



2024 LATINO DONOR COLLABORATIVE **IMPACT REPORT™**



**From Data to Narrative:
Empowering the U.S. with Fact-Based Research**



ABOUT THE LATINO DONOR COLLABORATIVE

The Latino Donor Collaborative (LDC) is a non-profit and non-partisan organization that creates original economic research about the Latino/Hispanic community in the United States.

Our data are used by decision-makers and resource allocators to promote growth in the new mainstream American economy. Together with our partners at top U.S. research centers, we produce fact-based data to identify opportunities.

TO LEARN MORE, FIND US AT

 X: @LDCLatino

 Facebook: @Latino Donor Collaborative

 Instagram: @LatinoDonorCollaborative

 LinkedIn: @LatinoDonorCollaborative

 YouTube: @LatinoDonorCollaborative4253

www.LatinoDonorCollaborative.org

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A Message From the Latino Donor Collaborative

As we reflect on 2024, it is with great pride that we share the strides and impact made by the Latino Donor Collaborative (LDC). This year, we expanded our reach through 10 groundbreaking reports, transformative initiatives, and impactful convenings that have collectively engaged millions. Our research collaborations with esteemed partners, including Arizona State University, KANTAR, Wells Fargo, and many others, have enriched our mission to present an accurate and compelling narrative of Latino contributions. The reach of our work—spanning over 16.5 million individuals accessing our think tank data and more than 13,000 articles amplifying our findings—is a testament to the growing recognition of our efforts.

Every piece of research we produce serves as a cornerstone for shaping a realistic and empowering narrative about Latinos in the United States. These insights give voice to the community, challenging outdated stereotypes and closing the gap between perception and reality. Through data, we demonstrate the undeniable cultural, economic, and political influence of Latinos, enabling leaders and organizations to make informed decisions that foster progress and equity. This work is not just about numbers; it's about creating a legacy of truth and opportunity for generations to come.

As we prepare to celebrate our 15th anniversary in 2025, we are filled with gratitude for your support and excitement for the future. This milestone marks a decade and a half of relentless dedication to reshaping narratives and driving impactful change. In the coming year, we will unveil new events, programs, and celebrations to honor this journey while continuing to earn your trust and amplify our collective impact. Together, we are building a brighter, more inclusive future where the contributions of Latinos are recognized, celebrated, and multiplied exponentially across every sector of society.

Sincerely,



A handwritten signature in black ink that reads "Sol Trujillo".

Sol Trujillo

Co-founder and Chairman of the Board
The Latino Donor Collaborative



A handwritten signature in black ink that reads "Ana Valdez".

Ana Valdez

President and CEO
The Latino Donor Collaborative

2024

Year in Review

This Impact Report reflects a year of dynamic growth, innovative programs, and significant milestones as we continue to advance a comprehensive understanding of Latino contributions across all sectors. As we close this chapter, we remain steadfast in our commitment to shaping the future with purpose and impact.

The cultural, economic, and political influence of Latinos in the United States is becoming more evident every year. In 2024, the Latino Donor Collaborative (LDC) reaffirmed its role in reshaping the narrative about U.S. Latinos by producing reliable data and driving strategic initiatives that highlight the community's significant contributions across all sectors. However, our mission goes beyond merely generating reports; we actively promote our research, encourage individuals and organizations to leverage the data to make informed decisions, and foster progress across industries.

Over the years, LDC's initiatives have reached more than 650,000 resource allocators, strategic leaders, and thought leaders, engaging 3.3 million individuals through over 200 forums and discussions. In addition, 16.5 million people have accessed our think tank data through more than 7,500 articles on LDC's work, and 6.8 million individuals have accessed LDCTT data through over 5,500 international media articles and reports.

To date, we've developed impactful research with esteemed partners such as Accenture, McKinsey, Wells Fargo, Capital One, Kantar, L'Oréal, Colgate-Palmolive, Univision, Arizona State University, and others. This collaboration has enabled us to deliver actionable insights that resonate across sectors. Additionally, our work has been recognized by influential news outlets like *Newsweek*, *The Guardian*, CNBC, NBC News, *The Hill*, *Forbes*, *USA Today*, NPR, and the *Los Angeles Times*. This year, we also extended our voice further by engaging directly with leading companies such as Equitable, Walmart, JPMorgan, Verizon and Paramount. See pages 24-25 and 35-38 respectively for more details.

■ Measuring Economic and Cultural Contributions

Core reports like the **LDC U.S. Latino GDP Report™** (GDP Report) and the **LDC U.S. Latinos in Media Report™** (Media Report) continue to drive meaningful conversations. The *GDP Report*, now in its seventh edition, revealed that the Latino economy has reached \$3.6 trillion, making it the fifth largest in the world if it was a standalone economy. This year alone, the *GDP Report* was covered by more than 170 different news outlets, both online and in print, with a reach of 180 million people.

The *Media Report*, also in its seventh year, introduced a new methodology to provide a comprehensive analysis of Latino representation, further influencing decision-making across industries. These reports have had a significant impact, reaching news outlets, decision-makers, and resource allocators, demonstrating the power of our data and efforts.



■ Focusing on Latino Gen Z: The Next Generation of Leaders

The LDC spotlighted on the transformative power of Latino youth, who represent 25% of all U.S. youth under the age of 18. With our research partner Kantar, the world’s leading marketing data and analytics company, and brand partners L’Oréal, Colgate-Palmolive, Capital One, and TelevisaUnivision, the LDCTT launched the **U.S. Latino Youth 2030 Report™**. In the area of amplification, the LDC launched the Elevate Latinos campaign, which reached over 60,000 unique viewers, and dedicated its **22nd LDC Convening to youth: A Premium ROI: Young U.S. Latinos**, which attracted rising young leaders and influencers. This convening extended the reach of our data to a direct and indirect audience of 12 million people. Through these efforts, we provided actionable insights and platforms for young Latinos, uplifting the unique voices of this powerful cohort—different from older Latinos and different from other youth.



■ Highlighting the Power of Latina Leadership

This year saw the introduction of ***The LDC Latina Initiative: The Latina Paradigm Shift***, a groundbreaking program driven by the strength and vision of Latinas. This initiative under the LDC is dedicated to showcasing Latinas as a driving force for growth and leadership and integrating their contributions into the broader national narrative. Through innovative reports, influential events, and transformative programs, the LDC is committed to crafting a fact-based narrative that highlights the profound impact of U.S. Latinas both nationally and globally.

This exciting initiative was launched in November at the first ***LDC Latina Legacy Dinner*** in New York, where we honored trailblazers Patty Arvielo and Linda Alvarado. This celebration was followed by the ***23rd LDC Convening***, which was fully focused on Latinas for the first time, bringing together industry leaders to advance actionable strategies, laying the foundation for a new era of innovation and boundless opportunity. Looking ahead, we are preparing to release two major reports, host national and local events across the country, and further elevate the narrative of Latinas' contributions.



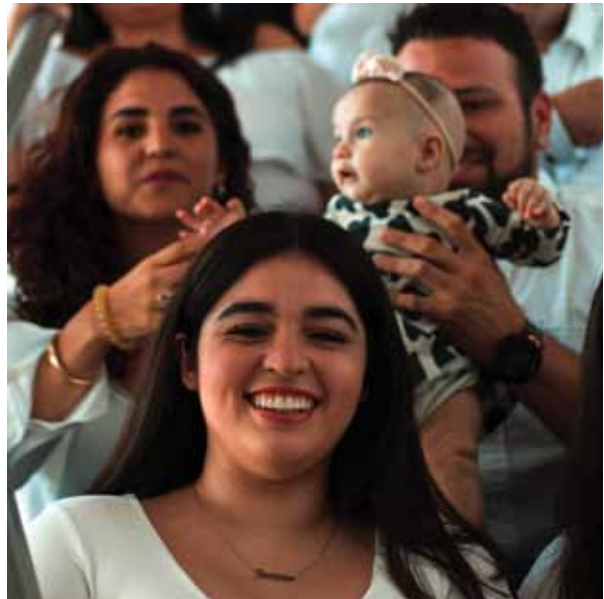
■ Leading in Technology and AI

Our focus on technology expanded with the ***2024 LDC U.S. Latinos in Tech Report: AI™***, which revealed a 58.7% increase in Latinos in AI technical roles since 2018. The ***Riding the AI Wave*** webinar series, sponsored by Capital One, equipped over 1,000 attendees with tools and knowledge to harness opportunities in this transformative industry. These webinars featured top leaders in AI and technology from leading companies like OpenAI, Amazon Web Services, and influential organizations such as Eticas.AI and the Center for Emerging Media and Narrative at Arizona State University.



