

2024 Metro Latino GDP Report Atlanta - Sandy Springs - Roswell MSA



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2023

U.S. Latino GDP Report

Hard-Working.
Self-Sufficient.
Optimistic.

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What is GDP?

- **The total market value of all final goods and services produced in a particular geographic area in a given year** $C+I+G+(X-M) = \text{GDP}$
- A broad measure of economic activity...**a nearly universal *summary statistic***



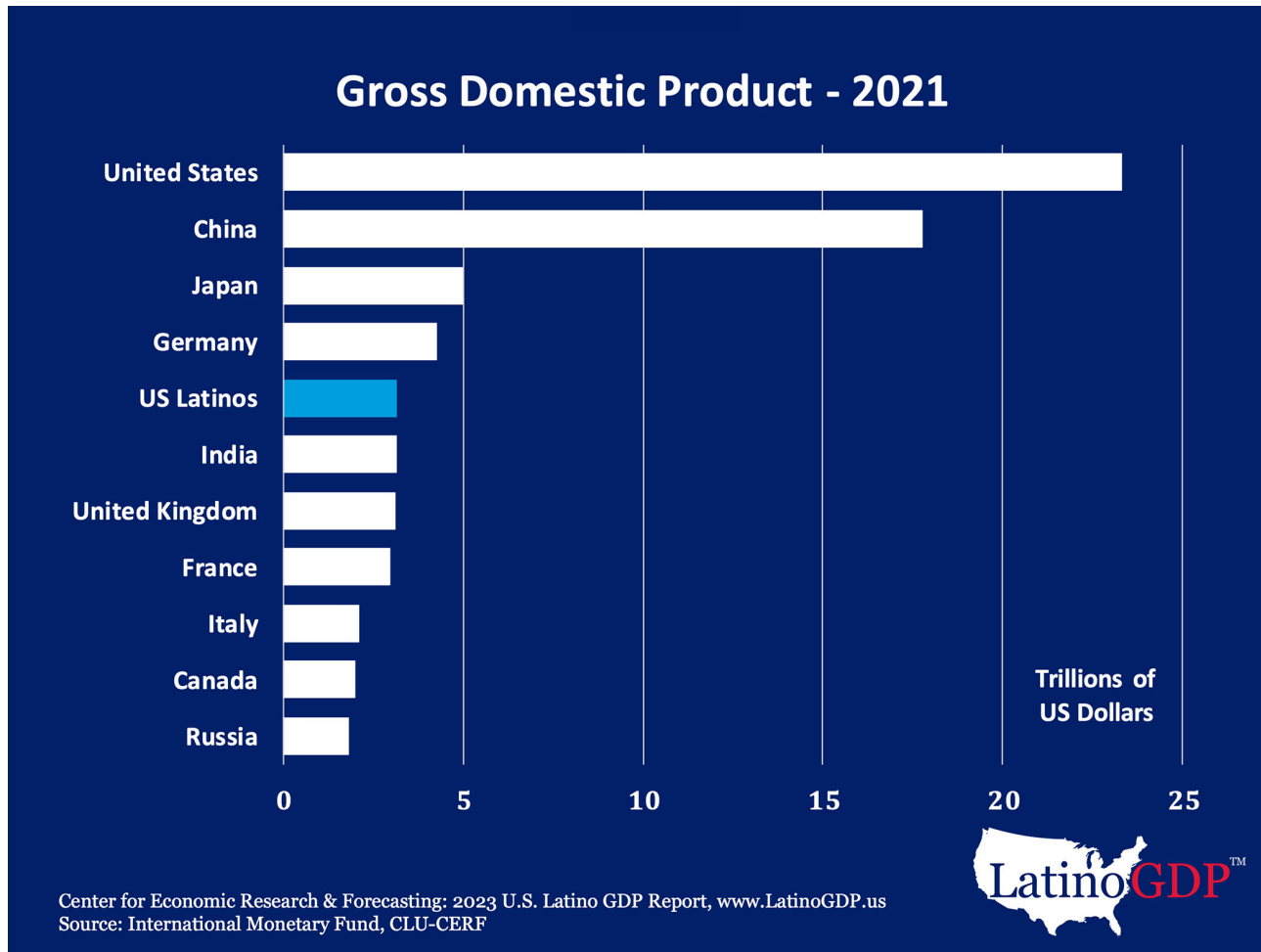
Why do we care about GDP?

- Increasing GDP, or economic growth, results in rising wages, higher standards of living and greater economic mobility

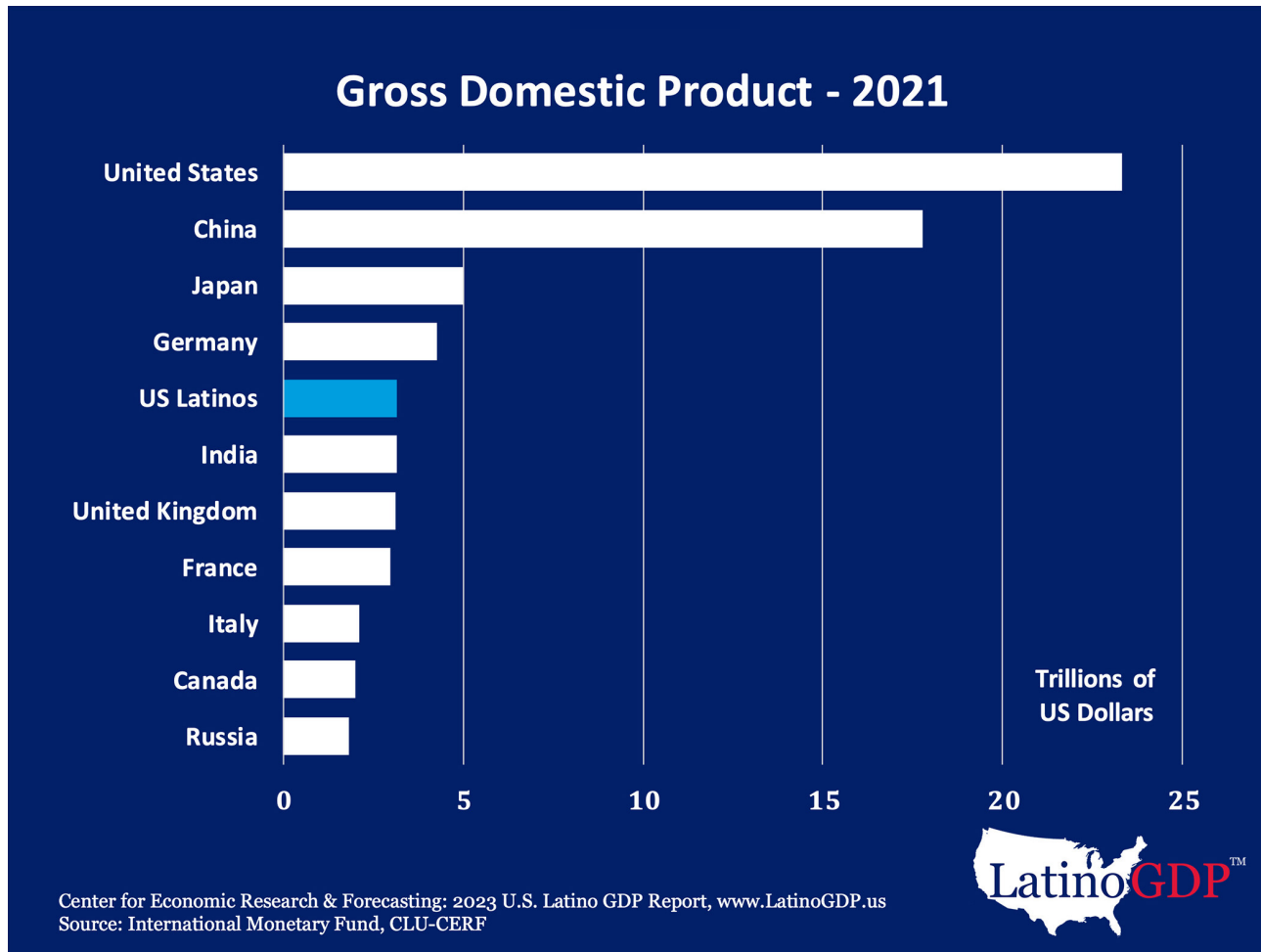
What does GDP reveal about the economic contributions of Latinos living in the U.S.?

