

# 2023 LDC IMPACT REPORT



*Turning data into impact*



LATINO  
DATA  
COLLABORATIVE  
THINK TANK



# TABLE OF CONTENTS

<b>A Message From the Latino Donor Collaborative</b> .....	6
<b>The Latino Donor Collaborative</b> .....	8
History.....	8
<b>The Latino Data Collaborative Think Tank</b> .....	10
<b>U.S. Latinos Shaping the Country’s Economic Landscape</b> .....	12
<b>LDC and LDCTT’s Impact Through the Years</b> .....	14
LDC and LDCTT by the Numbers.....	15
Data Reach Impact Across Main LDC Audiences.....	16
Data Impact Across Different Industries .....	22
<b>Latino Data Collaborative Think Tank Reports Launched in 2023</b> .....	23
2023 Official LDC U.S. Latino GDP Report .....	24
2023 LDC U.S. Latinos in Media Report .....	24
2023 SHPE-LDC U.S. Latinos in Engineering and Tech Report.....	25
2023 LDC U.S. Latinos in Technology Report – AI Edition .....	25
2023 LDC-NAHJ U.S. Latinos in Journalism Report.....	26
2022 LDC U.S. Latinos in Media Report: Full-Year Update .....	26
Latino Data Collaborative Think Tank White Papers.....	28
<b>Perceptions of U.S. Latinos Over the Years According to LDC Research</b> .....	29
<b>LDC’s Reach</b> .....	30
LDC in the News .....	31
Social Media Organic Data Amplification .....	32
Events .....	33
Convenings .....	34
Forums.....	35
Direct Company Presentations.....	35
<b>LDC Research Partners</b> .....	43
<b>Data Impact that Drives Progress</b> .....	44
<b>Amplifying the Impact of the LDC and LDCTT: Your Support Matters</b> .....	46
<b>Leadership</b> .....	47
<b>Acknowledgments</b> .....	48
<b>Contact Us</b> .....	49
<b>References</b> .....	50





**“Discovering the LDC a few years ago opened my eyes. Being able to spotlight some of its statistics has been a game-changer.”**

Brenda Nicole Peña  
Award-Winning Author







# A MESSAGE FROM THE LATINO DONOR COLLABORATIVE

Dear reader,

**W**e are delighted to share this report with you. It embodies our commitment to catalyzing actionable change through comprehensive research and shedding light on the formidable impact and invaluable contributions of Latinos in the United States. At the LDC and our Latino Data Collaborative Think Tank, we aim to provide research that translates into action and helps decision-makers, resource allocators, and every American grasp the significance of 20% of this country's population and 25% of all youth – U.S. Latinos.

The LDC began in 2010 because there was a missing narrative: an accurate portrayal of Latinos in America. We recognized the urgency to fill this gap with reliable data to dispel misconceptions and highlight the accurate contributions of Latinos to the nation. This urgency fueled our journey.

Since our inception, we've partnered with esteemed research institutions like Stanford, Columbia, UCLA, ASU, and others, as well as with private sector entities such as BCG, NERA, Nielsen, and Accenture to produce 55 reports, including flagship editions such as the LDC U.S. Latino GDP Report (in its sixth edition this year), the U.S. Latinos in Media Report (nine editions), and the U.S. Latinos in Technology Report (three editions). Other reports have covered crucial areas such as entrepreneurship, innovation, Latino contributions during the pandemic, engineering, and access to capital.

Our outreach has touched 250,000 C-level executives, sparked conversations with over 2 million individuals, and generated a staggering 50 million hits to our data, not to mention the many millions more we have reached through media coverage and social media channels.

At the Latino Donor Collaborative, we are proud to continue to highlight the part of the U.S. Latino narrative that few people knew before we began documenting it with facts: U.S. Latinos are driving economic growth in this country, providing the majority of the workforce, leading consumption growth, and achieving upward mobility through hard-working ethics, educational attainment, entrepreneurship, and wealth creation. In short, we are the American Dream of this era, and all Americans need to know these facts in order to grow with us.

We are also proud of our innovative organization, our powerful board, our groundbreaking ways to distribute the data and “spread the word”, our relationships with global business leaders, Fortune 500 companies, the press, other national and international decision-makers, and key forums. Most importantly, we are proud of our Latino community, which inspires us every second of every day to do the work, to effect REAL change, and to create the access and seats at the table that it has earned and deserves.

We have tremendous plans for 2024 and the rest of the decade. You’ll be hearing about us at the beginning of the year, but in the meantime, we hope you enjoy our 2023 LDC Impact Report. We could not have achieved this without you!

Sincerely,



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

**SOL TRUJILLO**  
CO-FOUNDER AND  
CHAIRMAN OF THE BOARD



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

**ANA VALDEZ**  
PRESIDENT AND CEO



# THE LATINO DONOR COLLABORATIVE

**T**he 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.



## HISTORY

The Latino Donor Collaborative was founded in 2010 after a group of national business leaders recognized a critical gap: the lack of an accurate narrative about Latinos, leading to the perpetuation of harmful stereotypes. This gap in understanding 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

## 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.



to these alarming developments, co-founders and national leaders Sol Trujillo and Henry Cisneros recognized the urgency of creating a bipartisan non-profit organization and producing reputable data and statistics that accurately reflected 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, ASU, and Notre Dame, 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 43.

