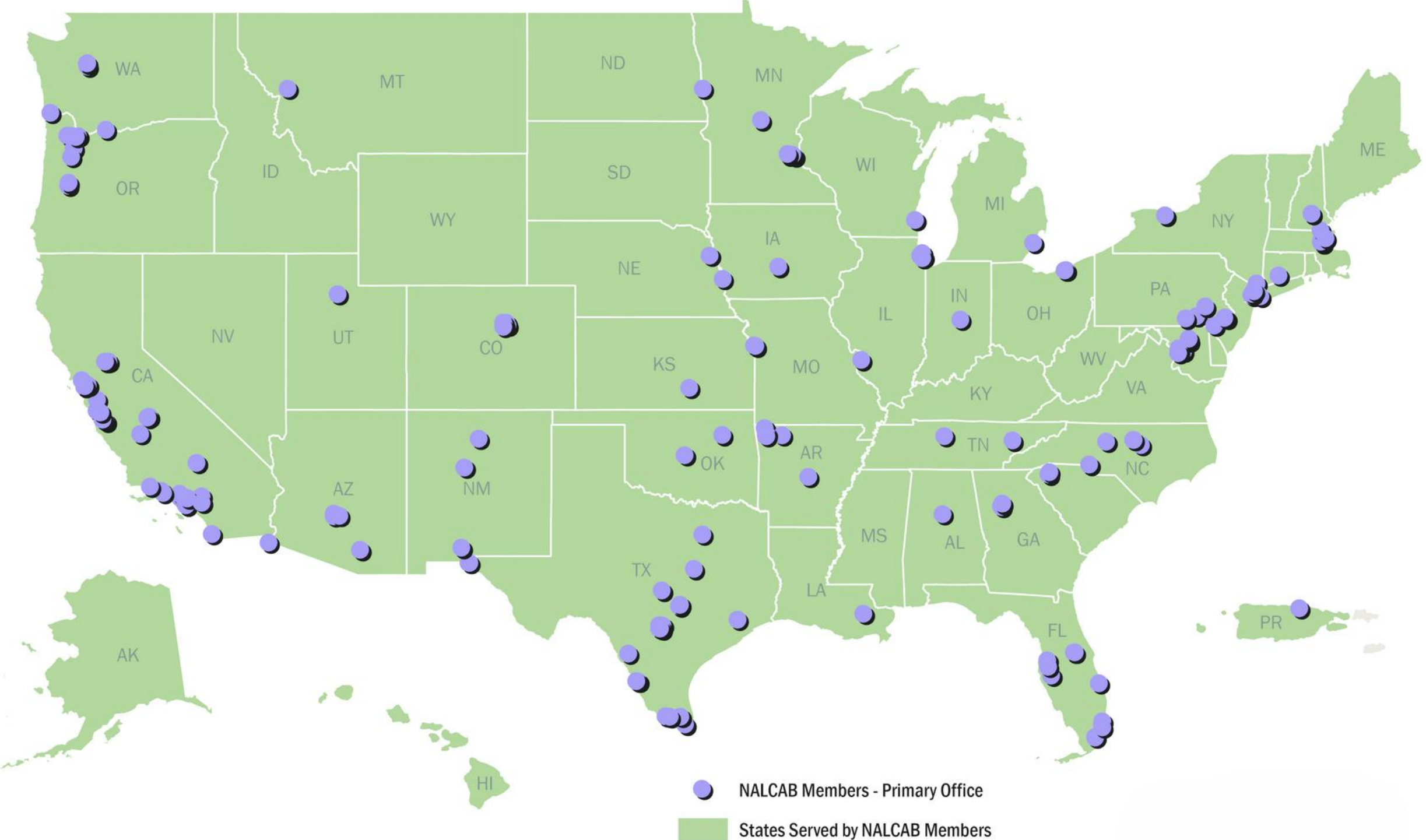


**GIS Mapping**



**Sustainable  
Futures**

# Our Member Network



# Agenda



- Latinos in the US Economy
- Latinos in the Oregon Economy
- Areas of Growth
- Looking Forward
- Q&A

