

The Next American Dream

From Homeowners to Investors

Latinos are powering U.S. job growth. Turning that growth into lasting wealth is an opportunity for families and the institutions that serve them.

\$1 trillion

What Latino savers' retirement balances could reach in 30 years with the new Saver's Match, in our high scenario at a 7% annual return.



EXECUTIVE SUMMARY

The industry is about to miss the next American Dream

In 2027, a federal match gives it a reason not to.

Latinos are powering U.S. growth: they filled 57% of net new jobs from 2015 to 2025 and now hold one in five U.S. jobs.¹ Yet the financial industry reaches few of them where wealth grows. In 2022, 28.3% of Latino families owned stock, directly or through funds and retirement accounts, compared with 65.6% of White families, and that gap did not narrow from 2019.² Only 15% of Latino adults use a financial adviser; 37.2% use no source of financial advice at all.³

Starting with tax year 2027, the Saver's Match changes the math. It adds 50 cents for every dollar an eligible person saves for retirement, up to \$1,000 a year per person, or \$2,000 for a married couple who both save, paid into a retirement account.⁴ About 13.6 million Latino adults with earnings have incomes within the match limits.⁵ Institutions ready when these savers file in 2028 will open the accounts where the saving habit starts.

This is not a story about families who do not save. Latino families built their wealth on what they could touch, and it paid. From 2019 to 2022, the most recent Federal Reserve data, Latino homeownership rose from 47.6% to 51.1%, and the typical Latino family's net worth rose 47% after inflation, to \$61,620.² About 45% of that wealth is home equity; about 19% is investments.⁶ Over the past decade, home prices rose 83% and the S&P 500 with dividends reinvested rose 308%.^{7,8} That mix, along with a smaller starting base, is why the gap with White families widened to \$223,000 even as Latino wealth grew.²

Trust opens the door. 38.2% of Latino adults turn to family and friends for financial advice,³ and 27.2% of Finhabits members heard about us that way.⁹ Our experience is that the first investment follows guidance families already trust, in Spanish and English.

In 2023, Power in Numbers argued that Latino wealth was the financial industry's most overlooked growth opportunity.¹⁰ This edition measures something more immediate and tangible: what one federal incentive could put into retirement accounts. In our scenarios, \$6.0 billion to \$10.1 billion goes into accounts in the first year, including \$1.5 billion to \$2.5 billion of match. If those savers keep saving, balances could reach **\$1.02 trillion in 30 years** in our high scenario, at a 7% annual return (\$615 billion in our base case).

The first chapter of the American Dream was built in homes. The next is being built in investments. Page 11 sets out four priorities for the industry.



That dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.¹¹

JAMES TRUSLOW ADAMS
THE EPIC OF AMERICA, 1931

Sources and methodology: pages 12–14.

KEY FINDINGS

Five numbers every CEO in financial services should know

57%

Latinos are driving U.S. job growth

8.3 million of 14.7 million net new U.S. jobs, 2015–2025.¹
Median full-time pay rose 16% after inflation, vs 10% for all workers.^{12,13} **OBSERVED**

So what: The growth in U.S. earners, and future savers, is disproportionately Latino.

45%

Share of Latino family net worth in home equity, 2022

Latino wealth is overexposed to the home. Investments are 19% (White families: 19% and 36%).⁶ Oct. 2016 to June 2026: home prices +83%; S&P 500 with dividends +308%.^{7,8} **ESTIMATED**

So what: Latino families have shown they build wealth. The asset they hold least is the one institutions manage.

15%

Fewer than one in six Latino adults uses a financial adviser

Latino adults using a financial adviser in 2024, vs 26.1% of White non-Latino adults; 37.2% used no source of advice.³
OBSERVED

So what: For most Latino families, the advice relationship has not been claimed by anyone.

13.6 million

Latino adults income-eligible for the 2027 Saver's Match

Adults with earnings whose incomes are within the 2027 limits.⁵ The match adds 50 cents per dollar saved, up to \$1,000 a year per person.⁴ **ESTIMATED**

So what: A large, defined audience with a dated trigger: tax year 2027, claimed in 2028, paid into a retirement account.

Up to \$1T

What the match could build in 30 years

Latino savers' retirement balances could reach \$615 billion to \$1.02 trillion in 30 years at a 7% annual rate, compounded monthly. **SCENARIO**

So what: The opportunity goes to the institutions that move first. See page 11.

