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In Spanish and English



Supporters State of the Latino Community in Georgia Report & Latino Summit



LABELS ARE NEVER PERFECT

- Hispanic
- Latino/Latina
- Latinx/e
- Indigenous



THE PROCESS AND THE PEOPLE

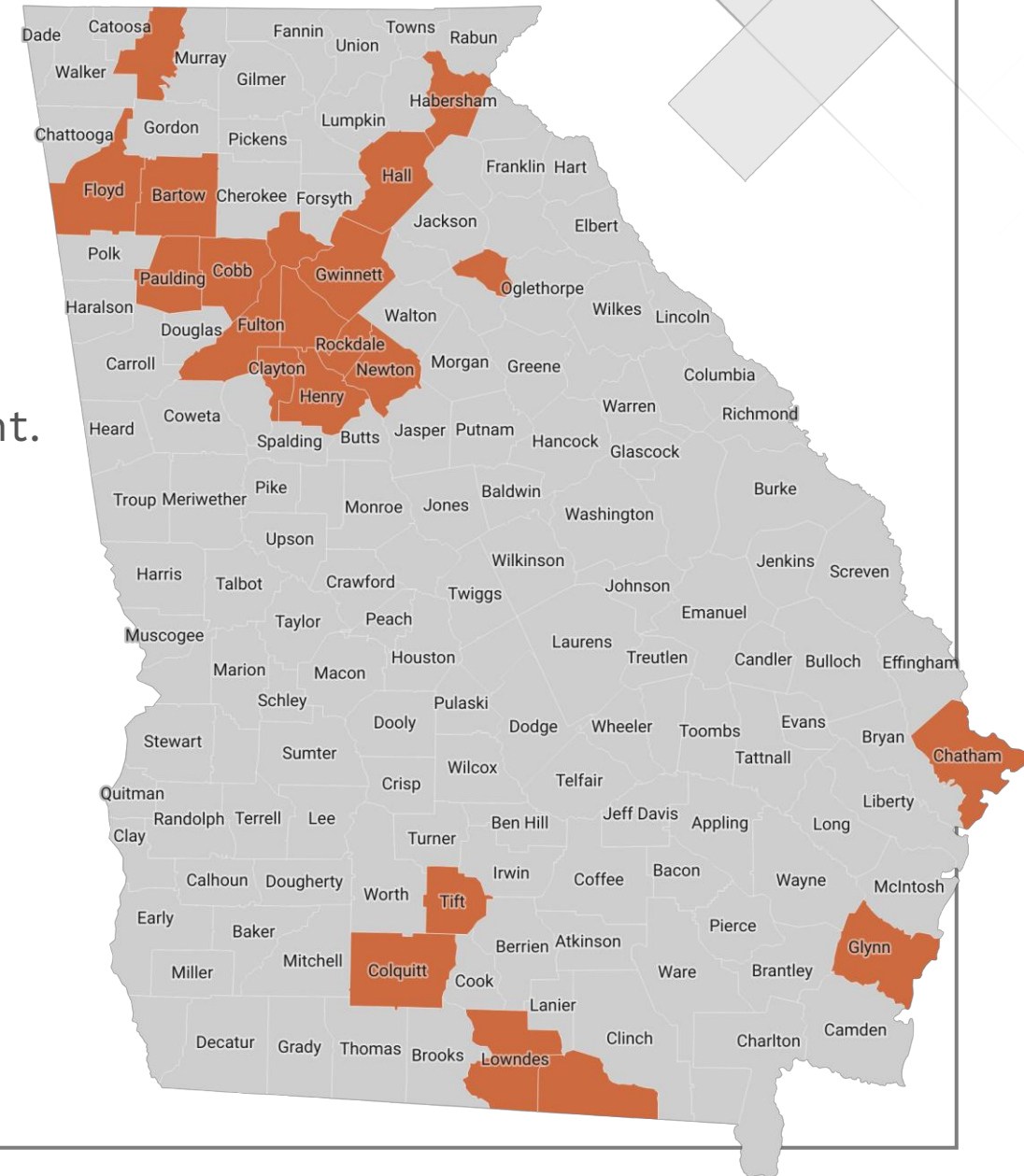
Review of secondary data sources:

- US Census Bureau products.
- State and Federal agency sources.
- GA Governor's Office for Student Achievement.
- Georgia Chamber of Commerce.
- Previous reports issued by local, regional, national and academic institutions and organizations on health, political power, and entrepreneurship.

39 individuals interviewed

17 Latino-led and serving organizations

11 artists and creators from across Georgia



A NOTE ABOUT THE DATA

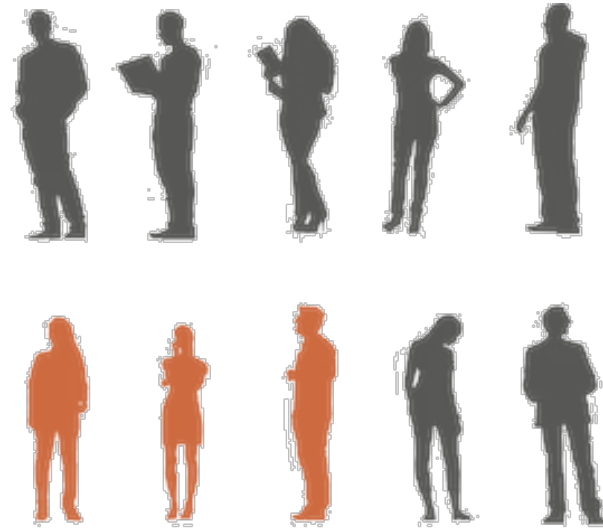
Data isn't perfect.

The floor:

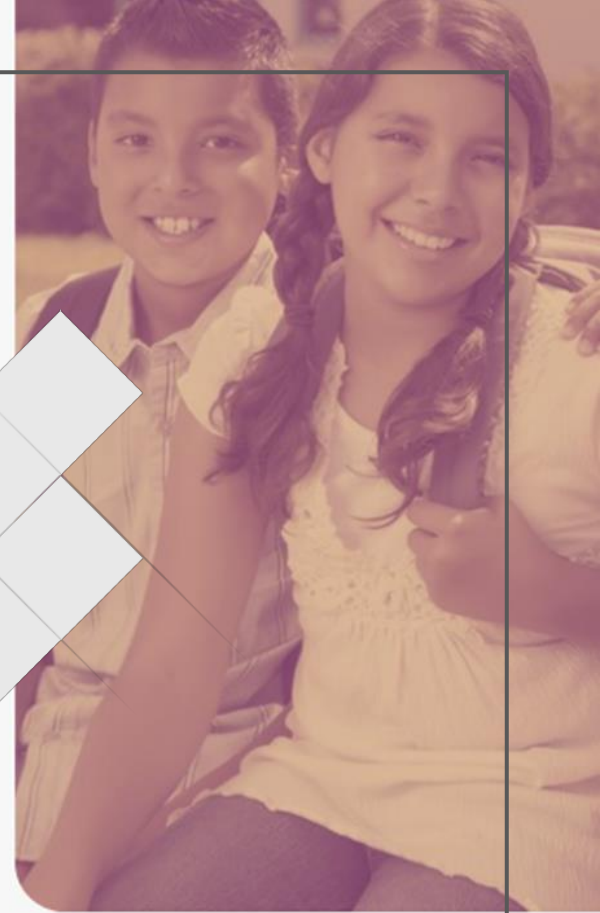
- Underrepresentation in employment records, voter files, work accidents, health impact, police reports.

The ceiling:

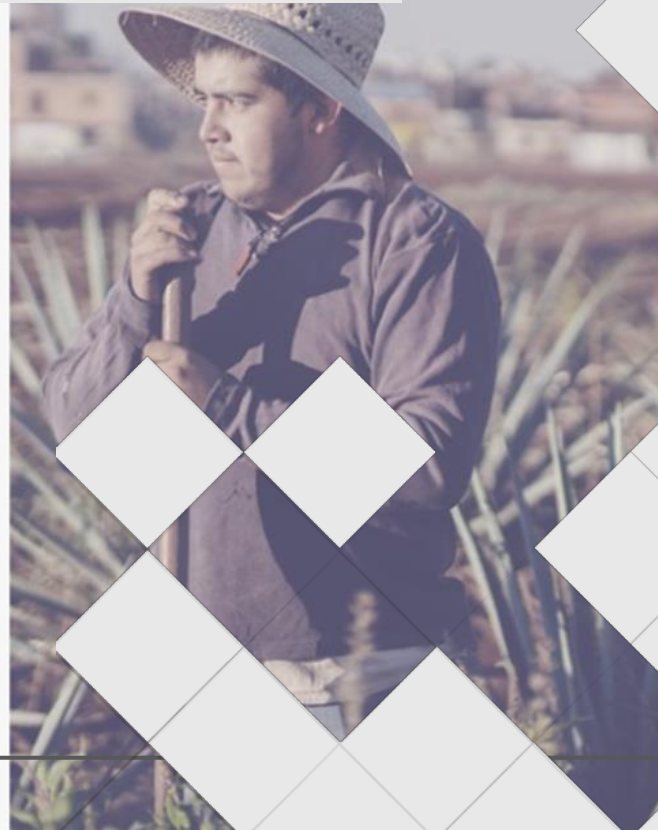
- Income per household, per capita
- Homeownership
- Eviction rates



Misrepresentation of race, ethnicity, incidence of certain issues.



WHO WE ARE



ABOUT US, AS A COMMUNITY

People of **Latin American descent** with a rich and complex history, set of beliefs, cultures and experiences.

Many of us share **indigenous roots** and are the product of **colonization**. Many of us have both the heritage of being **the slave and the enslaver**. The **oppressed and the oppressor**.

Most of us find it hard to separate these realities from our identities.


We carry the legacy of our ancestors and the impact in our bodies and souls of a multitude of generations that have **struggled and succeeded in our self-determination**.

We embody the responsibility of **carrying our culture forward**, affirm our identities, narratives and **imagine the possibilities** of how a future could look like.