■ Understanding Latinos at a Glance

The LDC released *The 2024 Comprehensive Handbook on U.S. Latinos™*, a report that brings together the latest information from various LDC reports and other reputable sources to illustrate the profound impact that Latinos have on the economy, society, and culture of the United States. This handbook provides decision-makers with a holistic view of the Latino community, fostering informed strategies that reflect the full scope of Latinos' contributions and potential.



Measurable Impact Today and a Vision for the Future

From showcasing the economic contributions of Latinos in the United States to the strength of Latino youth or Latinos in technological innovation, the LDC's initiatives have generated measurable results over the years. To date, we have produced 64 original reports in partnership with 28 research collaborators, creating 520 academic sources now available in libraries. Our work has been featured in more than more than 13,000 news articles worldwide, generating more than 70 billion unique visitors per month (UVM) and social media impressions, while 60 million people have accessed our data through multiple outlets. With over 5.1 million search engine results related to our work, the influence of the LDC is undeniable.

As we look to 2025 and beyond, LDC remains committed to driving progress, shaping narratives, and highlighting the vital role of Latinos in building a thriving, impactful future. We are also excited to celebrate our 15th anniversary. Stay tuned for updates on our events, celebrations, and new programs that honor 15 years of meaningful work as we continue to earn your trust and multiply our impact.

About the LDC

The Latino Donor Collaborative

The Latino Donor Collaborative (LDC) is an independently funded, nonpartisan 501(c)(3) nonprofit organization and think tank. It provides essential economic and business data through meticulous research and fact-based insights. The LDC’s reports serve as crucial tools for American resource allocators, emphasizing the growing opportunities emerging from the diverse contributions of U.S. Latinos across the social spectrum.



Mission

To reframe and advance an accurate perception, portrayal, and understanding of the important contributions American Latinos make to American society.



Vision

For American Latinos to be recognized as valued, patriotic Americans in all facets of American life.

The Latino Data Collaborative Think Tank

The Latino Data Collaborative Think Tank (LDCTT) is a distinguished think tank established by the LDC to produce independently funded research and analysis that highlights the economic contributions and value of U.S. Latinos. Our team of experts, in collaboration with renowned institutions, business leaders, and other stakeholders, is committed to delivering trusted insights that inform policy decisions and empower economic growth. We provide fact-based analysis of data produced through rigorous research methods to deliver the highest-quality insights.

LATINO
DATA
COLLABORATIVE
THINK TANK

The LDC's impact is twofold, driving meaningful change on multiple fronts:



Data Creation

Through its research, the LDCTT produces data and insights that shed light on the invaluable contributions of Latinos to the U.S. economy, business, entertainment, development, and the overall U.S. GDP.



Collaboration & Dissemination

The LDC creates and participates in various initiatives, including presentations, forums, and public outreach.

For the LDC, the ultimate goal is actionable data. This means ensuring that decision-makers and resource allocators have free access to this vital information in order to make informed decisions that recognize Latino contributions and allocate resources accordingly.

The Latino Donor Collaborative's History

The Latino Donor Collaborative was founded in 2010 after a group of national business leaders identified a critical gap: the lack of an accurate narrative about Latinos, leading to the perpetuation of harmful stereotypes. This gap in understanding of U.S. Latinos was particularly troubling, as some states began passing laws that allowed for the arbitrary arrest of individuals based on these stereotypes. In response to these alarming developments, co-founders and national leaders Sol Trujillo and Henry Cisneros recognized the urgency of creating a bipartisan nonprofit organization and producing reputable data and statistics that accurately reflect the identity of Latinos in the United States and their contributions to the nation.

Since its inception, the LDC has collaborated with prestigious research institutions, including Stanford, Columbia, UCLA, and ASU, as well as private sector entities like BCG, Accenture, Bain & Company, and NERA. This collaboration has been instrumental in producing fact-based data on the economic contributions of Latinos in the United States. A full list of our research partners can be found on page 39.

Two years ago, in order to scale up the production of this data, the LDC officially launched the LDCTT as a branch focused solely on research production.

This year, we published 9 reports, bringing our total to 64. To date, these include **The LDC U.S. Latino GDP Report™** (7 editions), **The LDC U.S. Latinos in Media Report™** (12 editions), and **The LDC U.S. Latinos in Technology Report™** (4 editions), as well as other significant reports covering areas such as entrepreneurship, innovation, U.S. Latinos in engineering and technology, and access to capital.



U.S. Latinos

Shaping the Country's Economic Landscape

■ U.S. Latino Economic Power

The U.S. Latino GDP was **\$3.6 trillion** in 2022. If it were a standalone economy, it would be the



5th

LARGEST IN THE WORLD,

larger than India, the United Kingdom, France, and other major economies.¹

LATINO PURCHASING POWER WAS MEASURED AT

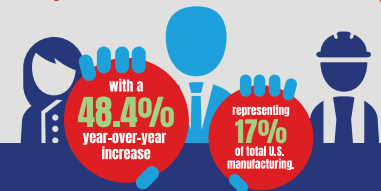
\$3.78T



IN 2022, GROWING 2.5 TIMES FASTER THAN THE REST OF THE ECONOMY.¹

LATINOS IN KEY INDUSTRIES:

Manufacturing is the largest component of the Latino economy



This is crucial for restoring U.S. manufacturing, driven by supply chain disruptions and geopolitical tensions affecting the economy.¹

UPWARD MOBILITY:

High-income Latino earners grew **SIX TIMES FASTER** than non-Latinos.

If this trend continues for the next decade, over

39%

of new high-income earners will be Latino.¹

LATINOS ARE



THE MOST POWERFUL PURCHASING MINORITY,

significantly impacting various industries, with a contribution of **\$44 billion** to the automotive industry.¹⁵

■ U.S. Latino Youth Drive Change

LATINOS ARE YOUNG

consumers today and in the future: In 2022, the median age of U.S. Latinos was

30.7 YEARS, compared to **41.1 YEARS** for Anglo Americans.³



EDUCATION:



One of Latinos' greatest values: On a year-over-year basis, there's a

2.8X AND 2X FASTER GROWTH RATE

in bachelor's and graduate degrees among Latinos, respectively, relative to other groups.¹

U.S. LATINOS FUELING SOCIAL MEDIA GROWTH:



49% of U.S. Latinos use TikTok,

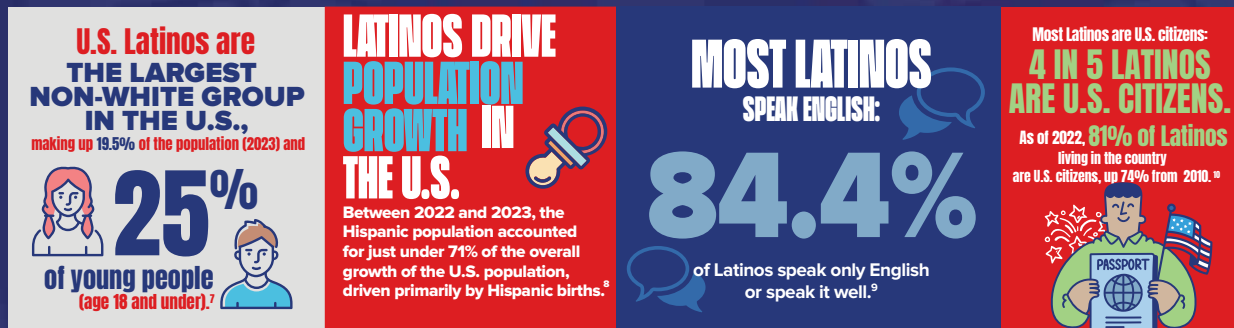
surpassing usage among all other major groups. This trend is similar for Instagram and WhatsApp.⁴