THE WORKFORCE

A large and growing workforce: one in five U.S. workers is Latino

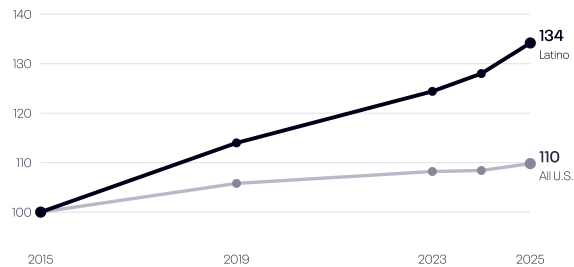
The Latino population ages 16 and over grew 30% in ten years, from 39.6 million in 2015 to 51.4 million in 2025. Jobs followed. In 2025, 32.7 million Latinos were employed, 20.0% of all U.S. workers, up from 16.4%. Latinos filled 8.3 million of the 14.7 million net new jobs over the decade. Most of that came from more people: the share of Latinos with a job rose only from 61.6% to 63.7%.¹

Pay rose as well. The median full-time Latino worker earned \$951 a week in 2025, up from \$604 in 2015.¹² After inflation, that is 16% more, compared with 10% for all workers.^{12,13} The Latino median is now 79% of the all-worker median, up from 75%.

This is the starting point: more Latinos are working, and they are earning more. The question is what that income is turning into. It also opens a door. About 13.6 million Latino adults with earnings, roughly 4 in 10, have incomes that qualify for the federal Saver's Match starting in 2027.⁵

Latino employment grew more than three times as fast as total U.S. employment

Employment, annual averages, indexed to 2015 = 100



OBSERVED Points shown for 2015, 2019, 2023, 2024 and 2025. Source: BLS, Current Population Survey annual averages, ages 16+; index calculated by Finhabits.

How to read this report

Latino	Some sources use "Hispanic"; we use "Latino" throughout.		
Typical	The median: half above, half below.		
Who is counted	Jobs and pay count individuals. Wealth counts families. The Saver's Match applies to tax filers.		
Time windows	Jobs 2015–2025; wealth 2019–2022; advice 2023–2024; Match 2027. Never combined in one number.		
Labels	OBSERVED published data · ESTIMATED our calculation from published data · SCENARIO a modeled what-if		

WEALTH

Latino families are building wealth, but the gap in dollars grew

Between 2019 and 2022, the typical Latino family's net worth rose from \$41,910 to \$61,620, after inflation. That is real progress, over three years that included a pandemic.²

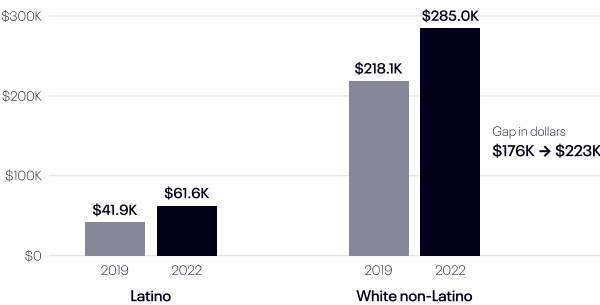
The typical White non-Latino family started much higher and added more in dollars, rising from \$218,140 to \$285,010. The wealth gap between the two medians grew from about \$176,000 to about \$223,000.²

Homeownership moved closer. 51.1% of Latino families owned a home in 2022, up from 47.6% in 2019, while White ownership held near 73%.²

So two things are true at once. Latino families are gaining, and parity is far away. Rising pay and home buying are narrowing some gaps; they have not closed the wealth gap. The reason is in what families own.

Both grew. The White median added more in dollars

Median family net worth, thousands of 2022 dollars



OBSERVED Gap is the difference between published medians (Finhabits calculation). Net worth is assets minus debts, per family. Source: Federal Reserve, Survey of Consumer Finances, FEDS Note, Oct. 18, 2023.

