



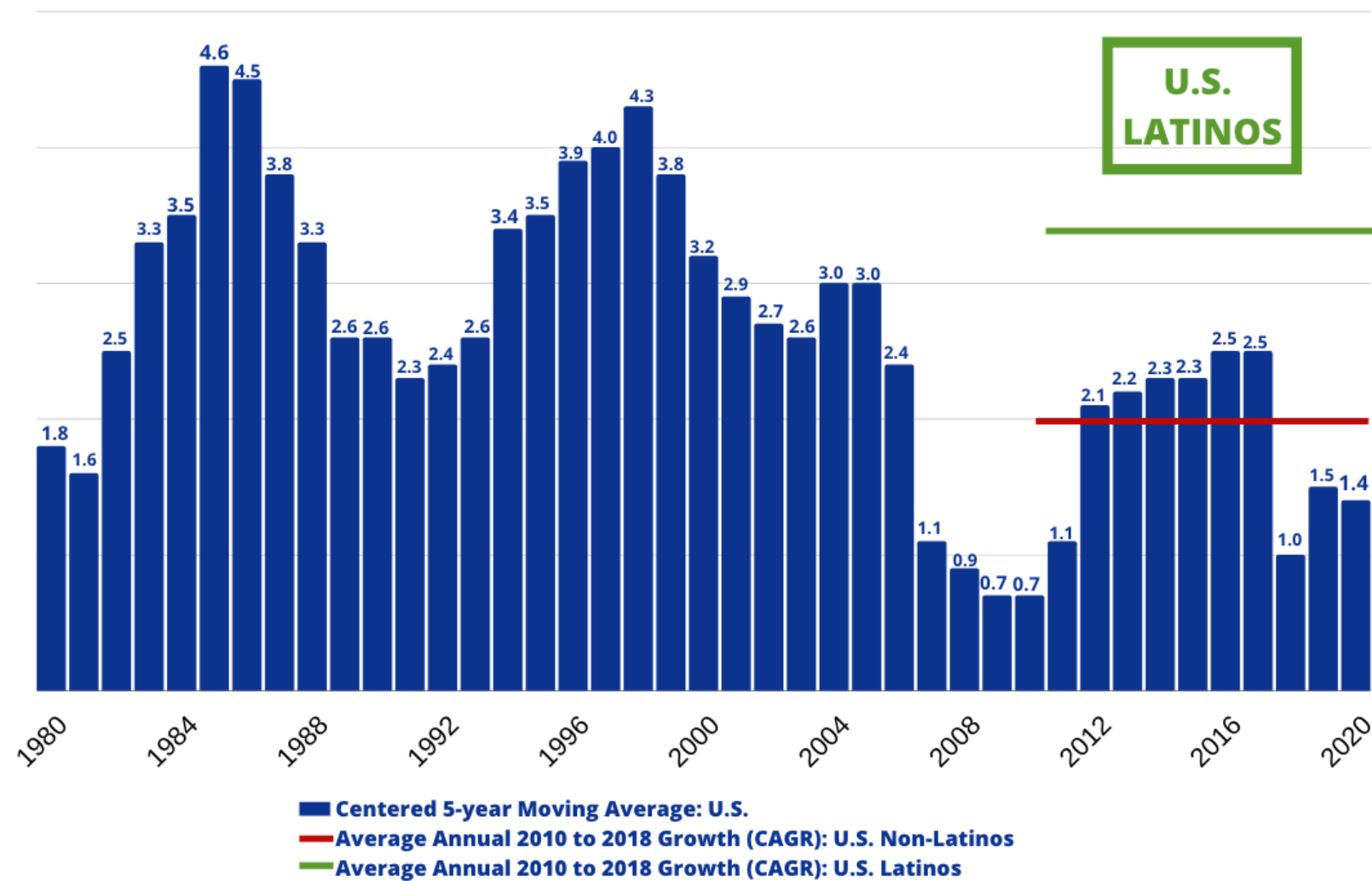
LATINOS IN AMERICA

AN INSIDE LOOK INTO AMERICA'S FUTURE

2020 LDC U.S. LATINO GDP REPORT

HIGHLIGHTS

Real Gross Domestic Product Growth



2.6 TRILLION

TOTAL ECONOMIC CONTRIBUTION OF LATINOS IN THE UNITED STATES, UP FROM \$2.3 TRILLION IN 2017 AND \$1.7 IN 2010.