We hold and affirm our collective power in our diversity. We recognize that **one voice is not all voices**.

One experience is not all experiences.

One language and **one story does not represent us all** and that regardless of our origin we are, have **been and will continue to be an integral part of the US**.



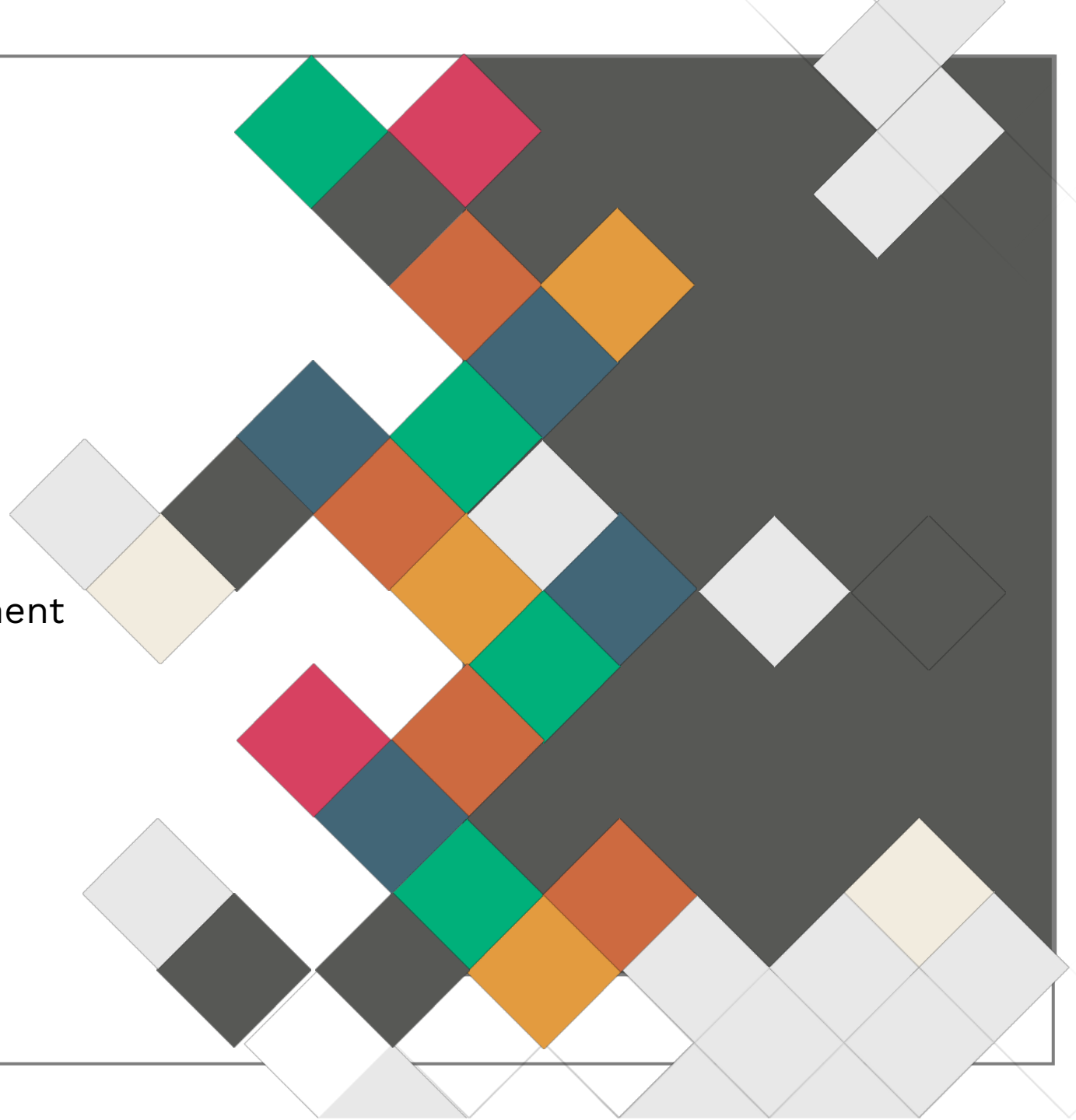
The tapestry of Georgia's Latino community is interwoven with diverse threads that create a strong and vibrant fabric that is vital to our state.

Historically, the voices of Latinos in Georgia have been muted by systemic barriers and a lack of comprehensive data that reflect our true needs and contributions.

The State of the Latino Community in Georgia Report serves as a critical resource in bridging the gap between perception and reality. By intertwining quantitative data with personal narratives, the report highlights not only the challenges but also the resilience and achievements of Latinos in Georgia.

REPORT STRUCTURE

1. The Diversity of our Community
2. Economic Development & Employment
3. Education
4. Housing & Safety Nets
5. Healthcare & Well Being
6. Arts & Culture
7. Political Power



By 2022, there were an estimated 1,078,457 Latino or Hispanic residents in Georgia (11% of the state's total population).

Since 2010, the growth rate of the Latino population in Georgia has surpassed that of the entire U.S.

Percentage change in the Hispanic or Latino population in Georgia and the U.S., 2010-2022.

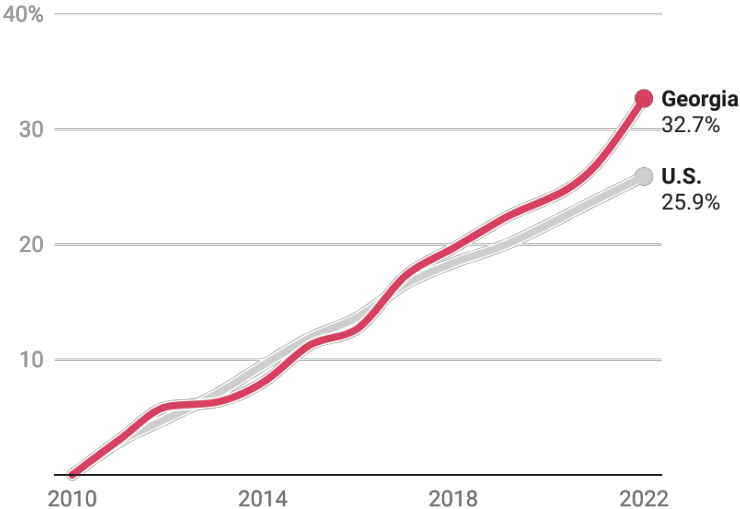
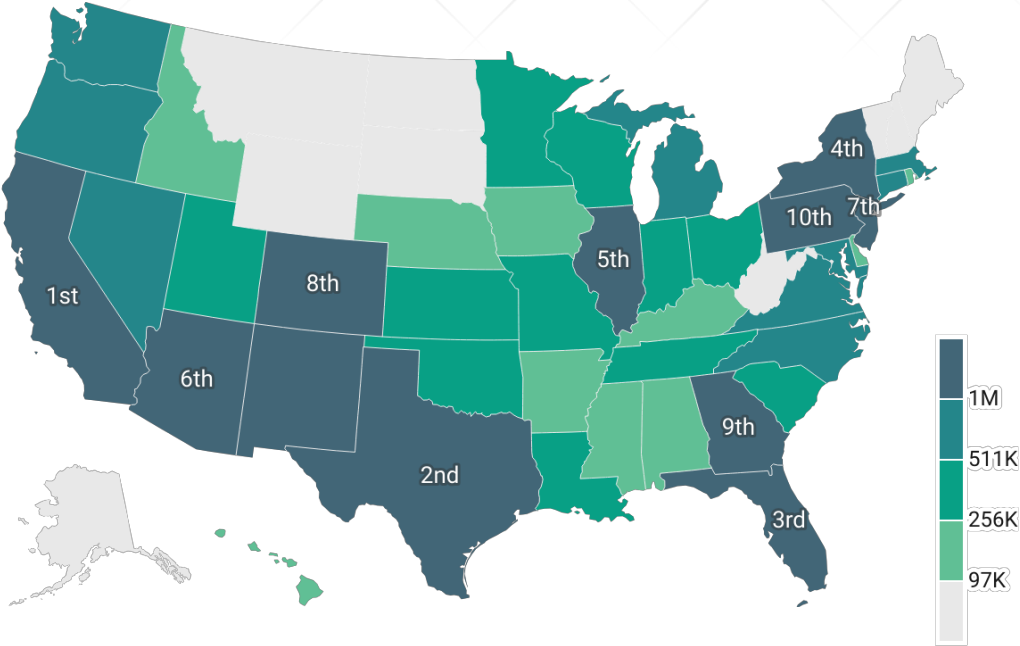


Chart: Neighborhood Nexus • Source: American Community Survey (1-year estimates) • Created with Datawrapper

Georgia is one of the top ten states with the largest Latino population in the country.

Total Hispanic or Latino population by state, 2022.



ABOUT THE LATINO POPULATION GROWTH

The share of Latinos born in the U.S. has increased since 2010.

Change in shares of native and foreign-born Latino population in Georgia, 2010-2022.

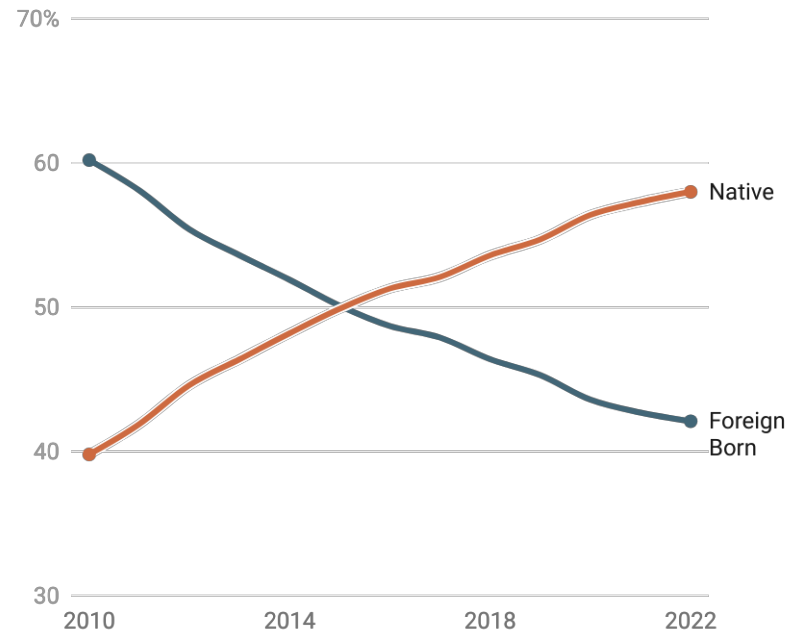


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

US-born Latinos account for 99.2% of the Latino population growth in Georgia between 2010 and 2022.



