



Regional Snapshot: Metro Atlanta's Hispanic and Latino Community

Atlanta Regional Commission, February 2018

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In Summary...

Metro Atlanta is home to an increasing number of international residents. Not only are the counties in metro Atlanta among the most diverse in the southeast, a significant proportion of recent growth has come from those born in different countries, particularly those from Hispanic origins.

Georgia has the fastest growth rate of Latino population in the nation, and the Latino population more than doubled in metro Atlanta last decade. Strong Latino growth is forecasted to continue, especially in the core metro counties.

Lately, the majority of growth in Latino population has come from those born in the United States. In previous decades, immigration (i.e. new arrivals) was the primary driver of growth.

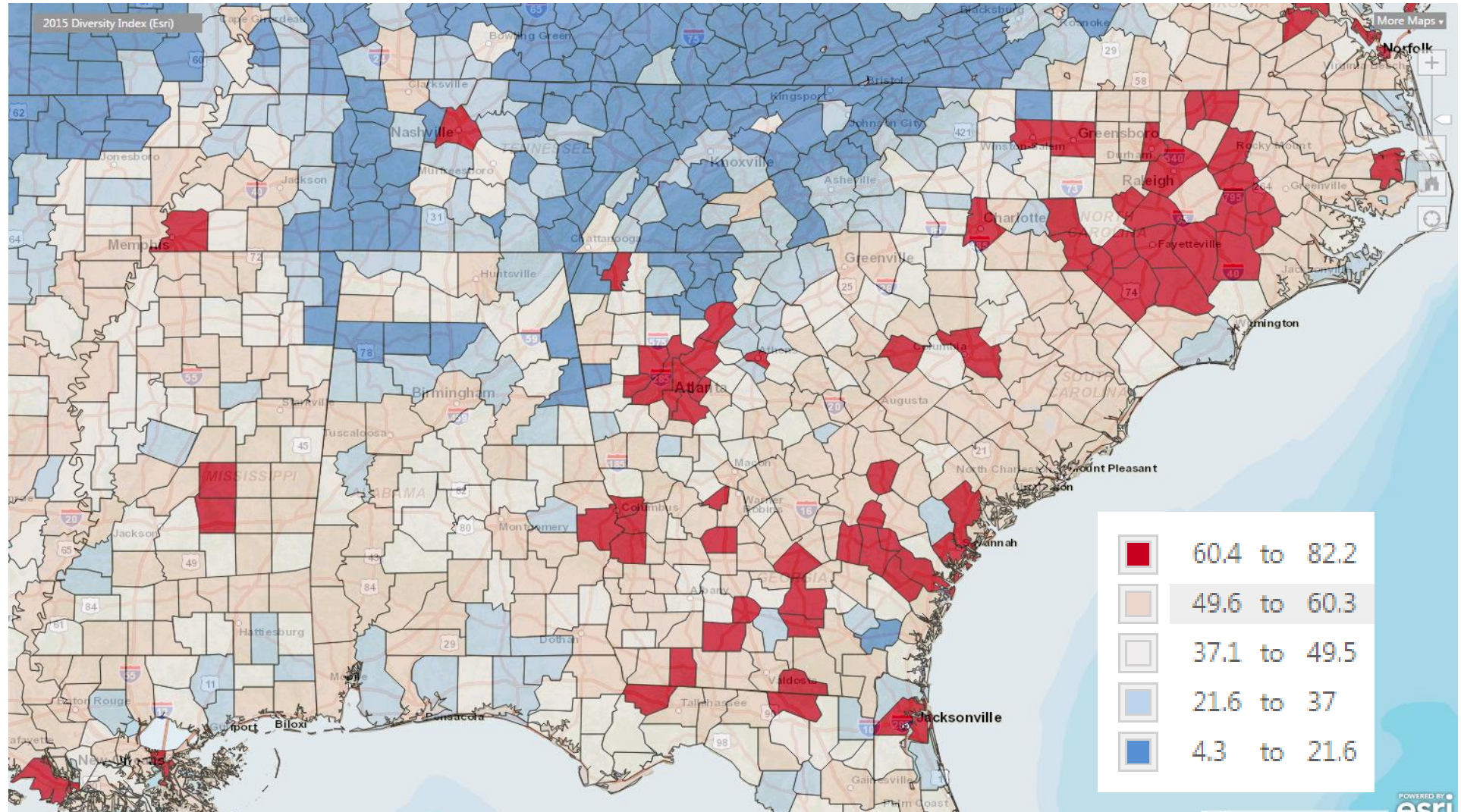
The Latino population is significantly younger than other races/ethnicities. The median age of Latinos is 26, compared to 36 overall and 41 for White, Non-Hispanic.

In the 2017 Metro Atlanta Speaks survey, Hispanic/Latino respondents demonstrated higher levels of overall optimism for the future than did respondents overall (among other key differences).

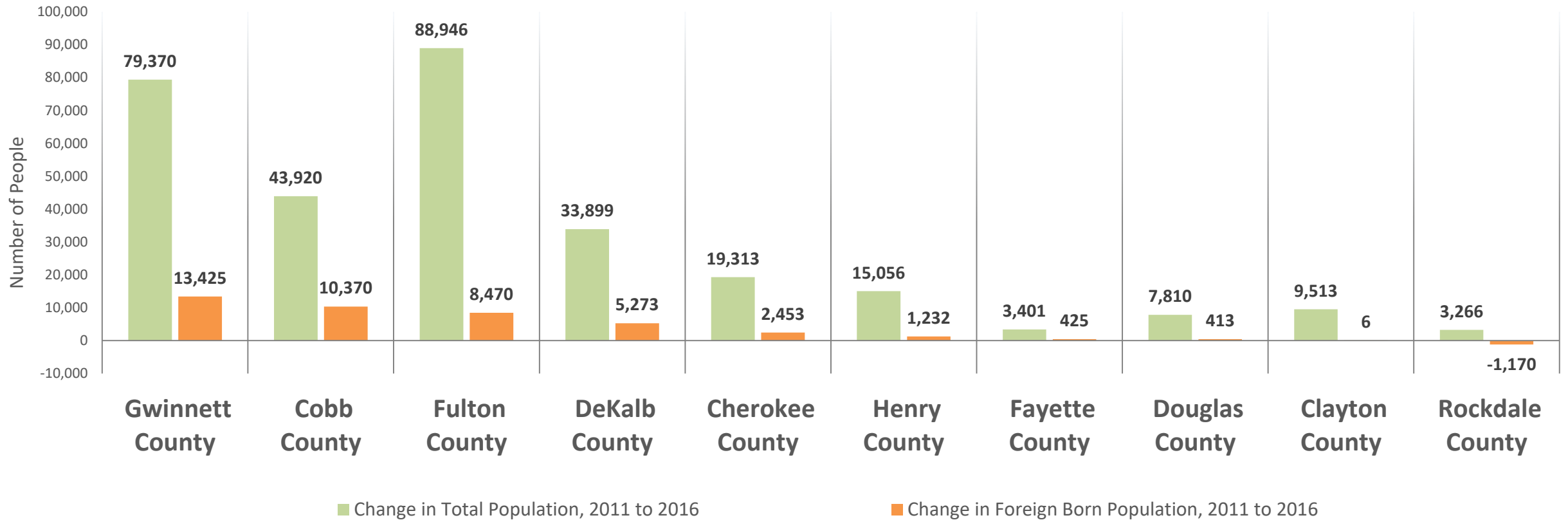
2015 ESRI Diversity Index, by County

ESRI's **diversity index** provides an estimate of how likely it is that two people, selected at random from the same geographic area, will belong to different racial or ethnic groups. An index value of 0 means an area exhibits "no diversity" and 100 means that there is "complete diversity."

In the adjacent map, counties scoring the highest on the index are shaded in red. In general, **counties surrounding Georgia's major metros score among the highest in diversity, especially in metro Atlanta.**



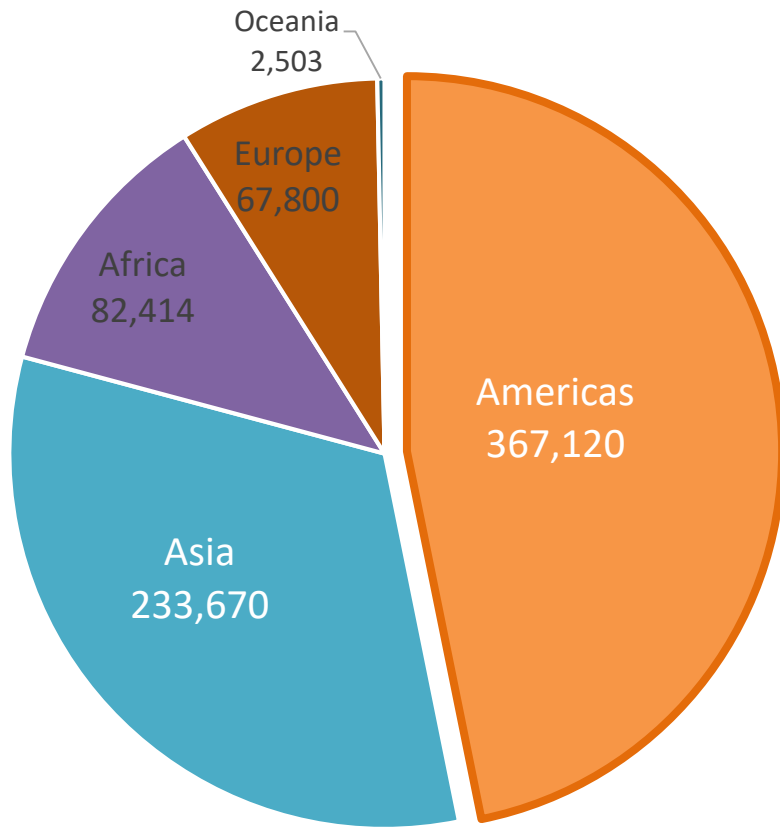
Foreign Born Population Change by County 2011 to 2016