8TH LARGEST

IF IT WERE AN INDEPENDENT COUNTRY, THE LATINO GDP WOULD BE EIGHTH LARGEST IN THE WORLD, LARGER EVEN THAN THE GDP OF ITALY, BRAZIL OR SOUTH KOREA.

8.7% GROWTH

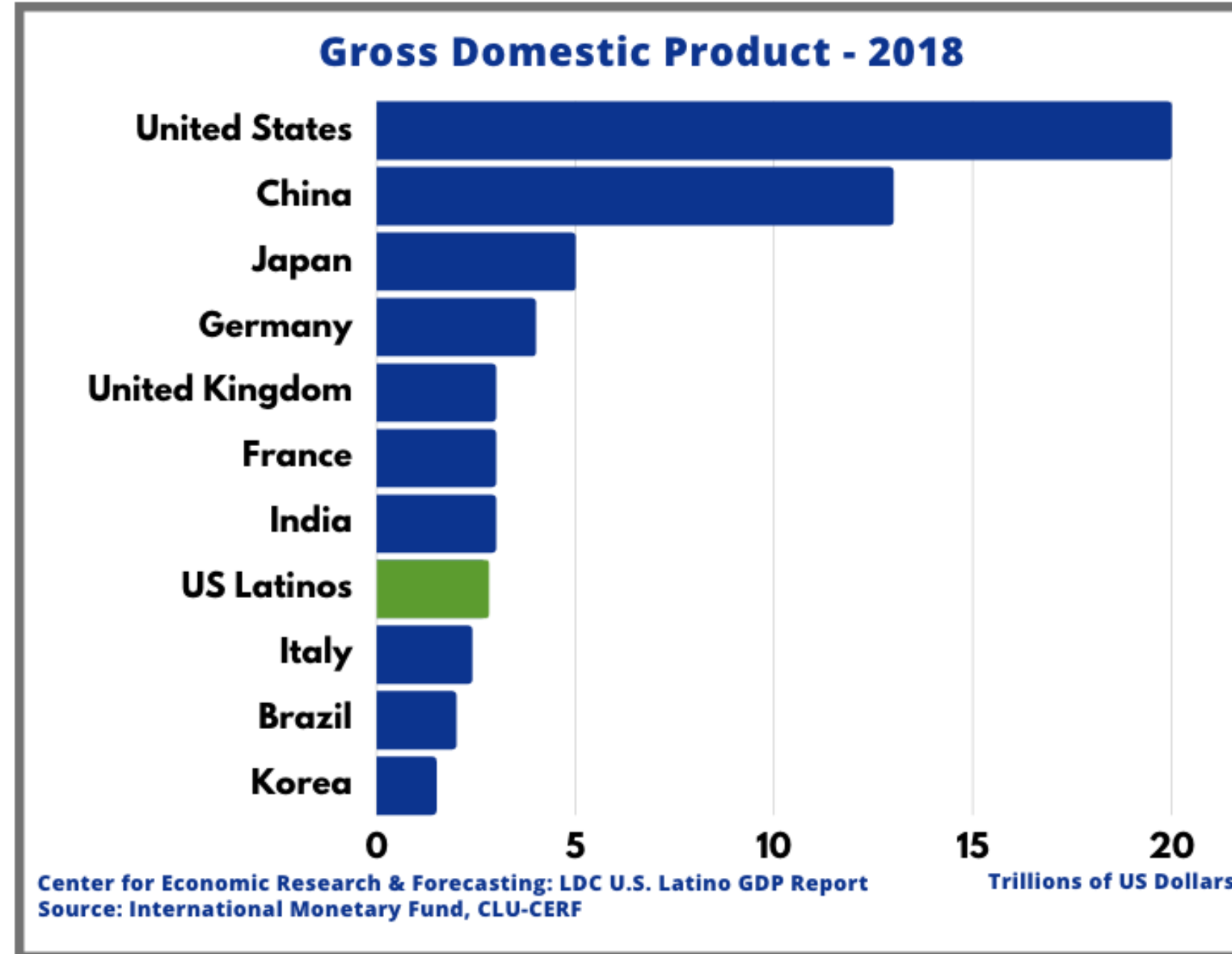
REAL U.S. LATINO GDP GREW 8.7 PERCENT BETWEEN 2017 AND 2018, MORE THAN 4 AND A HALF TIMES THE GROWTH OF NON-LATINO GDP.

SINGLE-FASTEST

AMONG THE WORLD'S 10 LARGEST GDPs, LATINO GDP WAS THE SINGLE FASTEST GROWING BETWEEN 2017 AND 2018.