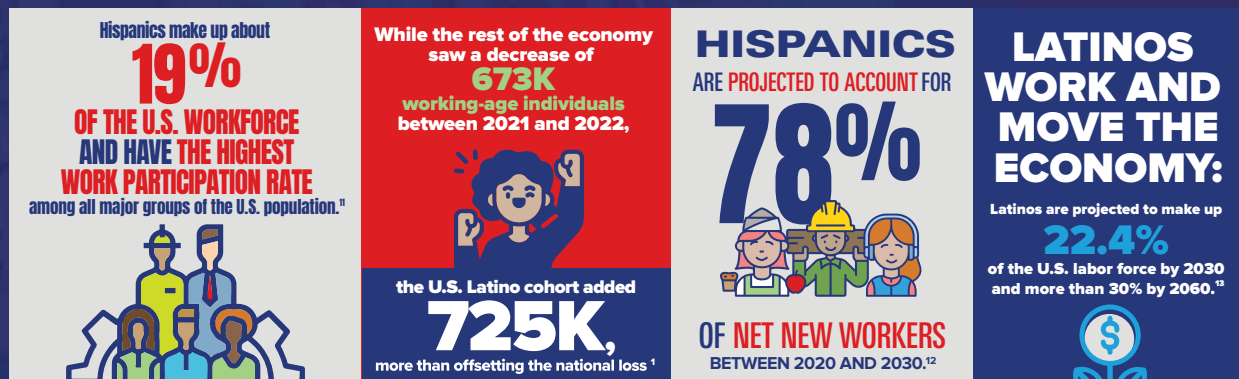
■ U.S. Latino Entrepreneurship



■ U.S. Latino Population Growth and Demographics



■ U.S. Latinos Shaping the Country's Workforce Landscape



LDCTT and LDC Impact Through the Years

■ LDC and LDCTT by the Numbers

28

research partners

64

original reports

520

LDC academic sources
available in libraries

13K+

news articles in the
United States, China,
India, France, Brazil,
Mexico, and others

5M+

search engine results
related to LDC work

60M+

people accessing LDC
data through various
outlets

70B+

UVM and social
media impressions

■ Impact of Data Reach on Main LDC Audiences

Key Decision-Makers: Resource allocators and strategic and thought leaders. This includes CEOs, C-suite executives, board members, business owners, and government leaders of all parties who have the power to shape their organizations and the market to drive transformative change.

650K+

key decision-makers have direct contact with LDC research.

213K+

CEOs, C-suite executives, presidents, vice presidents, senior vice presidents, directors, board members, chairs/vice chairs, and managers have been reached through direct downloads from our website.

152K+

key decision-makers have been reached through forums, including two annual convenings, one-on-one CEO meetings, and presentations at congresses, the World Economic Forum, the United Nations, Fortune 500 companies, and others.

230K+

top leaders from nonprofit organizations, including NGO leaders, donors, grant holders, impact investors, and government officers, have interacted with our research or downloaded our publications at least once.

52K+

agency directors and business consultants have engaged with our research through downloads from our website.



3.3M+

individuals through participation in over 200 forums and discussions hosted by prominent institutions, as well as within various companies and global organizations.

Direct Audiences and Leaders at Other Executive Levels: Other executives and directors who interact directly with the research and contribute to its real-world impact. Their active participation is essential for transforming our research into action.



16.5M+

people have accessed our think tank data through more than 7,500 articles on the LDC's work.

Indirectly Engaged Audiences: Individuals who indirectly engage with our LDCTT reports through articles, social media, and other channels. While they may not actively participate in LDC events, their role in sharing and discussing our work helps to disseminate our data and expand our reach and influence.

6.8M+

individuals have accessed LDCTT data through more than 5,250 international media articles and reports.

5.5M+

search engine results related to LDC data.

70B+

impressions on traditional and social media posts about LDCTT data.



U.S. Latino Youth: Through initiatives like Elevate Latinos, the 22nd LDC Convening, and targeted social media engagement, we have expanded the reach of LDC data to young Latinos, many of whom have become active ambassadors for our work. The Elevate Latinos initiative alone attracted more than 60,000 unique viewers, inspiring thousands of young people to share impactful data across their networks. The 22nd Convening attracted emerging young leaders and influencers, extending our data's reach to a direct and indirect audience of 12 million people. This engagement shows a dynamic shift: Young Latinos are not only engaging with our data, they are actively reshaping narratives and fostering broader awareness on platforms like TikTok and Instagram. Their enthusiasm for sharing data has made them powerful agents in promoting a nuanced understanding of Latinos' contributions to America.



Data Impact Across Different Industries

The top five industries that download, use, and disseminate LDC's reports are:



Financial Services



Media and Entertainment



Technology



Consulting



Consumer Goods

Latino Data Collaborative Think Tank: Our Latest Research

Over the years, the LDC has produced 64 data-driven reports that consistently inform and shape the national understanding of U.S. Latinos. These core initiatives provide essential insights that support informed decisions by businesses, policymakers, and communities.

■ The 2024 Official LDC U.S. Latino GDP Report™: Driving Economic Growth

Since its inception in 2017, the **LDC U.S. Latino GDP Report™** has become a key resource illustrating the monumental contributions of Latinos to the U.S. economy. Now in its seventh edition, in partnership with ASU and sponsored by Wells Fargo, the report highlights that the U.S. Latino economy, with a GDP of \$3.6 trillion, is the fifth largest in the world and the second-fastest-growing among the world's 10 largest economies, behind only China. These data underscore the expanding influence of Latinos on the U.S. economy and their role as an engine of economic growth.



Each year, the report reaches more businesses and decision-makers, becoming an essential resource for understanding and engaging the Latino demographic. This year's highlights include:

\$3.6 Trillion GDP

U.S. Latino GDP is the second-fastest-growing among the world's largest economies, surpassing the growth rates of countries like the United States, India, Canada, and France.

Projected Growth

U.S. Latino GDP is expected to rank fourth globally by 2029, overtaking Japan by the end of 2024 and Germany by 2027.

GDP Contribution

Although Latinos make up 19.5% of the U.S. population, they contributed 28.3% of total national GDP growth between 2017 and 2022.

State-Level Growth

The 10 largest Latino state economies, including California, Texas, Florida, and New York, are growing faster than their non-Latino counterparts.

Purchasing Power

Latino purchasing power in the United States reached \$3.78 trillion.

Income Growth

Latino income in the United States grew to \$2.83 trillion in 2022, with an average annual growth rate of 4.8% between 2017 and 2022.

■ The U.S. Latino Youth 2030: An LDC Report™

This year, the LDC partnered with Kantar, the leading marketing data and analytics business firm, and brand partners Capital One, Colgate-Palmolive, L’Oréal, and TelevisaUnivision to produce the **U.S. Latino Youth 2030 Report™**, which provides critical insights into the aspirations, values, and unique qualities of young Latinos, who represent 25% of all young people in the United States. This first-of-its-kind study explores the opportunities presented by this dynamic demographic. It shows how young Latinos are uniquely positioned to shape America’s cultural, economic, and political future with their entrepreneurial spirit, bicultural pride, and influence on social narratives.



This report highlights why young Latinos are a key cohort for brands and businesses, offering data-driven insights that help unlock growth opportunities for those who meaningfully engage with this vibrant and influential group.

Key highlights from this year’s report include:

Demographic Impact

Young Latinos represent 25% of all U.S. youth, and 94% of them were born in the United States. Their influence extends across culture, economy, and politics.

Bicultural Identity

Culturally, young Latinos are unapologetically Hispanic and unapologetically American. They view their biculturalism as a superpower, seamlessly blending both cultures.

