

# Investing In Georgia

LATINO FAMILIES AND LEADERSHIP



**Latinos are a fundamental part of Georgia's identity, present and future. Georgia is our home.**

## THE PRESENT

**1,078,457 people**

Identify as Latinos/Hispanics in Georgia. 11% of the state (2022)

**\$52.2 Billion GA Latino GDP**

comparable to the entire economic output of Wyoming or Vermont (2021 data)

**99.2% of the Latino population growth between 2010-2020 is US born, mostly, our children; American citizens.**

### 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.

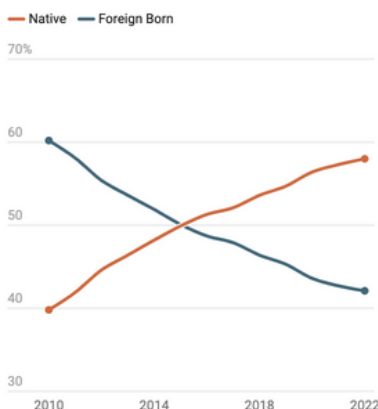


Chart: Neighborhood Nexus • Source: American Community Survey (5-year estimates) • [Download image](#) • Created with [Datawrapper](#)

**91,000**

Latino-owned businesses.  
82%+ of entrepreneurs  
are immigrants

**91%**

of households report  
income. We are working.  
7.6% are self-employed vs.  
5.9% of the general pop.



GA has the 6<sup>th</sup> largest ESOL population in K-12. 80% are Latino



### Our men are community providers

Our men have the highest workforce participation in Georgia compared to any other group at 78% vs the state overall male population at 65.7%



# THE FUTURE



**3 out of 5 Latinos in Georgia are native-born US Citizens. The vast majority of them are under 21 years old.**

## 26 years

Is the median age of Latinos vs. 37 of the general pop. and 41 for white communities

## 64% under 34

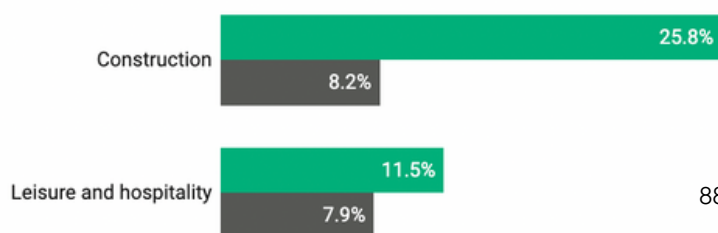
1 in 5 kids in K-12 are Latino. In some schools we are 90% of the student body

**Key industries in Georgia rely on Latino workforce to sustain production and grow.**

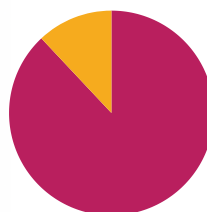


Percent distribution of employed people by industry, 2023.

■ Hispanic or Latino ■ Georgia workforce

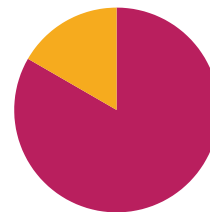


Poultry



88% in Hall are immigrant and majority Latino

Farming



75% of workers are Latino. Mostly from Mexico

90% of the overall increase in the Latino population in the state since 2010 is multiracial individuals. By 2050 Latinos will be 1 in 5 in the 21 Metro region.

**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.

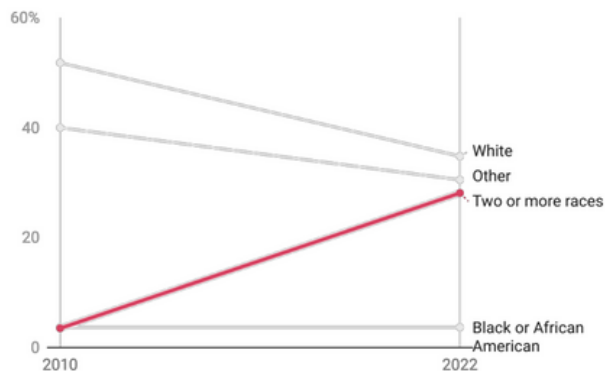
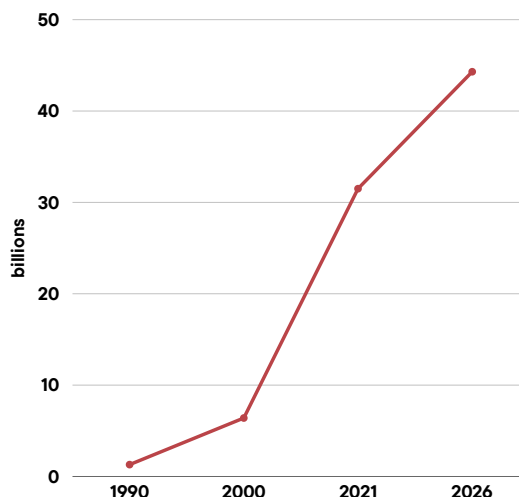