2020 LDC U.S. LATINO GDP REPORT HIGHLIGHTS

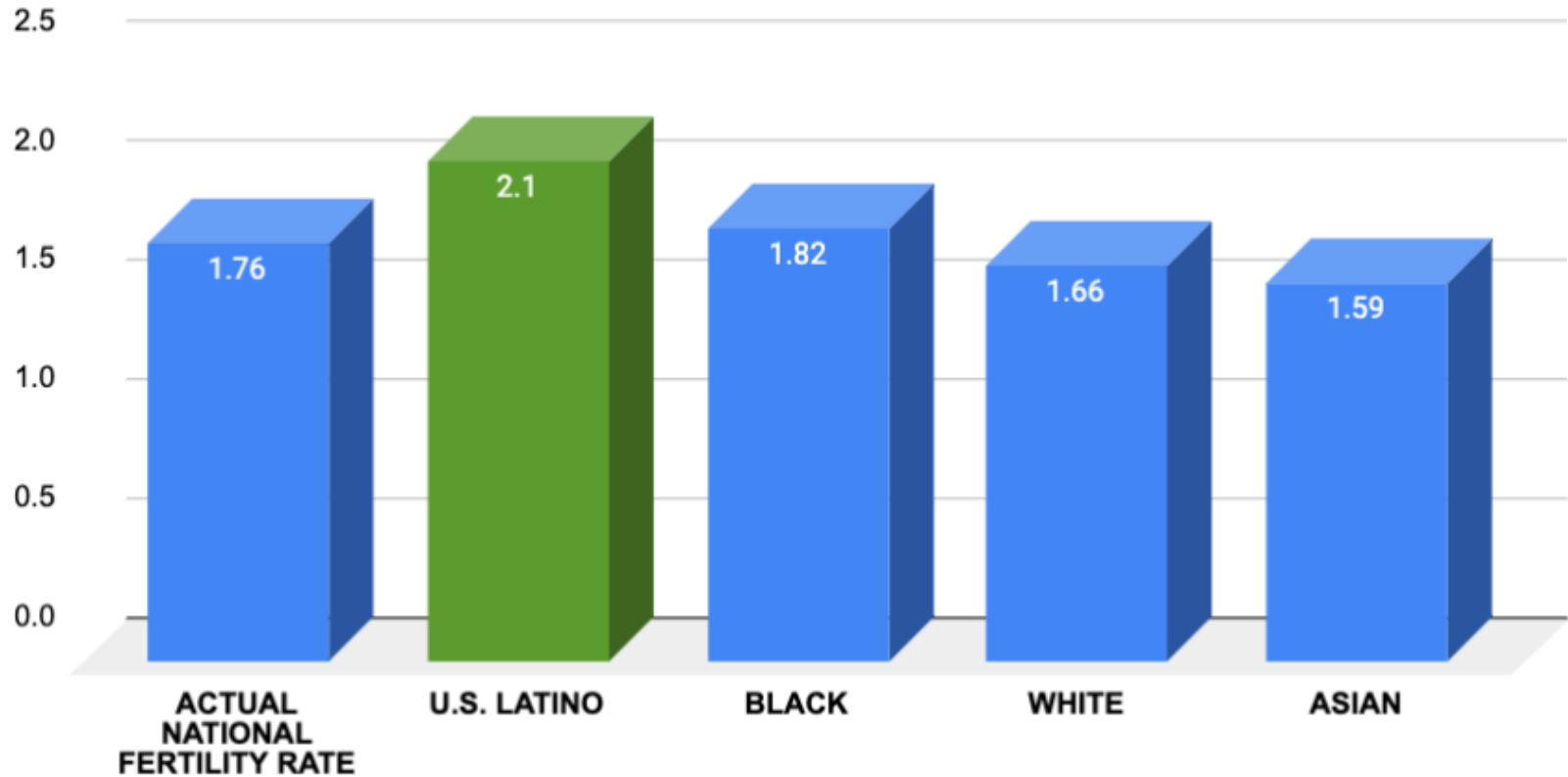
- LATINO GDP GREW **72% FASTER** THAN NON-LATINO GDP OVER THE ENTIRE PERIOD FROM 2010 TO 2018.
- FROM 2010 TO 2018, LATINO REAL CONSUMPTION GREW **133% FASTER** THAN NON-LATINO CONSUMPTION.