There's a misconception that we all need green cards to make it here. There are many ways of being in the US. I am Puerto Rican. People don't know I'm a citizen by right. But I'm still Latino.

Louis Negrón

ABOUT THE LATINO POPULATION GROWTH

The percentage of Latinos in Georgia who identify as two or more races grew from 3.5% in 2010 to 28.1% in 2022.

Hispanic or Latino population by race, 2010-2022.

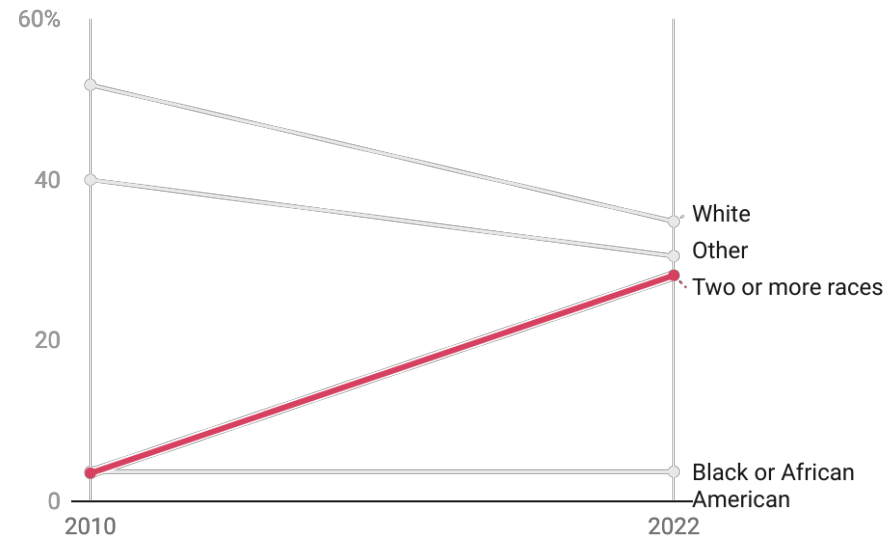


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

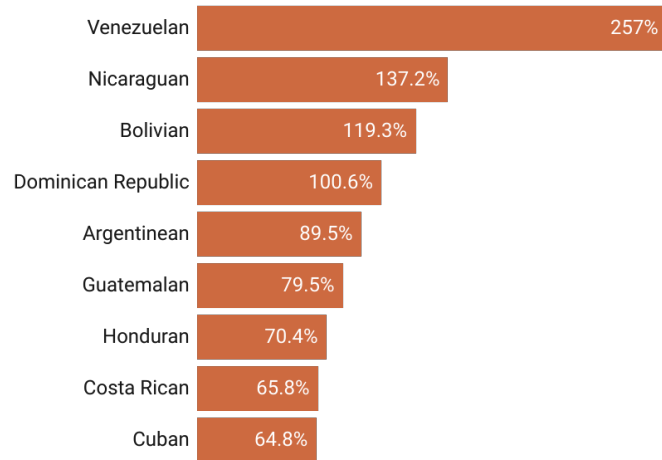
The data shows that Latinos in Georgia increasingly identify as two or more races, accounting for more than 90% of the overall increase in the Latino population in the state since 2010.



ABOUT THE LATINO POPULATION GROWTH

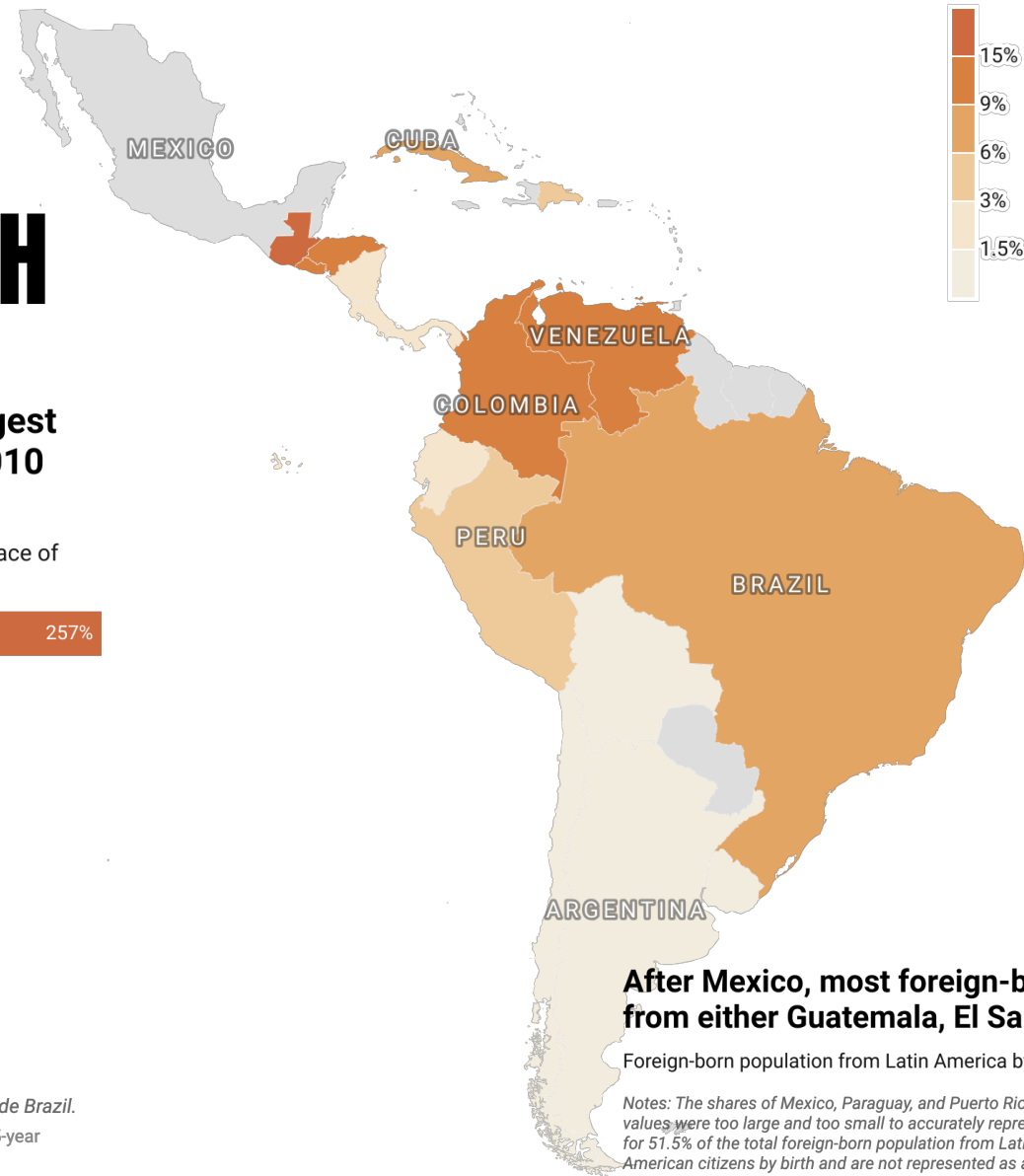
By 2022, Venezuelans had the largest growth as a percentage of their 2010 population in Georgia.

Change of Hispanic or Latino population by specific place of origin, 2010-2022.



Note: Data for 'Hispanic or Latino by Specific Origin' doesn't include Brazil.

Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper



After Mexico, most foreign-born Latinos in Georgia come from either Guatemala, El Salvador or Colombia.

Foreign-born population from Latin America by country of origin, 2022.

