



## 2008 Heartland Latino Leadership Conference Demographics

In 2009, the Heartland Latino Leadership Conference committee will be targeting Latinos as they are a strong foundation for this conference, as well as individuals with an interest in developing the skills needed to succeed in a diverse and changing world. The goal is to ensure that the community benefits from the leadership and other benefits provided by this inclusive conference.

*Approximately 550 conference registrants attended in 2008*

- Age:** 45% of the attendees are in the 25-40 age range (Gen Y)  
 43% of the attendees are in the 41-60 age range (Baby Boomers)  
 6% of the attendees are in the 16-25 age range (Gen X)  
 6% of the attendees are in the over 60 age range
- Ethnicity:** 71% are Latino  
 21% are Caucasian  
 5% are African-American  
 2% are Asian  
 1% are Other
- Location:** 75% Omaha Metro  
 12% Lincoln or Central Nebraska  
 7% Greater Nebraska  
 6 % Midwest other than Nebraska
- Marketing:** 52% Word of Mouth  
 23% E-mail  
 21% Brochure  
 4 % Other
- Reason:** 52% Have attended in the past  
 24% Networking benefits  
 15% Other  
 9% Wanted to hear a particular featured speaker
- Interest:** 30% Leadership  
 19% Education  
 18 % Economic and Business  
 15% Health and Human Services  
 11 % Global Issues  
 7% Arts and Cultural