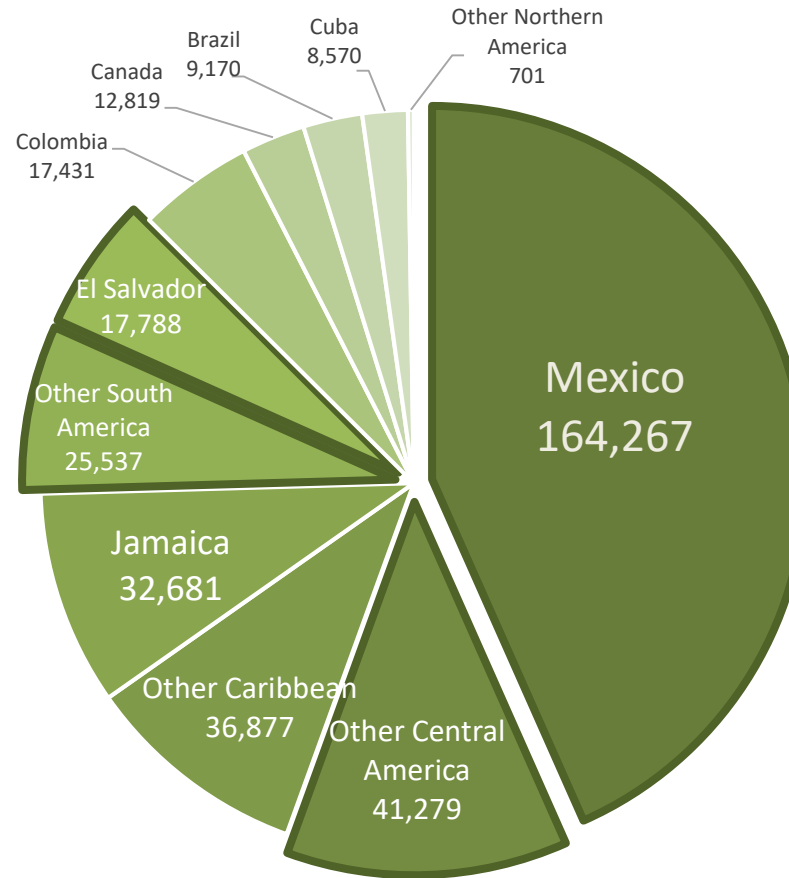
The metro Atlanta region's relatively high diversity index score is due, in large part, to the size of our foreign born population. The chart above shows, by county, the change in foreign born population from 2011 to 2016 with **Gwinnett, Cobb, Fulton, and DeKalb experiencing the greatest increases in foreign born population** (in absolute numbers) as compared to the rest of the region. In Cobb County, for example, almost one in four new residents over the time period were born in a different country.

Foreign Born Population by Origin

Foreign Born Population by Region of Birth



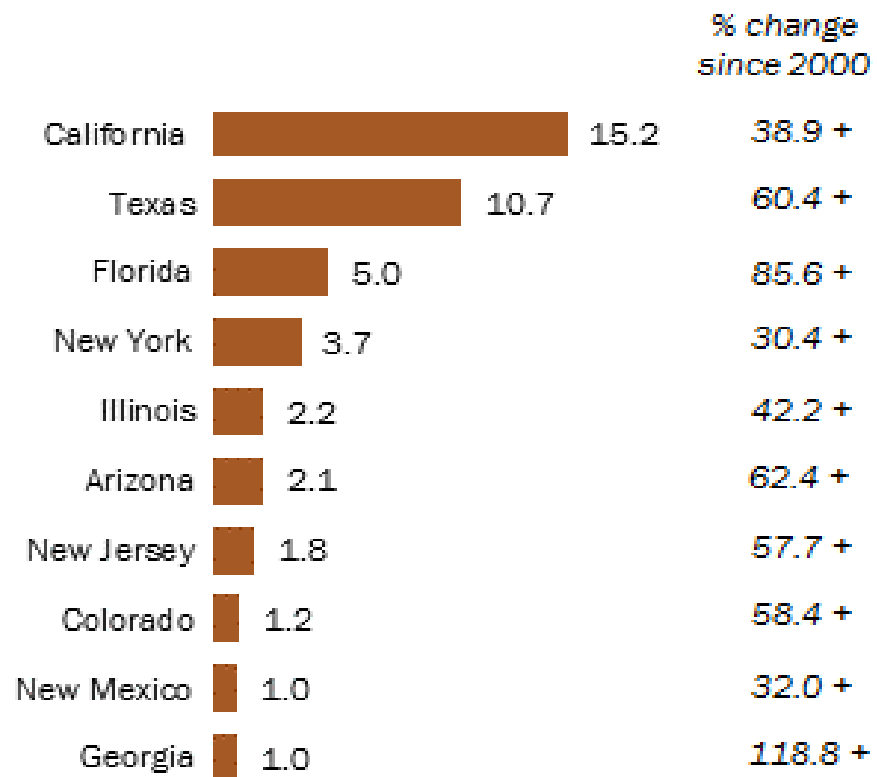
Foreign Born Population from Americas by Country of Birth



As shown in the leftmost pie chart, nearly 49% of the region's foreign born population is from the "Americas."

The pie chart to the right breaks down the foreign born population from the Americas by country. **Hispanic countries – such as Mexico, El Salvador, and other Central and South American countries, make up the majority of the region's foreign born population.**

Georgia has **THE HIGHEST** Hispanic/Latino Growth Rate



Given that a high proportion of the metro Atlanta region's foreign born population comes from Hispanic countries, then it may not be surprising that **Georgia has the highest Hispanic/Latino growth rate.**

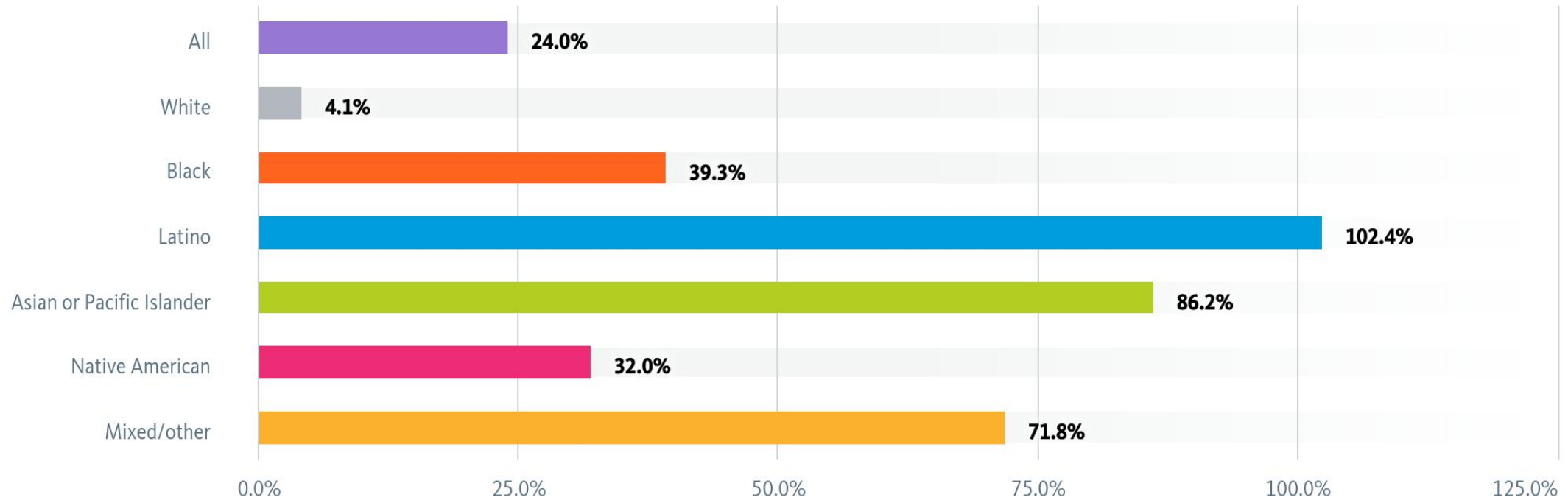
While 10th by absolute number, Georgia was 1st in percent change in **the Hispanic/Latino population** from 2000 to 2015, which **grew at a rate of over 118%.**

Note: Charts show the top 10 states for the number of Latinos in 2015 along with the percent change of the population that is Latino since 2000.

Source: Pew Research Center tabulation of the 2000 census (5% IPUMS) and 2015 American Community Surveys (1% IPUMS).

Hispanic/Latino Population Growth the Fastest

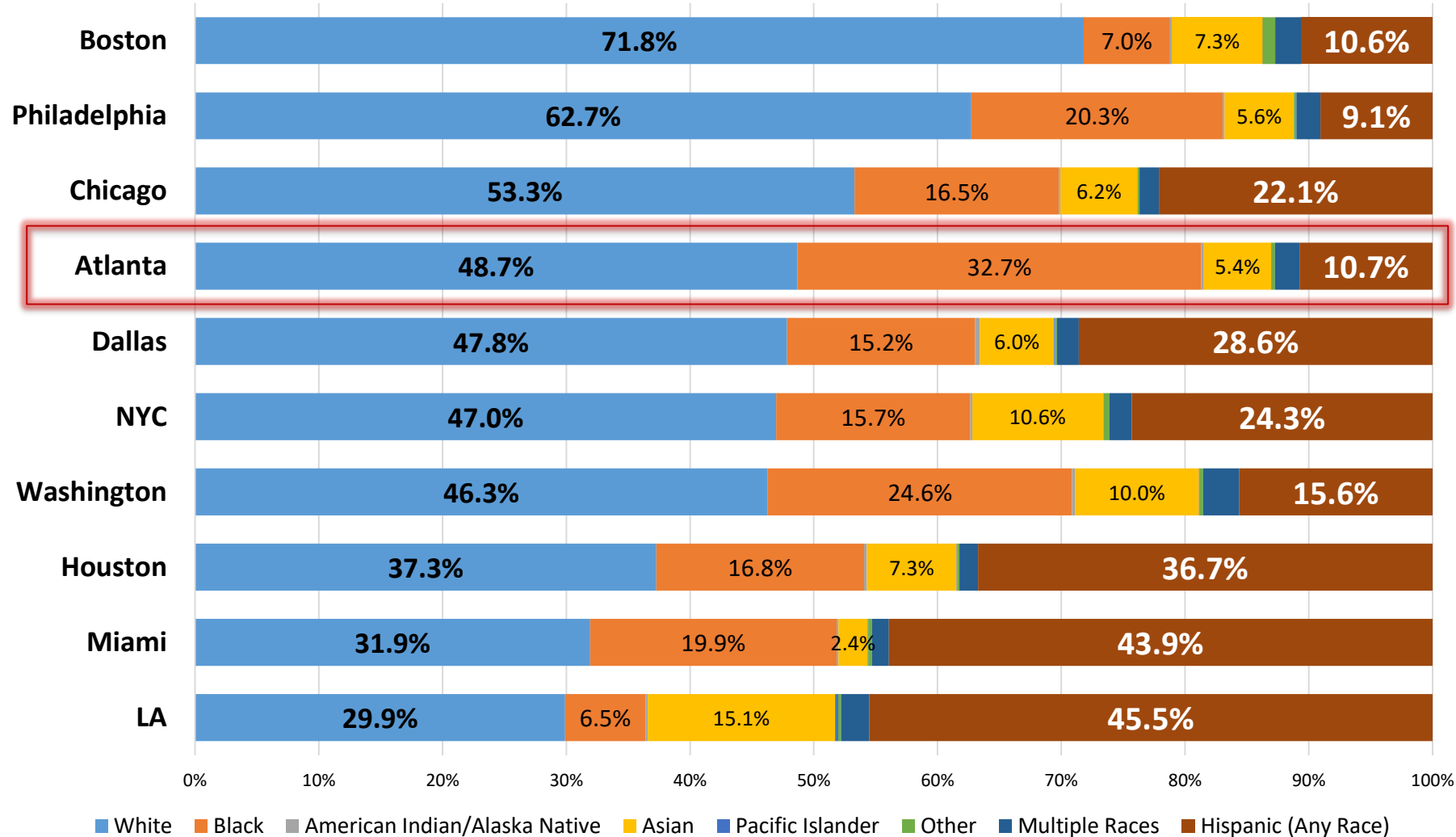
Percent change in population: Atlanta-Sandy Springs-Marietta, GA Metro Area, 2000-2010