Two years ago, in order to scale up the production of this data, the LDC officially launched the Latino Data Collaborative Think Thank (LDCTT) as a branch focused solely on research production.

To date, we have published 55 reports, including the U.S. Latino GDP Report (six editions), the U.S. Latinos in Media Report (nine editions), and the U.S. Latinos in Technology Report (three editions), as well as other significant reports covering areas like entrepreneurship, innovation, Latino contributions during the pandemic, U.S. Latinos in engineering and technology, and access to capital.



Sol Trujillo



Henry Cisneros

# THE LATINO DATA COLLABORATIVE THINK TANK

**T**he Latino Data Collaborative Think Tank (LDCTT) is a distinguished think tank established by the LDC, committed to producing 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 give the highest-quality insights.

LATINO  
DATA  
COLLABORATIVE  
THINK TANK

## THE LDC'S IMPACT IS TWOFOLD, DRIVING MEANINGFUL CHANGE ACROSS MULTIPLE FRONTS


### Data Creation

The LDCTT, through its research, 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, ensuring that decision-makers and resource allocators have access to this vital information free of charge in order to make informed decisions that acknowledge the significant contributions of American Latinos and allocate necessary resources accordingly.





**FOR THE LATINO DONOR COLLABORATIVE, 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.**

# U.S. LATINOS

# Shaping the country's economic landscape

## LATINO GROSS DOMESTIC PRODUCT

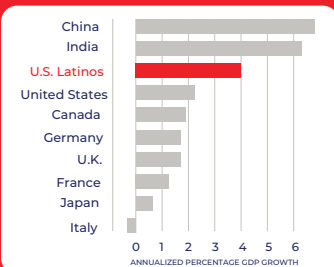
THE U.S. LATINO GDP WAS  
**\$3.2**  
 TRILLION IN 2021<sup>1</sup>

IF IT WERE A STAND-ALONE ECONOMY, IT WOULD BE THE **5<sup>TH</sup>** LARGEST IN THE WORLD,

LARGER THAN INDIA, THE UNITED KINGDOM, FRANCE, AND OTHER MAJOR WORLD ECONOMIES.

THIS MAKES IT THE THIRD FASTEST-GROWING ECONOMY AMONG MAJOR POWERHOUSES, BEHIND ONLY CHINA AND INDIA.

REAL ANNUALIZED PERCENTAGE GDP GROWTH AMONG THE WORLD'S LEADING ECONOMIES BETWEEN 2011 AND 2021



## LATINO PURCHASING POWER

LATINO PURCHASING POWER WAS MEASURED AT  
**\$3.4 TRILLION** IN 2021,  
 more than double that of non-Latinos.<sup>1</sup>

In 11 years, U.S. Latino GDP has increased by 88%,  
 FROM **\$1.7 T** IN 2010  
 TO **\$3.2 T** IN 2021<sup>1</sup>



Latino consumption and purchasing power saw impressive growth rates, effectively

**TWO TIMES**  
 FASTER THAN NON-LATINO COUNTERPARTS.<sup>1</sup>

## LATINO ENTREPRENEURSHIP

U.S. LATINOS ARE HIGHLY ENTREPRENEURIAL



LATINOS ARE 1.7% MORE LIKELY TO BE ENTREPRENEURS THAN THE OVERALL U.S. POPULATION AND ACCOUNT FOR 50% OF NET NEW SMALL BUSINESSES.<sup>2</sup>

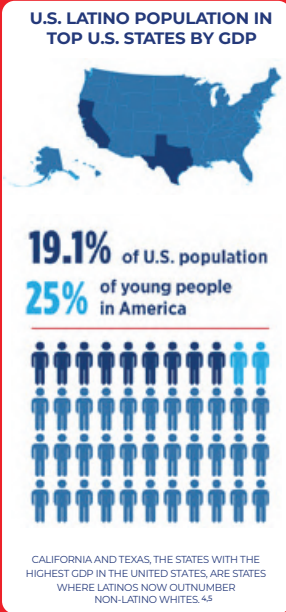
ON A NATIONWIDE SCALE, BETWEEN 2007 AND 2019, THERE WAS A



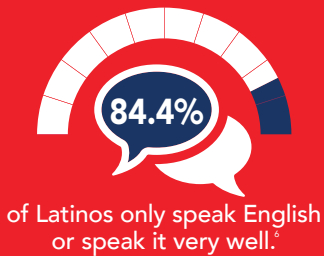
\*LOBs = Latino-owned businesses  
 \*\*WOBs = White-owned businesses

THROUGHOUT the pandemic (2019-2022), LOBs experienced a median REVENUE GROWTH RATE OF 25%, while WOBs saw a GROWTH RATE OF **9%**<sup>3</sup>

## LATINO POPULATION GROWTH AND DEMOGRAPHICS



### MOST LATINOS SPEAK ENGLISH



## LATINO YOUTH ARE DRIVING CHANGE

THE MOST COMMON AGE OF U.S. LATINOS IS **11** YEARS OLD

vs.