THE NEW MAINSTREAM ECONOMY

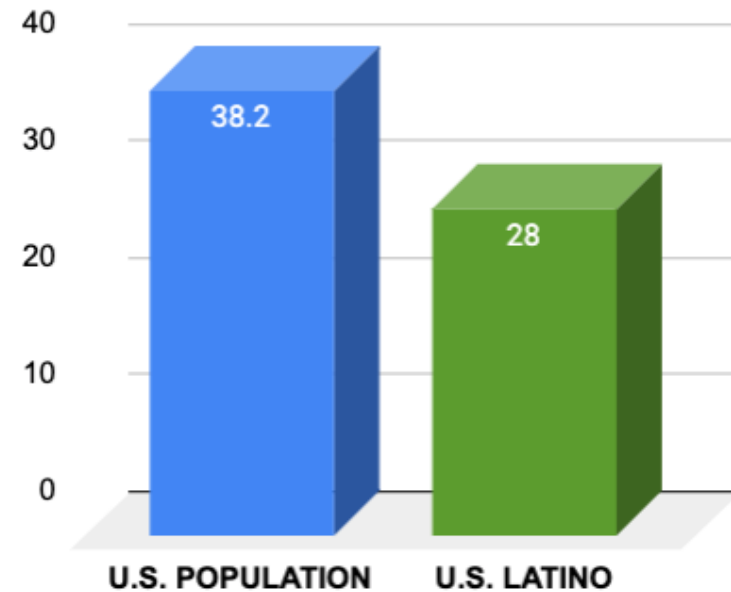
LATINO GROWTH

FERTILITY RATES ACROSS THE U.S

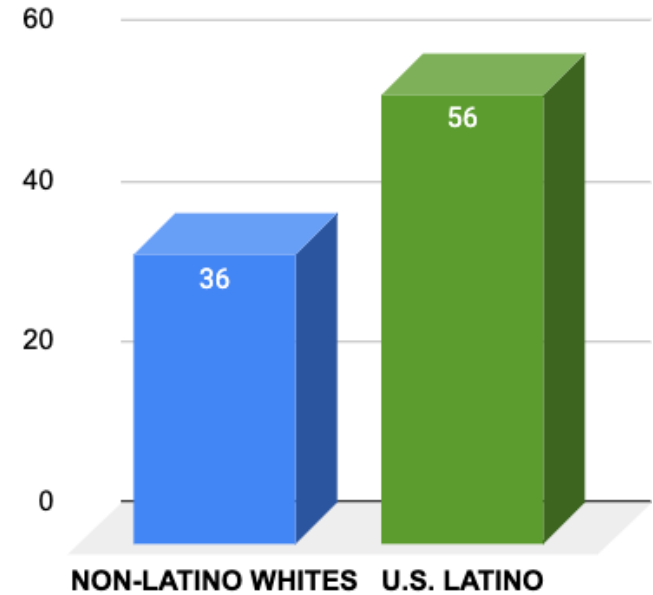


NATIONAL FERTILITY RATE REQUIRED TO MAINTAIN POPULATION = 2.1

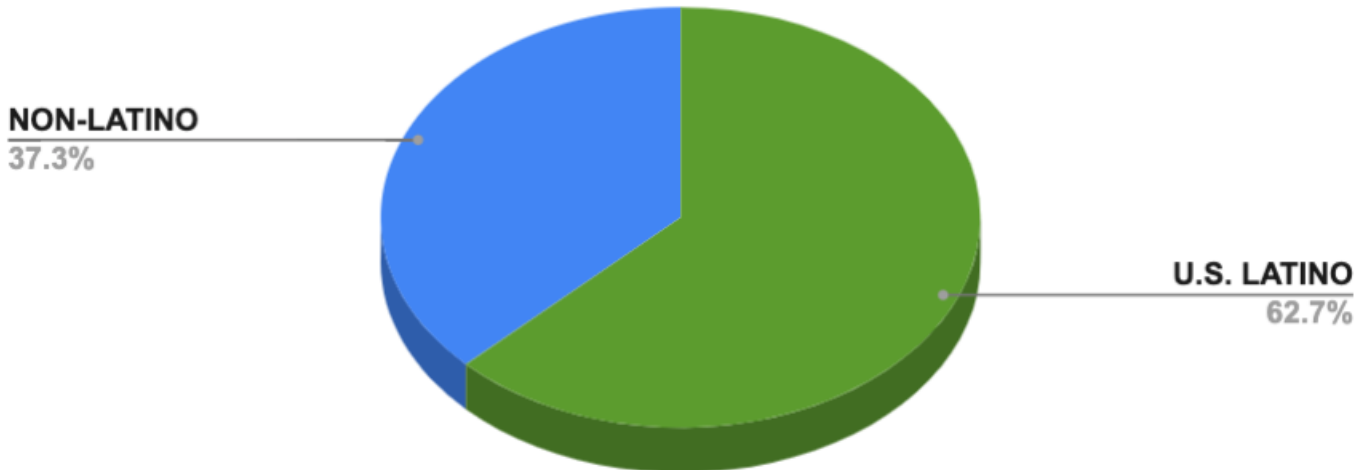
MEDIAN AGE OF U.S. POPULATION



AVG YEARS OF EFFECTIVE BUYING POWER



TOTAL NET U.S. HOMEOWNERSHIP GAINS (2008-2018)



IN FEBRUARY 2020, U.S. LATINOS ACCOUNTED FOR

31%

CONSTRUCTION
WORKERS

35%

AGRICULTURE
WORKERS

42%

COMMERCIAL
CLEANING SERVICES

20%

TRANSPORTATION
AND LOGISTICS
WORKERS

31%

MEDICAL ASSISTANTS

24%

CHILDCARE
WORKERS

82% NET NEW GROWTH ACROSS ENTIRE U.S. WORKFORCE

U.S. LATINOS ARE THE FUTURE

AMERICA'S FOUNTAIN OF YOUTH

1 MILLION
WILL TURN
18 THIS YEAR
(AND EVERY
YEAR FOR THE
NEXT 2
DECADES)

18.5%

OF ALL AMERICANS

66%

NATIVE-BORN
U.S. LATINOS

26%

OF MILLENNIAL
AMERICANS

28%

OF ALPHA GEN
AMERICANS

POISED TO LEAD THE RESTART OF AMERICAN SPORTS

20 HRS

SPORTS PROGRAMMING CONSUMED WEEKLY COMPARED TO NON-LATINOS (12 HRS)

23%

U.S. LATINO SPORTS FANS SAY THEY ATTEND GAMES "ALL THE TIME" OR "OFTEN" VS. NON-LATINOS (17%)

75%

U.S. LATINOS HAVE PURCHASED SPORTS-RELATED MERCHANDISE IN THE LAST 12 MONTHS VS. NON-LATINOS (62%)

2X

MORE LIKELY TO ATTEND A SPORTING EVENT ONCE A WEEK THAN NON-LATINOS

