WHO WE ARE
OUR UNIQUENESS

FACT-BASED NARRATIVE OF THE COMMUNITY

ECONOMIC DATA

NEW MAINSTREAM AMERICAN ECONOMY
Our Targets:

(A)
- National resource-allocators
- Business decision-makers
- Opinion Influencers

(B) Latino Community:
Knowing our value empowers our community and our country
How we do it

**RESEARCH**
We commission research in partnership with the most reputable institutions in the U.S.

**COMMUNICATION ACTIVITIES AND PROJECTS**
We share our research, facts and data with American leaders and the Latino community through LDC convenings, presence in top mainstream forums, PR and ad campaigns, and one-on-one meetings with national leaders.

**SUPPORT PLANNING**
We continuously support our partners to sustain their growth, scale their impact, and measure their results.
More than 1500 Articles and News Stories

WSJ  NYT  Bloomberg
Fortune Magazine  Washington Post
CNN Money  The Economist
Miami Herald  Huffington Post
Chicago Tribune  LATimes
Boston Globe  Variety  The Wrap

And many more
THE NEW MAINSTREAM AMERICA

- 60% Non Hispanic white
- 19% Hispanic
- 13% African American
- 6% Asian American
- 2% Other/2+ races

2015 total population
THE NEW MAINSTREAM AMERICA

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2015 total population

U.S. POPULATION

- White
- AFAM
- Hispanic
- Asian
- Other
U.S. LATINOS ARE YOUNG

LATINOS MAKE UP:

- 21% MILLENNIALS
- 25% GEN Z
- 30% GEN ALPHA
YOUTH: NEARLY ALL LATINO YOUTH ARE U.S. BORN

90% of Latino youth were born in the United States

Source: The Pew Research Center
Steve Forbes, Editor-in-Chief, Forbes Magazine:

“Latinos are the Cavalry coming to America’s economy rescue”
U.S. Latino GDP and the 2020 Decennial Census

- The 2020 Census substantially increased the number of Latinos that we understand to be living in the United States, resulting from a reduction in the number of uncounted Latinos.

- Adjusting the 2019 Latino GDP accordingly results in a revised 2019 U.S. Latino GDP of $2.8 trillion.

- This places the Latino GDP above France as the world’s 7th largest GDP

SOURCE: Latino Donor Collaborative’s *LDC U.S. Latino GDP Report™ 2021*
If Latinos were an independent country, U.S. Latinos would be 7th largest economy in the world.

**Latino Gross Domestic Product (GDP)**

**Gross Domestic Product - 2019**

- United States
- China
- Japan
- Germany
- India
- United Kingdom
- France
- US Latinos
- Italy
- Brazil
- Canada

Source: Latino Donor Collaborative’s LDC U.S. Latino GDP Report™ 2021
Among the ten largest GDPs, Latino GDP is third fastest growing.

**SOURCE:** Latino Donor Collaborative’s LDC *U.S. Latino GDP Report™ 2021*
Drivers of the Latino GDP

Educational attainment growth is 2.8x faster among Latinos than Non-Latinos

SOURCE: Latino Donor Collaborative’s LDC U.S. Latino GDP Report™ 2021
Latino High School and Latino College Attendance, Millennial and Parental Generation, United States 2019

SOURCE: Latino Donor Collaborative’s LDC U.S. Latino GDP Report™ 2021
Age-Adjusted Death Rates, Latino and Non-Hispanic White, United States 2019

<table>
<thead>
<tr>
<th>Condition</th>
<th>Latino</th>
<th>Non-Hispanic White</th>
</tr>
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<tbody>
<tr>
<td>Heart Disease</td>
<td>111.3</td>
<td>165.8</td>
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<tr>
<td>Cancer</td>
<td>105.6</td>
<td>151.4</td>
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<td>Unintentional Injuries</td>
<td>35.1</td>
<td>54.6</td>
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<tr>
<td>Chronic Lower Respiratory Disease</td>
<td>16.1</td>
<td>43.5</td>
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<tr>
<td>Stroke</td>
<td>32.9</td>
<td>35.6</td>
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</tbody>
</table>

SOURCE: Latino Donor Collaborative’s LDC U.S. Latino GDP Report™ 2021
Healthy Profile – Life Expectancy, Latino and Non-Hispanic White, United States, 2019

SOURCE: Latino Donor Collaborative’s *LDC U.S. Latino GDP Report™ 2021*
The Latino Pot-Millennial Slingshot Effect, 2021

• Population growth
• Younger workers
• Rising high school graduates
• Rising college attendees
• Healthy profile
• Longer life expectancy

SOURCE: Latino Donor Collaborative’s *LDC U.S. Latino GDP Report™ 2021*
According to LDC’s 2021 Coronavirus Report, when the Pandemic hit last year:

- 48% of all essential workers were immigrants
- Many Hispanic Americans worked in restaurant, hospitality and construction jobs that were among the most affected by pandemic-related lockdowns.
- Latinos three times as likely as whites to become infected with COVID-19 and nearly twice as likely to die from it
- More than three times as likely than non-Latino essential workers to be uninsured
- Hispanic unemployment rate was 7.9%, compared with 6% for the U.S. overall and 5.4% for white Americans

SOURCE: Latino Donor Collaborative’s LDC 2021 Coronavirus Report: Latinos Stepping Up™
• Latinos stepped up and saved the day proving the services needed during the crisis

• After suffering the highest unemployment, they found new jobs to the point that, as of last month (March 2021), Hispanic males had the largest share of the working age population who are employed in the United States

• Latino Homeownership grew at a record pace last year, fueled by younger buyers, rising by more than 700,000 to nearly 9 million in 2020

• And The Urban Institute projects that between 2020 and 2040, 70% of the net new homeowner households will be Hispanic.

SOURCE: Latino Donor Collaborative’s LDC 2021 Coronavirus Report: Latinos Stepping Up™
WHO ARE LATINOS?

THE NEW MAINSTREAM ECONOMY IN AMERICA
This presentation should be called:
HOW TO FUTURE-PROOF THE UNITED STATES
How is that relevant to you, our audience today…