- Economic contribution of U.S. Latinos is **VERY LARGE** – over \$3 trillion in 2021
- It is also **RAPIDLY GROWING** – nearly 2.5x faster than Non-Latino (2010-21)

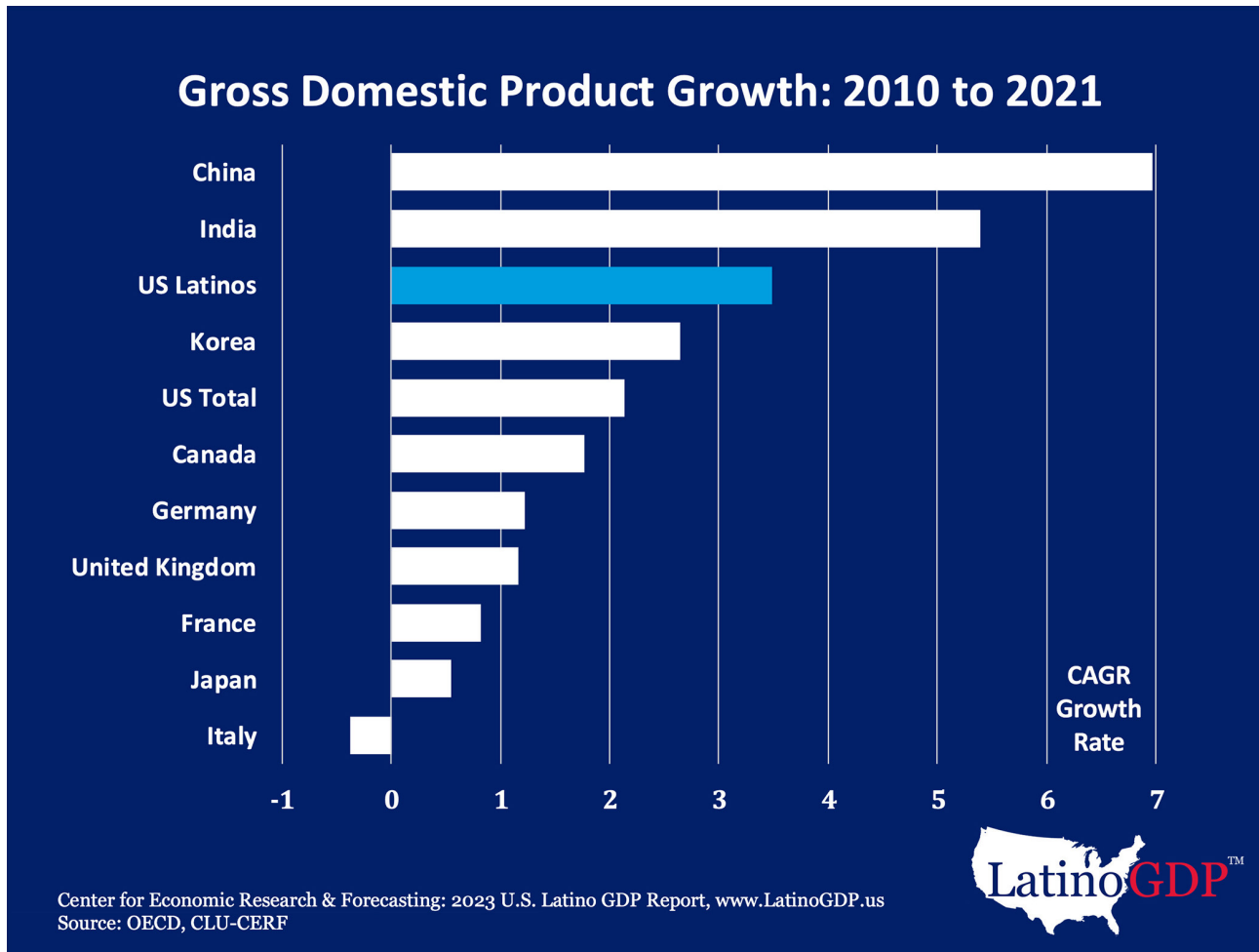




The 2021 U.S. Latino GDP is \$3.2 trillion
up from \$2.8 in 2020, \$2.1 trillion in 2015, and \$1.7 trillion in 2010



If it were an independent country, Latino GDP would be **5th largest in the world**



Among the ten largest GDPs, Latino GDP is *third* fastest growing (2010-21)

2021 Latino Consumption totaled \$2.14 trillion

- U.S. Latinos represent a consumption market larger than the entire economy of Italy, Canada, or Russia...
- ... Larger than the entire economy of Texas or New York