Entrepreneurial Ambition

62% of Latinos aged 12-34 report that owning or aspiring to start their own business is a priority, underscoring their entrepreneurial drive.

Shaping Consumer Trends

Young Latinos are key influencers within their families and social circles, with 80% saying that friends and family ask for their opinions on new products and brands.

Frustration With Representation

Despite their growing importance, 76% of Latino youth feel that brands treat them as an afterthought, up from 71% in 2022, emphasizing the need for genuine engagement from businesses.

Political Impact

Every year, approximately 1.4 million Latinos become eligible to vote, giving this young cohort growing political clout in local, state, and national elections.

■ The 2024 LDC U.S. Latinos in Media Report™: Tracking Representation

Now in its 12th edition, the **LDC U.S. Latinos in Media Report™** continues to provide crucial insights into Latino representation in media. This year's report expanded its scope to include all major ethnic groups, and an updated methodology, resulting in a more comprehensive analysis of Latino presence across media platforms and the urgent need to close the representation gap of the Latino cohort in front of and behind the camera. By quantifying the economic value of Latino representation, the report continues to influence key industry conversations.

The *Media Report* remains an essential tool for media executives and marketers, demonstrating the spending power and influence of the Latino audience. Highlights from this year include:



Economic Opportunity

The report highlights an annual economic opportunity of \$12-18 billion, according to McKinsey, if Latino representation on screen and behind the scenes matches their population share in the United States.

Key Consumer Segment

Latinos represent 40% of tickets sold for major films like *Inside Out 2* and *The Super Mario Bros. Movie*, yet they account for only 8% of main cast roles and 2% of leading roles.

Streaming Representation

Latinos hold 11% of main cast roles in streaming films while representing 24% of streaming subscriptions. They make up 10% of directors and 8% of screenwriters.

Scripted Content

Latinos hold only 9.8% of main cast roles and direct 8% of episodes in scripted shows.

Unscripted Content

Latinos are featured as hosts in only 5% of unscripted shows and direct 4% of episodes, underscoring the need for increased representation in reality and competition TV.

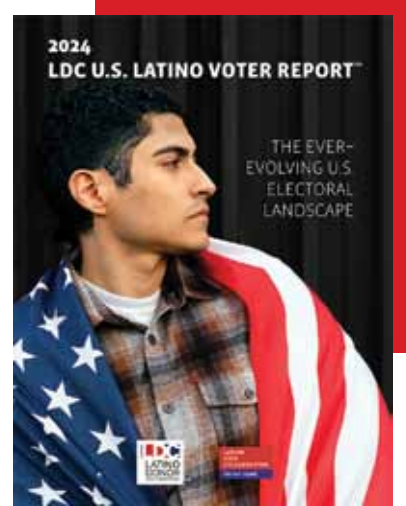


■ Latino Political Power: The 2024 LDC U.S. Latino Voter Report™

The **2024 LDC U.S. Latino Voter Report™** forecasted the significant impact that Latino voters would have in the recent election. Despite the potential of this demographic, both parties missed opportunities to meaningfully connect with them—especially given that 64.2% of Latino voters defined themselves as having a low level of party identification. In the last election, Latinos’ decisions were driven more by issues than political loyalty.

Latino voters were especially pivotal in key swing states such as Nevada and Pennsylvania. However, the lack of targeted outreach left many Latinos feeling overlooked, highlighting a missed opportunity to fully harness Latino electoral power.

Key highlights from the report:



Political Engagement

Contrary to popular belief, the majority of Latinos are highly engaged in politics. Once registered, Latinos have a strong propensity to vote, with registered voter turnout rates ranging from 80% to 88% between 2008 and 2020.

Young and Growing Electorate

Latinos accounted for half of the growth in total eligible voters between 2020 and 2024. With about 1.4 million Latinos becoming eligible to vote each year, they represent a rapidly expanding young voter base.

Swing State Influence

Latino voters played a key role in states like Nevada and Pennsylvania.

Issue-Based Voters

Latinos prioritize issues over party affiliation and remain open to persuasion-based solutions. Among Latino voters, 64.2% defined themselves as having low levels of party identification. Expanding Political Impact: Latinos accounted for 71% of U.S. population growth between 2022 and 2023. Their influence will continue to grow.

Expanding Political Impact

Latinos accounted for 71% of U.S. population growth between 2022 and 2023. Their influence will continue to grow.

Sophisticated Voters

Latinos are not a monolithic voting bloc—their voting behavior is driven by multiple factors beyond single issues.

This election underscored the need for greater investment in understanding and engaging Latino voters. Political leaders have a clear opportunity to authentically connect with this influential community. The **2024 LDC U.S. Latino Voter Report™** serves as a guide for those seeking the support of Latino voters in the future.

■ 2024 LDC U.S. Latinos in Tech Report: AI™ - Fourth Annual Edition

The **2024 LDC U.S. Latinos in Tech Report: AI™**, in partnership with ASU and Conectado Inc., highlights the increasing role of Latinos in the AI and tech sectors. This year's edition emphasizes several key trends:

AI Adoption

72% of organizations now use AI, a significant increase from just 20% in 2017. AI is projected to contribute \$15.7 trillion to the global economy by 2030, with Latinos playing a key role in this transformation.

Latino AI Workforce Growth

Since 2018, the number of Latinos in AI technical roles has increased by 58.7%, outpacing the U.S. average growth rate of 25.8%.

STEM Graduates

The number of Latino STEM graduates grew by 101% between 2012 and 2022, with a 180% increase in computer science degrees, highlighting their growing importance in the digital economy.



■ A First-Of-Its-Kind Resource: *The 2024 LDC Comprehensive Handbook on U.S. Latinos™*

The **2024 LDC Comprehensive Handbook on U.S. Latinos™** consolidates critical data across sectors, offering an in-depth look at the contributions and challenges of Latinos in the United States. As the first LDC report of its kind, sponsored by Capital One, it brings together insights from LDCTT reports and other major studies to provide a complete overview of Latino demographics, economic contributions, educational achievements, and more. This handbook serves as a vital resource for decision-makers nationwide.

Population Impact

Latinos represent nearly 20% of the U.S. population and 25% of the youth under 18, highlighting their increasing influence on the country's demographics and future direction.

Economic Contribution

U.S. Latinos contribute \$3.2 trillion annually to the U.S. GDP, making them the fifth-largest economy globally if they were a standalone nation. Their economic influence is rapidly expanding, driving workforce growth and entrepreneurship.

Education

Educational attainment has increased significantly, with Latinos achieving remarkable growth in bachelor's degrees—up 145% in recent decades—alongside rapid advances in engineering and technology education.

Workforce Participation

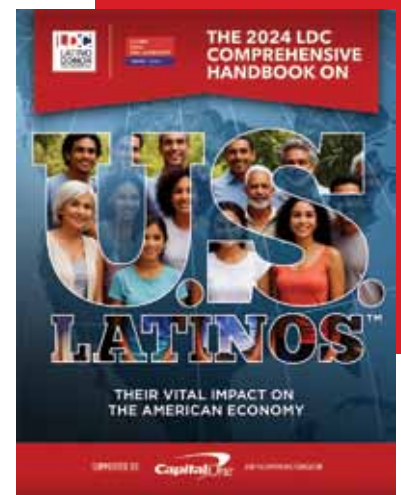
Latinos account for 19% of the U.S. labor force and are projected to comprise 78% of net new workers over the next decade, underscoring their critical role in the nation's workforce.

Entrepreneurship

Latino-owned businesses are growing 57% faster than their non-Latino counterparts, contributing over \$800 billion annually and employing millions nationwide.

Political Engagement

Latino political power continues to expand, with a record 36.2 million eligible voters in the 2024 election, significantly shaping the electoral landscape.