U.S. Census Bureau; Woods & Poole Economics, Inc.
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

Metro Atlanta's Hispanic/Latino population growth mirrors that of the state. **From 2000 to 2010, Metro Atlanta increased its Hispanic/Latino population over 100%.**

2015 Race & Ethnicity



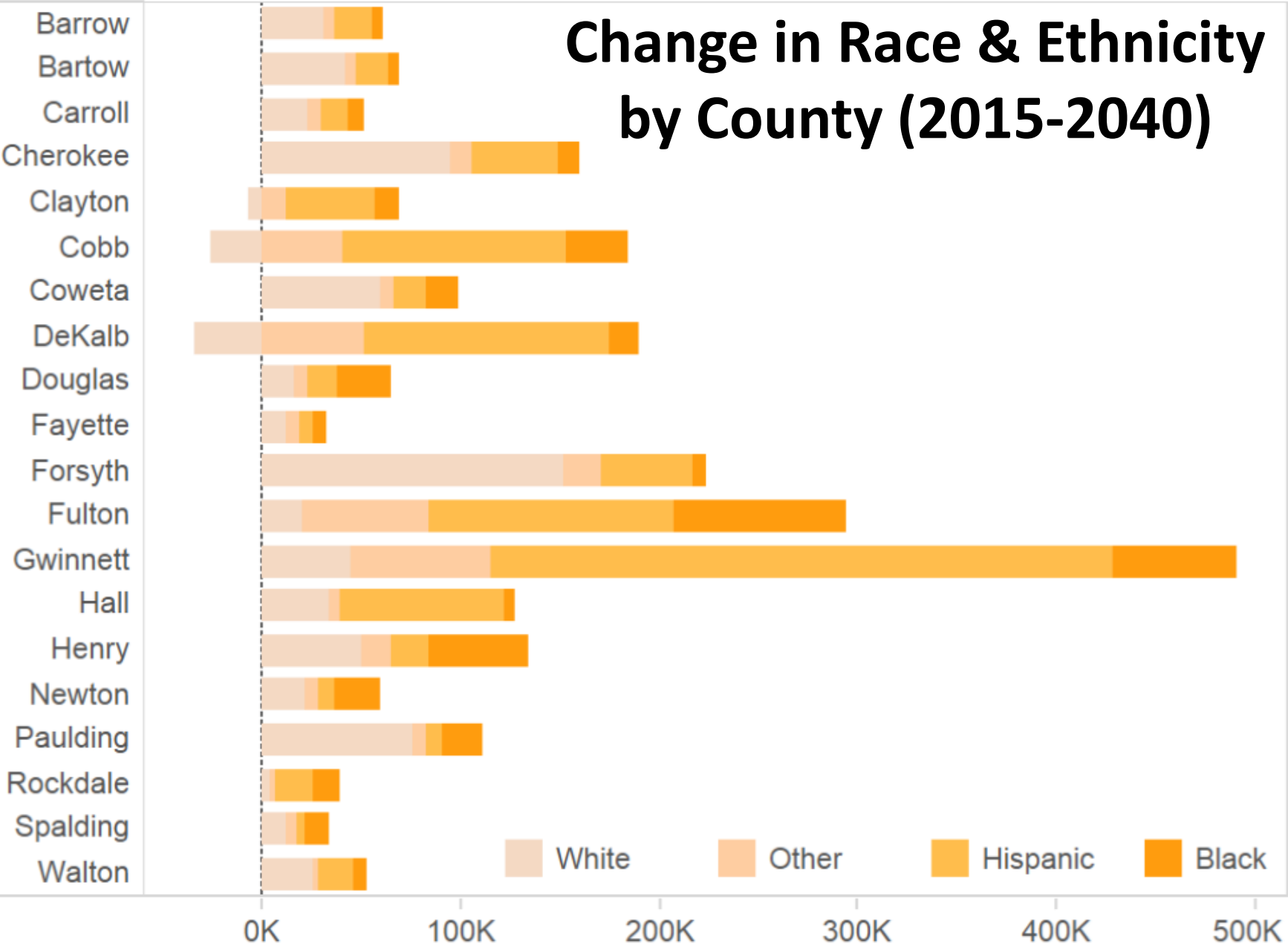
Looking at race & ethnicity for top metros, the Atlanta Metropolitan Statistical Area (MSA) is majority-minority, with **Hispanics (of any race), comprising 10.7% of the region's population in 2015.**

Hispanic/Latino Population, By the Numbers: % Hispanic

Among major U.S. metros, the Atlanta Metropolitan Statistical Area (MSA) ranks 20th in the size of the Hispanic/Latino population, with **10.5% of total population identifying as Hispanic/Latino**.

Metro	Total Population, Hispanic/Latino, 2016
San Antonio	55.1%
Riverside	50.5%
Los Angeles	45.1%
Miami	44.4%
Houston	36.8%
San Diego	33.5%
Las Vegas	30.9%
Phoenix	30.6%
Orlando	29.5%
Dallas	28.6%
New York	24.3%
Denver	22.9%
Chicago	22.1%
San Francisco	21.9%
Sacramento	21.4%
Tampa	18.6%
Washington	15.5%
Portland	11.7%
Boston	10.8%
Atlanta	10.5%
Charlotte	9.9%
Seattle	9.9%
Philadelphia	9.2%
Kansas City, MO	8.9%
Minneapolis	5.7%

ARC's adopted forecasts show **continued gains in the Hispanic population through 2040, especially in core metro counties** (Clayton, Cobb, DeKalb, Fulton, and Gwinnett). However, it's not just the metro core that is seeing a boom in its Hispanic population...



Hispanic/Latino Population, By the Numbers: Total Population

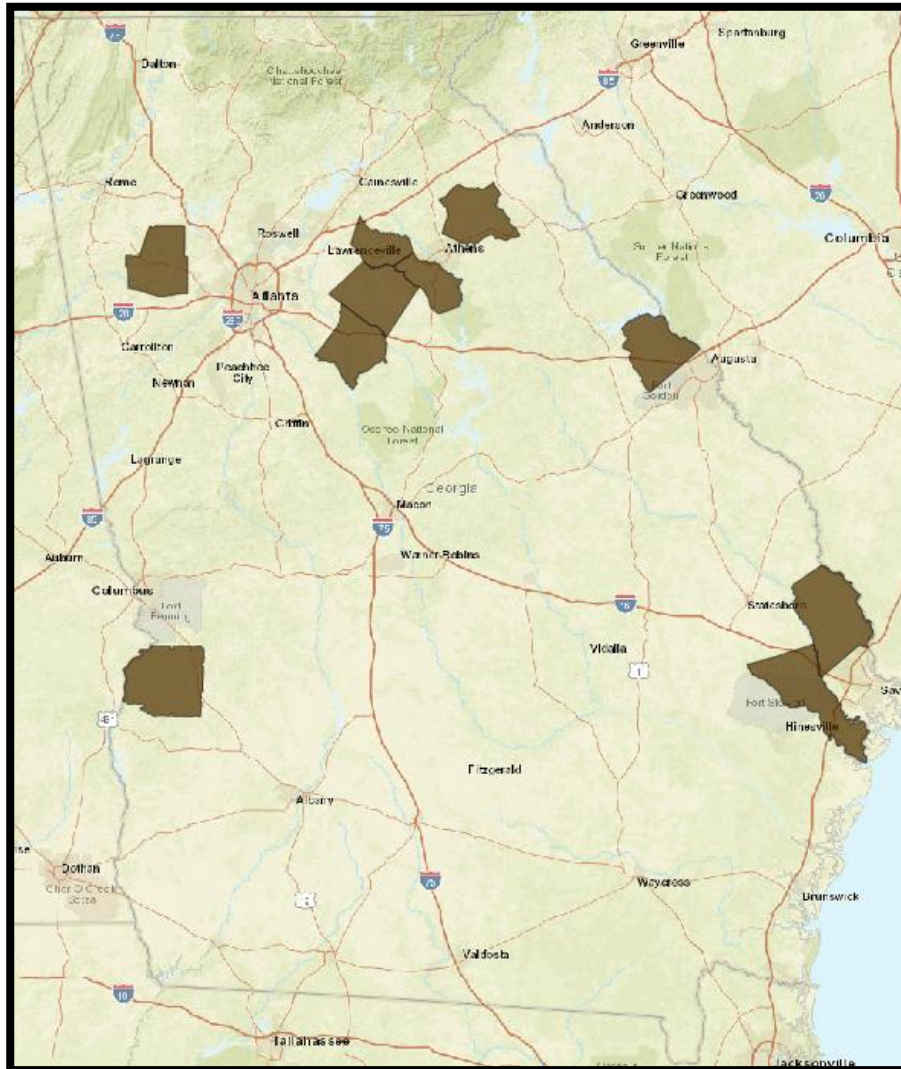
County	2016 Hispanic/Latino Population*
Gwinnett	189,050
Cobb	96,263
Fulton	74,853
DeKalb	63,287
Hall	55,074
Clayton	36,372
Whitfield	35,975
Cherokee	24,274
Forsyth	20,613
Chatham	18,300

Georgia: 972,698

As expected, the core metro Atlanta counties have the highest numbers of Hispanic/Latino residents; however, **the Hispanic/Latino population is reaching further into the outer-lying counties of the Atlanta metro**, as well as growing among Georgia's other major metros.