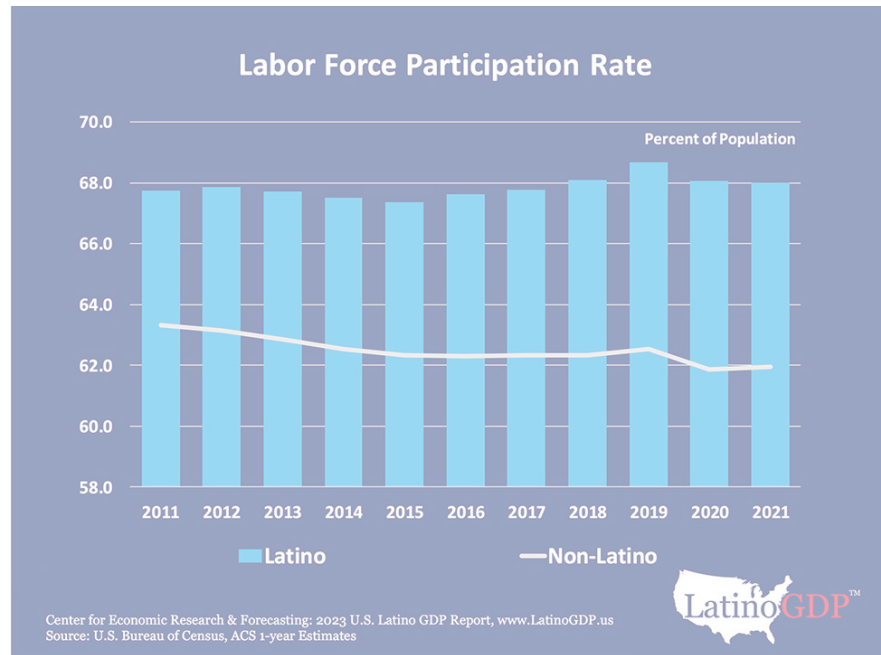
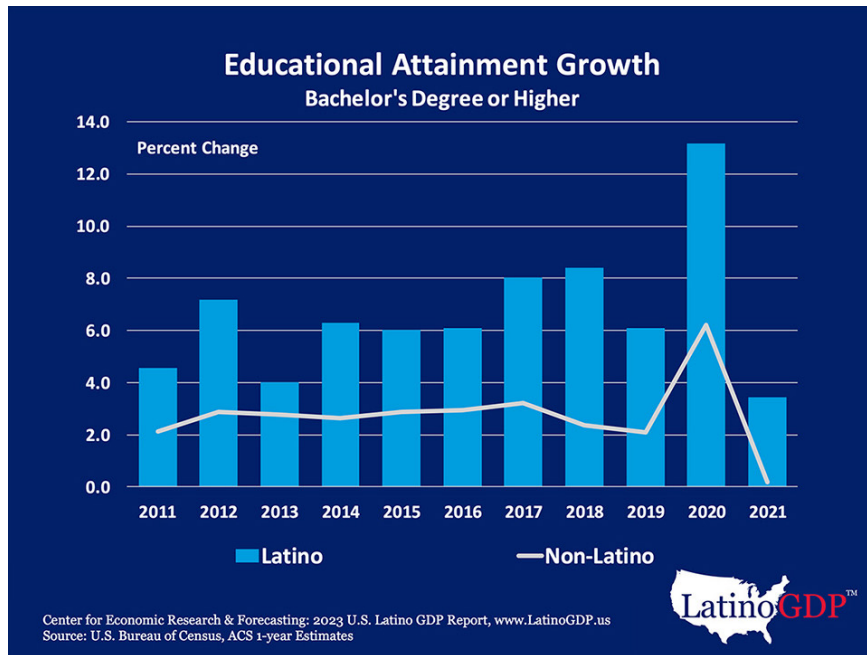
What are the ingredients for GDP growth?

- More capital...
physical or human capital
- More labor
- Better use of capital & labor
(increased productivity)



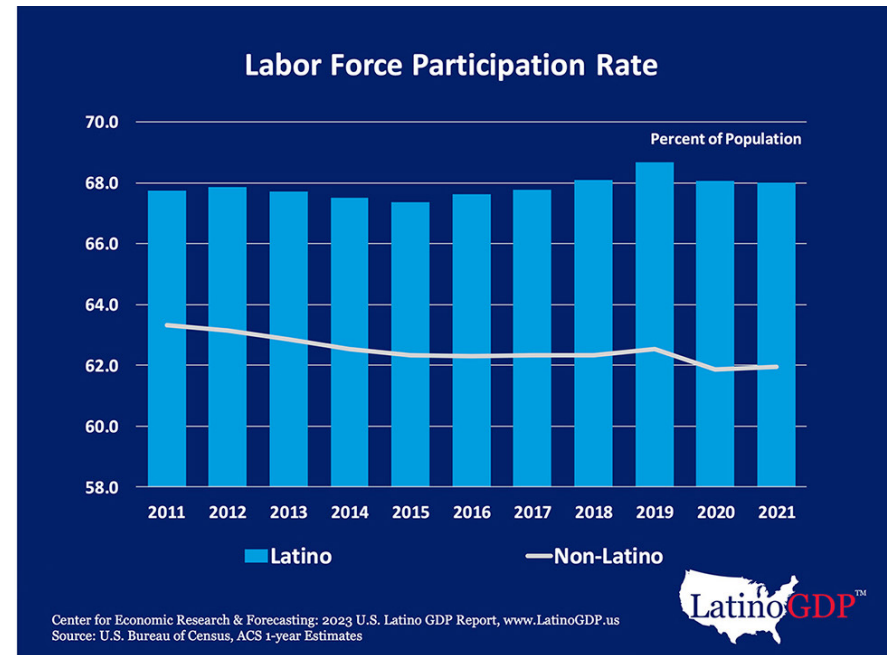
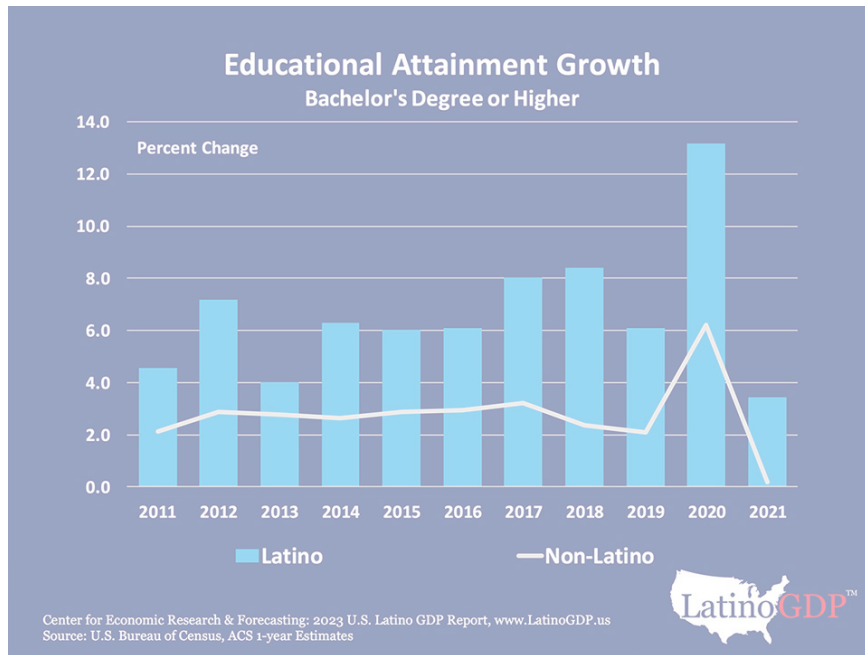
econlowdown®