WHAT FAMILIES OWN

Wealth built in homes, while markets grew faster

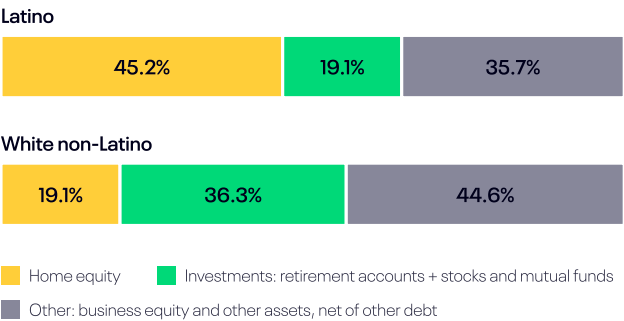
Home equity makes up about 45% of Latino family net worth, compared with 19% for White families. Investments, meaning retirement accounts plus stocks and mutual funds, make up about 19% of Latino net worth, compared with 36% for White families.⁶

Ownership rates show the same pattern. In 2022, 28.3% of Latino families owned stock, directly or through funds and retirement accounts, compared with 65.6% of White families.² That gap did not narrow from 2019. And 27.5% of Latino families had a retirement account, compared with 61.7%.⁶

Buying a home has worked for Latino families, and it still does. It is one part of the American Dream. Another part, investing, is still a gap. Closing it is a shared opportunity: wealth that lasts for Latino families, and growth for the institutions that help them build it.

Latino families hold more than twice as much of their wealth in the home as in investments

Share of family net worth, 2022



ESTIMATED Finhabits calculation from Federal Reserve SCF summary tables (2022). Investments = retirement accounts (14.5% Latino; 17.2% White) plus stocks and mutual funds outside retirement accounts (4.6%; 19.1%). Other is the remainder.



Should I invest or buy a house? It's one of the questions we hear most from our members. There's no single right answer. But when most of a family's wealth is in one place, it grows at that one asset's pace. A home and investments can work together.

CARLOS GARCÍA
CEO AND FOUNDER, FINHABITS

HOMES VS MARKETS

What a family owns shapes how fast its wealth grows

The mix matters because homes and markets have grown at very different speeds. From October 2016 to June 2026, the national home price index rose 83%. The S&P 500, with dividends reinvested, rose 308%.^{7,8} Over the last five years, home prices rose 29% and the S&P 500 rose 88%.^{7,8}

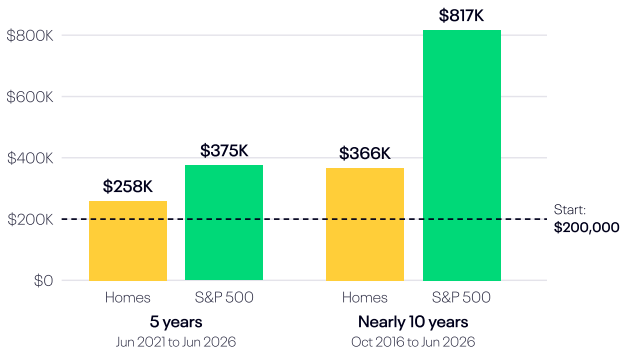
The mix matters most over the long run. Latino families hold most of their wealth in the home and less than one-fifth in investments. That mix, along with a much smaller starting base, is why the dollar gap keeps widening even as Latino wealth grows.

Put in dollars: \$200,000 that grew with national home prices from October 2016 would be worth about \$366,000 in June 2026. The same \$200,000 invested in the S&P 500, with dividends reinvested, would be worth about \$817,000.^{7,8}

These are national benchmarks, not returns any family earned. The point is exposure: a family whose wealth is mostly a house has a small stake in the assets that grew fastest.

\$200,000 grew to about \$366,000 with home prices, and about \$817,000 in the S&P 500

Value of \$200,000, nominal, to June 2026



OBSERVED Benchmarks: S&P Cotality Case-Shiller U.S. National Home Price Index (FRED CSUSHPINSA); S&P 500 total return index, S&P Dow Jones Indices. Growth and dollar values calculated by Finhabits.

WINDOW	HOME PRICES	S&P 500 (DIVIDENDS REINVESTED)	\$200,000 WITH HOME PRICES	\$200,000 IN THE S&P 500
5 years Jun 2021 to Jun 2026	+29%	+88%	\$258,057	\$375,142
Nearly 10 years Oct 2016 to Jun 2026	+83%	+308%	\$366,216	\$816,628

Hypothetical illustration. For informational purposes only; not a recommendation or an offer to buy or sell any security. Figures track national indexes, not any actual home or investment, and are nominal, before mortgage costs, upkeep, fees and taxes. Indexes cannot be invested in directly. Past performance does not predict future results. Investing involves risk, including loss of principal.