**58** YEARS OLD FOR THE WHITE POPULATION<sup>7</sup>

LATINOS ARE YOUNG CONSUMERS TODAY AND IN THE FUTURE<sup>8</sup>

Median age of U.S. Latinos:

**30**

vs.

Median age of Anglo-Americans:

**41**

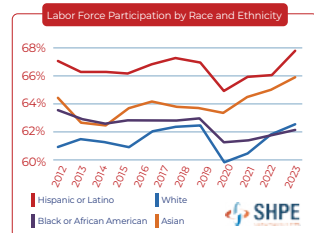
## LATINOS ARE SHAPING THE COUNTRY'S WORKFORCE LANDSCAPE

LATINOS ACCOUNT FOR LABOR FORCE GROWTH, EVEN THROUGH THE GREAT RESIGNATION IN RECENT YEARS

The growth rate of the U.S. labor force has slowed in recent decades; the remaining growth is largely due to the increasing number of Hispanic workers.

HISPANICS ARE PROJECTED TO ACCOUNT FOR **78%**<sup>9</sup> OF NET NEW WORKERS BETWEEN 2020 AND 2030.

THE U.S. LATINO LABOR FORCE PARTICIPATION RATE STANDS OUT AS THE HIGHEST AMONG ALL OTHER MAJOR U.S. POPULATION GROUPS.<sup>10</sup>







LDC AND LDCTT

*Impact Through  
the Years*

# LDC AND LDCTT BY THE NUMBERS

**55**

original reports

**28**

research partners

**480**

LDC academic sources available in libraries

**12K+**

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

**4M+**

search engine results related to LDC work

**50M+**

people access LDC data through various outlets

**50B+**

unique visitors per month and social media impressions



# DATA REACH IMPACT ACROSS MAIN LDC AUDIENCES



## KEY DECISION- MAKERS

Resource allocators and strategic and thought leaders. They include 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.



# 250K+

key decision-makers have direct contact with LDC research.

## 115K+

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.

## 80K+

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.

## 35K+

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

## 20K+

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



# 2M+

individuals through participation in 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.







## 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.

# 7M+

people have accessed our think tank data through more than 7,000 articles on the LDC's work.

# 2.5M+

individuals have accessed LDCTT data through more than 5,000 international media articles and reports.

# 4M+

search engine results related to LDC data.

# 50B+

impressions on traditional and social media posts about LDCTT data.





## U.S. LATINO YOUTH

Latino youth has emerged as a powerful catalyst for amplifying our data. While our primary focus has traditionally been on decision-makers and resource allocators from different age groups, we have observed a significant appetite for data among young Latinos and Latinas. They demonstrate a remarkable willingness to share and promote this data once they discover it. As a result, we have decided to broaden our target audience and launch targeted communication efforts within this cohort, which we plan to begin measuring in 2024.





In promoting the use of our data among decision-makers and diverse audiences, we have observed that when Latinos engage with our data, they take immense pride and play a significant role in amplifying it.



# DATA IMPACT ACROSS DIFFERENT INDUSTRIES

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

**1** financial services



**2** non-profits



**3** agencies or consultants



**4** media and entertainment



**5** education



# LATINO DATA COLLABORATIVE THINK TANK

## Reports Launched in 2023

LDC  
LATINOS IN MEDIA REPORT

FOX

NER BROS.  
COVERY

Apple tv

The  
Disney  
Company

NETFLIX

Latino talent and  
WE NEED L  
AND MOR

LDC  
LATINO  
DONOR  
COLLABORATIVE

LATINO  
DATA  
COLLABORATIVE  
THINK TANK

WELLS  
FARGO

THE 2023 OFFICIAL  
LDC U.S. LA  
GDP REPORT  
6th ANNUAL EDIT

The Role of the U.S. Latino Commu  
in the U.S. Economy

Authors:  
Dennis Hoffman, Ph.D.  
and José A. Jurado, Ph.D.  
State University

SHPE  
Leading Professionals in STEMM

2023 SHPE-LDC U.S. Latino  
in Engineering and Tech Rep

BREAKING BARRIERS,  
BUILDING FUTURES



## 2023 OFFICIAL LDC U.S. LATINO GDP REPORT



The 2023 Official LDC U.S. Latino GDP Report provides new data and insights on spending power, economic progress, and population growth.

- U.S. Latino GDP is now valued at **\$3.2 trillion** (up 14% year-over-year), growing **2.5 times faster** than the non-Latino equivalent.
- U.S. Latino purchasing power is measured at **\$3.4 trillion**.
- In 2021, Latino income in the U.S. amounted to **\$2.5 trillion** and grew at a rate of **4.7%**, compared to 1.9% for non-Latinos.
- In terms of GDP, the U.S. Latino economy would rank as the **world's fifth largest**.
- Its growth is driven by its **youth, labor force participation, educational attainment, and income growth**.

## 2023 LDC U.S. LATINOS IN MEDIA REPORT



The 2023 LDC U.S. Latinos in Media Report Partial Results Jan-Aug reveals a sharp contrast between the growing Latino population and economic power and its representation in U.S. film and television.