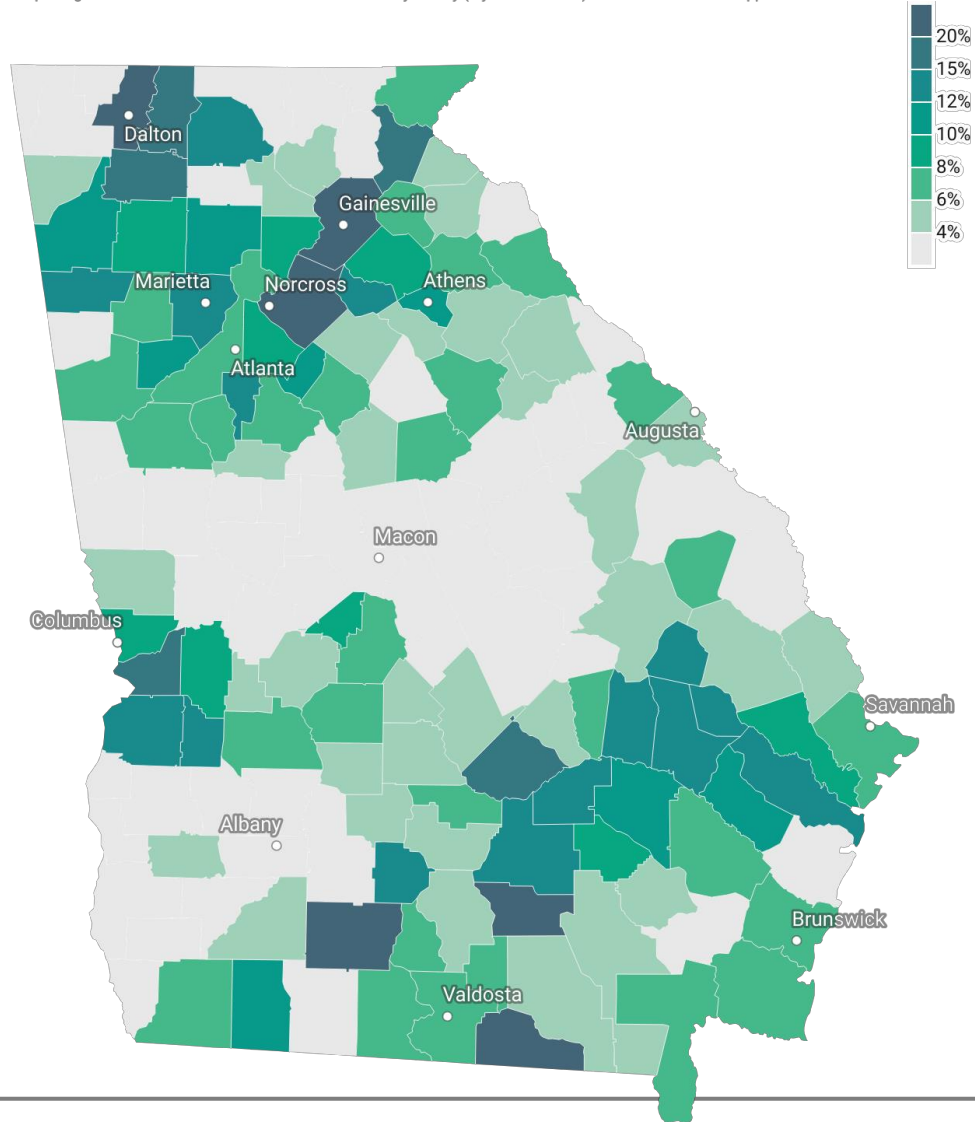
Notes: The shares of Mexico, Paraguay, and Puerto Rico were excluded from this map. Mexico and Paraguay's values were too large and too small to accurately represent the other countries. If included, Mexico would account for 51.5% of the total foreign-born population from Latin America, with 223,400 individuals. Puerto Ricans are American citizens by birth and are not represented as a separate country when referring to national origin.

Map: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

Whitfield County had the largest Latino residents as a percentage of its total population in 2022.

Percentage of Hispanic or Latino population by county, 2022

Map: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper



ABOUT THE LATINO POPULATION GROWTH

In Georgia, the Latino population is generally younger than the state average.

Georgia Hispanic and overall population by age group, 2022.

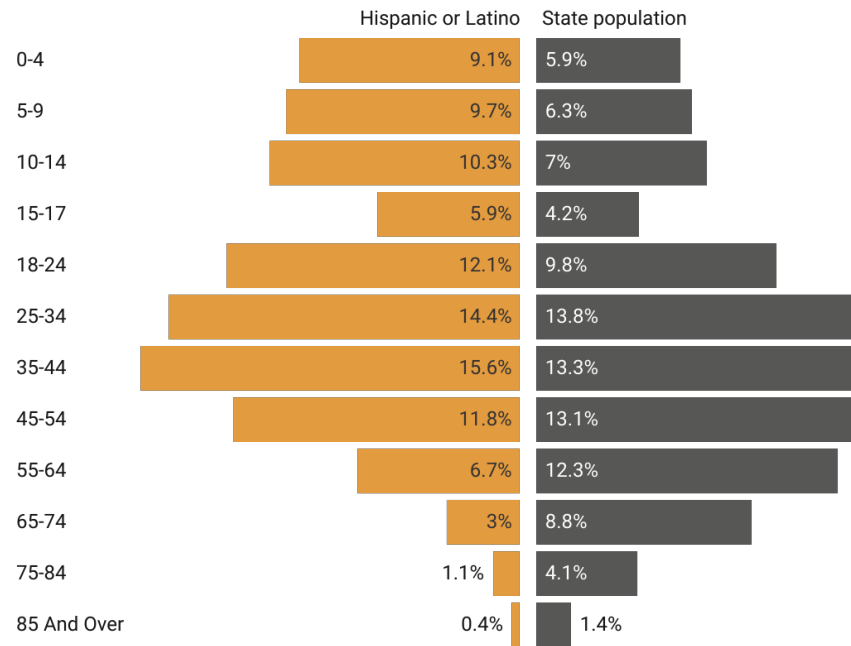


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

Part 2

ECONOMIC DEVELOPMENT & EMPLOYMENT



ECONOMIC DEVELOPMENT & EMPLOYMENT

By 2023, Latinos in Georgia had a larger participation in the labor force and a higher employment rate than the state average. 78% of the Latino male population was employed—even higher than the state's overall male population, with 65.7%. However, only 53.8% of the Latina women were employed

The Latino workforce is more likely than any other demographic group to be employed

Employment status of the civilian noninstitutional population by sex, race, and Hispanic or Latino ethnicity, 2023

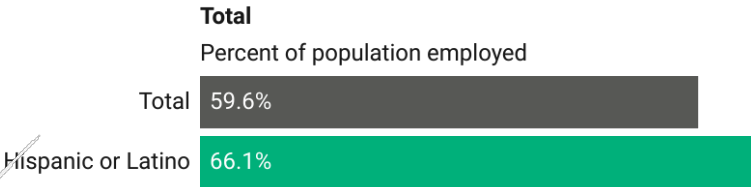


Chart: Neighborhood Nexus • Source: Bureau of Labor Statistics (BLS) • Created with Datawrapper



ECONOMIC DEVELOPMENT & EMPLOYMENT

While 91% of Latino households report income—indicating high workforce participation and entrepreneurship—about one in five Latinos lives in poverty. In 2022, the median income for Latino households was \$63,786, lower than the Georgia median of \$71,355.

The average Latino household size is 3.4 people, compared to the state average of 2.7, meaning that household income is shared among more individuals

Latinos workers earn, on average, about 80 cents for every dollar a white worker earns.

Based on the median weekly earnings of full-time wage and salary workers, 2023.



Chart: Neighborhood Nexus • Source: Bureau of Labor Statistics (BLS)

ECONOMIC DEVELOPMENT & EMPLOYMENT

By 2023, Georgia had the third largest share of Hispanic population working in construction (25.8%).

In Q4 FY2024, Georgia ranks second nationally, accounting for 11.3% of all H-2A certifications in the U.S., with 43,436 foreign-certified positions. This underscores the state's significant reliance on foreign agricultural labor

Georgia's Latino workforce is overrepresented in the construction and service industries, while underrepresented in others.

Percent distribution of employed people by industry, 2023.

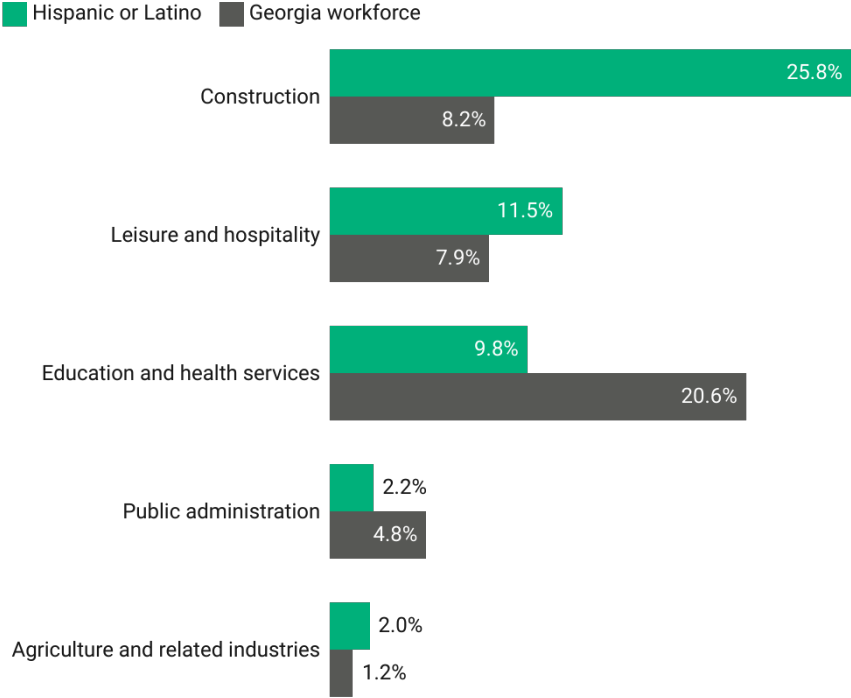


Chart: Neighborhood Nexus • Source: Bureau of Labor Statistics (BLS) • Created with Datawrapper

ECONOMIC DEVELOPMENT & EMPLOYMENT

From 1990 to 2000, Hispanic buying power in Georgia increased from \$1.3 to \$6.4 billion. From 2010 to 2021, it increased by 98.5%, outpacing the state's growth of 73%, reaching \$31.5 billion. Expected to rise to \$44.25 billion by 2026, Latino's would account for 6.5% of the state's total buying power

Latinos' top contributions to the state's GDP are finance and real estate (19.4% share), construction (11.7%), professional and business services (10.4%), and government (9.5%).