ADVICE AND CONFIDENCE

Fewer than one in six Latino adults uses a financial adviser

In 2024, 15.0% of Latino adults used a financial adviser, compared with 26.1% of White non-Latino adults. More than a third of Latino adults, 37.2%, used no source of financial advice at all.³

Confidence follows a similar line. In 2023, 41% of Latino adults said they knew a great deal or a fair amount about personal finances, compared with 58% of White adults.¹⁴

Family and friends are a common source of advice: 38.2% of Latino adults use them, a little below the 43.4% of White non-Latino adults.³

These figures measure use and self-assessment. They do not say why the gaps exist, whether cost, availability, language or preference. Our experience at Finhabits is that trust comes first: guidance has to be easy to find, easy to understand and available through the channels families already use. Many of these families have yet to be served by professional advice.

Fewer Latino adults use an adviser or feel knowledgeable about their finances

Share of adults, %

Used a financial adviser (2024)



Used no advice source (2024)



Know a great deal or a fair amount about personal finances (2023)



■ Latino ■ White non-Latino

OBSERVED Two surveys and years; not combined. Bars share one scale (0–60%). Sources: Federal Reserve Bank of Philadelphia, LIFE Survey 2024; Pew Research Center, 2023 survey (Pew does not define White as non-Latino).

WHAT WE SEE AMONG FINHABITS MEMBERS

27.2%

heard about Finhabits from family and friends⁹

28%

are self-employed¹⁵

11%

have a 401(k) through their employer¹⁵

Finhabits members, not representative of all U.S. Latinos. Family and friends: respondents to the onboarding question.

THE MOMENT

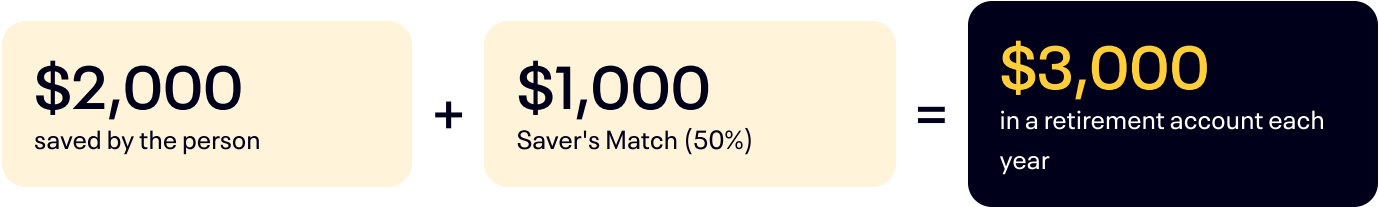
In 2027, a federal match lowers the cost of becoming an investor

Starting with tax year 2027, the Saver's Match adds 50 cents for every dollar an eligible person saves for retirement, up to \$1,000 a year per person, or \$2,000 for a married couple who both save.⁴ The full rate goes to lower incomes and phases out above them. Savers claim it on their 2027 tax return, in 2028, and the match is paid into their retirement account.⁴

Two signs suggest Latino savers are well placed to use it. **Income:** about 13.6 million Latino adults with earnings have incomes within the 2027 match limits.⁵ **Room to grow:** 46% of Latino non-retirees report having a retirement account, compared with 61% of all non-retirees (Federal Reserve SHED, 2025).¹⁶ This survey asks individuals about their own accounts; the 27.5% on page 6 counts families, from a different survey, so the two figures are not directly comparable (see page 13).

For savers, the match changes the math of a first investment. A saver at the full rate who puts in \$2,000 receives \$1,000 more, so \$3,000 goes into the account. Because the match is paid into a retirement account, providers have a direct role in helping savers open an account, fund it and claim the match.

At the full rate, every \$2 saved becomes \$3 in the account



OBSERVED Per person, at the full rate. Rule from the IRS; the full rate applies up to the income limits below.