- Despite making up nearly 20% of the U.S. population and about 50% of BIPOC groups, the percentage of Latino protagonists in shows and films **increased only slightly** in 2023, with only 3.3% of shows and 5.7% of films casting Latino protagonists.
- **Latino talent and stories work:** Although Latinos make up only 5% of lead roles and 10.5% of co-lead roles in theatrical films as of August 2023, these films accounted for **13 of the top 20 grossing films of the year**.
- Latinos are migrating to platforms that highlight their stories and give them opportunities to create content: **Latinos spent 57% more time on YouTube** than non-Hispanic Whites. In addition, **TikTok is used by 31% of U.S. Latinos**, surpassing the 21% average usage across all groups.

## 2023 SHPE-LDC U.S. LATINOS IN ENGINEERING AND TECH REPORT



The 2023 SHPE-LDC U.S. Latinos in Engineering and Tech Report highlights the indispensable role of U.S. Latinos in engineering and technology.

- A **73.6% surge**: U.S. Latino undergraduate engineering enrollment skyrocketed from 2010 to 2021.
- The demand: **10.9 million STEM job openings** are anticipated by 2031.
- Bridging the gap: **U.S. Latinos currently make up 9.4% of the engineering workforce**, but participation in undergraduate engineering education has increased to 15.8%. Continued engagement of the Latino cohort in engineering education could help to efficiently address the rising demand and shortages in the field.
- Labor force momentum: **U.S. Latinos** represent 19.1% of the U.S. population but **drove 73% of growth in U.S. workforce participation** between 2010 and 2020, the highest of any major U.S. population group.

## 2023 LDC U.S. LATINOS IN TECHNOLOGY REPORT- AI EDITION



The 2023 LDC U.S. Latinos in Technology Report - AI Edition reveals the unprecedented opportunity to drive economic growth through Latinos in AI.

- The estimated economic impact of AI is **\$3.7 trillion in North America** and **\$15.7 trillion globally** by 2030.
- Of the top 50 companies fueled by the AI economy (Forbes AI 50), **43 are headquartered in states with high Latino populations** (California, Texas, Massachusetts, and New York).
- This report marks the **beginning of the LDC-Conectado AI Initiative**, a series of events and the provision of original data to create tools and measurable benchmarks that will help AI and tech industry leaders grow by **incorporating Latino talent** at all levels.

## 2023 LDC-NAHJ U.S. LATINOS IN JOURNALISM REPORT



The 2023 LDC-NAHJ U.S. Latinos in Journalism Report pulls back the curtain on Latino underrepresentation across U.S. broadcast, cable, print, and digital newsrooms.

- Despite comprising nearly 20% of the U.S. population, there are almost no Latino executive producers on major broadcast networks, including CBS, NBC, ABC, PBS, and syndicated networks.
- Across 22 major print newspapers, there are few Latino managing editors and executive editors and no Latino CEOs, presidents, or publishers.
- Across 22 major digital news sites, there are no Latino editors-in-chief and no Latino executive editors.

## 2022 LDC U.S. LATINOS IN MEDIA REPORT



In 2023 we also released the full-year update of the 2022 U.S. Latinos in Media Report.



# THE SOURCE: THE U.S. LATINO TALENT DATABASE FOR HOLLYWOOD

In 2018, the LDC began tracking U.S. Latino talent actively working in mainstream media and later launched The Source Database, a one-of-a-kind database with a list of 3,300+ talented Latinos who have appeared at least once on new and returning shows as of 2023.

Through The Source Database, the LDC aims to provide executives and decision-makers with a list of up-to-date Latino talent they can use when casting for their projects.

To access The Source Database, visit:

[www.thesourcedatabase.org](http://www.thesourcedatabase.org)