Hispanic/Latino Population, By the Numbers: Percent Population Change

(*Among Counties with at least 1,000 Hispanic/Latino Population)



County	% Change, 2013 – 2016: Hispanic/Latino Population
Stewart	34%
Effingham	33%
Columbia	25.5%
Bryan	23.1%
Madison	22.2%
Barrow	21.5%
Paulding	20.1%
Newton	19.4%
Oconee	18.9%
Walton	18.2%

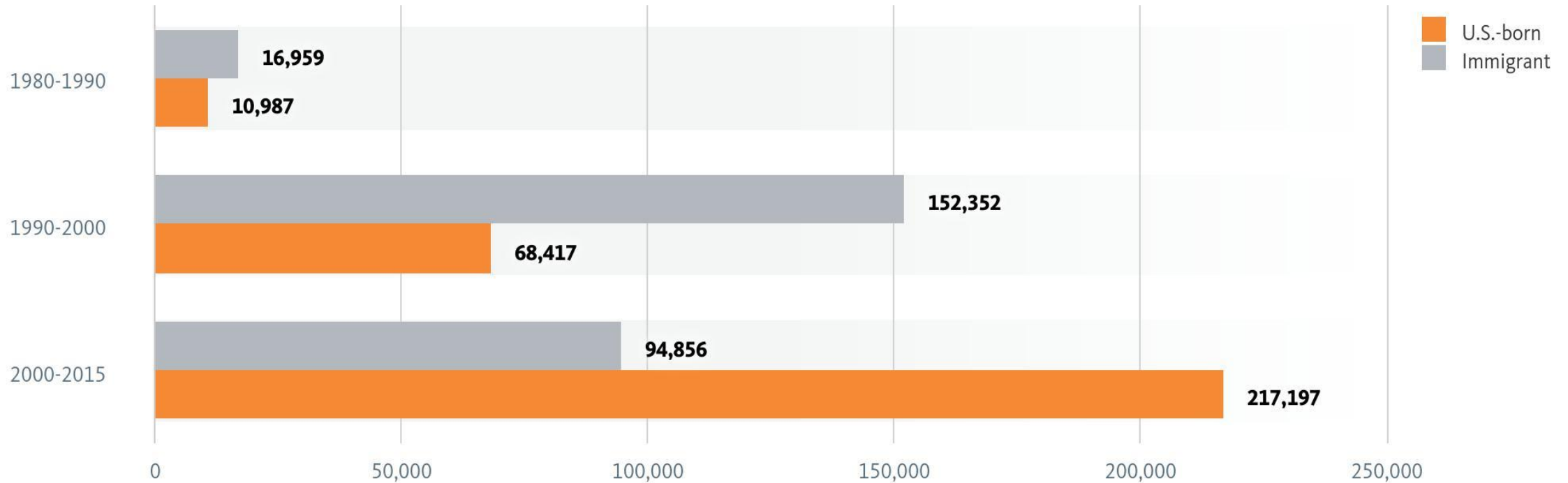
This map, and the adjacent table, further highlight the growth of the Hispanic/Latino population into the periphery of Georgia's major metros – not only Atlanta – but Athens, Augusta, Columbus, and Savannah.

The largest percentage change in the Hispanic/Latino population* occurred in Stewart County, (just south of the Columbus MSA) **which experienced a 34% growth in the Hispanic/Latino population from 2013 to 2016.** By comparison, the Hispanic/Latino population grew by just 7.5% in the state during the same time period.

Georgia: 7.5%

U.S Born Latinos Driving Growth Recently

Change in population by nativity: Atlanta-Sandy Springs-Marietta, GA Metro Area, Latino, 1980-2015

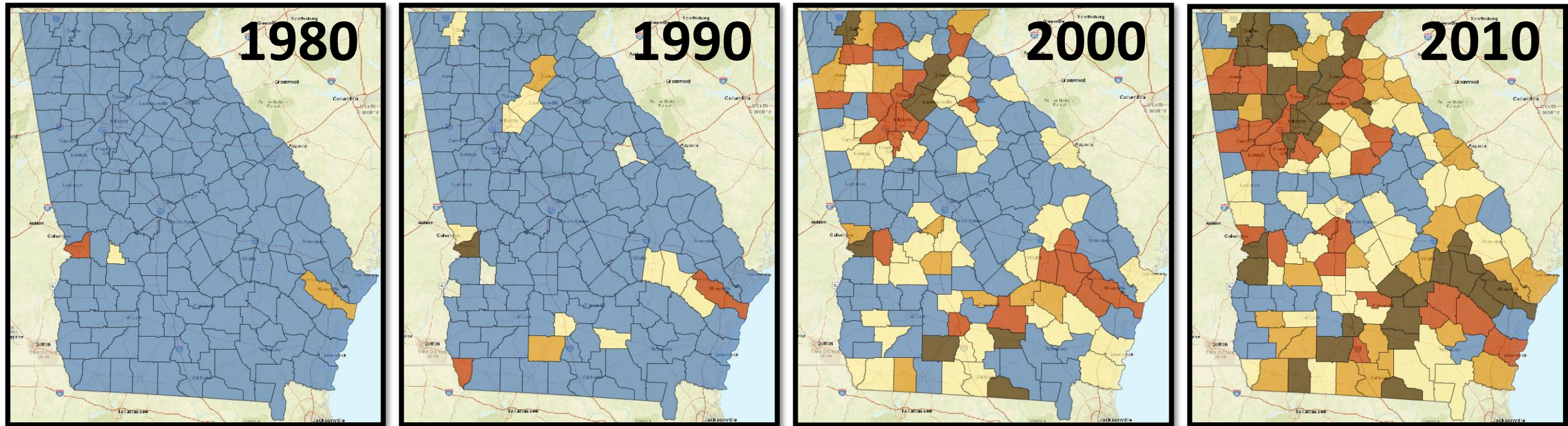


IPUMS

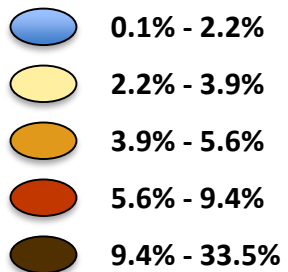
PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

Over the last 15 years, **Hispanic/Latino population growth is primarily due to a rise in U.S. born Hispanics/Latinos**, as opposed to prior decades, when immigration was the primary driver of growth among the Hispanic/Latino population.

Percent Hispanic/Latino Population, by County, 1980-2010



The maps above show the growth pattern of the Hispanic/Latino population (by county) from 1980 to 2010. **In 1980, the Hispanic/Latino population was concentrated in and around the state's military bases** – Fort Benning (Chattahoochee County) and Fort Stewart (Liberty County). However, beginning in the 1990s, the Hispanic/Latino population began to migrate to the other major metros in the state. **By 2010, the Hispanic/Latino population makes up over 2% of the population in the majority of the counties of the state**, with many counties over 5% Hispanic/Latino, and a few approaching 30% or more. **Whitfield County**, the global leader in the carpet industry, **has the highest concentration of Hispanics/Latinos currently, with Hispanics/Latinos making up 33.5% of the total population.**

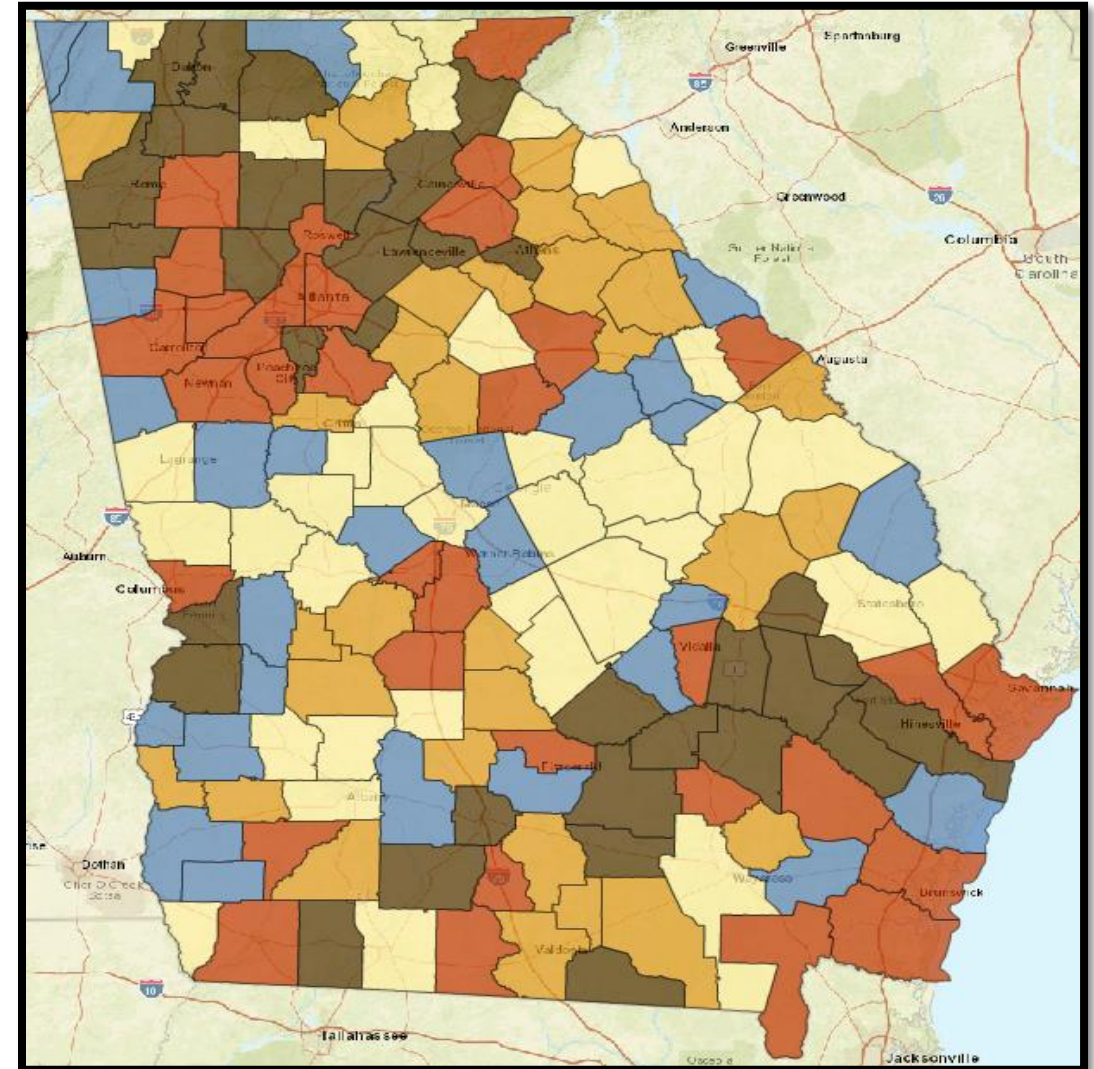
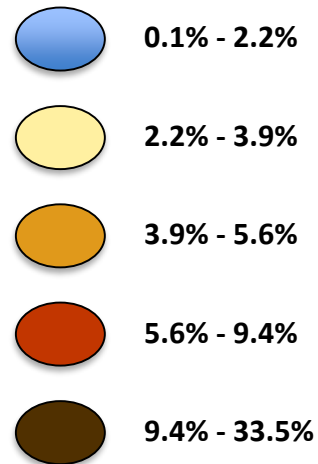