# Latinos in the National Economy



Population growth: 65M+ Hispanics, driving 71% of US population growth

Workforce: 19% of the civilian workforce, 31.8M workers, 69% growth since 2003

Entrepreneurship: 4.7M Latino-owned businesses, \$800B+ annual contribution

Rural communities: largest non-metro minority group, revitalizing rural America

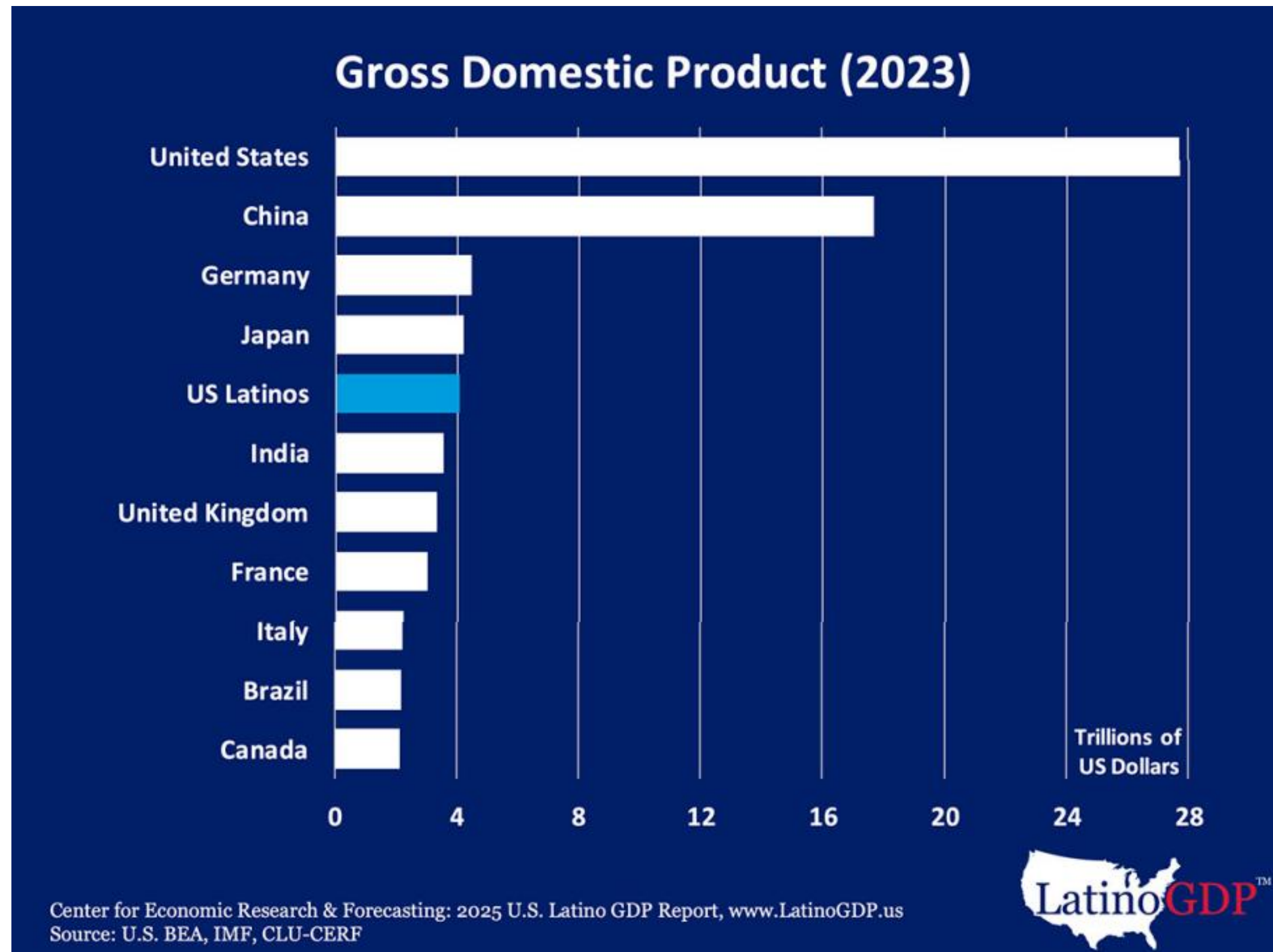
## Hispanics made up more than half of total U.S. population growth from 2000 to 2024

*U.S. population change by race and ethnicity, 2000-24*

|                   | 2024 population    | Change, 2000-24   | Share of total increase |
|-------------------|--------------------|-------------------|-------------------------|
| Hispanic          | 68,010,000         | 32,710,000        | 56%                     |
| Asian             | 21,040,000         | 10,910,000        | 19%                     |
| Black             | 39,960,000         | 6,010,000         | 10%                     |
| White             | 191,380,000        | -3,170,000        | <0%                     |
| Two or more races | 15,520,000         | 10,910,000        | 19%                     |
| <b>Total</b>      | <b>340,110,000</b> | <b>58,690,000</b> |                         |

Pew Research Center

# Latino Spending Power



US Latino GDP: \$4.1 trillion

US Latinos would be the **5th largest economy** if they were a standalone nation. This is the fastest growing GDP in the world.