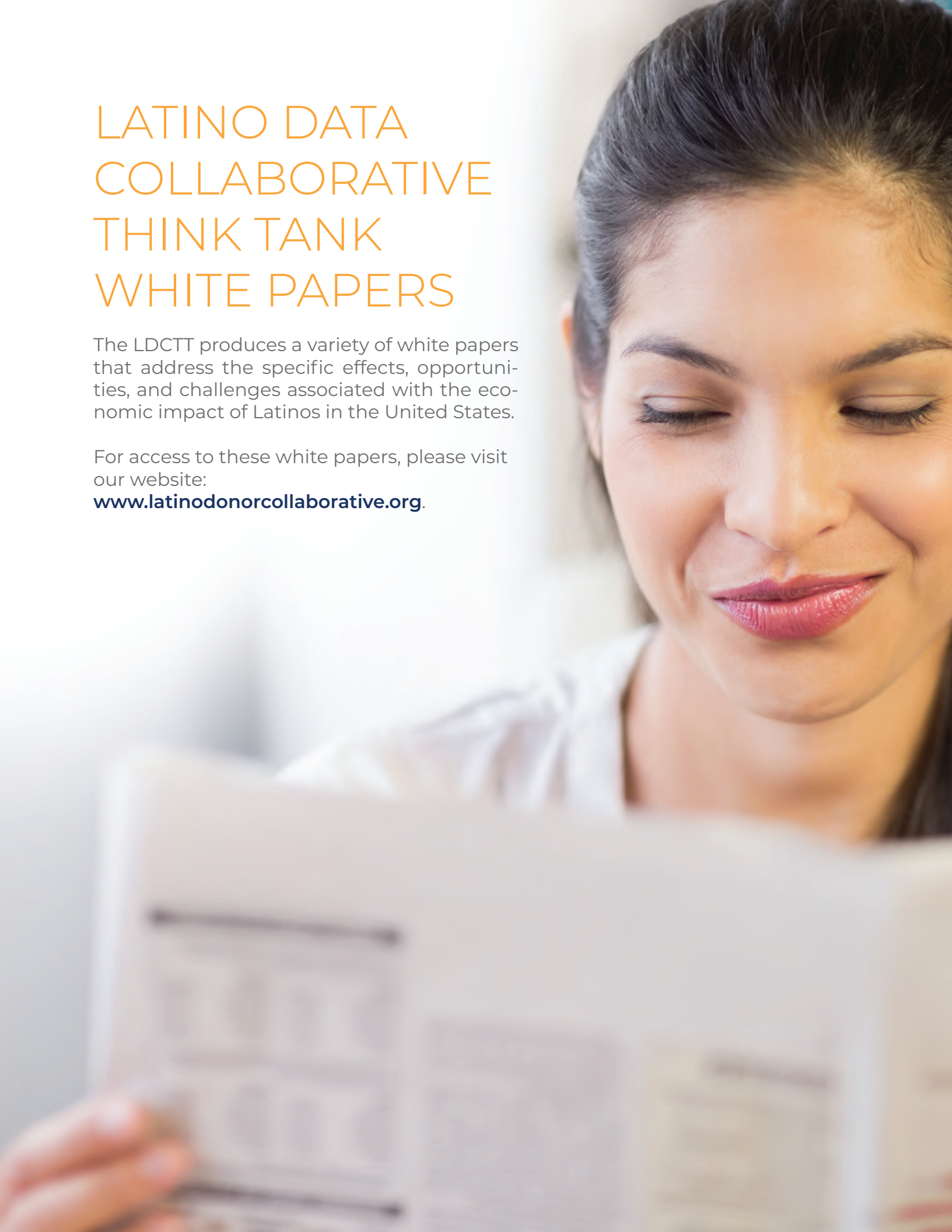


# LATINO DATA COLLABORATIVE THINK TANK WHITE PAPERS

The LDCTT produces a variety of white papers that address the specific effects, opportunities, and challenges associated with the economic impact of Latinos in the United States.

For access to these white papers, please visit our website:

[www.latinodonorcollaborative.org](http://www.latinodonorcollaborative.org).





# PERCEPTIONS OF U.S. LATINOS OVER THE YEARS ACCORDING TO LDC RESEARCH

In almost 10 years, we have seen some significant positive changes and some challenges that remain to be addressed.

	2014 LDC Latino Perception Research	Most recent LDC data, including 2021 LDC Perception Report, 2023 LDC U.S. Latinos in Media Report, and 2023 LDC-NAHJ U.S. Latinos in Journalism Report
<b>The fundamental shift in the perception of U.S. Latinos: from takers to contributors</b>	70% of respondents viewed U.S. Latinos as “takers” in terms of taking from our economy, particularly in the costs of education and health care.	83% of respondents view U.S. Latinos as “contributors” to our economy, especially regarding purchasing power.
<b>The perception of Latinos in terms of citizenship has shifted from undocumented to citizens</b>	The common perception that over half of all U.S. Latinos were undocumented.	The perception has dropped to 33%, even though the actual data shows only 13% of Latinos in our country are undocumented.
<b>The shift in attitudes: from negative to positive</b>	In 2012, the perception was: <ul style="list-style-type: none"> <li>• Most Latinos were not U.S. citizens.</li> <li>• Latinos were not Americans and didn’t share many American values.</li> <li>• Latinos were not contributing to our country’s economic success.</li> </ul>	In 2021, the perception was: <ul style="list-style-type: none"> <li>• The majority of Latinos are U.S. citizens.</li> <li>• Nearly 7 out of 10 believe that U.S. Latinos share their values of family, religion, and the American Dream.</li> <li>• 70% believe that U.S. Latinos are making a significant contribution to the economy.</li> </ul>
<b>But Latino invisibility in the media and news continues to perpetuate negative stereotypes</b>	<ul style="list-style-type: none"> <li>• Consistent across both perception studies is the influential role the media plays in shaping public perceptions of U.S. Latinos.</li> <li>• News about border issues and immigration, together with the lack of Latino leadership in newsrooms as highlighted in the 2023 LDC-NAHJ U.S. Latinos in Journalism Report, continue to minimize coverage of U.S. Latino success stories or positive news stories.</li> <li>• The 2023 LDC U.S. Latinos in Media Report shows that Latinos are cast in only 3.3% of lead roles in shows and 5.7% in films, making our stories almost invisible.</li> </ul>	

*More data means better perceptions of Latinos*



# LDC's Reach

# LDC IN THE NEWS

Throughout the years, our research has been widely cited by major news organizations, such as:



# SOCIAL MEDIA ORGANIC DATA AMPLIFICATION

The LDC leverages the power of social media to share its data on various platforms and encourages other organizations and individuals to do the same.