Percent Hispanic/Latino Population, by County, 2016

In 2016, the percentage of the Hispanic/Latino population increased significantly compared to prior decades, with nearly all counties having a Hispanic/Latino population over 2%.

Similar to 2010, **the highest concentrations of Hispanics/Latinos are found in and around the major metros, and along the southeastern and coastal regions of the state.**

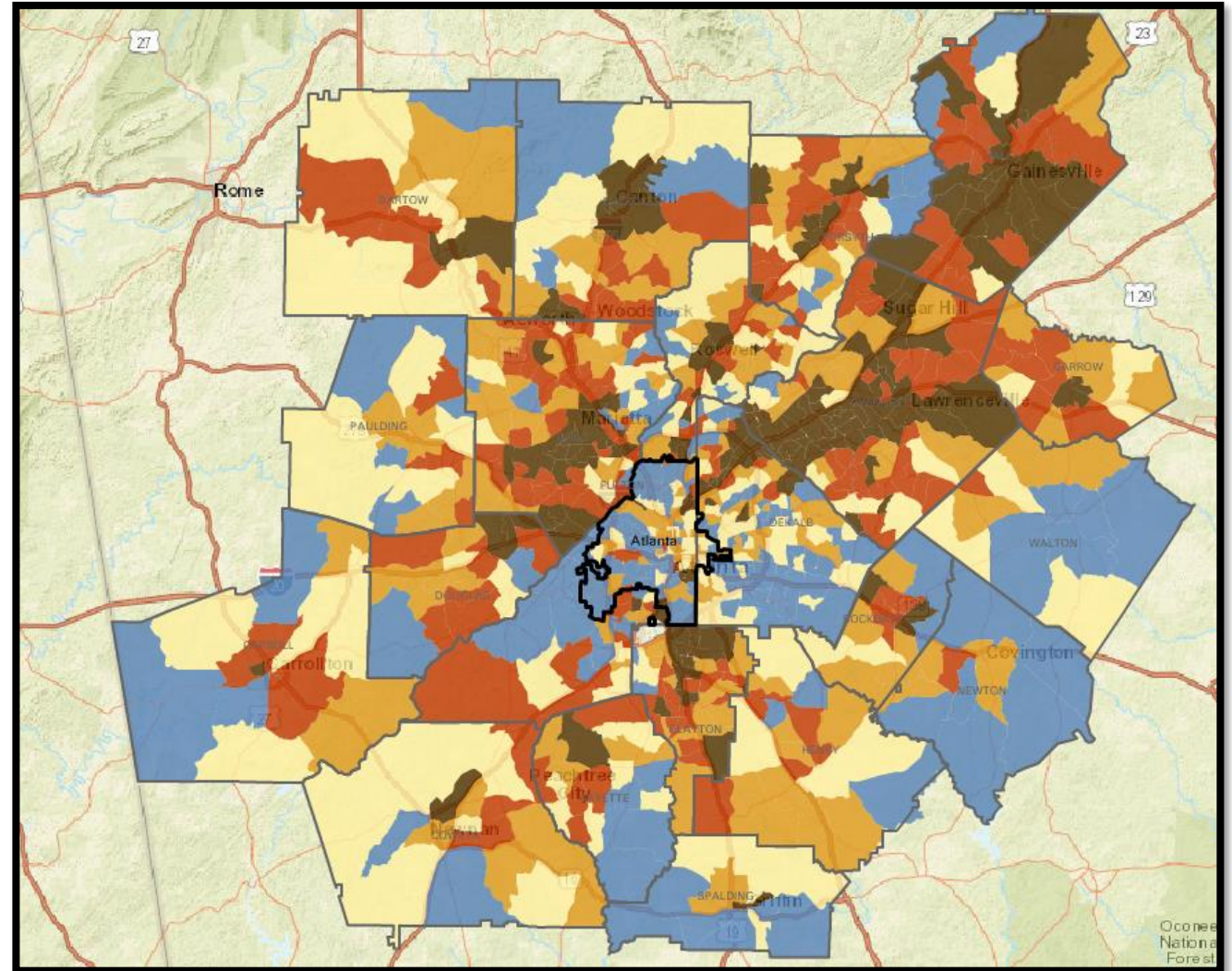
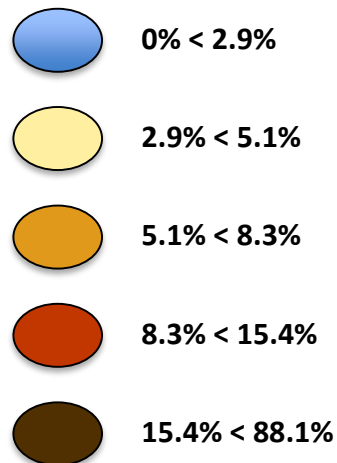


Metro Atlanta: Current Distribution of Hispanic/Latino Populations

The adjacent map shows Hispanic/Latino population distribution by neighborhood (census tract) for the metro area.

Orange, red, and brown shades indicate the areas of **highest concentration of the Hispanic/Latino population – primarily found in tracts in northeastern counties** (Gwinnett, Barrow, Hall, Forsyth), north Fulton, and Cobb counties.

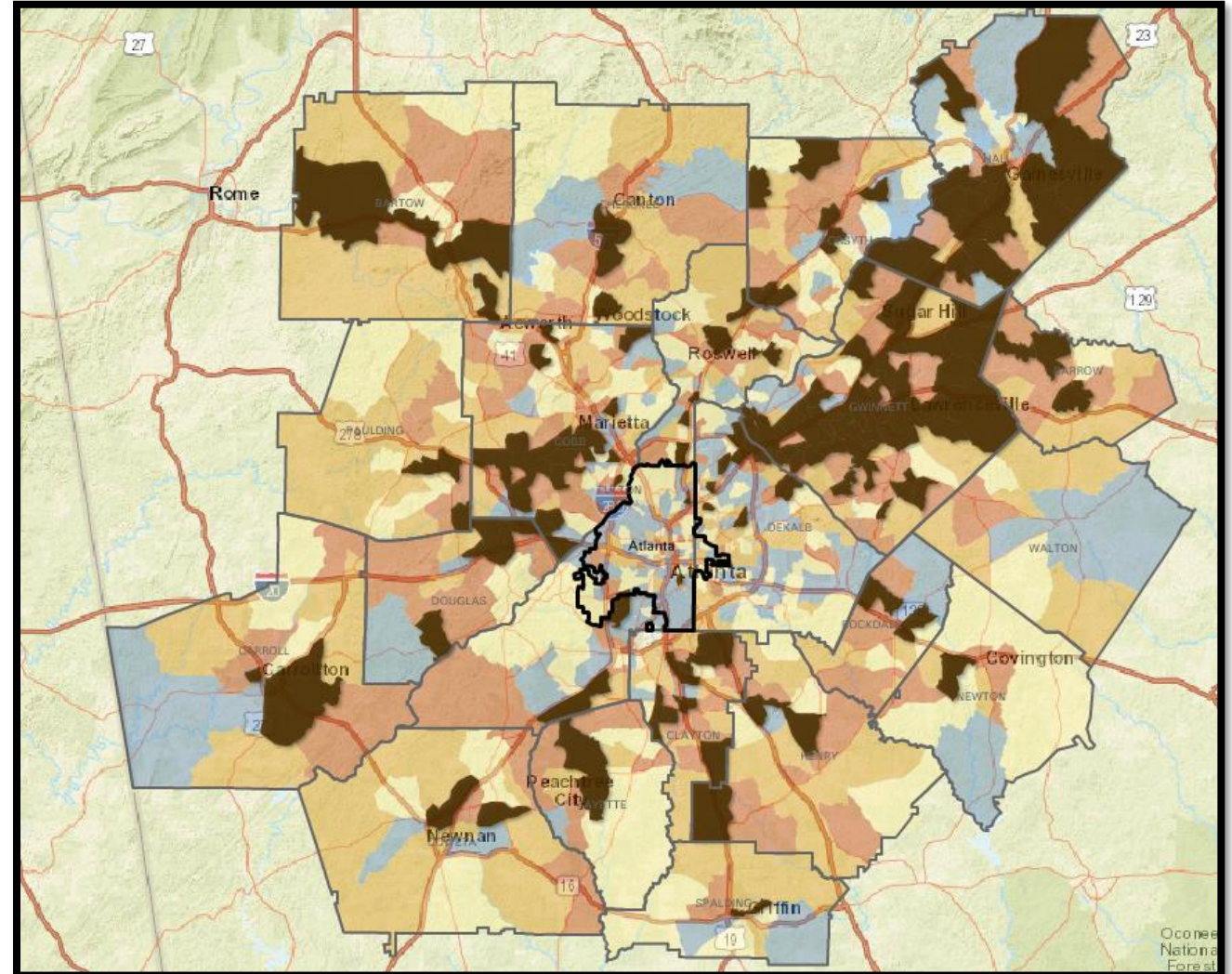
The heaviest concentrations of Hispanics/Latinos are found in suburban town centers throughout the region, in places like Canton and Cartersville to the north, and Griffin and Newnan to the south.