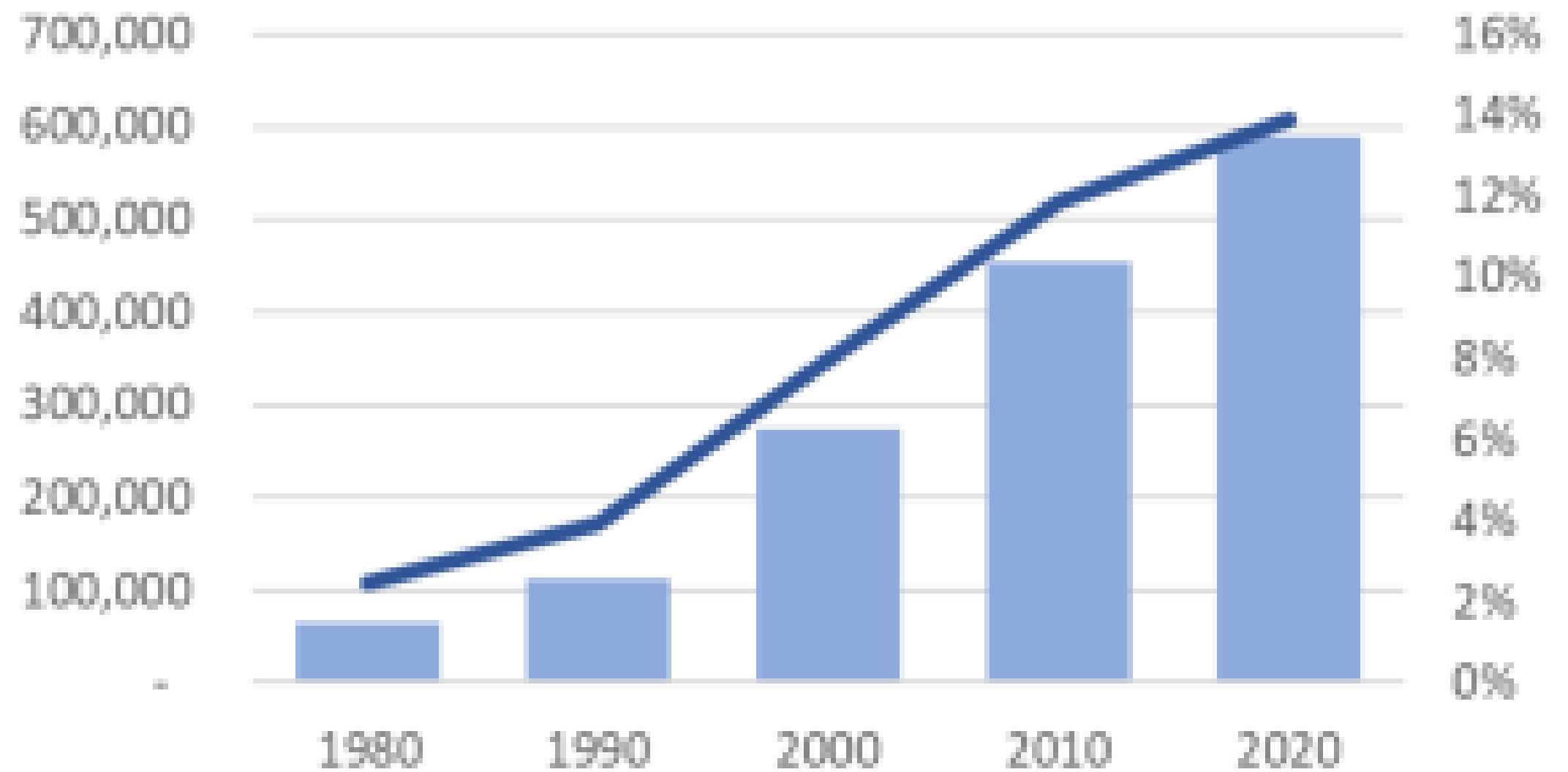
# Latinos In Oregon

Oregon is home to **593,619 Latinos**, making up 14% of the state's population.

Oregon Latinos have a **median age of 25 years**, significantly younger than the broader population.

## Oregon's Hispanic or Latino Population

Population, left axis | Share of state, right axis



Data: Decennial Census | Source: Census, IPUMS-USA, Oregon Office of Economic Analysis

# Immigrants In Oregon

## The \$33 Billion Contribution

Oregon immigrants (the majority of whom are Latino) contribute **\$33 billion** to the state's \$256 billion economic output.

While making up 10% of the population, immigrants account for **13% of Oregon's GDP** and **13% of the labor force**.