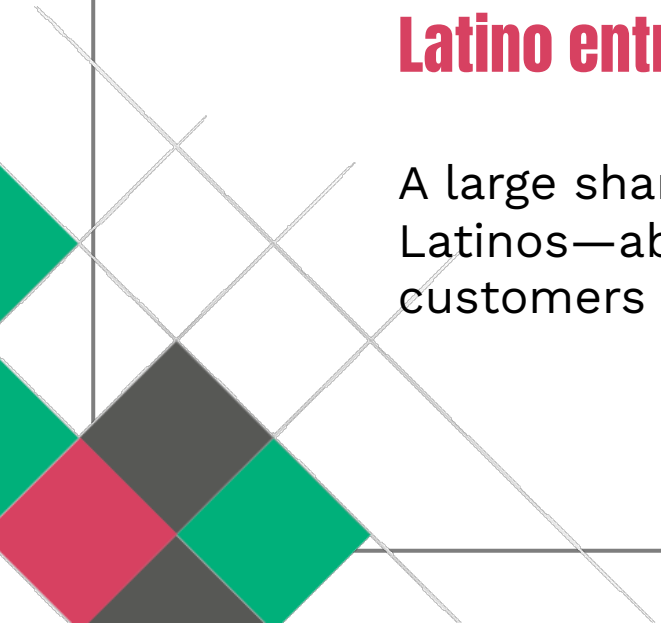
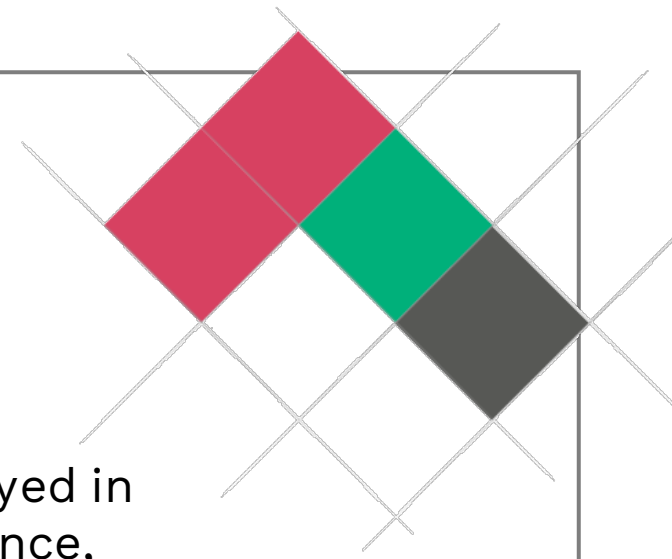
In 2021, the Latino GDP in Georgia reached \$52.2 billion, comparable to the entire economic output of Wyoming or Vermont.

ECONOMIC DEVELOPMENT & EMPLOYMENT

7.6% of employed Latinos in Georgia reported being self-employed in 2023, compared to 5.9% of all employed Georgians. This difference, consistent over the years, reflects the vibrant entrepreneurial spirit within our community. There are an estimated 91,000 Latino-owned businesses in the state of Georgia.

Latino entrepreneurs are community providers.

A large share of Latino-owned businesses in Georgia's clients are also Latinos—about 43% of businesses reported that the majority or all of their customers were Latino.



Part 3

EDUCATION



EDUCATION

In the 2022-23 academic year, Hispanic students made up 18% of the Pre-K to 12th grade student population in Georgia—a significant increase from 12% in 2010. This increase is especially visible in Dalton, Gainesville, Hall County, Echols County, and Whitfield County school districts, which have the highest shares of Hispanic students.

By 2023, Hispanic students represented 72% of the student population in Dalton City School District.

Top ten school districts with the highest percentage of Hispanic students enrolled, academic year 2022-2023

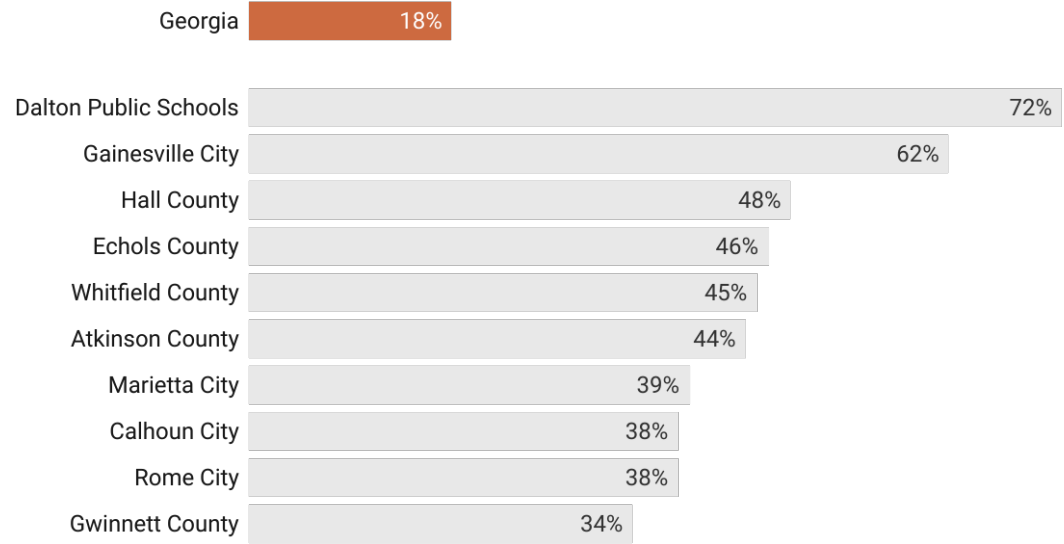


Chart: Neighborhood Nexus • Source: Governor's Office of Student Achievement (GOSA) • Created with Datawrapper

EDUCATION

In 2023, 77.6% of Latino students graduated on time. However, this rate drops to 66% for English Learners.



Interviews for this report revealed that many Latino students were placed in ESOL classes without their parent's consent and were sometimes even kept out of gifted or advanced classes simply because of their background.

The average exit rate for students in the ESOL program during the 22-2023 school year was 13%.

EDUCATION

Despite their strong commitment to education, Latino children in Georgia's K-12 system often face discrimination and barriers in the classroom.

“

I was the first member of my family to experience K-12 in the US. I had to learn what a GPA was, etc.

Luis Hernandez

Latino students face unique challenges that can influence their academic performance.

Percentage of students scoring proficient or above in the Georgia Milestones End-of-Grade (EOG) Assessments, 2022-2023 school year.

■ All students ■ Hispanic or Latino students

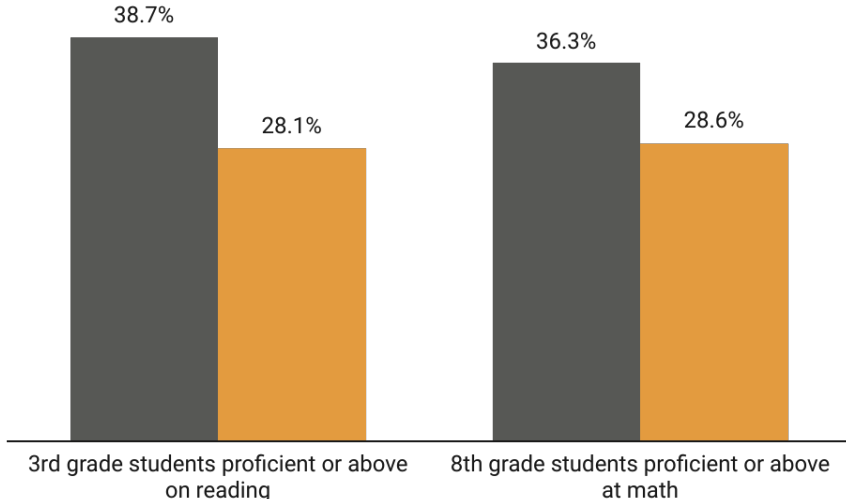


Chart: Neighborhood Nexus • Source: Governor's Office of Student Achievement (GOSA) • Created with Datawrapper

EDUCATION

Georgia's Latino population is more likely to participate in early learning programs, but less likely to have a high school or postsecondary degree.

School enrollment of population 3 and above, and educational attainment of population 25 and above by ethnicity, 2022

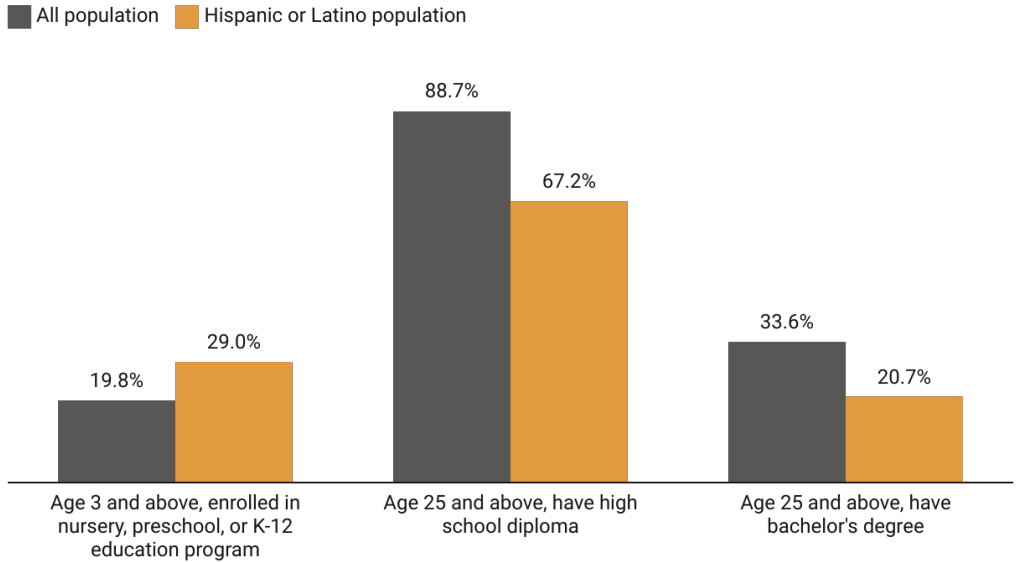


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

Latinos' strong belief in the value of education is clearly reflected in the data. Latino parents engage enthusiastically in providing resources and support to their children, even when they have not completed their own education due to their own barriers.

EDUCATION

The challenge of continuing education:

- Many Latino children discontinue their education after high school to support their families.
- Undocumented individuals and certain lawful residents, such as those with DACA, are banned from attending major public higher education institutions in Georgia.
- Even if they can enroll, DACA recipients do not qualify for in-state tuition.

There is an 11-point gap in college enrollment between the state average and Latino students 16 months after graduation.

Percentage of students who graduated from high school in 2021 who were enrolled in a postsecondary institution within 16 months of graduation.