SAVER'S MATCH, TAX YEAR 2027	SINGLE	HEAD OF HOUSEHOLD	MARRIED FILING JOINTLY
Full 50% match up to income of	\$20,500	\$30,750	\$41,000
Match falls to zero at income of	\$35,500	\$53,250	\$71,000

Match is 50% of contributions up to \$2,000, maximum \$1,000 per person. Income is modified adjusted gross income. Source: IRS.

For institutions that serve Latino families, the opportunity is to be ready before 2027: accounts that are simple to open with small amounts, guidance in Spanish and English, and help at tax time. Savers who start in 2027 can build a habit that lasts well beyond the match.

PUTTING IT TOGETHER

The \$1 trillion opportunity: what it would take

A large, growing workforce

One in five U.S. workers is Latino, and Latino pay is rising faster than the all-worker median.

Wealth built in homes

Home equity is about 45% of Latino net worth.⁶ The stock-ownership gap has not narrowed: 36.7 points in 2019, 37.3 in 2022.²

Advice that has not reached most families

15.0% of Latino adults use a financial adviser.³

A federal incentive from 2027

The Saver's Match adds up to \$1,000 a year per person, paid into a retirement account.⁴

Put together, they describe families who are earning and saving, mostly into homes, with little of it reaching investment accounts. The Saver's Match gives them a new reason to start investing. How much could they build? Each scenario assumes savers put in \$1,600 a year and receive the match for their income. In our Base case, 21% of the 13.6 million qualifying Latino adults⁵ save, the same rate at which Latino workers join

employer plans today.¹⁷ In our High case, 35% save, still below the 46% of Latino non-retirees who report having a retirement account.¹⁶ In year one, that is \$6.0 billion to \$10.1 billion into retirement accounts, including \$1.5 billion to \$2.5 billion of match. If the same savers keep saving, balances reach \$615 billion to \$1.02 trillion after 30 years at a 7% annual rate, compounded monthly.

SCENARIO	QUALIFYING ADULTS ^a	PARTICIPATION ^b	SAVERS	AVERAGE MATCH EACH ^c	SAVERS' DEPOSITS A YEAR	MATCH A YEAR	TOTAL INTO ACCOUNTS, YEAR 1	AFTER 30 YEARS AT 7%
Base	13.6M	21%	2.86M	~\$517	\$4.57B	\$1.48B	\$6.0B	\$615B
Mid	13.6M	28%	3.81M	~\$517	\$6.09B	\$1.97B	\$8.1B	\$820B
High	13.6M	35%	4.76M	~\$517	\$7.62B	\$2.46B	\$10.1B	\$1.02T

Each saver puts in \$1,600 a year. ^a Latino adults with earnings whose income falls within the 2027 match limits (Census CPS ASEC 2025). ^b Base follows EBRI employer-plan rates by earnings. High (35%) sits between Latino retirement-account ownership in the SCF (27.5%, 2022) and in SHED (46%, 2025). Mid is the midpoint. ^c Average across savers. Each saver gets the match rate for their income: 50% at the lowest incomes, falling to zero at the limit. That works out to about 32% on average.

SCENARIO Scenarios, not forecasts, and not estimates of assets under management. Balances include assumed market growth and do not estimate how much saving would be new. Method: page 14.

What the evidence does not show

Why the gaps exist.
The data show differences in ownership and advice use, not their causes.

The whole story at the average.
At the mean, the 2019–2022 widening came mostly from differences in how much owners hold, not in how many families own.⁶

Wealth after 2022, and whether the Match raises saving.
The next Survey of Consumer Finances will update it; claims begin in 2028, and rules may change.

CONCLUSIONS

The next stage of Latino wealth will be built in investments. The industry can help build it

Latinos are one in five U.S. workers¹, and Latino families are gaining wealth. Most of that wealth sits in the home. The step to owning investments is where the shared opportunity is: lasting wealth for families, and growth for the institutions that serve them. From 2027, a federal match makes that step cheaper to take. In our scenarios, it could mean \$615 billion to \$1 trillion in Latino retirement balances over 30 years.

Four priorities for the industry

For asset managers, retirement providers, banks and employers, the evidence supports four priorities.

Build for the first investment

Make it simple to start investing in small amounts, and to keep investing, including for workers outside an employer plan.

Be ready for 2027

The Saver's Match is paid into a retirement account. Providers that help eligible savers open, fund and claim will meet them at the moment of decision.

