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## **New Census Data Reveals Latinos are Driving US Population Growth**

Hispanics account for half of the nation's growth since 2010. LCDA research shows

Latinos absent in most corporate boardrooms.

WASHINGTON, August 16, 2021 -- As the nation's largest ethnic group, Latinos accounted for 51.1 percent of the country's demographic growth over the last decade, shooting up to 62.1 million, almost 20 percent of the US population, according to newly released data in the [2020 census](#). These numbers reflect a massive and growing Latino market, with the Latino GDP growing [72 percent](#) faster than non-Latino GDP from 2010-2018. At a time when diversity is recognized as a business imperative, companies would be wise to tap qualified Latinos for their boardrooms.

Esther Aguilera, President and CEO, The Latino Corporate Directors Association (LCDA), stated, "Recent Census data shows that Latinos are the engine driving US demographic and economic growth, yet, hold only [2.3 percent of Russell 3000 seats](#)." She continued, "There's ample Latino board talent with extensive business experience from all industries. Companies that don't capitalize on the value of a Latino perspective in their boardroom are missing out on market share."

Latino consumers contribute [\\$2.6 trillion](#) or 25% of US GDP. Boardrooms benefit from a Latino perspective. Analysis by [RBC Capital Markets](#) concludes, "Diversity drives growth; it's critical to reflect customers in your board and culture."

As part of the solution, the [Latino Corporate Directors Association \(LCDA\)](#) is a source of vetted talent, having developed one of the most powerful networks of respected and accomplished Latinos in corporate leadership. LCDA serves as a key talent hub and strategic ally by supporting board influencers and public and private organizations seeking to diversify their board.

**ABOUT LCDA:**

The Latino Corporate Directors Association (LCDA) is a national organization promoting C-level and board diversity to maximize business success. LCDA serves as an advocate and resource to corporate boards, search firms, private equity, and institutional investors interested in gaining access to exceptional Latino board talent. Our program areas focus on growing the supply of high-caliber boardroom candidates and providing quality corporate governance programming for experienced and aspiring directors.

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