Latinos are rapidly increasing *human capital*!



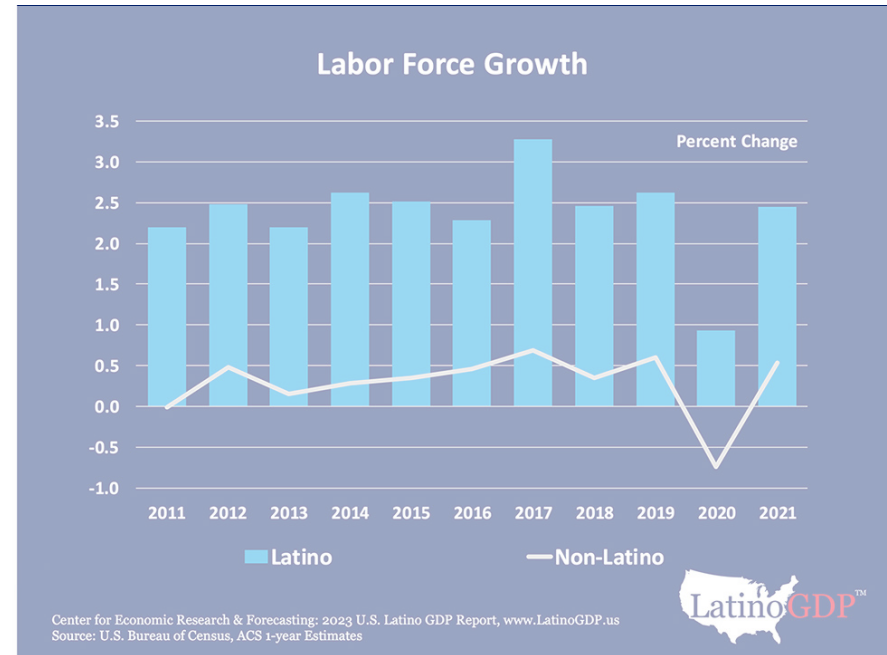
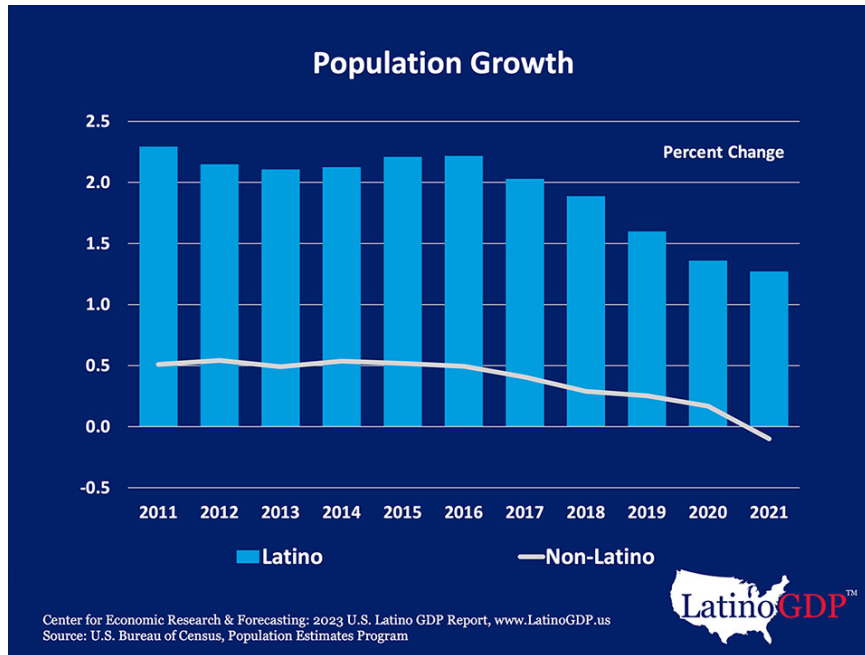
Educational attainment of U.S. Latinos is growing *3.0 times* as fast as that of Non-Latinos

Latinos are rapidly increasing *human capital*!



The 2021 Latino Labor Force Participation Premium is 6.0 percentage points. In 2010, Latino's were 4.5 percentage points more likely to be working than Non-Latinos. That premium increased steadily after 2010.