Metro Atlanta: Areas With Greatest Increases in Hispanic/Latino Populations

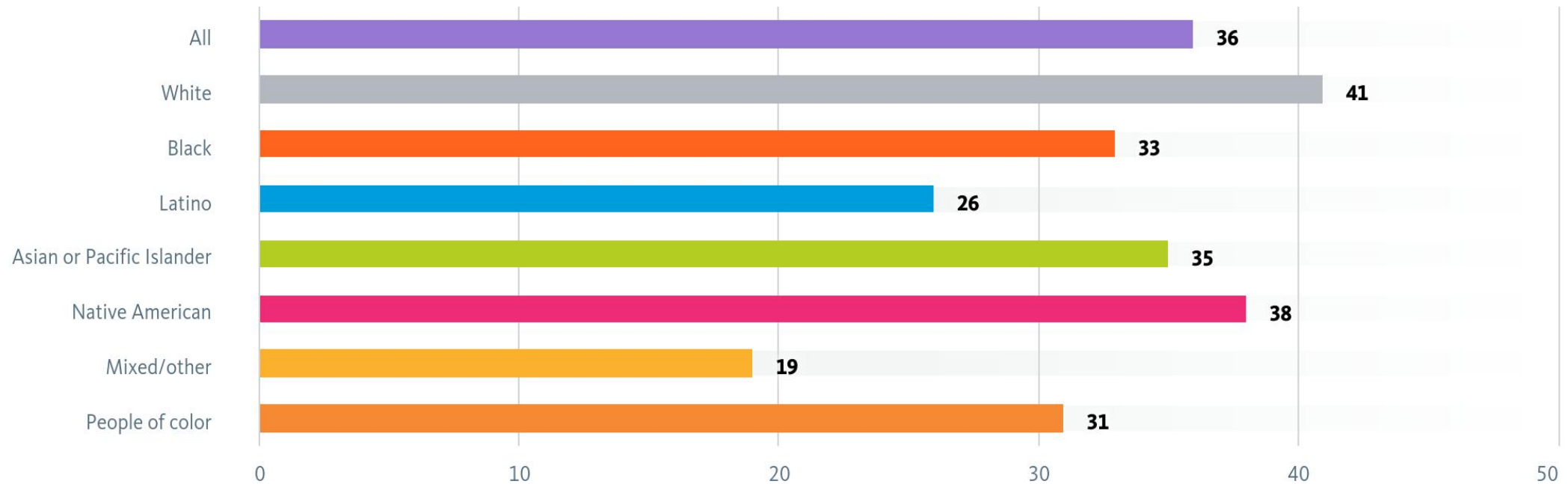
Similar to the prior slide, the adjacent map shows how Hispanic/Latino population distribution has changed since 2000, by census tract for the metro area.

Highlighted areas on this map are those that experienced **at least an 8.1 percentage-point increase in the share of Latino population** since 2000.



Hispanic/Latinos are Younger

Median age: Atlanta-Sandy Springs-Marietta, GA Metro Area, 2015



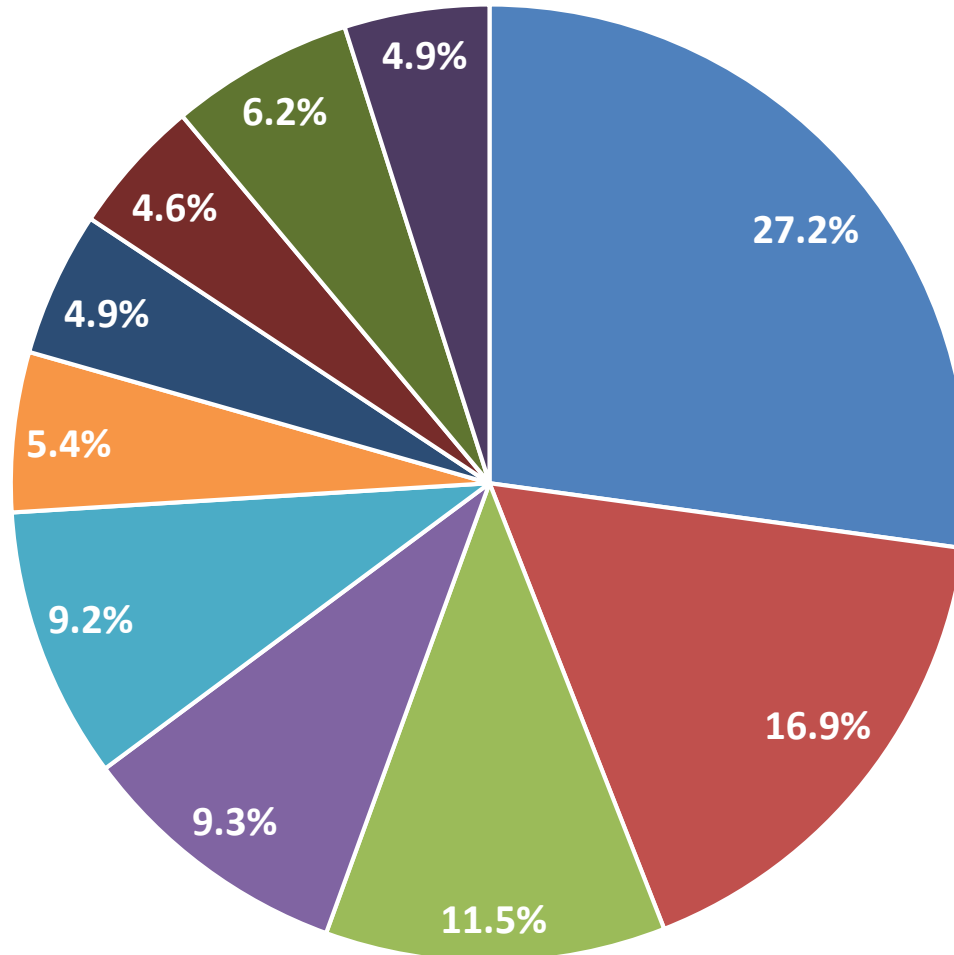
IPUMS

PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

How does this growth among the Hispanic/Latino population affect the metro region? Well, for starters, **metro Atlanta Hispanics/Latinos are younger – with a median age of just 26**, well below the median age of the region as a whole. With youth, comes different needs, concerns, and goals, potentially impacting service delivery and future planning and policy decisions.

Biggest Problem Facing the Region?

- Transportation
- Crime
- Public Education
- Human Services
- Economy
- Public Health
- Taxes
- Race Relations
- Other
- DK

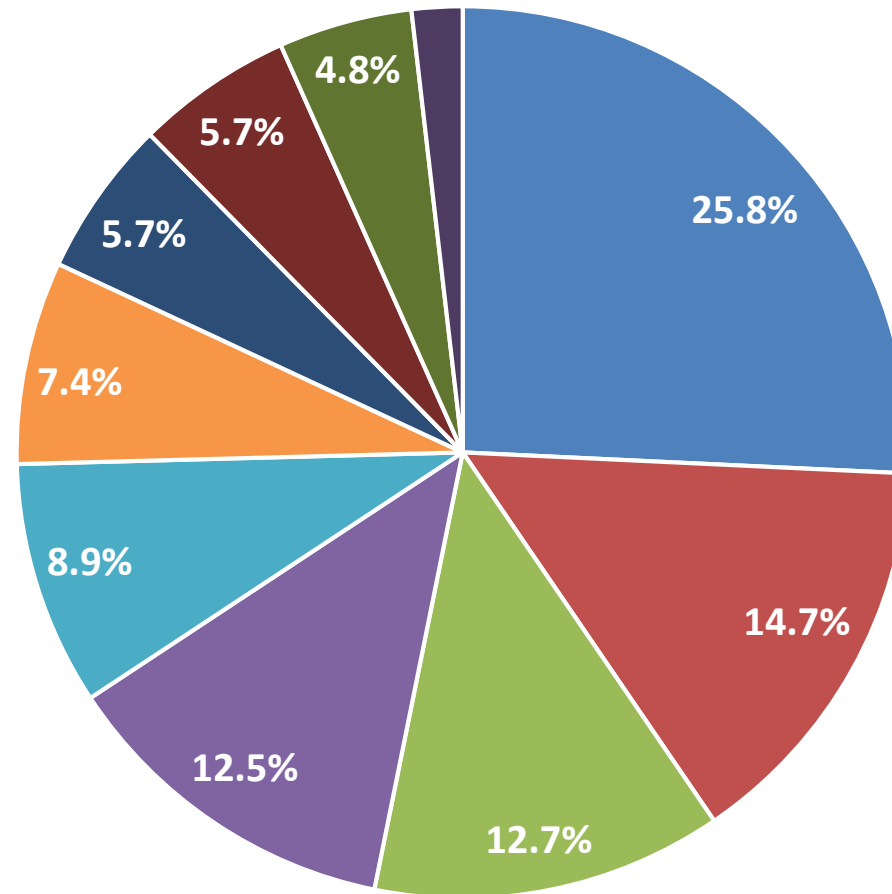


The Metro Atlanta Speaks (MAS) survey, now in its fifth year, allows us to better understand differences in perceptions and concerns among metro region residents.