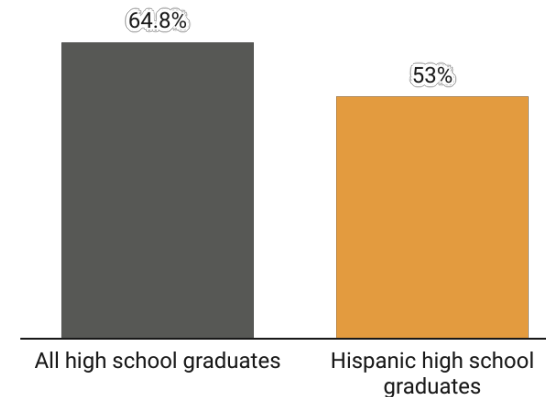


Chart: Neighborhood Nexus • Source: Governor's Office of Student Achievement (GOSA) • Created with Datawrapper

Part 4
HOUSING &
SAFETY NETS



HOUSING & SAFETY NETS

Homeownership is an important goal for Latino families, as evidenced by rising homeownership in recent years. This trend is a powerful indicator of the growing economic stability and maturity of the Latino population in Georgia.

In 2022, the median value of Hispanic owner-occupied housing units in Georgia was \$227,900, lower than the state average of \$245,900.

Latino homeownership rates have increased over the last ten years.

Percentage of Hispanic or Latino householders that own the property they live in.

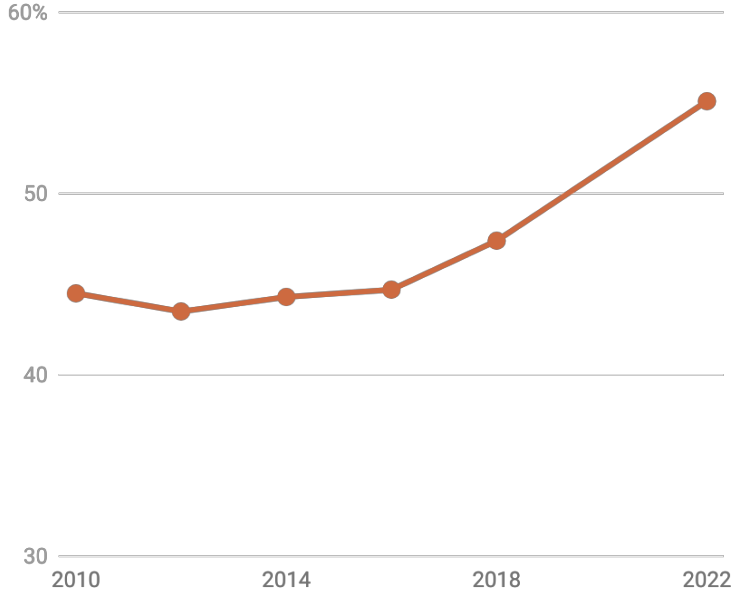
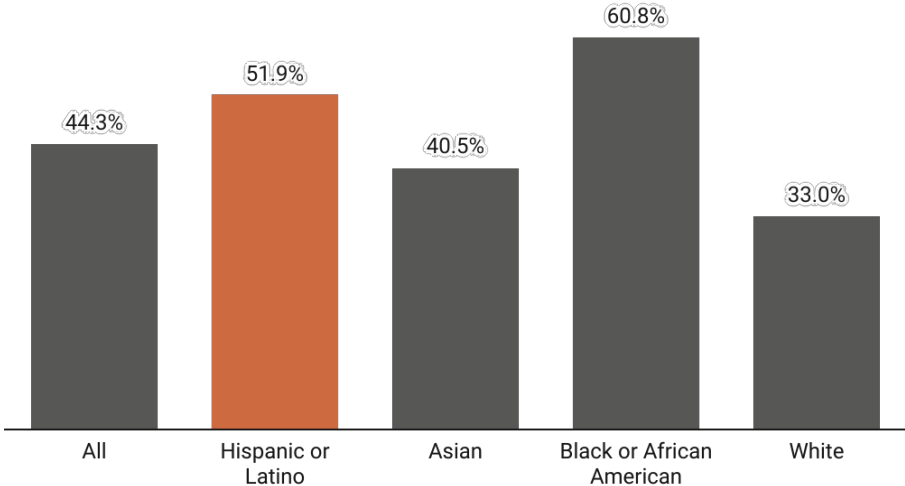


Chart: Neighborhood Nexus • Source: American Community Survey (1-year estimates) • Created with Datawrapper

HOUSING & SAFETY NETS

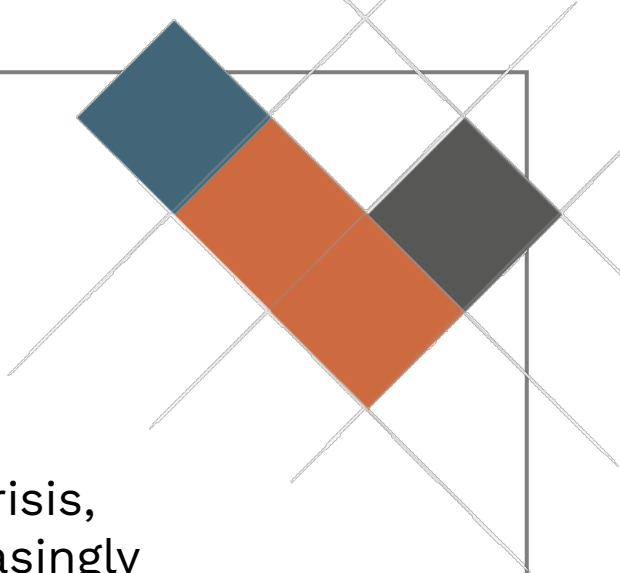
Latino and non-Latino Black households are more likely to experience housing cost burden.

Share of householders in Georgia who spend more than 30% of their income on monthly housing costs, 2023.



Note: Data only available in 2021 and 2023 ACS 1-year estimates tables.
Chart: Neighborhood Nexus • Source: American Community Survey (1-year estimates) • Created with Datawrapper

Amid the ongoing affordable housing crisis, Latino families increasingly rely on multiple incomes to cover housing costs. Additionally, Black and Latino consumers often have smaller savings for post-purchase maintenance or to cover income disruptions and tend to face higher rates of housing repair needs.



HOUSING & SAFETY NETS

The two major housing issues faced by low-income Latinos in Georgia are deplorable and unstable living conditions due to abusive landlords and the threat of eviction.

About 60% of cases at AVLf involve housing repairs tied to health issues, mainly caused by mold and insects that can worsen respiratory problems like asthma.

Latinos are more likely to have multiple family members sharing rooms compared to other groups.

Share of households with more than one occupant per room, 2022.

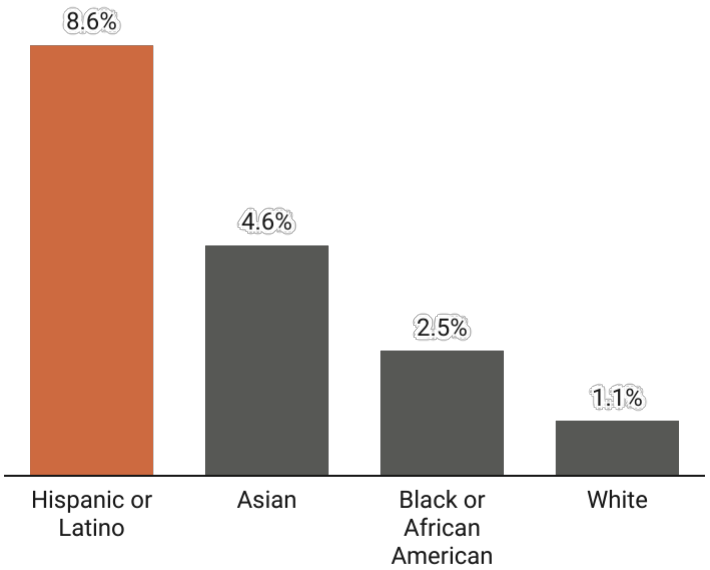


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

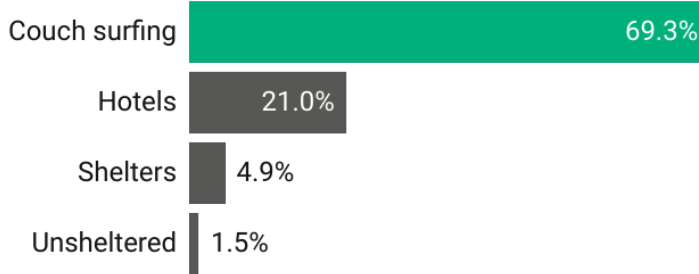
HOUSING & SAFETY NETS

The Georgia Department of Education (GaDOE) uses a broader definition of homelessness, including those in insecure housing situations like hotels or couch surfing. In 2024, GaDOE reported 46,070 homeless students in Georgia, with 6,624 (14.4%) identifying as Hispanic.

Note: The concept of experiencing homelessness or being insecurely housed varies across cultures.

The large majority of Georgia's students experiencing homelessness are couch surfing.

Share of students experiencing homelessness by type of shelter*, 2024.



**Note: These values are representative of all students in Georgia and not only Hispanic or Latino students.*

Chart: Neighborhood Nexus • Source: Georgia Department of Education (GaDOE) • Created with Datawrapper

HOUSING & SAFETY NETS

Barriers such as documentation status and anti-immigrant rhetoric significantly impact Latinos' willingness to enroll in available programs, even when their children qualify. Although 18.9% of Latinos in Georgia live in poverty, only 11.2% of Latino households receive Supplemental Nutrition Assistance Program (SNAP) benefits.

In 2022, 18% of the Latino population in Georgia was food insecure, compared to 13% of the overall population.

Latino individuals tend to engage with community-based partners rather than official channels.



Part 5
HEALTHCARE &
WELL BEING



HEALTHCARE & WELL BEING

Latinos in Georgia have significantly higher uninsured rates compared to Latinos in the rest of the country.

