

Beat: Lifestyle

## Latina women feel that expressing cultural identity is important in workplace

according to an exclusive study

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**USPA NEWS** - At 80%, an overwhelming majority of Latina women surveyed feel that expressing cultural identity is important in the workplace, according to Latina@Work™ an exclusive study jointly commissioned by Time Inc.'s People en Español in partnership with Lieberman Research Worldwide...

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People en Español surveyed nearly 1,000 women to uncover how Latinas, who are experiencing more professional and educational growth than ever before, are modulating two opposing versions of themselves. As trailblazers among their families, they are simultaneously breaking cultural barriers and managing cultural expectations, which results in a feeling of 'otherness' both at work and at home.

Results from the Latina@Work study underscore how today's Latina is living in two worlds, struggling between two identities yet yearning for the opportunity to 'just be herself.'

- 80% agreed with the statement, 'At work, I want to be seen as who I really am, including being Latina.'
- 51% of Latinas indicate they are the first in their family to go to college (vs. 38% of non-Hispanic Caucasian women).
- 31% of Latinas say, 'I must dress more conservatively than my co-workers in order to be taken seriously' (vs. 21% of non-Hispanic Caucasian women).
- 35% of Latinas say, 'The way I style my hair impacts how successful I am at work' (vs. 25% of non-Hispanic Caucasian women).
- 69% of Latinas say, 'I am primarily responsible for the cooking in my family' (vs. 78% of non-Hispanic Caucasian women, indicating how cultural expectations are undergoing a shift).

The qualitative research included expert interviews with leading clinical psychologists, 10 in-depth interviews with women from around the country (New York, Los Angeles, Miami, Dallas, and Charlotte) representing a cross-section of Hispanic heritage (Mexican, Puerto Rican, Chilean, Honduran, Cuban and Dominican), as well as various professional backgrounds.

Now through the end of the year, People en Español will be taking this industry-leading research on the road™ targeting chief diversity officers, government officials and community leaders of major organizations, including brands, nonprofit organizations and governmental institutions.

Source : PEOPLE en Español

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