News Coverage of the LDC

This year, our work continues to gain recognition from influential news outlets and is featured in important conversations shaping our country. Notable examples include some of our reports reaching the top five economic news stories on LinkedIn:

Forbes

- "Latino Wealth Gap Persists Despite Their Growing Role In The U.S. Economy"
- "How Latinas Are Combating The Wage Gap Via Entrepreneurship"
- "How Latino Workers Are Helping To Fuel America's Economic Growth"



- "U.S. Latino economic output grows to \$3.6 trillion, new report finds"
- 'Squawk Box' - "U.S. Latino economic output grows to \$3.6 trillion, new report finds"

AXIOS

- "U.S. Latinos' economic output reached \$3.6 trillion"



- "Big, powerful, important: The impact U.S. Latinos have on the economy"



- "PIB de Latinos en EEUU aumenta a \$3.6 billones"



- "Latinos have become a new battleground frontier for political candidates"



- "John Leguizamo was ready to lead a dramatic TV series – so he helped create a platform to stream it"

Newsweek

- "Trump 'Garbage' Comments 'Will Drive More Latino Turnout in Swing States' / Donald Trump Flips Most Hispanic County in America"
- "Donald Trump Flips Most Hispanic County in America"

FORTUNE

- "DEI efforts are critical to the U.S. economy because 'there's not enough white men,' John Hope Bryant says"



- "Latino voters ready to emerge from 'garbage' fight"

Los Angeles Times

- "Celebrating Excellence at the 2024 Inspirational Women and Awards"
- "John Leguizamo's PBS series 'American Historia' unravels Latino history and triumph"

THE LATIN TIMES

- "By 2052, Immigrant Workers Will Be the Only Source of Labor Force Growth in the U.S. Economy, Study Shows"

yahoo! news

- "Which streaming services lead in Latino representation? The best and worst platforms of 2024"

THE TENNESSEAN

- "Harris and Trump must step up their game to attract Latino voters"

Washington Examiner

- "Trump wins most Latino county in the US by 16 points after 60-point loss in 2016"

USA TODAY

- "Election lessons learned: Harris had a Biden burden; Vance wins no matter what"



- "US Latino economy grows to \$3.6T"

ADWEEK

- "Why Brands Can No Longer Afford to Ignore Latinx in America / This Hispanic Heritage Month Is About Brands Building for the Future"

The Guardian

- "Mass deportation plan would be 'economic disaster' for U.S."

EL PAÍS

- "How the entertainment industry could be missing out on \$18 billion by failing to engage Latinos"



- "Latina Success Is American Success: Inside the Game-Changing LDC Initiative"

Hollywood REPORTER

- "Media Industry Is Losing Billions of Dollars Due to Lack of Latin Representation, New Report Finds"

Events and Campaigns

Whether through our own events, LDC’s participation in major events hosted by other organizations, or our campaigns, these efforts are essential to achieving one of the LDC’s objectives: to share LDCTT data for use in strategy and decision-making.

■ Convenings

23 impactful convenings with over 3,300 business leaders

LDC Convenings are premier gatherings of national leaders to discuss business opportunities that actively and intentionally engage the U.S. Latino market. All sessions revolve around the most recent fact-based data from top U.S. economic research centers and Latino consumer insights. Our flagship bi-annual LDC Convening series is designed as a win-win event where participants learn more about this new mainstream market, the fastest growing in the United States. Our LDC Board of Directors has hosted 23 LDC Convenings over the years, featuring more than 120 CEOs and other top C-suite executives as speakers.



THE 22ND LDC CONVENING: A PREMIUM ROI: YOUNG U.S. LATINOS

The 22nd LDC Convening was the first LDC event dedicated exclusively to showcasing the influence and contributions of Latino youth. Held in May 2024, it brought together young leaders, influencers, and entrepreneurs from across the country. Sessions included entrepreneurs featured in Forbes’ 30 Under 30, who shared insights on how Latino youth are breaking barriers in tech, business, and media, and prominent Latino social media influencers, who discussed the power of Latino youth in social media. With over 12 million followers, they demonstrated how platforms like TikTok and Instagram amplify Latino voices, challenge stereotypes, and celebrate achievements.

This first-of-its-kind Convening was met with great enthusiasm, with participants and attendees expressing their appreciation for the energy and fresh perspectives brought by young Latinos. Discussions at the Convening centered on the potential of Latino youth to shape the U.S. economy. Topics included entrepreneurship, education, and media representation, with young leaders discussing how they are leveraging their talents to drive change.

By hosting these discussions, the LDC continues to highlight the contributions of young Latinos, ensuring that their voices are recognized in business, media, and beyond.



THE 23RD CONVENING: THE LATINA PARADIGM SHIFT

In November 2024, the LDC hosted the 23rd LDC Convening, The Latina Paradigm Shift, in New York City—a two-day event focused on celebrating and showcasing Latina leadership. This Convening marked the launch of **The LDC Latina Initiative**, a program aimed at amplifying the voices and contributions of Latinas across the U.S. economy.



The **LDC Latina Initiative** is fueled by the strength and vision of Latinas. Operating under the LDC, this initiative celebrates the powerful impact of Latinas and integrates their economic and social contributions into the broader narrative of our beloved country. Our focus is on elevating Latinas as a driving force for growth and leadership, emphasizing that when Latinas succeed, our nation thrives.

This event is just the beginning. We are thrilled to announce that in the coming year, we will launch two groundbreaking reports focused on Latinas, host two national events and several other local events in cities across the country alongside other related programs—all designed to bring the fact-based Latina narrative to the forefront of the national conversation. Through these innovative reports, impactful events, and transformative initiatives, this effort will not only amplify Latina voices but also lay the foundation for a new era of leadership, innovation, and limitless opportunity.

As Ana Valdez noted, “Latinas are transforming the fabric of society—leading businesses, reshaping industries, and raising the next generation of Latino leaders. Through this initiative, we aim to shape the narrative of Latinas in America and ensure that their contributions are fully recognized.”



For more information, please visit:

<https://latinodonorcollaborative.org/ldc-latina-initiative/>

The event kicked off with the **LDC Latina Legacy Dinner** at Peak in Hudson Yards, sponsored by Wells Fargo. The LDC honored two prominent Latina leaders—Patty Arvielo, Co-Founder and CEO of New American Funding, and Linda Alvarado, President and CEO of Alvarado Construction, Inc.—for their contributions to the U.S. economy. These women exemplify Latina leadership, from reshaping industries like finance and construction to breaking barriers in sports management and corporate governance.



The Convening continued at Wells Fargo Connections, where panels addressed themes such as leadership, business innovation, allyship, and economic growth. These panels brought together influential voices in business, media, and philanthropy to explore actionable strategies for closing leadership gaps and enhancing Latina representation across sectors.



Discussions highlighted the importance of Latinas in driving economic growth and provided actionable strategies for breaking barriers and creating opportunities in industries where Latinas are traditionally underrepresented.



Some past LDC Convening speakers* are:

***Speaker title at the time they attended the LDC Convening**

Adrian Carrasquillo
Director of Social Media, BuzzFeed

Alejandra Castillo
CEO, YWCA

Ana Marie Argilagos
President, Hispanics in Philanthropy

Anna Lisa Raya
Executive Awards Editor, The Hollywood Reporter

Beatriz Acevedo
Founder & CEO, Mitú

Bob Bakish
CEO, Viacom

Bob Greenblatt
CEO & President, NBC Networks

Bobby Pinckney
Co-founder and CEO, Verse

Ben Odell
Producer, Director and Writer

Camilo Becdach
Partner, McKinsey Southern California

Carlos Espina
Influencer and Content Creator

Carlos Hernandez
Managing Director, Head of Global Banking, JP Morgan Securities, LLC

Cecilia Orvañanos
Country Director, Population Media Center

Cesar Conde
Chairman, NBCUniversal International Group & NBCUniversal Telemundo Enterprises

