

2025 LDC U.S. LATINOS IN TECH REPORT: AI™ FIFTH ANNUAL EDITION:

HIDDEN IN THE ALGORITHM: IS AI PERPETUATING STEREOTYPES?



AI'S BLIND SPOT: U.S. Latinos are leading adopters and builders of AI, yet AI systems still confine them to narrow stereotypes-leaving billions in market opportunity unrealized.

MARKET REALITY: EARLY ADOPTION & USAGE



14% of scaled Latino-owned firms already use AI tools for operations, content creation, customer relationship management, and decision-making, double the rate of White-owned firms.



Latino teens lead in AI use for learning: 57% use it for homework (10 percentage points higher than White teens) and 43% create images or videos for projects. They also stand out in brainstorming and schoolwork tasks, showing stronger, more productive AI adoption than peers.

AI TALENT PIPELINE & DEMAND



Engineering momentum (2012–2022): +56.7% undergrad, +37% master's, +85.4% doctoral degrees earned by U.S. Latinos in STEM fields, the largest gains of any group.



Projected demand: 11.8 million STEM jobs by 2033, many requiring AI skills; Latino educational gains in STEM fields prepare them for AI-driven careers.

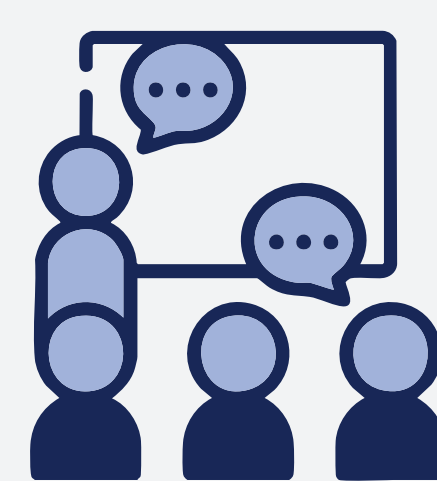
BUT HERE'S WHAT AI ACTUALLY GENERATES:



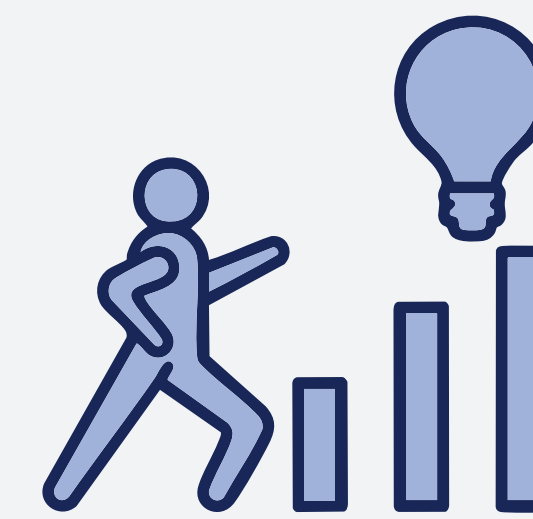
Defaults to "family" and "culture," –even without prompts.



Often portrays Latinos struggling with bias and self-doubt.



Shows other groups as confident experts and market-driven leaders.

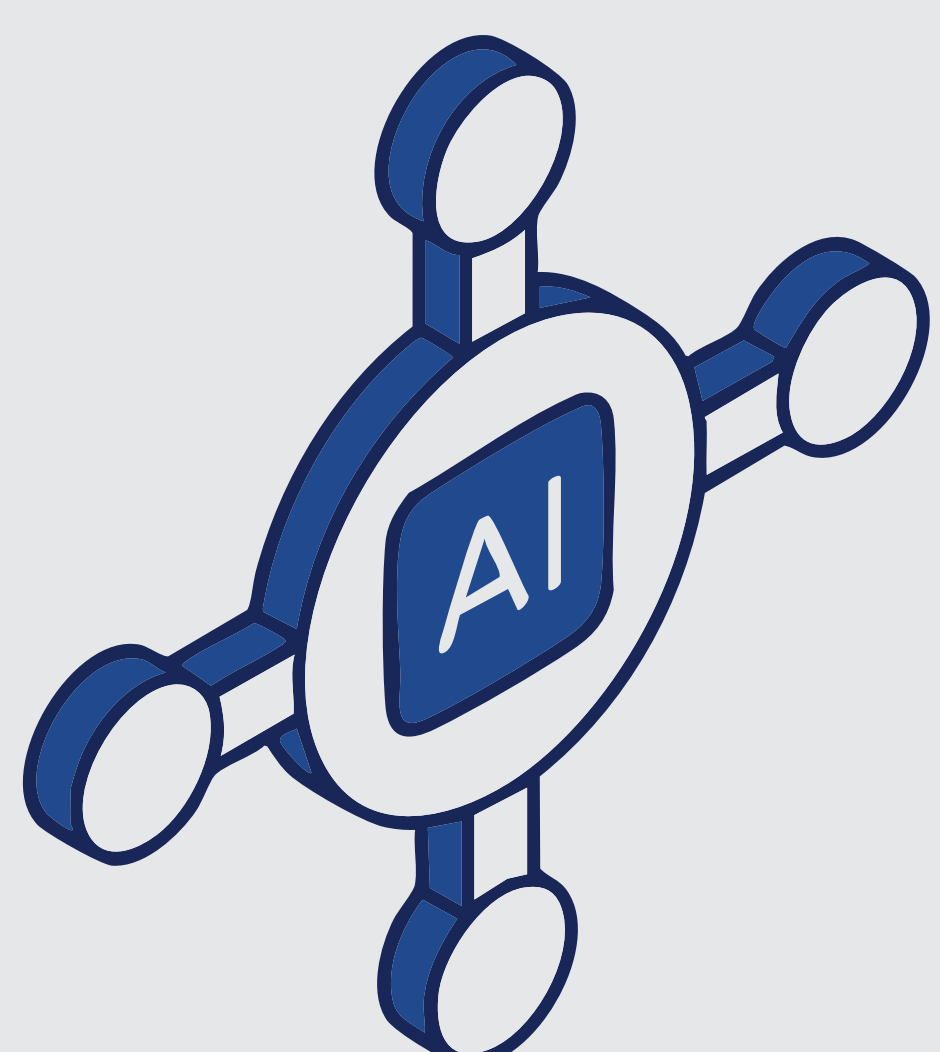


For entrepreneurs and students, emphasizes "heritage" and "resilience" over technical expertise.

AI reduces Latino identity cultural stereotypes while portraying other groups as technical experts and leaders

METHODOLOGY

We analyzed 1,575 AI-generated narratives across business and education contexts comparing how GPT-4 portrays Latinos versus other groups. Prompts included: storytelling, media/culture, tech mentorship, startups, and education scenarios.



This isn't just a warning—it's a roadmap for growth. Companies that move beyond stereotypes and design for Latino early adopters or AI will capture the loyalty of America's fastest-growing consumer segment.

For more information and details on the report, please email us at info@latinocollaborative.org.
www.LatinoDonorCollaborative.org



X: @LDCLatino
Facebook: @Latino Donor Collaborative
Instagram: @LatinoDonorCollaborative
LinkedIn: Latino Donor Collaborative