Percentage of Hispanic or Latino population in Georgia and the U.S. without health insurance by age group, 2022.

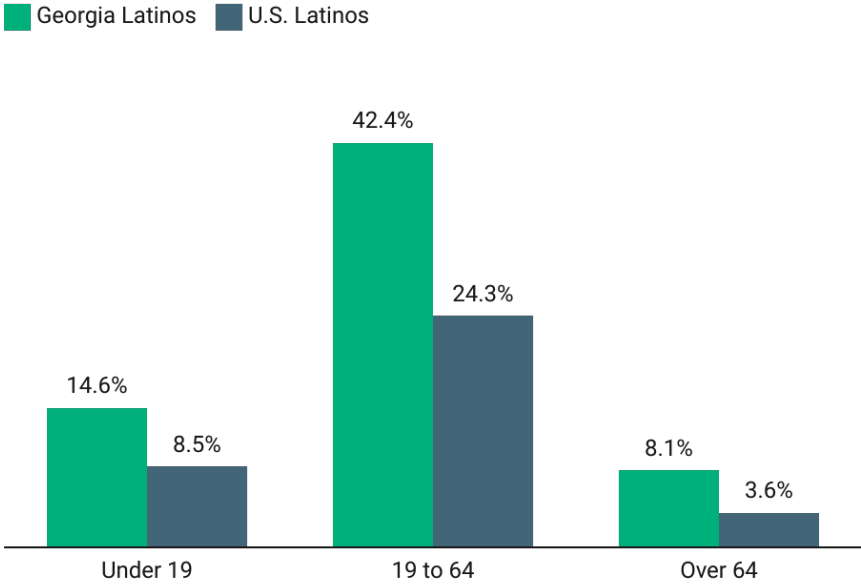


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

Latino children are more likely to lack health coverage than the overall population of the state under 19.

Percentage of population under 19 without health insurance, 2022.

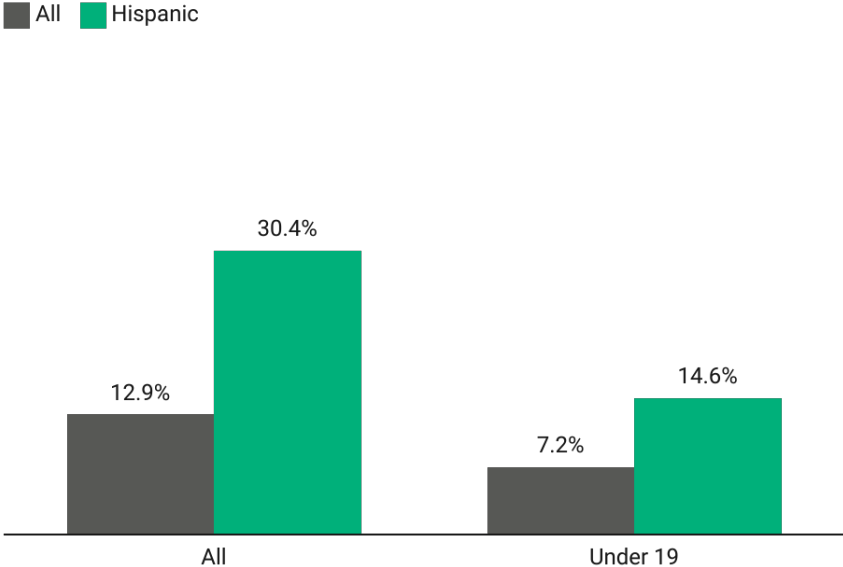


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • Created with Datawrapper

HEALTHCARE & WELL BEING

Barriers to access services:

- Costs.
- Lack of driver's license.
- Language.
- Documentation status.

Farmworkers are 35 times more likely to die from heatstroke, leading to a shorter life expectancy compared to the general workforce.

Leading causes of death for Hispanics in Georgia, 2019-2023

- 1 COVID-19
- 2 Ischemic Heart and Vascular Disease
- 3 Motor Vehicle Crashes
- 4 Cerebrovascular Disease
- 5 Hypertension and Hypertensive Renal, and Heart Disease
- 6 Accidental Poisoning and Exposure to Noxious Substances
- 7 Intentional Self-Harm (Suicide)
- 8 Diabetes Mellitus
- 9 Other Diseases of the Nervous System
- 10 Alzheimer's Disease

36%

Latinos are the only group in Georgia for which motor vehicle crashes (#3) and intentional self-harm/suicide (#7) rank in the top ten causes of death.

Chart: Neighborhood Nexus • Source: Georgia Department of Public Health (GADPH)

HEALTHCARE & WELL BEING

Latina mothers face limited access to maternal and infant health care services.

Percentage of live births in Georgia that received late or no prenatal care and percentage of live births in Georgia with inadequate Kotelchuck index, 2023.

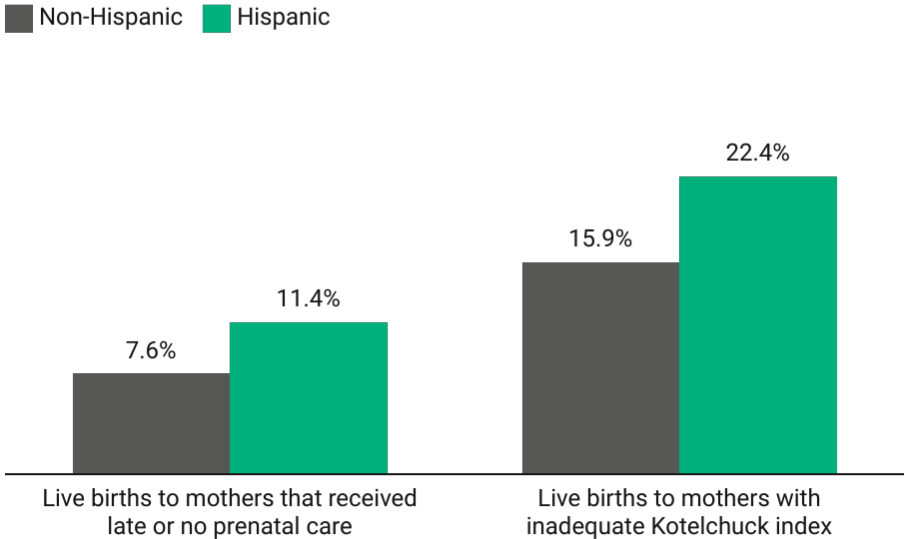


Chart: Neighborhood Nexus • Source: Georgia Department of Public Health (GADPH) • Created with Datawrapper



When receiving prenatal care, one significant medical challenge for Latina women is gestational diabetes. While this condition can often be managed through dietary changes, many recommendations do not take cultural differences into consideration.

Part 6
ARTS &
CULTURE



ARTS & CULTURE



Georgia is home to a vibrant mix of creators, including artisans, folkloric performers, visual and performing artists, and literary figures—all showcasing the rich heritage of Latin American ancestry. The artistic expressions within our community vary widely; some are deeply rooted in millennia-old traditions, while others aim to bridge cultures or focus on individual exploration.

Because of our diversity, art serves to both preserve culture and forge a path to developing individual and collective identity.

ARTS & CULTURE

Dedicated spaces for artists to connect, create, and showcase their work are essential. These venues allow for workshops, exhibitions, and the sharing of creative processes, contributing to a vibrant artistic community.

Networking opportunities are vital for artists, as many find acting gigs and other creative chances through events where they meet industry professionals and fellow artists.



ARTS & CULTURE



While being Latino can create some opportunities in the arts, it can also feel like a trap. Many Latino artists worry that their identity is the only reason they get noticed, making them question whether their work is truly valued.

There is quality to our craft beyond who we are.

Focus group participant

ARTS & CULTURE

Groups like [OYEFest](#) and [La Choloteca](#) are now recognized as cultural forces driving youth and young adults to be unapologetic about our diverse expressions and creative power. Musicians like KapG, Nino Augustine, Victor Mariachi, Kat on the Muv, Felicita and many others, continue to lead authentic conversations about the intersectionality, diversity, and richness of our experiences in the state.



Part 7 POLITICAL POWER



POLITICAL POWER

The history of the Latino political power in Georgia is deeply connected to three basic needs: economic opportunity, physical safety, and protection from deportation.



There's a rising interest in getting involved in the democratic process across the board. People are exploring different ways to engage, from volunteering and making donations to running for office, creating mutual aid networks, and showing up at the polls.



POLITICAL POWER

Latinos represent at least 4.6% of the state's total voters in 2024.

Number of registered voters (active and inactive) in Georgia by race and ethnicity as of 11/11/2024.

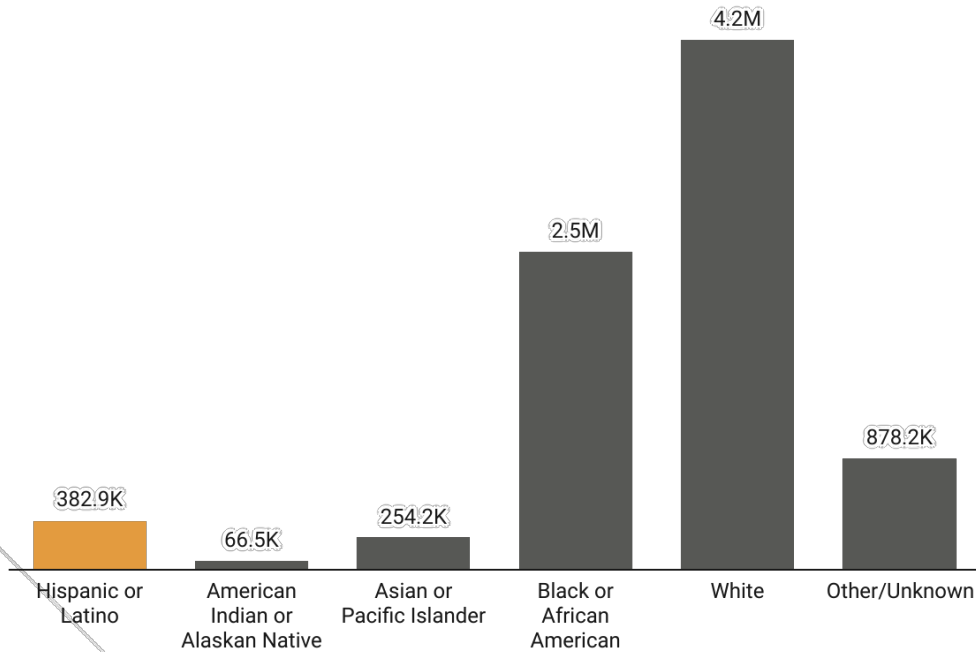


Chart: Neighborhood Nexus • Source: Georgia Secretary of State • Created with Datawrapper

Between 2016 and 2020, the self-identified [Latino electorate in Georgia](#) grew by 57.5%, adding about 95 thousand new voters for a total of more than 260 thousand. According to the Secretary of State's records, that represented 4% of the state's total voters. The share of Hispanic or Latino voters has increased since.