Charlie Ergen
Co-Founder & Chairman, Dish Network

Che Guerrero
Influencer and Content Creator

Chris Albrecht
CEO, Starz

Chris Cabezas
Influencer and Content Creator

Chris Weitz
American Film Director, Writer and Producer

Courtney Holt
President, Maker Studios

Damian Rivera
CEO, ALPFA

Daniela Corrente
CEO, Reel

Daniel Pinto
President and Chief Operating Officer, JPMorgan Chase

Danny Ramirez
Actor

David Gergen
CEO, Leadership Center - Harvard University

David Rhodes
President, CBS News

David Sable
CEO, Y&R

David Valdés
Executive Producer, Avatar: The Way of Water

Deborah Bothun
Global Leader Entertainment & Media, PwC

Deborah Wahl
CMO, McDonalds

Donald Baer
Worldwide CEO & Chairman, Burson-Marsteller

Emilio Estefan
Musician, Director & Producer

Erik Diehn
CEO, Stitcher

Eugenio Derbez
Actor, Writer and Producer

Fernand Fernandez
VP Global Marketing, American Airlines

Francisco Gonzalez
CEO, Lopez Dorada Foods

Gary Acosta
Co-Founder and CEO of the National Association of Hispanic Real Estate Professionals

George Stephanopoulos
Chief Anchor, Chief Political Correspondent, ABC News, Good Morning America, This Week

Gerard Baker
Editor-in-Chief, The Wall Street Journal

Guillermo Morrone

Former CMO, MasterCard; CMO, Abbott

Gustavo Martinez

Former Global President & CEO, J Walter Thompson Worldwide

Hans Vestberg

CEO, Verizon

Herb Scannell

Former President and CEO, BBC America, Nickelodeon and others

Hikmet Ersek

President & CEO, Western Union

Indra Nooyi

Former President & CEO, PepsiCo

Ivette Rodriguez

President, American Entertainment Marketing

Jack Hollis

VP & CMO, Toyota Motor Sales

Jacob Kirkegaard

Senior Fellow, Peterson Institute for International Economics

James Gorman

Chairman and CEO, Morgan Stanley

Jamie Moldafsky

CMO, Wells Fargo

Janelle Rodriguez

SVP Editorial, NBC News

Jeff Eisenach

Co-Chair, NERA Economic Consulting, Communications, Media, and Internet Practice

Jeff Jones

Executive VP & CMO, Target

Jeffrey Hirsch

Executive VP & CMO, Time Warner Cable

Jeremy Heimans

Co-Founder & Chairman, PURPOSE

Jim Bankoff

Chairman & CEO, Vox Media

Joe Garcia

Former Lt. Governor, Colorado (D)

Joe Laresca

Founder & CEO, NOISE

John Chandler, Sr.

VP & CMO, Mass Mutual

John Landgraf

CEO & President, Fox Networks

John Leguizamo

Actor, Director, Producer & Screenwriter

John McCain

Former U.S. Senator (R-AZ)

Josh Sapan

CEO, AMC Channels

Julian Castro

Former U.S. Secretary of Housing and Development, Former San Antonio Mayor

Ken Salazar

Former U.S. Senator & Former U.S. Secretary of Interior

Kevin Mayer

Chairman of Direct-to-Consumer and International, Walt Disney Company

Kimberly Douglas

Chief Research and Impact Officer, SHPE

Kirk McDonald

CEO, GroupM North America

Lachlan Murdoch

Executive Co-Chairman, 21st Century Fox & News Corp

Les Moonves

Former Chairman and CEO, CBS Corporation

Linda Alvarado

President & CEO, Alvarado Construction

Luis Gutierrez

U.S. Congressman (D-IL)

Mandell Crawley

Global CMO, Morgan Stanley

Marc Solomon

Former Campaign Director, Freedom to Marry

Marie Therese Dominguez

Commissioner, New York State Department of Transportation

Marissa Solis

SVP Global Brand/Consumer Marketing, NFL

Mark Hoffman

CEO, CNBC

Mark Pedowitz

CEO & President, CW

Mark Thompson

CEO, The New York Times Company

Matt Murray

Editor-in-Chief, The Wall Street Journal

Max Gomez

Co-Founder & CEO, Breathwrk

Michael Bloomberg

Former NYC Mayor & Founder, Bloomberg, L.P.

Michael Keegan

Co-Founder of GLAAD & President and CEO, People for the American Way

Michelle Caruso-Cabrera

Chief International Correspondent, CNBC; Co-Anchor, Power Lunch

Mike Reszler

Chief Digital Officer, American
Public Media Group

Millie Carrasquillo

CRO, LatinUS Beauty

Nina Vaca

CEO, Pinnacle Group

Oscar Munoz

CEO, United Airlines

Patty Arvielo

Co-Founder & CEO, New American
Funding

Paul Taylor

Senior Fellow & Former Director,
Pew Research Center

Pete Amaro

Co-Founder, Luminary Media

Peter Chernin

Chairman and CEO, The Chernin
Group

Peter McGuinness

CMO, Chobani Yogurts

Peter Rice

Chairman & CEO, Fox Networks
Groups

Phil Griffin

President, MSNBC

Randall L. Stephenson

Chief Executive Officer, AT&T

Randy Freer

CEO, Hulu

Richard Edelman

Chairman and CEO, Edelman

Rick Gomez

CMO, Target

Rick Orozco

EVP, Brand & Community, Los
Angeles Football Club

Robert Menendez

U.S. Senator (D-NJ)

Robert Rodriguez

Filmmaker; Founder & Chairman,
El Rey Network

Robert Thomson

Managing Editor, WSJ & Chief
Executive, News Corp. Publishing
Company

Roberto Orci, Jr.

Film and TV Screenwriter and
Producer

Roberto Orci

CEO, Acento Advertising

Rupert Murdoch

Chairman & CEO, News
Corporation

Salman Amin

COO, S.C. Johnson & Son, Inc.

Sandra Velasquez

CEO, Nopalera

Sol Trujillo

Chairman, Latino Donor
Collaborative

Stacey Snider

Chairman and CEO, 20th Century
Fox Film

Stephen Quinn

Former VP & CMO, Walmart USA

Steve Forbes

Chief Executive, Forbes Media LLC

Susanne Daniels

President of Programming,
YouTube

Tim Gray

Senior Vice President, Variety

Tim Kwang

CEO, FiscalNote and Row Call

Tom Nides

Vice-Chairman, Morgan Stanley

Tom O'Toole, Sr.

VP Marketing Loyalty, United
Airlines

Tony Cardenas

US Congressman (D-CA)

Tony Vinciguerra

Chairman of Sony Pictures
Entertainment

Valentin Perez

Co-founder & CEO, Studio

Valeria Aloe

Founder, Rising Together

Victoria Alonso

Producer

Walter Dolhare

Co-head, Corporate & Investment
Banking, Wells Fargo

Wayne Levings

CEO Americas and Global Chief
Client Officer, KANTAR

Will Lewis

President and CEO, Dow Jones
and Publisher of the WSJ

THE ELEVATE LATINOS SOCIAL MEDIA CAMPAIGN

In conjunction with the 22nd LDC Convening and the ***U.S. Latino Youth 2030: An LDC Report™***, the LDC launched the Elevate Latinos social media campaign to empower young Latinos with accurate data, actionable facts, and a community platform. This initiative was designed to address the misrepresentation of Latinos in media, politics, and business by highlighting contributions like the \$3.6 trillion U.S. Latino GDP, which ranks as the fifth-largest economy globally. The campaign provides young Latinos with the tools they need to effectively advocate for themselves and their community.

The Elevate Latinos platform also fosters a community where young Latinos can share their experiences, engage in dialogue, and take action. Weekly facts spark conversations and shift perceptions, enabling Latino youth to confidently showcase their contributions in areas such as the economy, homeownership, and entrepreneurship. This initiative helps young Latinos reshape their narrative and ensure that their voices are recognized at the national level.



■ Riding the AI Wave: Webinar Series

The ***Riding the AI Wave*** webinar series, sponsored by Capital One, focused on equipping the Latino community with the knowledge and skills needed to leverage opportunities in the growing AI industry. With over 1,000 attendees and free recordings available on YouTube, the series offered practical insights from industry leaders.

Key sessions have included:

OPPORTUNITIES IN TODAY'S TRANSFORMATIVE LANDSCAPE.