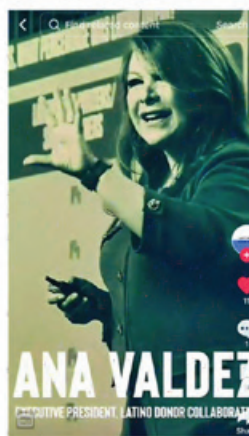
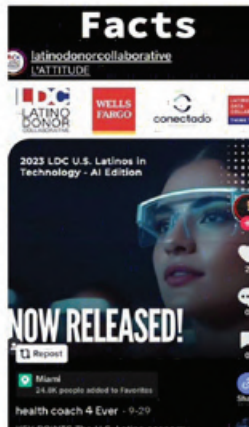
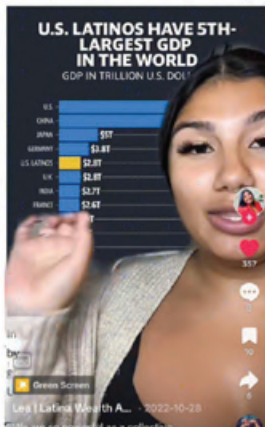
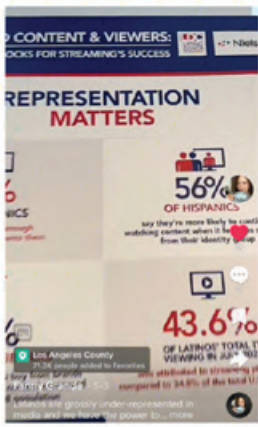
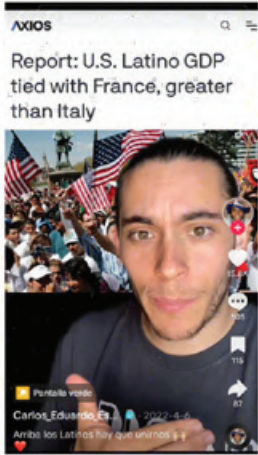
Social media coverage has had a tremendous and quantifiable impact on the number of LDC and LDCTT publications, videos, interviews, and articles received.

LDC data has found organic growth on platforms like TikTok and YouTube, where young Latinos who find the information amplify its reach by sharing it through their own stories and networks.





# Young Latinos who find LDCTT data amplify its reach on platforms like TikTok and YouTube by sharing it through their own stories.



*“Together, we are a power. Let’s join forces to make changes in this country for all our people.”*

*“In simple terms, GDP is the buying power \$\$ of a nation or cohort, what it means for Latinos in the USA is that we make the economy rotate.”*

*“Like it or not, Latinos will be a strong force. I’m First Gen and I started a business, have over 50 employees, my son and daughter own their own business.”*

*“This is definitely inspiring news. I hope that all Latinos (me included) can read this and appreciate the hard work and sacrifice it took us to get to this point.”*

*“We have been the backbone of this country for the last 100 years and now more than ever.”*

# EVENTS

Whether through our events or LDC's participation in major events hosted by other organizations, gatherings are essential to achieving one of the LDC's objectives: sharing LDCTT data for use in strategy and decision-making.





## CONVENINGS

# 21 IMPACTFUL CONVENINGS WITH OVER 3,100 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.



**O**ur invitation-only, private events follow Chatham House rules to encourage open and productive dialogue. Our LDC Board of Directors has hosted 21 LDC Convenings over the years, featuring more than 100 CEOs and other top C-suite executives as speakers.

## 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

### **Anna Lisa Raya:**

Executive Awards Editor, The  
Hollywood Reporter

### **Beatriz Acevedo:**

Founder & CEO, MITU

### **Bob Bakish:**

CEO, Viacom

### **Bob Greenblatt:**

CEO & President, NBC  
Networks

### **Ben Odell:**

Producer, Director, and Writer

### **Carlos Hernandez:**

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

### **Cesar Conde:**

Chairman, NBCUniversal  
International Group &  
NBCUniversal Telemundo  
Enterprises

### **Charlie Ergen:**

Co-Founder & Chairman, Dish  
Network

### **Chris Albrecht:**

CEO, Starz

### **Chris Weitz:**

American Film Director,  
Writer, and Producer

### **Courtney Halt:**

President, Maker Studios

### **Daniela Corrente:**

CEO, Reel

### **Daniel Pinto:**

President and Chief  
Operating Officer, JPMorgan  
Chase

### **David Gergen:**

CEO, Leadership Center -  
Harvard University

### **David Rhodes:**

President, CBS News

### **David Sable:**

CEO, Young & Republican

### **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, and  
Producer

### **Erik Diehn:**

CEO, Stitcher

### **Eugenio Derbez:**

Actor, Writer, and Producer

### **Fernand Fernandez:**

VP Global Marketing,  
American Airlines

### **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

**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

**Jim Bankoff:**

Chairman & CEO, Vox Media

**Joe Garcia:**

Former Lt. Governor, Colorado (D)

**John Chandler, Sr.:**

VP & CMO, Mass Mutual

**John Landgraf:**

CEO & President, Fox Networks

**John Leguizamo:**

Actor, Director, Producer, and Screenwriter

**John McCain:**

Former US Senator (R-AZ)