POLITICAL POWER

The Latino voter turnout for the 2024 Presidential Election is estimated at 60%, which is 179,481 voters.

For many, this was their first election. This year, almost 22% of the almost 180 thousand Latino voters in Georgia were between 18 and 24 years old.

About 22% of Latino voters in the 2024 election were between 18 and 24 years old.

Georgia Hispanic voter turnout by age group in the 2024 Elections

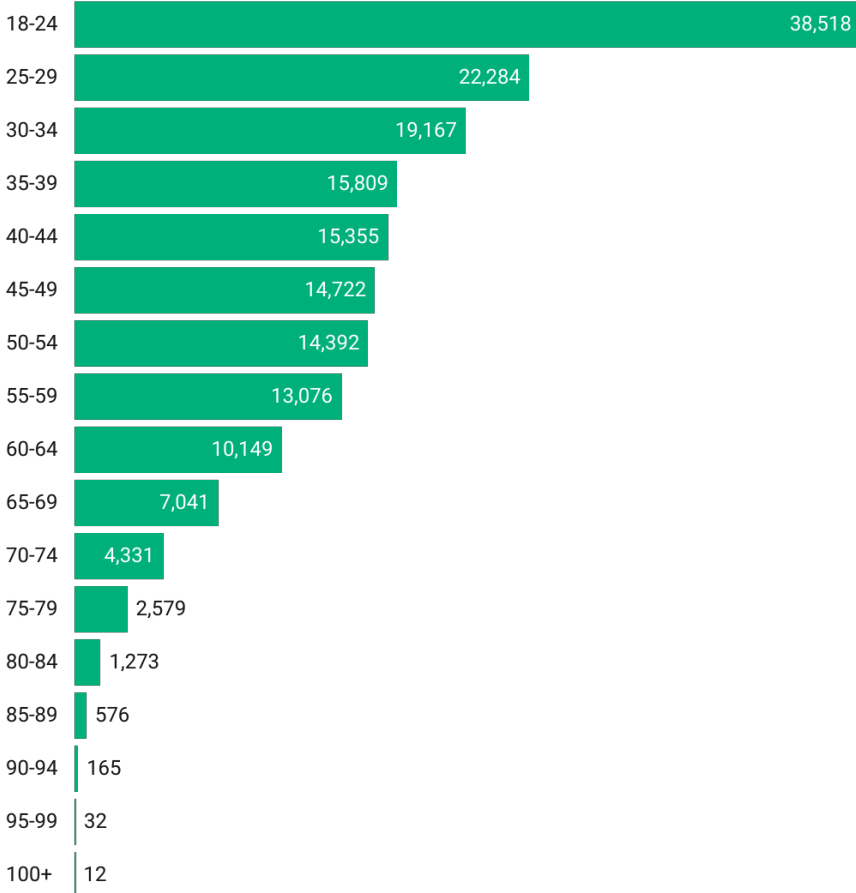


Chart: Neighborhood Nexus • Source: Georgia Secretary of State • Created with Datawrapper

POLITICAL POWER

“

A majority of Latino voters act with a sense of community, supporting the needs of those unable to vote.

Jerry Gonzalez, CEO of GALEO

In general, naturalized citizens tend to be more likely to participate in elections than native-born Latinos, often due to the effort involved in becoming naturalized and the motivations to migrate to the US in the first place.



POLITICAL POWER

While 13.4% of employed Georgians work in government positions, only 3.7% of employed Latinos are in these roles.

Share of wage and salary workers in government (Federal, State, and local) by race and ethnicity, 2023 annual average.

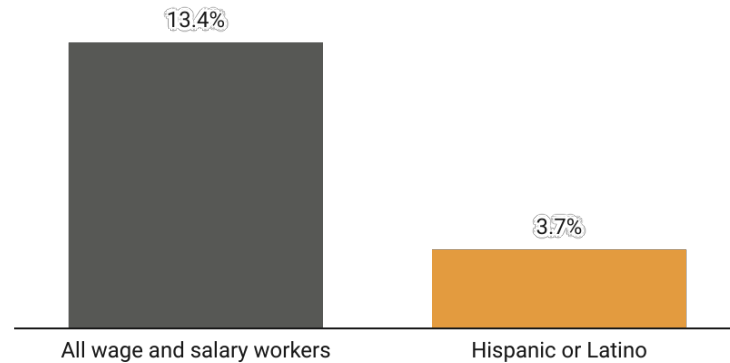


Chart: Neighborhood Nexus • Source: Bureau of Labor Statistics (BLS) • Created with Datawrapper

The combination of a lack of institutional support, barriers to voting representation, and limited community wealth means Georgia Latinos are significantly underrepresented in government and policymaking positions, both elected and appointed. This is especially evident in counties where Latinos are the plurality of their residents yet lack formal leadership roles.



POLITICAL POWER

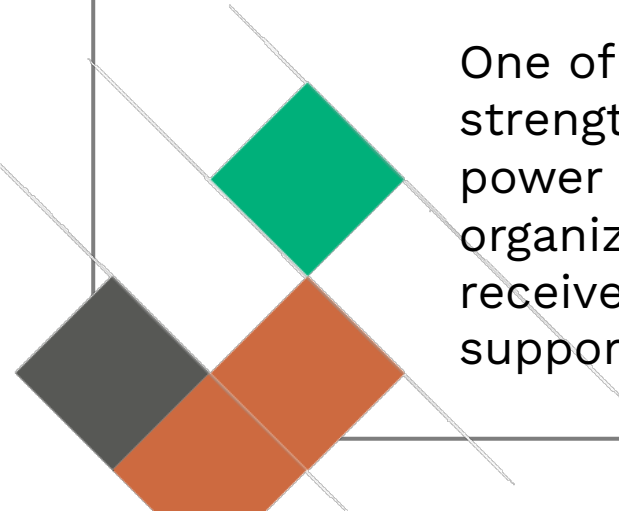
The real power of the Latino community lies in our culture of care. In our community, there are many mutual aid efforts that often fly under the radar. These networks are a key part of our identity.

One of the main challenges in strengthening our political power is ensuring that local organizations and communities receive the respect and support they deserve.

“

I started helping people by talking to neighbors when I lived in Buford Highway. We got together to support each other, understand the needs of our community. We became a team and started our own organization.

Aceli Zenil



CLOSING REMARKS

Together we thrive:
Overcoming barriers
and building stronger
communities.



RECOMMENDATIONS

1

Expand the types of documents accepted as “ID” across programs, services, and any situations where identification is required.

2

Include standardized language access provisions in state-sponsored and federally-funded services and programs.

3

Repeal provisions restricting lawfully present immigrants’ eligibility for federal assistance programs.

4

Include language access and cultural competence as key considerations in private philanthropy grants for ‘general’ populations to ensure inclusive programs.

RECOMMENDATIONS

5

Enact housing policies strengthening tenant rights and defining standards for a safe and healthy home.

6

Provide quality K-12 education for English Learners and affordable higher education for all students living in Georgia.

7

Expand protections for workers, including agricultural workers.

8

Reconsider how community wealth-building programs and investments are designed and deployed.

RECOMMENDATIONS

9

Expand Medicaid in Georgia.

10

Reduce barriers to accessing state and local public funding by streamlining processes.

11

Upgrade data collection standards to accurately reflect who is in the state.

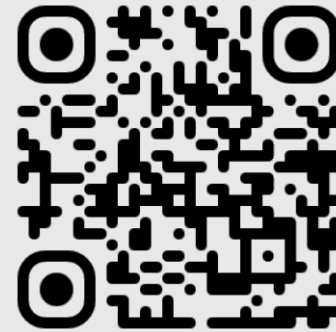
STATE OF THE LATINO COMMUNITY IN GEORGIA

stateoflatinosga.org

November 19, 2024.
10th Annual Latino Summit
Norcross, Georgia



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In Spanish and English

What defines us is what we hold dear

Safety & Wellbeing

We affirm our dedication to create a reality in which we feel safe to be who we are wherever we are. We affirm and reclaim our health and wellbeing defined broadly.

Nature and Land

Our collective experience is grounded in connection to nature and the land of our ancestors. Many of us have been in the US for generations, even before the limits of this country were created. Many of us came here due to violence in many forms: political, economic - including displacement, extraction of natural resources, expropriation of land, war, etc, and while we made this region our home; we are grounded in the connection to our ancestral heritage and land.

Joy & Optimism

Our communities are resilient, hard working and dedicated to create the world we want to live in, for ourselves and future generations. In spite of our challenges, we often choose joy and are overwhelmingly defined by our optimism as noted in various polls, surveys and studies.

Traditional Knowledge & Culture

Our traditions, stories, natural remedies, collectivism grounded in an extended definition of family based on love and emotional proximity, dances, music, and foods are all part of who we are, are healing and give us joy and strength.

Gracias! Thank you!

**Please share the report
Questions? Requesting a briefing?
Daniela@LCFGeorgia.org**