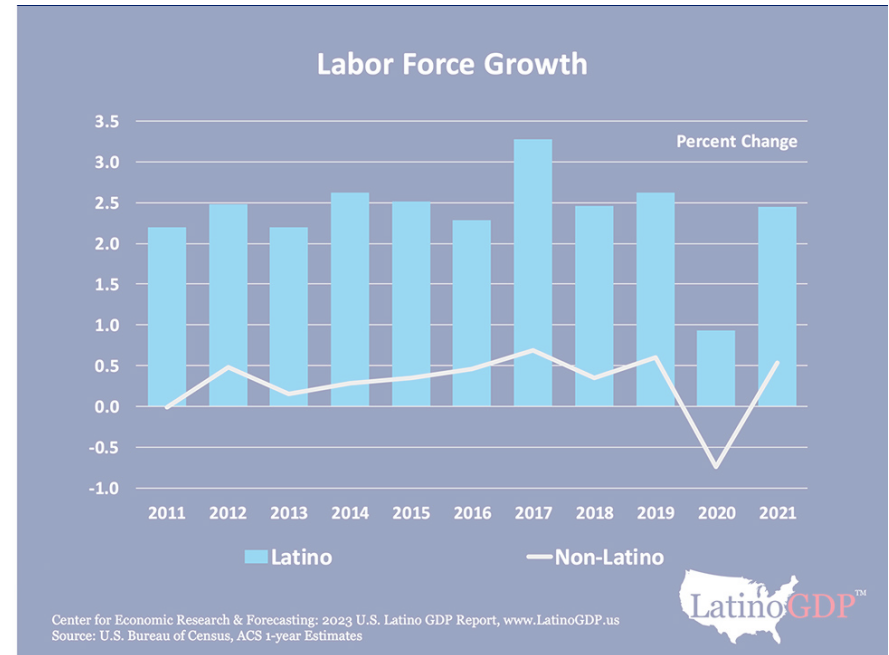
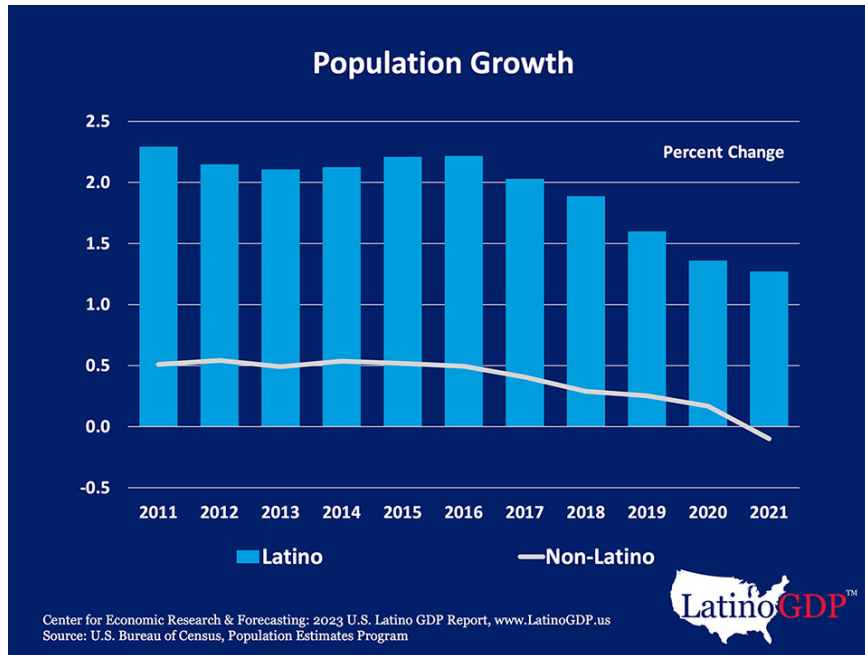
Latinos are rapidly increasing *U.S. labor!*



Latino population growth is 5.6x that of Non-Latino from 2010 to 2021

- Despite being just 18.9% of population, Latinos are responsible for 52% of U.S. population growth (2010-21)

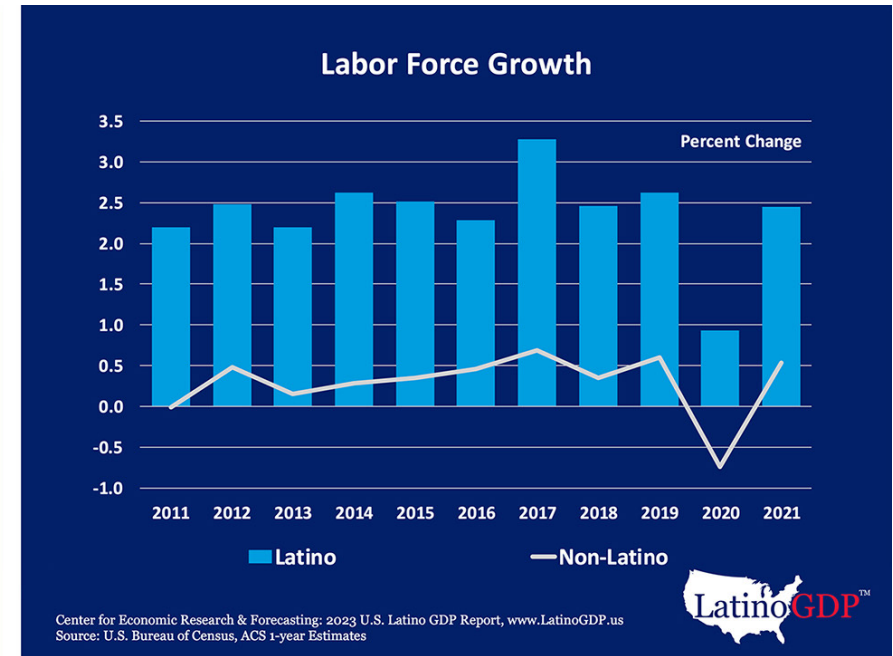
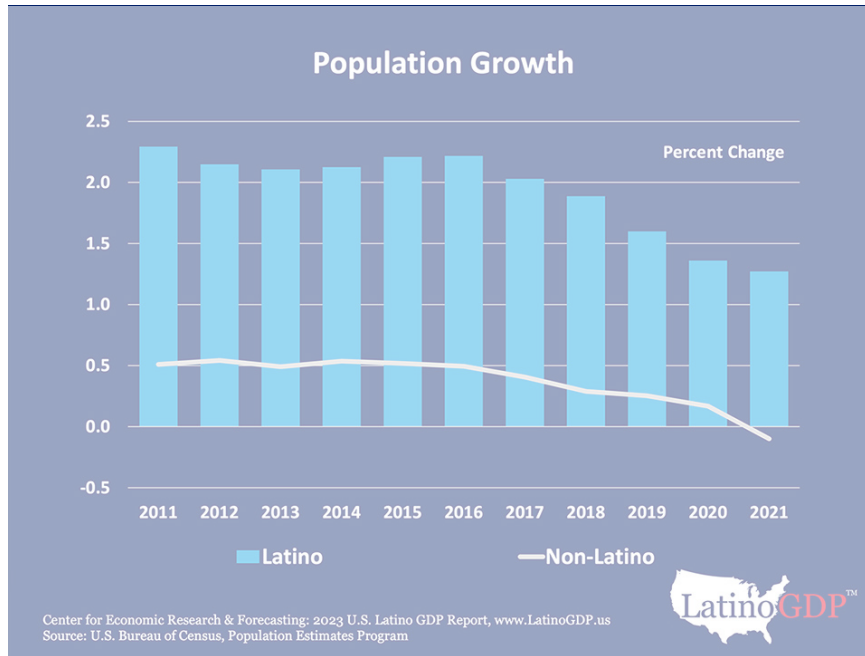
Latinos are rapidly increasing *U.S. labor!*