Earn trust before asking for assets

Plain guidance, in Spanish and English, through the channels families already rely on.

Measure ownership that lasts

Count funded accounts, continued contributions and balances over time, not account openings.

The American Dream, as Adams described it, means an opportunity for everyone. Latino families have built one part of it in their homes. The next part will be built in investments, and the industry can help build it.

SOURCES

Sources

Numbers in the text refer to the sources below.

1. U.S. Bureau of Labor Statistics (BLS), Current Population Survey, annual averages 2015, 2019, 2023, 2024, 2025: Table 1 (all) and Table 6 (Hispanic or Latino). Civilian noninstitutional population ages 16+, not seasonally adjusted. bls.gov/cps/
2. Federal Reserve, FEDS Note, "Greater Wealth, Greater Uncertainty: Changes in Racial Inequality in the Survey of Consumer Finances," Oct. 18, 2023. Median and mean net worth, homeownership and stock ownership, 2019 and 2022, 2022 dollars. federalreserve.gov/econres/notes/feds-notes/
3. Akana, T., and L. Santucci, "Trust and Credibility: Comparing Sources of Financial Advice," Federal Reserve Bank of Philadelphia, March 2025, Table 1 (LIFE Survey, March 22 to April 6, 2024, about 5,000 adults).
4. Internal Revenue Service, "Saver's Match," page reviewed Sept. 29, 2026. irs.gov/credits-deductions/savers-match. 26 U.S.C. 6433; IRS Notice 2026-48.
5. U.S. Census Bureau, Current Population Survey Annual Social and Economic Supplement (CPS ASEC) 2025, public-use person file (income year 2024).
6. Federal Reserve, Survey of Consumer Finances historical summary tables, real 2022 dollars: Tables 4, 6, 9 and 13. federalreserve.gov/econres/files/scf2022_tables_internal_real_historical.xlsx
7. S&P Cotality Case-Shiller U.S. National Home Price Index, not seasonally adjusted (FRED CSUSHPINSA): Oct. 2016, 183.994; June 2026, 336.908.
8. S&P Dow Jones Indices, S&P 500 total return index, daily export as of Sept. 30, 2026: Oct. 3, 2016, 4,108.13; June 30, 2026, 16,774.07. spglobal.com/spdji/en/indices/equity/sp-500/
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11. Adams, James Truslow. *The Epic of America*. Little, Brown & Co., 1931.
12. BLS, median usual weekly earnings, full-time wage and salary workers, annual: Hispanic or Latino and all workers (FRED series LEU0252885400A and LEU0252881500A). fred.stlouisfed.org
13. BLS, Consumer Price Index for All Urban Consumers (CPI-U), annual averages: 237.017 (2015), 321.943 (2025).
14. Pew Research Center, "Roughly half of Americans are knowledgeable about personal finances," Dec. 9, 2024 (7,470 U.S. adults, Sept. 12 to 24, 2023, English and Spanish).
15. Finhabits, active members, self-reported, as of Oct. 2026.
16. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (SHED), May 2026, Table 29: tax-preferred retirement account, non-retired adults.
17. Employee Benefit Research Institute, Fast Fact #524, "Retirement Plan Participation, by Race/Ethnicity, 2023," Feb. 20, 2025, Figure 2.
18. Damodaran, A., "Historical Returns on Stocks, Bonds and Bills: 1928-2025," NYU Stern School of Business, updated Jan. 5, 2026. pages.stern.nyu.edu/~adamodar/

Also consulted: Federal Reserve, "Changes in U.S. Family Finances from 2019 to 2022: Evidence from the Survey of Consumer Finances," Federal Reserve Bulletin, Oct. 2023. federalreserve.gov/publications/files/scf23.pdf National Association of Hispanic Real Estate Professionals and Hispanic Wealth Project, home equity share of Hispanic net worth, 2022 (corroboration only).

Definitions, data and limitations

Definitions. Some sources use "Hispanic"; we use "Latino" throughout. White means White non-Latino (the sources' "White non-Hispanic") except in Pew data. Net worth is assets minus debts, per family. "Typical" is the median. Stock ownership includes direct holdings and stock held through funds and retirement accounts.