31%

U.S. LATINO MILLENNIAL PARENTS ATTEND SPORTING EVENTS

94%

OF U.S. LATINO MALES ARE SPORTS FANS, 56% CONSIDER THEMSELVES AVID FANS

THE LATINO FACTOR IN AMERICAN CULTURE

- LATIN MUSIC IS NOW ONE OF **TOP 5 CONSUMED MUSIC ALBUM GENRES**
- LATIN MUSIC ALBUMS HAVE NOW **SURPASSED COUNTRY** MUSIC IN MOST LISTENED TO
- "SENORITA" WAS **TOP STREAMED SONG** ON SPOTIFY IN 2019, FOLLOWING "DESPACITO"
AS MOST STREAMED SONG EVER IN 2018
- 57% OF ALL MILLENNIALS LISTEN TO LATIN MUSIC
- THE FAST & FURIOUS FILM FRANCHISE (WITH LATINO/A LEADS) IS THE **7TH HIGHEST GROSSING MOVIE FRANCHISE** OF ALL TIME

THE LATINO FACTOR IN AMERICAN CULTURE

#1
IMPORT
BEER IN
AMERICA IS
CORONA

**FASTEST
GROWING**
SPORT
IN AMERICA
IS SOCCER

31% OF MLB & **50%** OF
MINOR LEAGUE
B-BALL PLAYERS ARE LATINO

U.S. LATINOS ARE TECHNOLOGY LEADERS

94%

USE A MOBILE DEVICE FOR INTERNET ACCESS VS. 85% OF NON-LATINO WHITES

75%

GET THEIR NEWS FROM INTERNET SOURCES ON A TYPICAL WEEKDAY

1.5X

MORE LIKELY TO BUY MOBILE APPS AND DIGITAL MEDIA THAN NON-LATINOS

62%

MORE LIKELY THAN NON-LATINOS TO RELY ON SOCIAL NETWORKING SITES FOR HEALTHCARE INFO

- U.S. LATINOS **OVER-INDEX** IN THE USE OF SOCIAL MEDIA COMPARED TO NON-LATINOS



A GROWING ECONOMIC FORCE

U.S. LATINAS ARE...