Featuring Dr. José Morey (CEO, Astra Media LLC), Marcelo de Santis (SVP, Thoughtworks), and Guillermo Diaz Jr. (CEO, Conectado Inc.), this session explored AI's transformative power across industries.

BUILDING YOUR AI SKILL SET FOR THE FUTURE.

Dr. Gemma Galdon-Clavell (Founder and CEO of Eticas.AI) led a session on the training and resources needed to prepare Latinos for AI-driven careers.

AI LAW: HOW TO USE AI WITHOUT GETTING FIRED, SUED, OR ARRESTED.

Brent Britton (Partner at Bochner PLLC) discussed the legal landscape surrounding AI in business.

THE IMPACT OF AI ON MEDIA, ENTERTAINMENT, AND EXTENDED REALITY.

Nonny de la Peña (Founding Director at the Center for Emerging Media and Narrative at Arizona State University) addressed AI's implications for media and storytelling.

SECURING THE FUTURE: AI AND CYBERSECURITY.

Eddie Borrero (Chief Information Security Officer at Blue Shield of California) led discussions on safeguarding AI technologies.

AI/GEN AI: REAL-WORLD SOLUTIONS FOR THE CHALLENGES AHEAD.

Felipe Millon (Federal Sales Leader at OpenAI) provided insights on applying AI solutions to complex real-world challenges.

PREPARING FOR NEXT YEAR: AI SKILLS TO SUCCEED IN 2025.

Juan Carlos Gutierrez (LATAM Managing Director for Technology and Solutions Architecture at Amazon Web Services) talked about the essential skills needed to stay competitive in a workforce shaped by technology with real-world examples of AI applications at Amazon and AWS.

■ Forums

Since its inception, the LDC has shared its think tank data with some of the most important forums in the world, including the U.S. Congress, the World Economic Forum (WEF), the United Nations (UN), and the Federal Reserve Bank, among others.

■ Direct Company Presentations

Over the years, the LDC has presented its think tank data to many Fortune 500 companies and other U.S. and international organizations.

Some organizations that have heard directly from the LDC include:

3Pas Studios	Bank of America	California Lutheran University
ABC News	Barron's	California State University San Bernardino
Accenture	BBC America	Camino Financial
Airbnb	BCW	Cano Health
Albright Stonebridge Group	Billboard	Capital One
Albuquerque Journal	Bitwise Industries	Cardenas Partners
ADECCO	Black Diamond Ventures	Carrasquillo Law Group P.C.
Ali Velshi, MSNBC	Black Rock	CBRE
ALPFA	BlackRock, Inc.	CBS News
American Council for Capital Formation	Bloomberg	CC Industries
American Express	Boston Consulting Group	Central Valley Business Journal
American Public Media Group	Boston Public Radio	Century 21 Real Estate
Anywhere Brands	Bozeman Daily Chronicle	Chamber of Commerce
Aqua Bonita	Breitbart	Chicago Tribune
Ares Management	Bristol Myers	Chingona Ventures
Arizona Chamber of Commerce	Brunswick Group	Chuck Todd, Meet the Press
Arizona Coyotes	Burger King	CIEN+
Arizona State University	Burson Cohn & Wolfe	Cisco
Aspen Ideas Festival	Burson-Marsteller	Citi
AT&T	Business Insider	Citigroup
Avante Capital Partners	Business Roundtable	City of Los Angeles
Axios	Business Wire	CNBC
Back to the Roots	Caban Systems	CNN
Bain & Company	Cabrera Capital Markets, LLC	Colgate-Palmolive
	Cadent TV	

College Future Foundations
 Colorado Public Radio
 Colorado Rockies
 Congress, Joint Economic Council
 Congressional Hispanic Caucus
 Congressional Quarterly
 Constellation brands
 CrunchBase
 CulturIntel
 Cuyana
 CVS Aetna
 Dallas Forth Worth
 Dallas Morning News
 De la Vega Group
 Diageo Beer Company
 Directors and Boards Magazine
 Discovery
 Disney
 Dow Jone Media Group
 Drift
 Edison International
 EdSource
 El cine
 El Paso Inc.
 Embassy in Mexico
 Encantos
 Equitable
 ESPN
 Expedia
 Facebook
 Federal Reserve
 Feeding America
 FEMME
 Foot Locker
 Forbes

Fortune
 Fortune Magazine
 Fox
 Fox News
 Frito Lay Hispanic Business Unit
 Golden Boy Promotions
 HACE
 HACER
 Harvard Business School
 Harvard University, Center for Public Leadership
 Herald Tribune
 Hill & Knowlton
 Hispanic Chamber of Commerce
 Hispanic Congressional Caucus
 Hispanic Executive Magazine
 Hispanic Marketing Council
 Hispanic Scholarship Fund
 Hispanic Wealth Project
 HITEC
 HOLA! USA
 Hollywood Reporter
 Homeboy Industries
 Honest Beauty
 HOPE
 Huffington Post
 Illinois State Board of Investment
 Illinois State Treasurer
 Immigrant Defenders Law Center
 Inter Corporation
 Joe Biden's Presidential Campaign
 John Deere

Joseph Advisory and Proficio Capital Management
 JPMorgan Chase & Co.
 KANTAR
 Kloudspot, Inc.
 Klutch Sports Group
 KPMG
 Kramer, CNBC
 L'ATTITUDE Conference
 LA Times
 Latino Business Action Network
 Latino Leaders Magazine
 Latino Magazine
 Latino Victory Fund
 Leap Global Partners
 Los Angeles Business Journal
 Lululemon Athletica
 MAAC
 Major League Baseball
 Manhattan Times News
 Market Watch
 Marriott International
 MassMutual
 Mastercard
 McDonald's
 Miami Dade College
 Miami Herald
 Michigan Chamber of Commerce
 Microsoft
 Microsoft News
 MiLA Capital
 Milwaukee Business Journal
 Milwaukee Chamber of Commerce
 Milwaukee Journal Sentinel

Milwaukee Public Radio
 Minnesota Public Radio
 Morgan Stanley
 Mother Jones
 MSNBC
 MNSDC
 NAHREP
 NALEO
 National Association
 of Latino Independent
 Producers
 NBCUniversal
 Nery & Richardson LLC
 New American Funding
 New Cadence Productions
 NFL
 Nickelodeon
 Nielsen
 Nike
 NMSDC
 Nopalera
 NPR
 NRG Energy
 Nuveen
 Oak Tree Capital
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 Outreach
 Pacaso
 Palladium Equity Partners
 Paramount
 Pepsi
 Perez Pictures
 Philanthropy Now
 Phoenix Suns
 Princeton
 Procter & Gamble
 Project Verte
 PulteGroup, Inc.

Radian
 RBC Capital Markets
 Realogy
 Real Screen West
 Remine
 RepresentUS
 Restaurant Brands
 International Inc.
 Salesforce
 San Diego State University
 SBS
 Schneider Electric
 Sequoia Capital
 Signet Jewels
 Silicon Valley Latina
 Coalition
 Smithsonian
 Social Innovations Summit
 Sony Music Latin Iberia
 Sony Pictures
 Sony/ATV Music Publishing
 Spanish Broadcasting
 System
 Squire Patton Boggs
 Stanford University
 Starz
 Suma Wealth
 Target
 TEXTIO
 The Boeing Company
 The Home Depot
 The Honest Company
 The New York Mets
 The News Movement
 The Newsette
 The Wall Street Journal
 The Walt Disney Company
 TIAA company

TikTok
 Touchland
 U.S. Housing and Urban
 Development
 Uber
 UCLA
 UCLA, School of Statistics
 United Airlines
 United Nations
 University of Texas
 Univision
 UPS
 USC
 U.S. Congressional Joint
 Economic Council
 USHLI
 UTEP
 Variety
 Verizon
 Voto Latino
 Walmart
 Walter Kaitz Foundation
 WarnerMedia
 WE Family Offices
 Wells Fargo
 Wise
 Wilson Center
 World Central Kitchen
 Woven
 XCOM-Tech

