The latest Latinx GDP in the United States was $2.8 trillion.
The latest Latinx GDP in the United States was $2.8 trillion, making it the 5th largest global economy.
Gross Domestic Product - 2020

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

Trillions of US Dollars

Center for Economic Research & Forecasting: LDC U.S. Latino GDP Report
Source: International Monetary Fund, CLU-LERF
Among the ten largest GDPs, Latinx GDP is *third* fastest growing.
Latinx Gross Domestic Product (GDP)

This is a story that touches every corner of the nation
Latinx ARE THE NEW AMERICAN MAJORITY
AND
YOUR NEW GENERAL MARKET

Source U.S. Census
WORKFORCE IS THE ENGINE FOR GROWTH:

U.S. Latinx ACCOUNT FOR 80%+ OF THE GROWTH IN THE AMERICAN WORKFORCE
YOUTH: NEARLY ALL LATINO YOUTH ARE U.S. BORN

90% of Latino youth were born in the United States

Source: The Pew Research Center
HISPANIC COLLEGE ENROLLMENT RATES

Hispanic undergraduate enrollment showed the largest increase from 2016 to 2017\(^1\)

- Hispanic: 3.1%
- Black: -2.1%
- White: -2.3%
- Asian: 1.5%
- Native American: -2.1%

1 – Most recent figures available
SOURCE National Center for Education Statistics

The more Latinx are studying, the more they are buying, building, developing…
The 2022 LDC Latinos in Media Report™

PUT YOUR MONEY WHERE YOUR MARKET IS
Uncovering opportunities for better-diversified content

When on-screen inclusion by race/ethnicity is analyzed, the Latino community’s extreme underrepresentation in media is mostly left unseen. Latinos get lost under the general segmentation of BIPOC or People of Color. To truly understand the opportunity, one must separate the data on Black, Asian and Latino audience as their consumption is quite different and dynamic.

We applaud the growth in inclusion of all groups in media and the numbers that show improvement of screen representation of all people of color. The 2021 LDC Latinos in Media Report provides an additional tool to bring inclusion to the next level. Hollywood needs to effectively invest in U.S. Latinos on screen and behind the camera to remain relevant, as this community brings the audience growth needed to succeed in the extremely competitive market of entertainment content.

The representation of Latinos on all platforms remains minimal.

Latinos are the only major cohort that under-index in media representation. Being the largest minority group in the U.S with 18.7% of the total population they are only 5.5% of all screening representation, yielding a -71% representation ratio.

** 2020 U.S. Census data
Latino talent and stories sell, and they appeal not only to the Latino segment in America, but to all Americans and other global audiences.
HOW CAN YOU TAP INTO THIS OPPORTUNITY?
CALL TO ACTION:

• SHIFT YOUR OWN REASONING
WE NEED TO SHIFT OUR OWN MINDSET FIRST...
Good for Latinx is good for your company, and is good for the country.
CALL TO ACTION:

• SHIFT YOUR OWN REASONING
• SPEAK OUT: SPREAD THE WORD!
CALL TO ACTION:

• SHIFT YOUR OWN REASONING
• SPEAK OUT: SPREAD THE WORD!
• DEMAND METRICS
### Demand Metrics...

#### SHARE OF SCREEN BY PLATFORM

<table>
<thead>
<tr>
<th>Platform</th>
<th>White</th>
<th>Black</th>
<th>Latino</th>
<th>Asian</th>
<th>Total On Screen Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>64.20%</td>
<td></td>
<td></td>
<td></td>
<td>81.20%</td>
</tr>
<tr>
<td>Cable</td>
<td>88.70%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SVOD</td>
<td>64.70%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>91.90%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A Study Conducted by Nielsen

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[Image: Latino Donor Collaborative Logo]

**White**  
**Black**  
**Latino**  
**Asian**
### ALL SHOWS – ALL PLATFORMS (2019*)

<table>
<thead>
<tr>
<th></th>
<th>Drama</th>
<th>Comedy</th>
<th>Alternative</th>
<th>Animation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Latino Leads</td>
<td>2.6%</td>
<td>3.4%</td>
<td>0.7%</td>
<td>0.0%</td>
<td>1.5%</td>
</tr>
<tr>
<td>% Latino Co-Leads</td>
<td>9.1%</td>
<td>6.8%</td>
<td>3.2%</td>
<td>0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>% Latino Showrunners</td>
<td>2.6%</td>
<td>1.7%</td>
<td>0.2%</td>
<td>4%</td>
<td>1.2%</td>
</tr>
<tr>
<td>% Latino-Directed Episodes</td>
<td>3%</td>
<td>1.3%</td>
<td>0.2%</td>
<td>1.2%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
CALL TO ACTION:

• SHIFT YOUR OWN REASONING

• SPEAK OUT: SPREAD THE WORD!

• DEMAND METRICS

• AS A CONSUMER, USE THE POWER OF YOUR PURSE: Consume brands and content that represent you and include you authentically: your money, your stories
IF YOU DON’T...

SOMEBODY ELSE WILL.
THANK YOU!!!