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GA Latino Purchasing Power



Between 2016-2020, the Latino electorate grew by 58%, increasing every year.



# DISPELLING MYTHS AND MISINFORMATION

- **Georgia is one of the states with one of the highest undocumented populations in the country (and this means Latinos for many)**

- The majority of the immigrant community in GA is lawfully present

**FALSE**

- **The Latino growth in Georgia is because of immigration and jobs**

- The majority of the growth is US-born children, and Puerto Ricans

**FALSE**

- **Latinos don't value education, they drop out or get pregnant in high-school.**

- Latinos overwhelmingly value education when it is available and affordable. We enroll our children in early learning programs at higher rates than other demographics

**FALSE**

- **Latinos only work in agriculture, construction and cleaning**

- While 1 in 4 construction workers are Latino and there are thousands of agricultural workers and business owners in the landscaping, maintenance and cleaning sectors, we are represented across all industries, from healthcare to engineering to fintech, academia and more.

**FALSE**

- **Latinos and immigrants are taking spaces on safety net programs and services and excluding other communities of color and rural communities**

- Latinos and immigrants come from all backgrounds, races and experiences. Undocumented immigrants (including Latinos) do not qualify for any safety net programs in Georgia even though we have been paying taxes consistently for years. Latinos and immigrants are underrepresented in all federal and state sponsored programs and services.

**FALSE**

## LEARN MORE



**State of Latinos  
in Georgia**



**American Immigration  
Council - GA**





# OUR SOLUTION



## PRIORITIZE

## VALUE

Invest in leadership, coalition-building, and the work of Latino and immigrant-led organizations.

- To build a future that truly reflects the communities who already contribute to and call Georgia home, it is essential to engage them in shared discussions and collective decision-making. This approach fosters a mutual learning journey and strengthens our shared future and accountability.*



Broaden the definition of what an ID is for programs and services.

- Any document with a photo issued by a credible authority should be accepted to confirm identity to access programs, services, confirm parenting and avoid issues when dealing with uncommon names and their spelling, avoiding expensive and lengthy administrative costs and processes.*



Expand access to health care and insurance for all.

- Productivity losses from absenteeism due to illnesses and injuries cost U.S. employers nearly \$3,000 per employee each year. Given the high participation of Latinos and immigrants in the workforce, along with the significant share of self-employed families, key sectors are especially vulnerable to preventable losses. Expanding access to health care is a practical, cost-effective workforce development and retention strategy.*



Provide quality and affordable K-12 education for English Learners.

- The vast majority of English Learners are U.S. citizens and represent the future of our workforce and leadership. Yet, they are currently graduating at rates nearly 20 percentage points below the state average. Closing this gap is not only a matter of fairness—it is a smart and forward-looking investment in preparing Georgia to thrive in a global economy.*



Prioritize data disaggregation and analysis for all communities.

- A complete census count and robust data analysis are critical to understanding the diverse communities that make Georgia what it is today. Accurate and detailed data drive informed decision-making on issues ranging from how many hospital beds and health personnel are needed, to the number of bathrooms in schools, to where future clients and workers live. Without this level of insight, policies risk overlooking real needs and opportunities for growth.*



**Schedule a call with to learn more, ask questions or request a brief or explore ideas**

**Email Address:** [info@LCFGeorgia.org](mailto:info@LCFGeorgia.org)

**Website:** [www.LCFGeorgia.org](http://www.LCFGeorgia.org)