**Josh Sapan:**

CEO, AMC Channels

**Julián Castro:**

Former US Secretary of Housing and Development, Former San Antonio Mayor

**Ken Salazar:**

Former US Senator, Former US Secretary of Interior

**Kevin Mayer:**

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

**Kirk McDonald:**

CEO, GroupM North America

**Lachlan Murdoch:**

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

**Les Moonves:**

Former Chairman and CEO, CBS Corporation

**Luis Gutiérrez:**

US Congressman (D-IL)

**Mandell Crowley:**

Global CMO, Morgan Stanley

**Marc Solomon:**

Former Campaign Director, Freedom to Marry

**Marie Therese****Dominguez:**

Commissioner, New York State Department of Transportation

**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

**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-Author, Power Lunch

**Mike Reszler:**

Chief Digital Officer, American Public Media Group

**Oscar Munoz:**

CEO, United Airlines

**Paul Taylor:**

Senior Fellow & Former Director, Pew Research Center

## SOME LDC CONVENING PAST SPEAKERS (CONT'D)

**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 Mendez:**

US 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.

**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

**Walter Dolhare:**

Co-head, Corporate & Investment Banking, Wells Fargo

**Will Lewis:**

President and CEO, Dow Jones and Publisher of the WSJ

## FORUMS

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

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 are:

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



## DIRECT COMPANY PRESENTATIONS (CONT'D)

Colgate-Palmolive  
College Future  
Foundations  
Colorado Public Radio  
Colorado Rockies  
Congress, Joint  
Economic Council  
Congressional Hispanic  
Caucus  
Congressional Quarterly  
Constellation Brands  
CrunchBase  
CulturIntel  
Cuyana  
Dallas Fort Worth  
Dallas Morning News  
De la Vega Group  
Diageo Beer Company  
Directors and Boards  
Magazine  
Discovery  
Dow Jones Media Group  
Drift  
Edison International  
EdSource  
El Cine  
El Paso Inc.  
Equitable  
Embassy in Mexico  
Encantos  
ESPN  
Expedia  
Facebook  
Federal Reserve  
Feeding America

Foot Locker  
Forbes  
Fortune  
Fortune Magazine  
Fox News  
Frito Lay Hispanic  
Business Unit  
Golden Boy Promotions  
Harvard Business School  
Harvard University,  
Center for Public  
Leadership  
HCER  
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  
Intel Corporation  
Joe Biden Presidential  
Campaign  
John Deere  
Joseph Advisory  
and Proficio Capital  
Management  
JPMorgan Chase & Co.  
Kloudspot, Inc.  
Klutch Sports Group  
KPMG  
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  
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  
NAHREP  
National Association of Latino Independent Producers  
NBCUniversal  
Nery & Richardson LLC  
New American Funding  
New Cadence Productions  
NFL  
Nickelodeon  
Nielsen  
Nike  
Nopalera  
NPR  
NRG Energy  
Nuveen  
Oak Tree Capital  
Onuu  
Outreach  
Pacaso  
Palladium Equity Partners

Perez Pictures  
Phoenix Suns  
Project Verte  
PulteGroup, Inc.  
Radian  
RBC Capital Markets  
Realogy  
Remine  
RepresentUS  
Restaurant Brands International Inc.  
Salesforce  
San Diego State University  
SBS  
Schneider Electric  
Sequoia Capital  
Signet Jewels  
Sony Music Latin Iberia  
Sony Pictures  
Sony/ATV Music Publishing  
Spanish Broadcasting System  
Squire Patton Boggs  
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  
United Airlines  
UPS  
UTEP  
Variety  
Verizon  
Voto Latino  
Walmart  
WarnerMedia  
WE Family Offices  
Wells Fargo  
Wise  
World Central Kitchen  
Woven  
XCOM-Tech

## SOME HISPANIC ORGANIZATIONS USING OUR DATA:

Amplify Latinx

Aspen Institute Latinos and Society

Association of Latino Professionals For America (ALPFA)

The Coalition for Humane Immigrant Rights (CHIRLA)

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)

Latina Coalition in Silicon Valley

Latino Corporate Directors Association (LCDA)

Latinos in Silicon Valley

Latino Leaders

Latino Magazine

Latino Professionals

Latino Victory

Latinos in Finance (LIF)

LatinxVC

League of United Latin American Citizens (LU-LAC)

Mexican American Legal Defense and Educational Fund (MALDEF)

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)

UCLA Latino Policy & Politics Institute

UnidosUS

United States Hispanic Chamber of Commerce (USHCC)

Voto Latino

We All Grow Latina

We Are All Human

# LDC Research Partners

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

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

Accenture  
Arizona State University  
Bain Capital  
Boston Consulting Group  
Burson-Marsteller  
California Lutheran University  
Capital One  
Columbia University  
Conectado  
Hill & Knowlton  
HITEC  
Kantar  
Kellogg Foundation  
Morgan Stanley  
NAHJ

NERA Economic Consulting  
Nielsen  
Partnership for A New American Economy  
Penn, Shoen & Berland  
Peterson Institute for International Economics  
Purpose  
Royal Bank of Canada  
SHPE  
Stanford University  
Time Warner  
UCLA  
University of Notre Dame  
Wells Fargo








*Data Impact  
that Drives Progress*





**T**he growing cultural, economic, and political influence of Latinos becomes more evident each year. The Latino Donor Collaborative and the LDC Think Tank generate reliable data that accurately reflects the economic power and impact of the Latino population in the United States.