If it weren't for Latinos the U.S. population would have declined in 2021

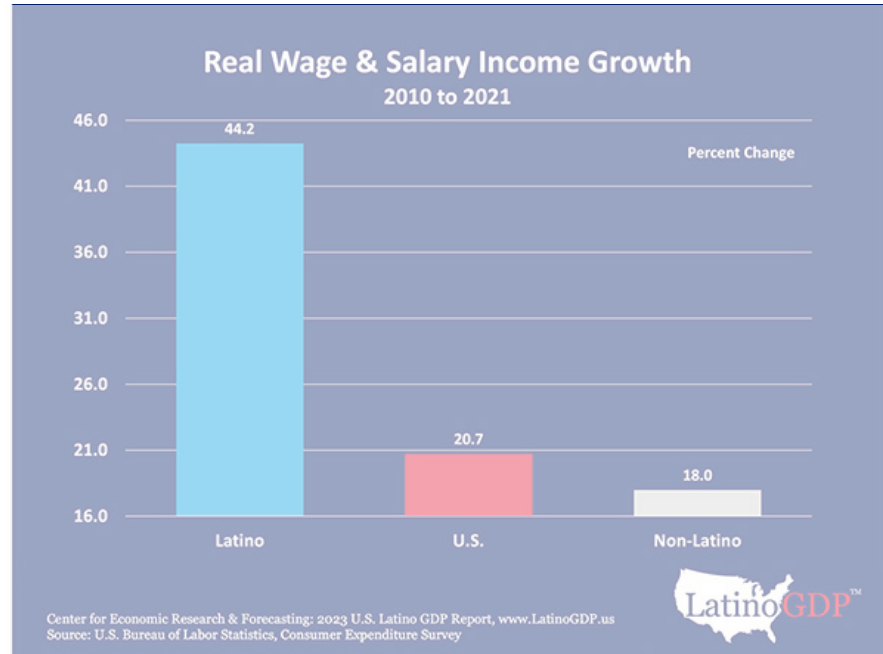
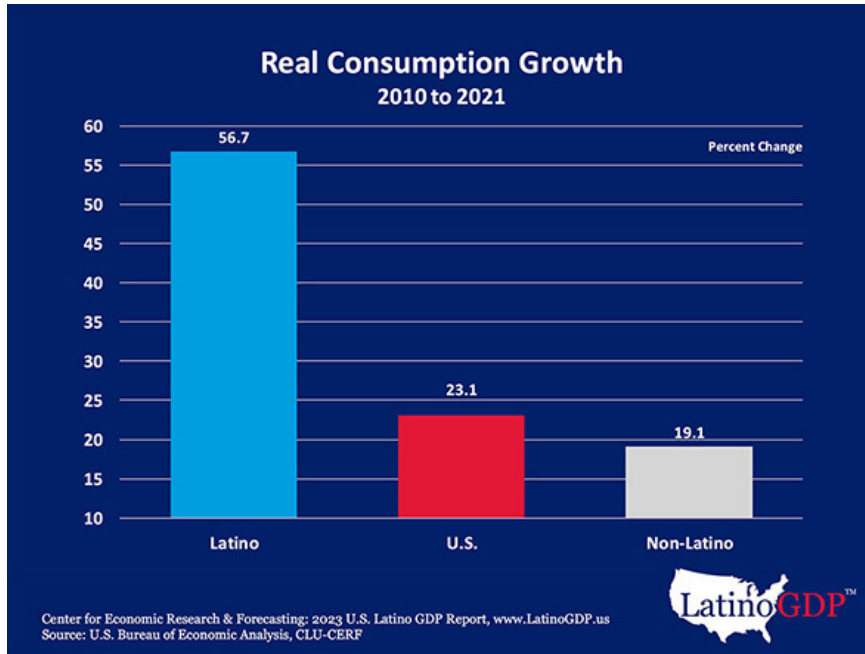
- In that year, Non-Latino population declined by more than 266,000 while Latino population increased by nearly 800,000

Latinos are rapidly increasing *U.S. labor!*



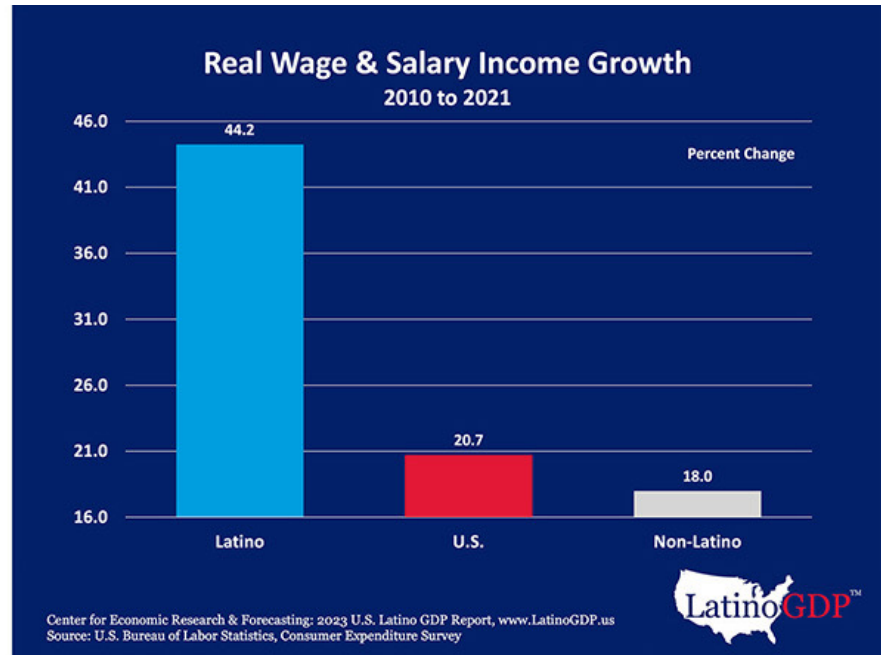
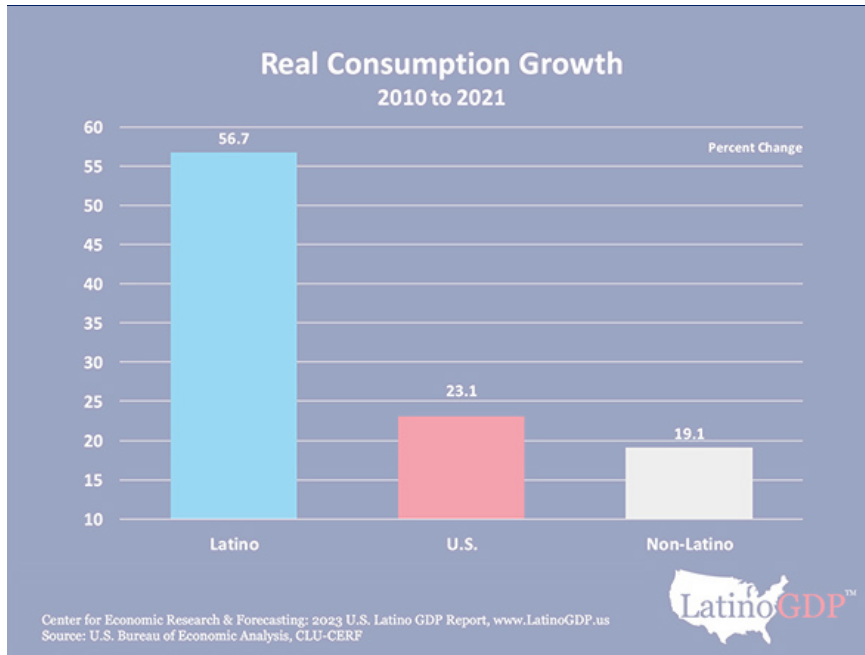
Latino labor force growth is 9.3x that of Non-Latino from 2010 to 2021

