

Nefe Digest

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Rise of the Latina

Hungry for financial education, challenged by cultural stereotypes

Contrary to stereotypes, Latinas long have been the financial managers of their households. But, while white women earn 78 cents for every dollar earned by a white man, Latina women earn only 54 cents. In general, Latinos have the highest labor participation, the lowest retirement security, a relatively younger age, and a longer life expectancy than any other demographic. Researchers in a NEFE-funded study from the University of Notre Dame say that Latinas have a huge appetite for financial education and a strong desire to save. Their savings could provide a critical safety net to America's largest minority group.



NATIONAL ENDOWMENT FOR
FINANCIAL EDUCATION

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Continued on page 2.