For the overall population of metro Atlanta in the 2017 edition of MAS, respondents felt the biggest problem facing the region was transportation. **The second and third biggest problems identified were Crime and Public Education.**

Biggest Problem Facing the Region, if you are Hispanic/Latino

- Transportation
- Human Services
- Public Health
- Public Education
- Crime
- Taxes
- Race Relations
- Economy
- Other
- DK

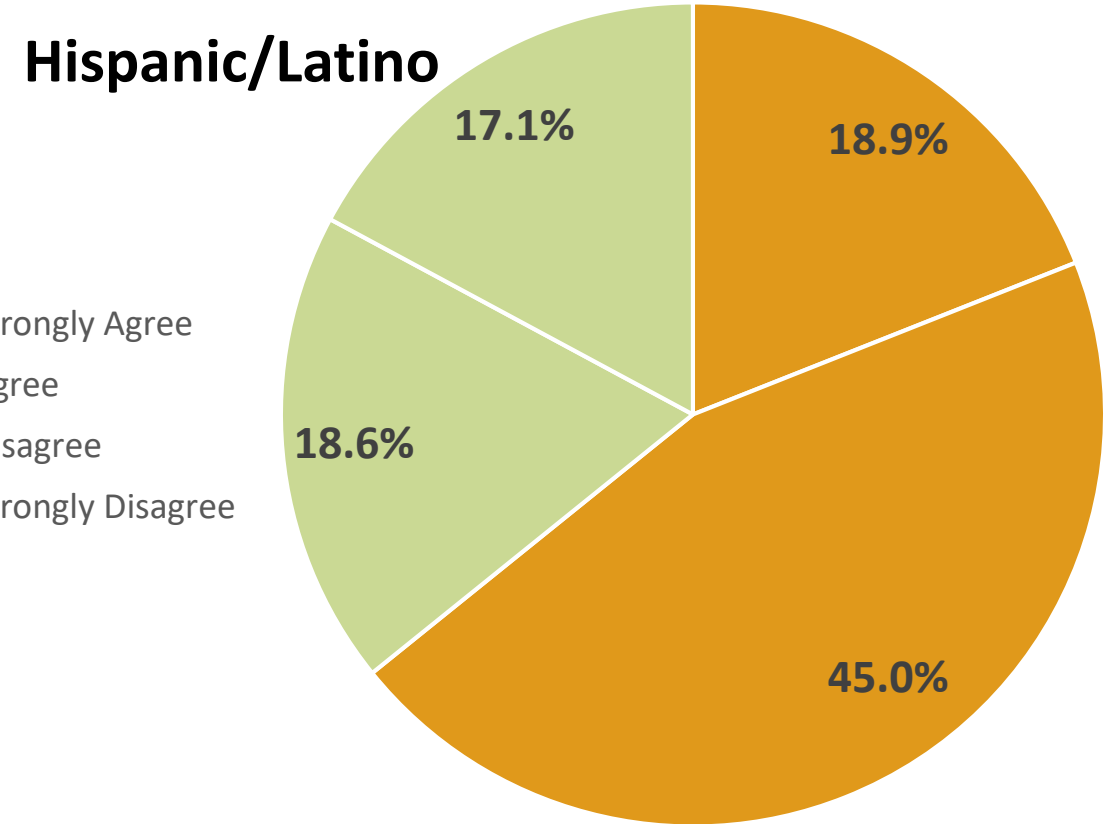
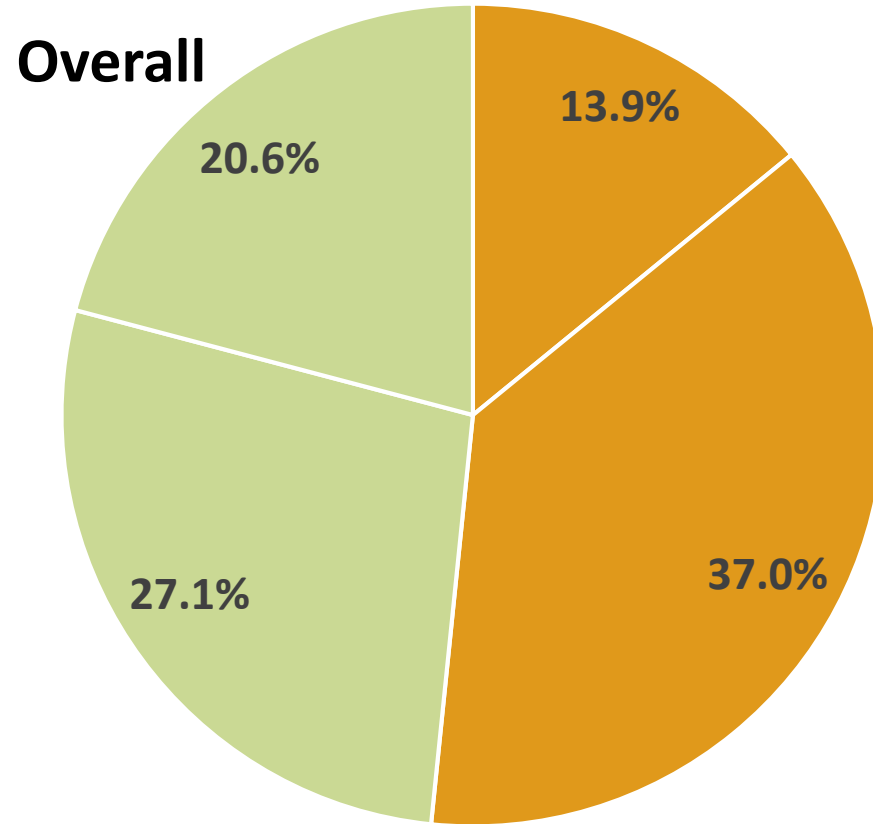


Due to the sample size of MAS, we can break down overall responses to look at what various segments of the population think – by age, region, race/ethnicity, etc.

Among the Hispanic/Latino population of metro Atlanta, respondents felt the biggest problem facing the region was transportation – the same answer given by respondents as a whole. What is more revealing are **the second and third biggest problems identified – Human Services and Public Health (as compared to Crime and Public Education for the population as a whole).**



Would you be willing to pay more in taxes to expand public transit, including buses and rail?

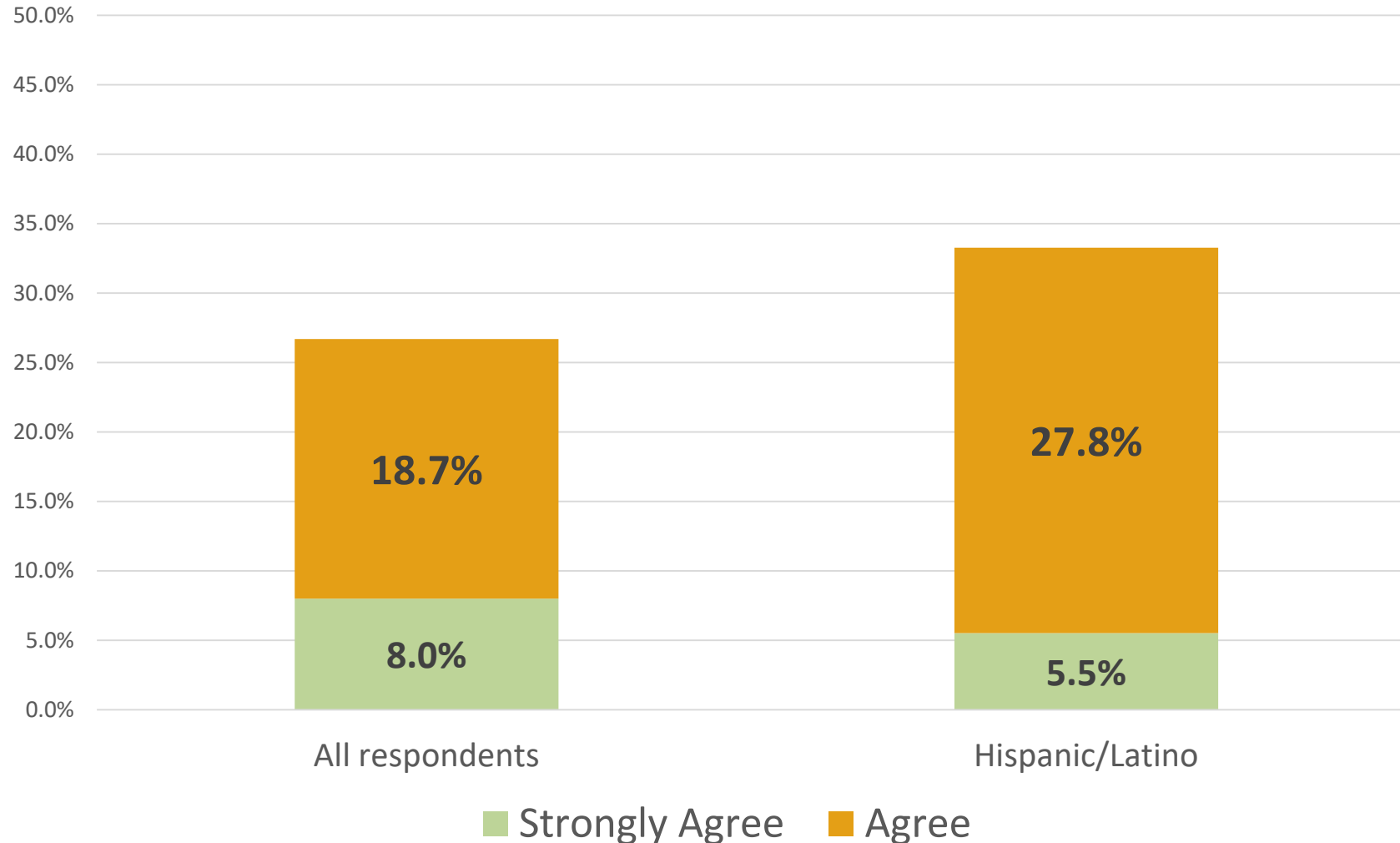


- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Given that over a quarter of the metro Atlanta Hispanic/Latino respondents viewed transportation as the region's largest problem, it should come as no surprise that the majority of respondents would also be willing to pay more taxes to expand public transit. In fact, **nearly two-thirds (63.9%) of the Hispanic/Latino population agrees or strongly agrees that they would be willing to pay more in taxes to expand public transit, as compared to 50.9% overall.**