- Despite being just 18.9% of population, Latinos are responsible for 63% of growth of the U.S. labor force (2010-20)



Latino real consumption grew 3x that of Non-Latinos from 2010 to 2021

- Impressive growth of Latino consumption is driven by rapid gains in Latino income

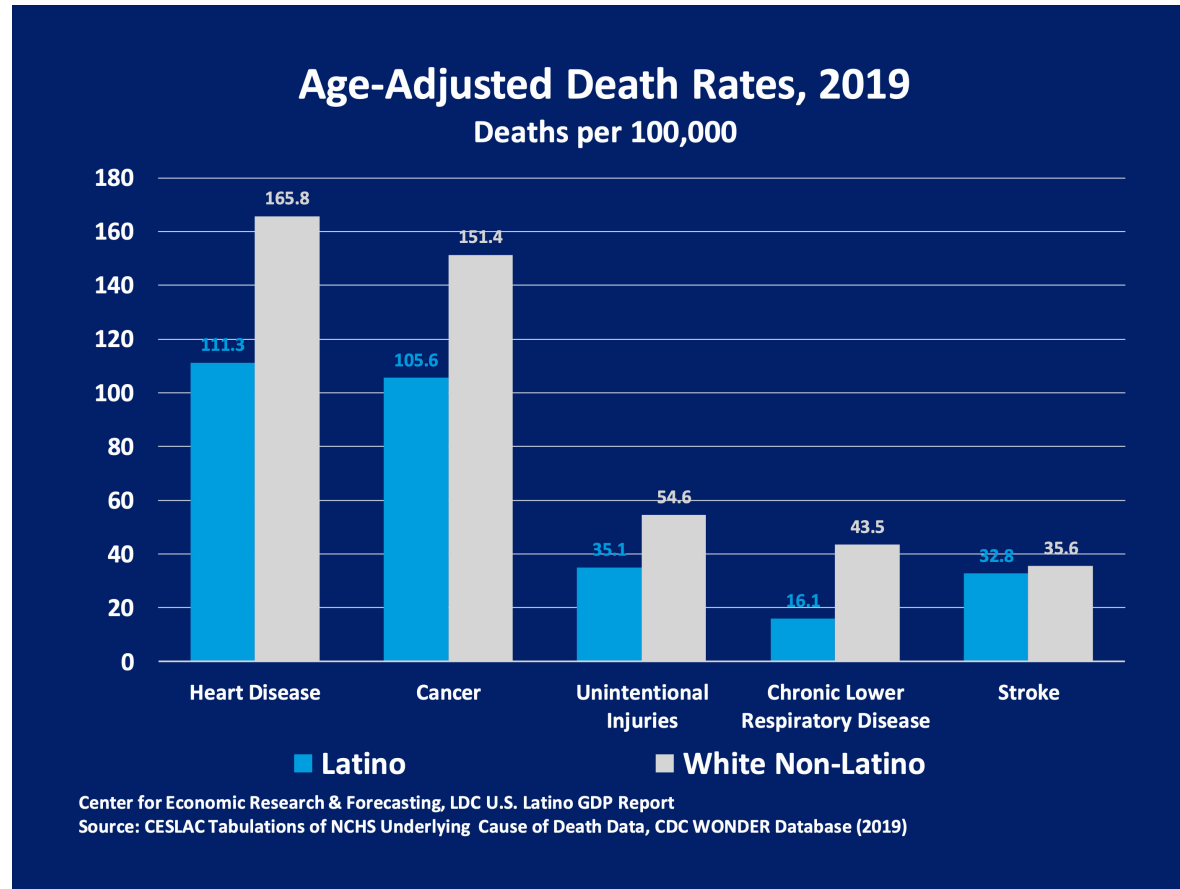


Latino real income grew 2.5x that of Non-Latinos from 2010 to 2021