At the LDC, our mission extends beyond merely producing data. We actively promote research, encouraging individuals and organizations to engage with the data, and use it as a strategic resource to support good decision-making and resource allocation.

As we promote the use of our data to decision-makers and other audiences, we want to highlight an unexpected side effect that emerged from our analysis: We discovered that the Latinos who access our data tend to amplify it significantly, whether within their organizations or through social media. Latinos take great pride in the evidence that mirrors their accurate contributions and challenges the stereotypes whose frequent portrayal in the media and news affects not only individuals but also business performance.

Our data-driven reports have sparked transformative conversations across various industries, fostering change and paving the way for equitable representation in the market. We are grateful to everyone involved in driving this positive transformation.

We remain dedicated to expanding our research, audience, and 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:

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

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

**The only thing we ask is that the data be clearly attributed to the Latino Donor Collaborative by using the following citations: Latino Donor Collaborative, date, and name of the report.**

# 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**  
Chief Operating  
Officer - Dexterity, Inc.



**Cesar Conde**  
Chairman - NBC  
Universal News Group



**Fidel A. Vargas**  
President & CEO -  
Hispanic Scholarship  
Fund



**Gary Acosta**  
Co-founder &  
CEO - NAHREP &  
L'ATTITUDE



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



**Henry A. Fernandez**  
Chairman & CEO -  
MSCI, Inc



**Jacqueline Guichelaar**  
Customer Experience  
Officer - Cisco



**Jose Luis Prado**  
Executive Advisor  
Partner - Wind Point  
Partners. Vice Chair-  
man - 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 & CCP



**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



# ACKNOWLEDGMENTS

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

- LDC Board of Directors
- 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!

[latinodonorcollaborative.org](https://latinodonorcollaborative.org)

[info@latinocollaborative.org](mailto:info@latinocollaborative.org)



X: @LDCLatino



Facebook: @LatinoCollaborative



Instagram: @LatinoDonorCollaborative



LinkedIn: @LatinoDonorCollaborative

## What is your favorite fact?

Quote us using the hashtag **#LDCfacts**.

# REFERENCES

1. Hoffman, D., & Jurado, J., 2023. (rep.). 2023 OFFICIAL LDC U.S. LATINO GDP REPORT. LDC - Wells Fargo.
2. Noe-Bustamante, L., Krogstad, J. M., & Lopez, M. H. (2021, July 15). For U.S. Latinos, COVID-19 has taken a personal and financial toll. Pew Research Center. <https://www.pewresearch.org/race-ethnicity/2021/07/15/latinos-have-experienced-widespread-financial-challenges-during-the-pandemic/>
3. Gomez-Aguinaga, B., Furszyfer, J., Oyer, P., & Porras, J. (2023, February). (rep.). 2022 State of Latino Entrepreneurship. Stanford Graduate School of Business. <https://www.gsb.stanford.edu/faculty-research/publications/state-latino-entrepreneurship-2022>
4. Tran, E. T. (2023, June 23). *Latinos now outnumber non-Hispanic whites in Texas, census data shows*. NBCNews. <https://www.nbcnews.com/news/latino/latinos-now-outnumber-non-hispanic-whites-texas-census-data-shows-rcna90869>
5. Latino Policy & Politics Institute. (2022, June 28). 15 facts about Latino well-being in California. <https://latino.ucla.edu/research/15-facts-latinos-california/>
6. United States Census Bureau. (n.d.). Language & race. <https://data.census.gov/table/ACSDT1Y2018.B16006?q=Language%2Band%2BRace&g=&lastDisplayedRow=7&table=B16006&vintage=2017&mode=>
7. Schaeffer, K. (2019, June 30). The most common age among whites in U.S. is 58 – more than double that of racial and ethnic minorities. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/07/30/most-common-age-among-us-racial-ethnic-groups/>
8. Peña, J., Álvarez Figueroa, M., Rios-Vargas, M., & Marks, R. (2023, May 25). One in every four children in the United States were of Hispanic origin in 2020. United States Census Bureau. [https://www.census.gov/library/stories/2023/05/hispanic-population-younger-but-aging-faster.html#:~:text=The%20data%20show%20in,\(17.1%20million\)%20in%202010](https://www.census.gov/library/stories/2023/05/hispanic-population-younger-but-aging-faster.html#:~:text=The%20data%20show%20in,(17.1%20million)%20in%202010)
9. Dubina, K. (2021, September 15). Hispanics in the labor Force: 5 facts. U.S. Department Of Labor. <https://blog.dol.gov/2021/09/15/hispanics-in-the-labor-force-5-facts>
10. . Society of Hispanic Professional Engineers, & Latino Donor Collaborative. (2023, September 27). 2023 SHPE-LDC U.S. Latinos in Engineering and Tech Report. Available at <https://www.latinodonorcollaborative.org/>