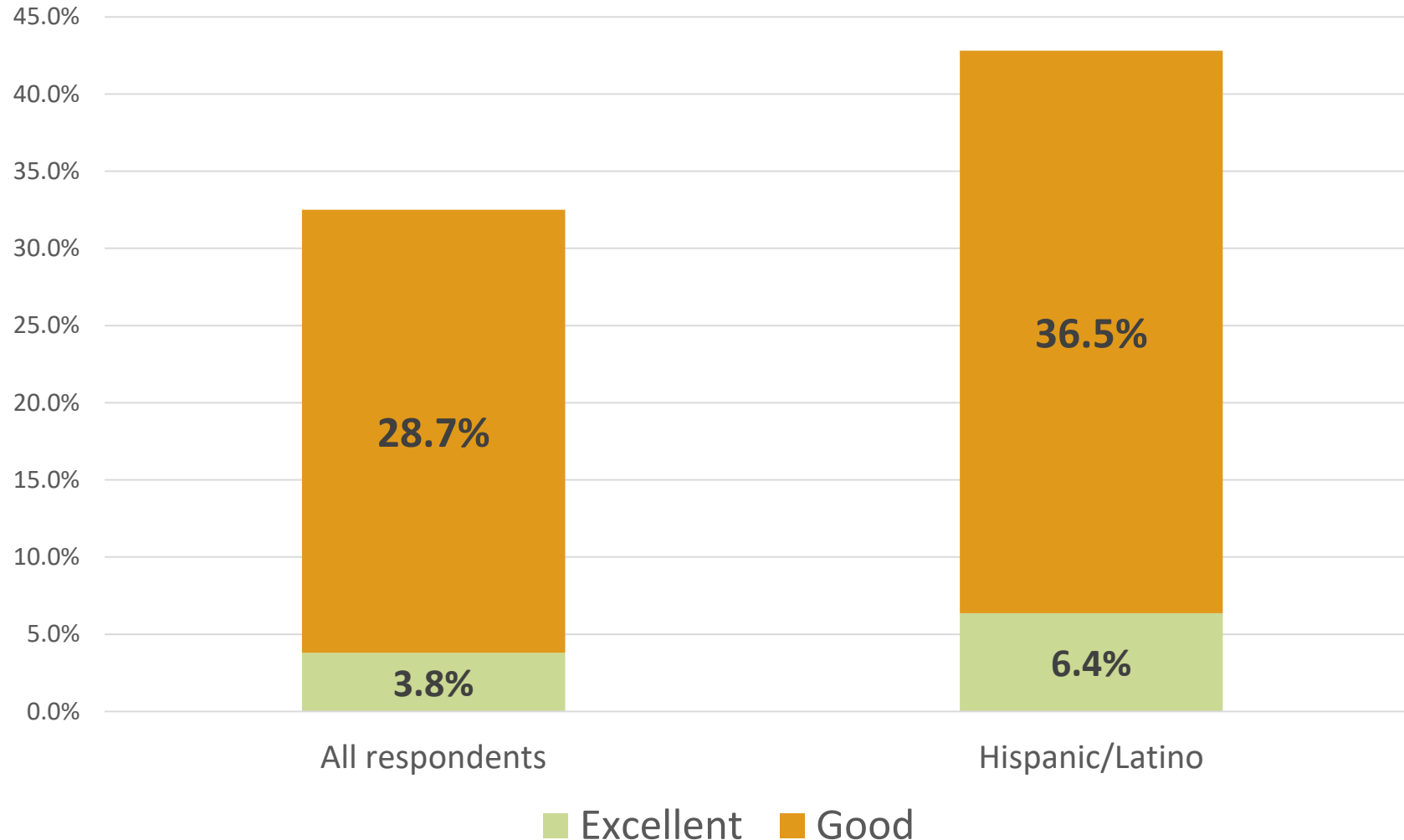
“I Frequently Lack Transportation to Get to Places I Need to Go...”



Perhaps one of the reasons that Hispanic/Latino respondents were willing to pay more in taxes to fund public transit is because **one-third of the Hispanic/Latino respondents felt that they frequently lacked transportation** to get to places that they needed to go.

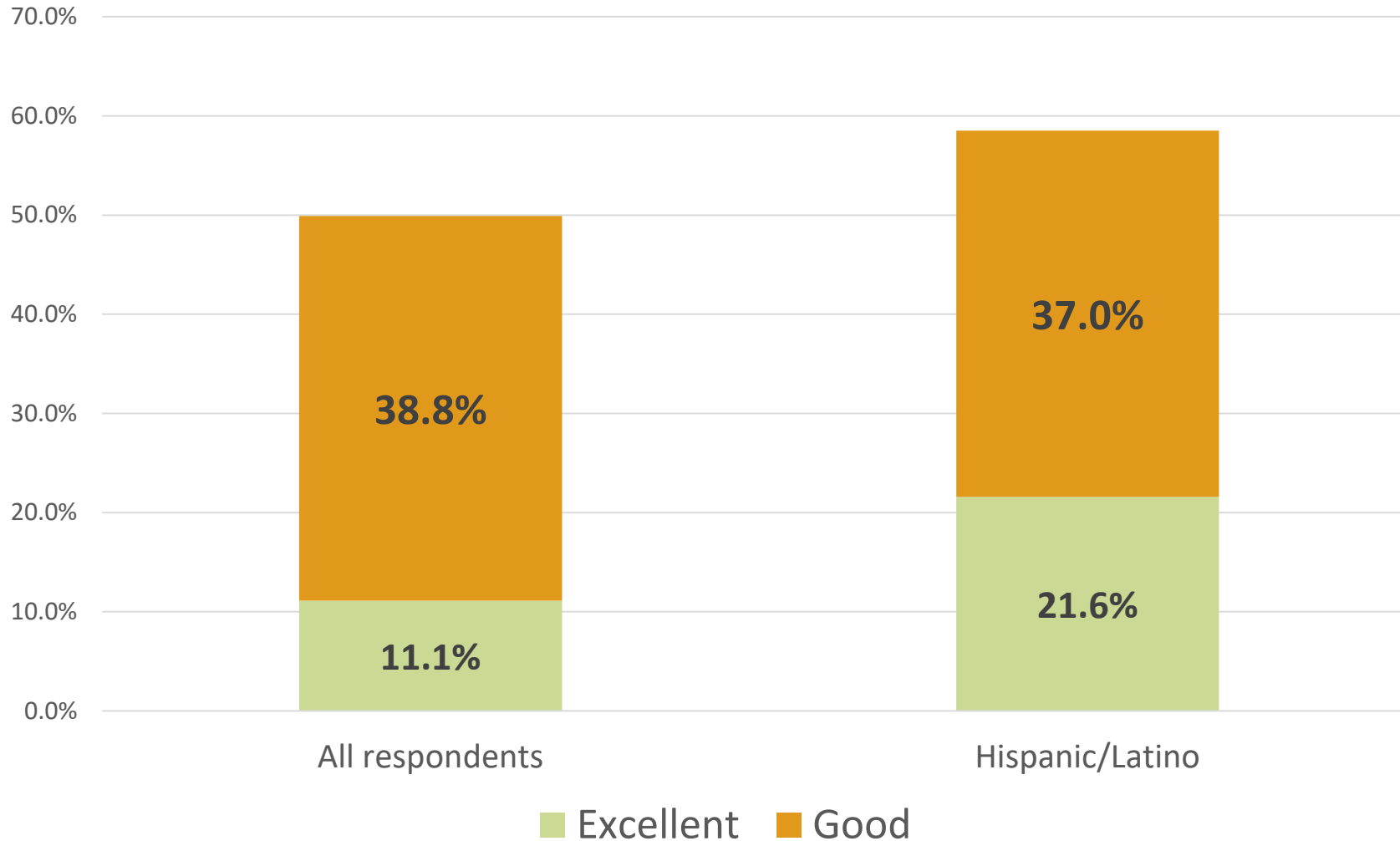


Views of Public Education in metro Atlanta overall?



Though Hispanic/Latino respondents identified public education among the top five largest problems in the region, they hold a better perception of the quality of public education in the metro, with **42.9% viewing public education as “excellent” or “good”**, compared to just 32.5% of respondents overall.

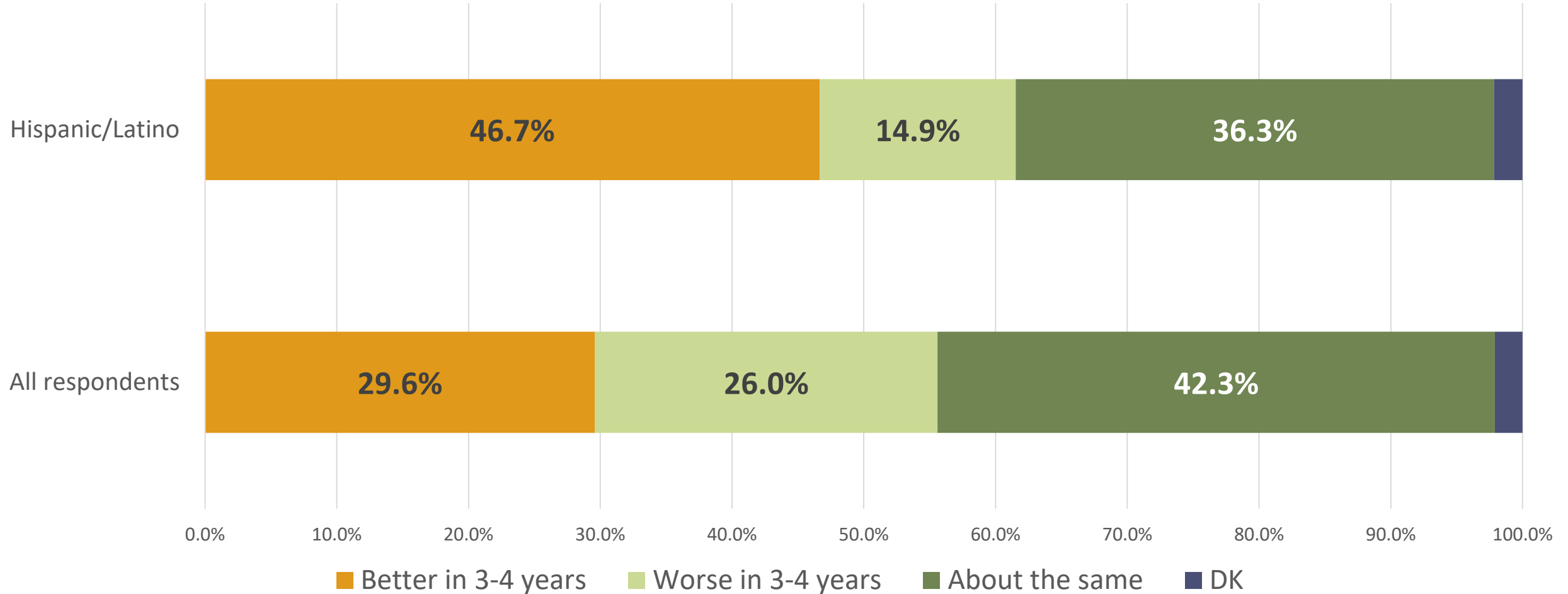
Rate metro Atlanta as place to raise kids?



Additionally, **nearly 60% of Hispanic/Latino respondents** rated the metro as an “excellent” or “good” place to **rate kids**, compared to about 50% of respondents overall.



Optimism for the future?



And, keeping with the trend of the prior two slides, **Hispanic/Latino respondents also had more optimism for the future**, with nearly half (46.7%) of Hispanic/Latino respondents believing that the state of the region will be “better in 3-4 years.”