Some Hispanic organizations that have used our data:

- Amplify Latinx
- Angeles Investors
- Aspen Institute Latinos and Society
- Association of Latino Professionals for America (ALPFA)
- CHIRLA - The Coalition for Humane Immigrant Rights
- Congressional Hispanic Caucus Institute (CHCI)
- Friends of the American Latino Museum
- Hispanic Association of Colleges and Universities (HACU)
- Hispanic Executive
- Hispanic Federation
- Hispanic Heritage Foundation
- Hispanic National Bar Association (HNBA)
- Hispanic Organization Promoting Education (HOPE)
- Hispanic Scholarship Fund
- Hispanic Technology Executive Council (HITEC)
- Hispanics in Philanthropy
- Hispanics in Wine
- L'ATTITUDE
- Latin Heat
- Latino Business Action Network (LBAN)
- Latino Corporate Directors Association (LCDA)
- Latino Leaders Magazine
- Latino Magazine
- Latino Professionals
- Latino Victory
- Latinos in Finance (LIF)
- Latinas in Tech
- Latinos in Tech
- LatinxVC
- League of United Latin American Citizens (LULAC)
- Mitú
- National Association of Hispanic Journalists (NAHJ)
- National Association of Hispanic Real Estate Professionals (NAHREP)
- National Association of Investment Companies (NAIC)
- National Hispanic Media Coalition (NHMC)
- National Hispanic Medical Association (NHMA)
- New America Alliance
- Prospanica
- Society of Hispanic Professional Engineers (SHPE)
- SUMA Wealth
- The Alumni Society
- The Hispanic Leadership Summit
- The Hispanic Retail Chamber of Commerce (HRCOC)
- The Hispanic Star
- The National Hispanic Corporate Council (NHCC)
- U.S. Hispanic Chamber of Commerce
- U.S. Hispanic Leadership Institute
- UCLA Latino Policy & Politics Institute
- UnidosUS
- United Latinas
- United States Hispanic Chamber of Commerce (USHCC)
- Voto Latino
- We All Grow Latina
- We Are All Human

LDC Research Partners Through the Years

The LDC’s research partners have been key to providing its audience with the most accurate data.

Some of the LDC’s research partners over the years include:

Accenture	Hill & Knowlton	Peterson Institute for International Economics
Arizona State University	HITEC	Purpose
Bain Capital	Kantar	Royal Bank of Canada
Boston Consulting Group	Kellogg Foundation	SHPE
Burson-Marsteller	Morgan Stanley	Stanford University
California Lutheran University	NAHJ	Time Warner
Capital One	NERA Economic Consulting	UCLA
Columbia University	Nielsen	University of Notre Dame
Conectado	Partnership for A New American Economy	Wells Fargo
	Penn, Shoen & Berland	

Awards

Some LDC awards and recognitions include:

- **CEO of the Year Honoree** by the Los Angeles Business Journal (2024)
- **Corazón Award** from Hispanics in Philanthropy (2024)
- CNBC’s In Pursuit of Success Stories (2024)
- **APEX Award of Excellence** -#88: One-of-a-Kind Publications-Political/Government/Association/Nonprofit for the 2023 SHPE-LDC U.S. Latinos in Engineering and Tech Report™
- **Inspirational Women Award** - Education/Non Profit/Government Inspirational Women



Data Impact That Drives Progress

The cultural, economic, and political influence of Latinos is increasingly evident each year.

At the LDC and the LDCTT, we produce reliable data that capture the economic power and contributions of Latinos in the United States. However, our mission goes beyond creating reports. We actively promote our research, encouraging individuals and organizations to use the data as a strategic resource for informed decision-making.

A key insight from our work is the role that Latinos play in amplifying our findings. Whether within their organizations or on social media, they take pride in data that reflect their contributions and dispel harmful stereotypes that often negatively impact both individuals and business outcomes. This year, Latino youth, who make up 25% of all young Americans, were particularly instrumental in sharing our research on platforms like TikTok and Instagram. By amplifying the LDC's findings, they are reshaping narratives, challenging misconceptions, and highlighting the positive impact of their community across industries.

This year also marked the launch of the Latina Initiative, a new focus for the LDC aimed at recognizing and enhancing the contributions of Latinas across the economy. The initiative lays the groundwork for future efforts to amplify Latina leadership and drive growth.

Our data-driven reports have sparked conversations across sectors, inspiring change and advancing representation in the marketplace. We remain committed to expanding our research, broadening our audience, and increasing our impact because...

**AMERICA THRIVES
WHEN LATINOS
SUCCEED.**

Amplifying the Impact of the LDC and LDCTT: Your Support Matters

Your support helps us increase the LDC's impact by:

- **Expanding the base of resource allocators who use our data in every national and local strategic decision they make.**
- **Growing our data production to deliver a deeper understanding of how Latinos are driving economic growth in this country.**
- **Creating fact-based perceptions of this cohort instead of damaging stereotypes and limiting misconceptions.**

The LDC is a self-funded organization. We distribute all our data for free, thanks to our generous board and advisory network members. We work with some funding partners for some specific reports, but our operation is mainly funded by Latino and non-Latino business leaders and philanthropists who know the power of making decisions based on accurate information. We are proud that our numbers are constantly in the news, in the media in general, in national and international economic forums, in policymaking bodies, and in the civic, social, and political discourse of individual leaders and movements.

We encourage the dissemination of LDC's reports and critical insights to further enhance the understanding and recognition of the significant contributions and narratives of the Latino community in various fields under the terms defined herein. When referencing or using information from our reports, please acknowledge the source as follows:

Latino Donor Collaborative. (Year of the report). Name of the Report. Link

For more information, please visit the **Data Terms of Use** page on our website.

Leadership



Sol Trujillo
Chairman of the Board
Latino Donor Collaborative



Ana Valdez
President & CEO
Latino Donor Collaborative



Alex López Negrete
President & CEO -
Lopez Negrete
Communications, Inc.



Ana Pinczuk
Board Member - LDC,
SentinelOne, Aptiv



Cesar Conde
Chairman - NBC
Universal News Group



Fidel A. Vargas
President & CEO -
Hispanic Scholarship
Fund



Gary Acosta
Co-founder & CEO -
NAHREP



Guillermo Diaz Jr.
Chairman - Hispanic IT
Executive Council (HITEC).
Founder & CEO - Conectado



Henry A. Fernandez
Chairman & CEO -
MSCI, Inc



Jacqueline Guichelaar
Customer Experience Officer,
Asia Pacific, Japan and Greater
China - Cisco



Jose Luis Prado
Vice Chairman - Benestar &
Evans Food Group



José Ramón González
Chief Legal Officer and
Corporate Secretary -
Equitable Holdings



Linda Alvarado
President & CEO -
Alvarado Construction, Inc.



Martin Cabrera
CEO & Founder -
Cabrera Capital
Market



Oscar Munoz
Former CEO & Chairman -
United Airlines



Patty Arvielo
CEO & Co-founder -
New American Funding



Pete Amaro
Co-founder & Senior
Advisor - Luminary Media



Raúl Alarcón
Chairman & CEO -
Spanish Broadcasting
Systems Inc.



Saber Sherrard
Partner - Bain & Company



Danny Acosta
Managing Director and
Senior Partner- Boston
Consulting Group



Ignacio Sanchez
Partner and Chair of National
Security and Global Trade, DLA Piper



Francisco Gonzalez
CEO, Lopez Dorada Foods

Acknowledgements

The data and impact calculations in this report were conducted with the support of the **Endemica Center for Social Impact**, ensuring impartial and rigorous analysis.

A heartfelt thank you to everyone who has contributed to the LDC and the success of this report:

- The LDC Board of Directors
- The LDC Advisory Network
- LDC Staff
- LDC Key Partners
- The millions of people who access our numbers every year, creating clarity and becoming “ambassadors” each time they use them.

THANK YOU!



Contact Us

Follow us, interact with us, and share our data on social media!

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