- MORE LIKELY THAN AVERAGE NON-LATINO WHITE WOMEN TO PURCHASE ATHLETIC CLOTHING AND SPORTING EQUIPMENT, SKINCARE AND FRAGRANCES
- STARTING COLLEGE RIGHT AFTER HIGH SCHOOL AT HIGHER RATES THAN THE GENERAL POPULATION
- MORE LIKELY TO OWN SMARTPHONES, ENGAGE WITH BRANDS MORE ON SOCIAL MEDIA, AND BROADCAST THEIR PURCHASES TO FRIENDS

86%

OF LATINAS REPORT THEY'RE THE **PRIMARY DECISION MAKERS** IN THEIR HOUSEHOLD SPENDING



The Washington Post
Democracy Dies in Darkness

Nearly half of people ages 6 to 21 in the U.S. last year were nonwhite

In the fast-growing West, young people are as likely to be Hispanic as white.

WSJ | OPINION

OPINION | COMMENTARY

Latino Workers Save America From Stagnation

They're the youngest U.S. ethnic cohort, growing at six times the rate of the total population.

Hollywood Reporter

L.A. Mayor Eric Garcetti Unveils Initiative to Improve Latinx Representation in Entertainment

latino USA
A FUTURO MEDIA GROUP PROPERTY

DONATE

REPORT: If US Latinos Were Their Own Economy, GDP Would Be Larger Than India, Italy, Brazil or Canada



THE HILL

September 27, 2019 - 04:00 PM EDT

Why President Trump will enjoy success with Hispanics in 2020

NEWS

LATINO

A New Look at How Latinos Are Powering the U.S. Economy: Report



Hispanic Executive

CNN BUSINESS

Latinos key to U.S. economic growth, study finds

By Octavio Blanco July 1, 2017: 9:06 AM ET

Latinos are becoming an increasingly critical engine for America's economic growth, a new report finds.

The New York Times

Opinion

Actually, the Numbers Show That We Need More Immigration, Not Less

By any reasonable metric, "mass" immigration is a myth. The reality is that America desperately needs to pick up the pace of immigration for its economic health.

CNBC

INVEST IN YOU: READY. SET. GROW.

Five groundbreaking Latino CEOs share their advice for success

FORTUNE

LEADERSHIP - RACEAHEAD

Latinos Power the U.S. Economy

BY ELLEN MCGIRT
December 7, 2016 9:31 AM PST

A new economic study, sponsored by RBC Capital Markets (RBC) and the Latino Donor Collaborative (LDC), challenges the narrative about Latinx-Americans, from a problem to be solved to an economic solution hiding in plain sight.

Ana Valdez on Reframing the Latino Story

How Ana Valdez uses her global experience to strengthen the Latino Donor Collaborative

Forbes

316 views | Aug 28, 2020, 07:20am EDT

Diverse Communities Are Hit The Hardest But Are Critical To Fueling Our Recovery





MORE ABOUT THE LATINO DONOR COLLABORATIVE

At the LDC, we are proud to be the objective and analytical entity that defines the opportunities and actionable steps to be taken by resource allocators in America as Latinos become the driving force of The New Mainstream Economy. Our data helps decision-makers make market-based decisions, expand the economic pie, and set up the current and next generations for success as demographics and digitalization continue to evolve our economy.

Our focus on economic growth is why our partners and supporters work with us: Latinos are a force of nature evolving our economy, and that's the REAL, fact-based narrative of who Latinos are in America. Latinos are a cohort 100% consistent with our nation's core philosophies and values.

As a fiercely independent and self-funded non-profit, we prioritize two LDC pillars: a) fact-based economic data about the Latino cohort in America, and b) partnerships with American CEOs and other resource allocators who utilize our data as a strategic tool to create results and grow their success. Our job is not only to create reports but to communicate the data to key influencers. That's why we are so proud of our research's media coverage: from major news organizations, such as WSJ, Forbes, Bloomberg, Fortune, and CNBC, to local media and press in small to large cities across America. People are learning more and more about the economic power of the Latino community and its benefits for all Americans.

To learn more, go to:

LatinoDonorCollaborative.org [Twitter: @LDCLatino](https://twitter.com/LDCLatino) [Facebook: @LatinoCollaborative](https://facebook.com/LatinoCollaborative) [Instagram: @LatinoDonorCollaborative](https://instagram.com/LatinoDonorCollaborative)