Data periods. Jobs and pay: annual averages, 2015 to 2025. Wealth: Survey of Consumer Finances 2019 and 2022, in 2022 dollars (2022 sample: 4,602 families); the 2022 survey is the latest published as of Oct. 1, 2026. Market benchmarks: Oct. 2016 to June 2026, nominal. Advice: 2024 (LIFE) and 2023 (Pew). Retirement accounts: SHED 2025. Match rules: tax year 2027. Windows are never combined in one number.

Calculations. Shares, growth rates, gaps and indexes are Finhabits calculations from published figures. Real pay uses CPI-U. Net worth composition (pages 6 and 7) is estimated as share of families holding each asset times mean holdings, from the SCF summary tables; home equity is home value minus primary mortgage. The mean-gap analysis (page 10) splits each asset's gap into ownership and holdings per owner using midpoint weights; the Fed flags these mean tables as sensitive to outliers. No standard errors are available for these tables.

Finhabits data. Based solely on members who were shown and answered the question "How did you hear about Finhabits?" in the onboarding survey, Aug. 1, 2025 to Sept. 2026: 1,187 of 4,371 respondents (27.2%) chose family and friends. Respondents are not the total number of members who joined in the period. Finhabits members are not representative of all U.S. Latinos.

Two surveys on retirement accounts. Estimates of retirement-account ownership vary by survey: 27.5% of Latino families (Survey of Consumer Finances, 2022) and 46% of Latino non-retirees, self-reported (Survey of Household Economics and Decisionmaking, 2025). Population, unit, year and method differ. We use the SCF for wealth and SHED for self-reported retirement behavior.

Limitations. Most sources publish no sampling error. Results describe groups and imply no cause. Scenarios are hypothetical and are not a promise of returns.

Methodology: the Saver's Match scenarios

What they are. The scenarios show the retirement balances that Latino savers who qualify for the Saver's Match could build over 30 years. The \$615 billion to \$1.02 trillion figures are scenarios, not forecasts, and are not estimates of assets under management. Balances include assumed market growth (7% annual rate, compounded monthly) and do not estimate how much of the saving would be new.

Who qualifies. 13.6 million Latino adults: ages 18 and over, with earnings, not claimed as a dependent, not full-time students, and with tax-unit income below the 2027 limit at which the match falls to zero. That is 43% of the 31.6 million Latino adults with earnings who are not dependents or full-time students. Calculated from the Census Bureau's CPS ASEC 2025 public-use file.⁵

The three cases. Every saver puts in \$1,600 a year and receives the match rate for their income, about 32% on average. Base: participation follows the share of Latino workers in an employer retirement plan at each earnings level (EBRI): 9.6% under \$20,000; 21.1% at \$20,000–\$39,999; 44.7% at \$40,000–\$74,999; 69.6% at \$75,000 and over.¹⁷ That is about 21% of those who qualify, or 2.86 million savers. High: 35%, or 4.76 million, with the same rates scaled up evenly across earnings levels. Mid: 28%, the midpoint, or 3.81 million. Base and High rest on published rates; Mid is a midpoint.

Thirty years at the same pace. The same savers deposit the same amount every year for 30 years: monthly deposits at the end of each month, at a 7% annual rate compounded monthly (0.583% a month; about 7.2% a year effective). Savers, deposits, wages and income limits do not grow; there are no withdrawals, fees or taxes; the rules do not change, and the program continues.

Why 7%. From 1928 to 2025, the S&P 500 with dividends reinvested returned 10.0% a year, compounded, and every 30-year period in that history returned at least 8.0% a year.¹⁸ We use 7%, below every 30-year period, allowing for a mix of investments and costs. Past performance does not predict future results.

What drives the total. Most of each 30-year balance is assumed growth. In the High case, savers and the match deposit \$302 billion over 30 years; the remaining \$722 billion of the \$1.02 trillion is assumed market growth.

TOTAL BALANCE, \$ BILLION	YEAR 1 DEPOSITS	YEAR 10	YEAR 20	YEAR 30
Base	6.0	87.2	262.5	614.7
Mid	8.1	116.3	350.0	819.6
High	10.1	145.3	437.4	1,024.5

About Finhabits

Finhabits is a leading bilingual financial technology platform empowering investors of all levels to build wealth, invest in their future, and develop better financial habits. Latino Power in Numbers is Finhabits' report on the Latino economy, published every three years.

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