**\$33B**  
13% of GDP

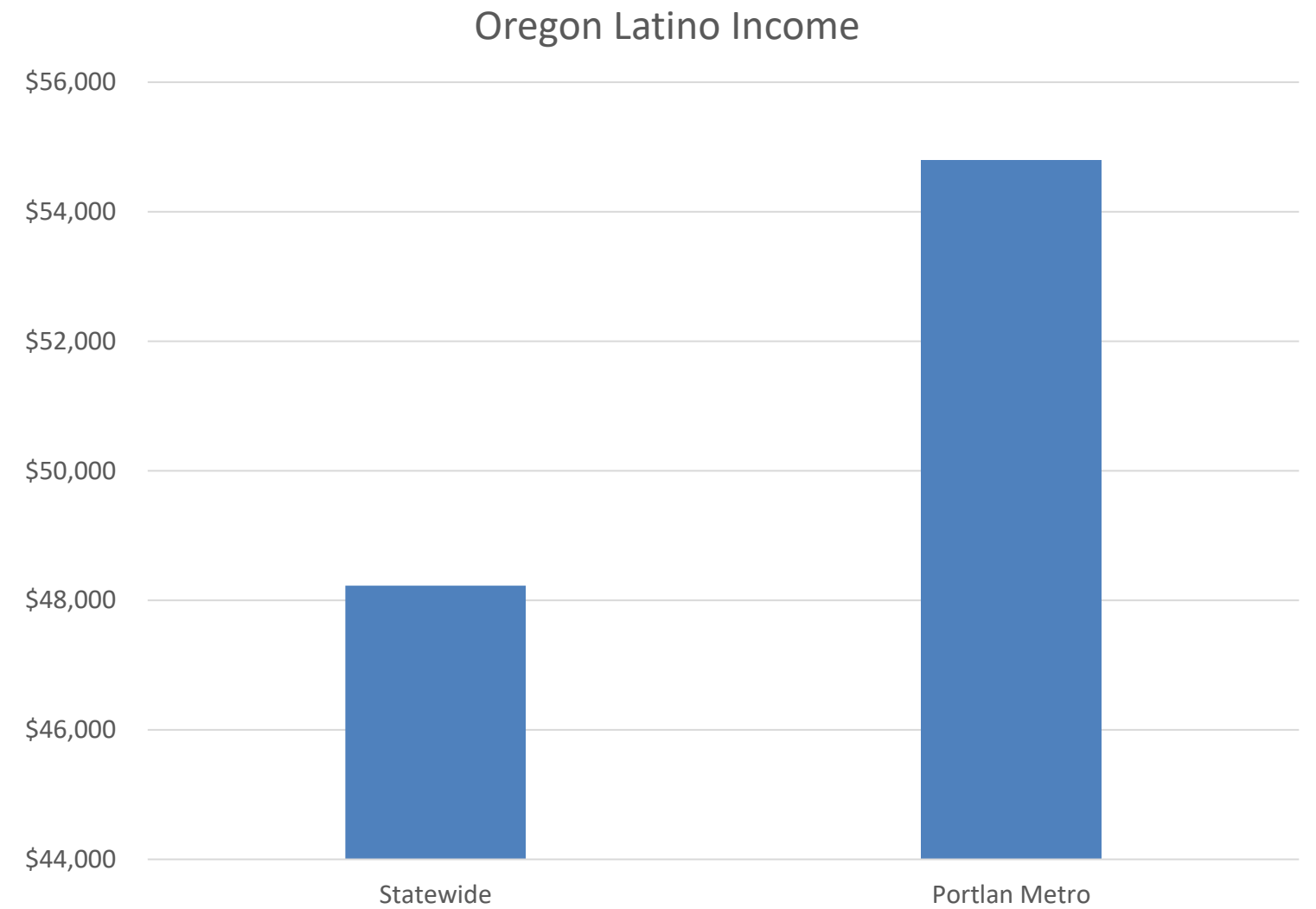
**\$256B**



# Latinos In Portland

Latinos make up **12% of the population of Portland**, over 76,000 people.

Portland Metro median household income for Latinos: **\$54,797** (higher than the statewide Latino average of \$48,225)



# Areas of Opportunity

What needs to be improved



**Wealth  
Disparity**



**Financial  
Stress**



**Unbanked  
Rates**



**Homeownership  
Gap**

# Looking Forward

## An Interdependent Economy

Latinos are **younger and more likely to be working-age**, meaning they will increasingly fill critical workforce gaps.

Latinos are a large portion of the workforce in key sectors including:

- Construction
- Manufacturing
- Transportation

Given the **large gap between Latino and white homeownership**, closing this gap represents a major untapped economic opportunity.

Latinos are among the **fastest-growing entrepreneurial groups in the U.S.** Increased funding for programs to support small businesses can lead to more job creation.

# Citations

[Oregon Center for Public Policy](#)

[Oregon Commission on Hispanic Affairs Biennium Report](#)

[Immigrant Research Initiative](#)

[US Latino GDP Report](#)

[FDIC Survey of Unbanked and Underbanked Households](#)

[Oregon State Treasury Financial Wellness Scorecard](#)

**Questions?**

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