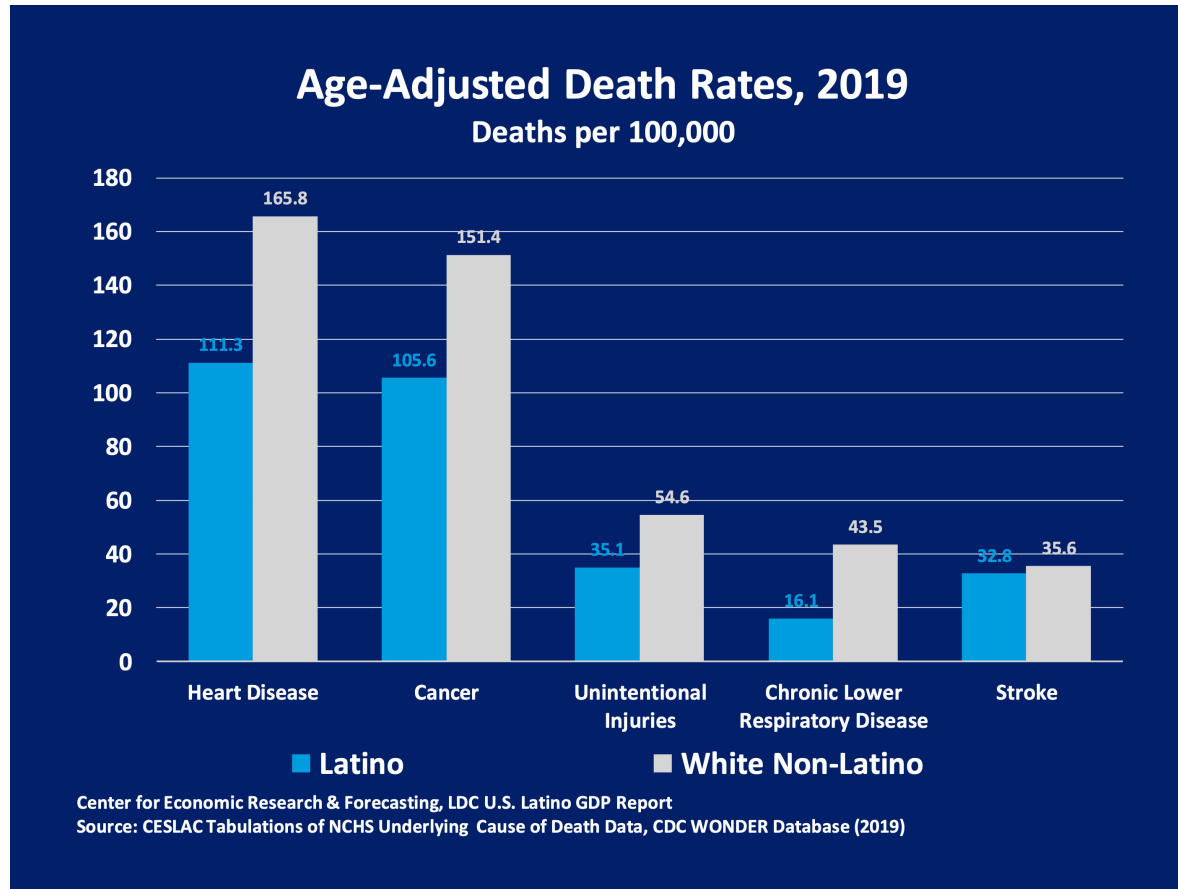
- The Latino income growth *premium* naturally flows from rapid gains in educational attainment and strong labor force participation



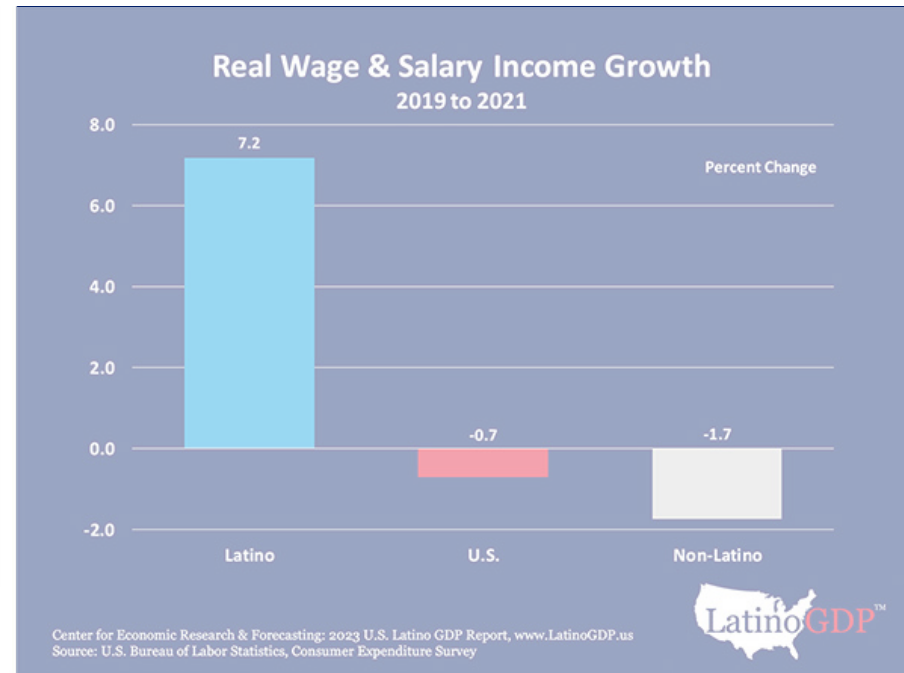
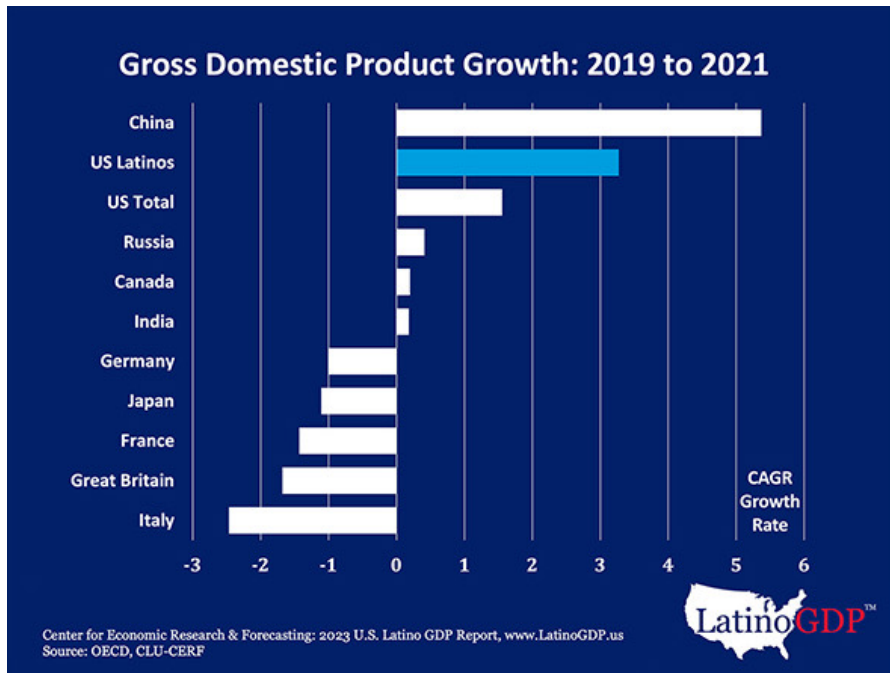
COVID-19 – a Perfect Storm?



Prior to COVID, Latinos enjoyed lower age-adjusted mortality across all five leading causes of death

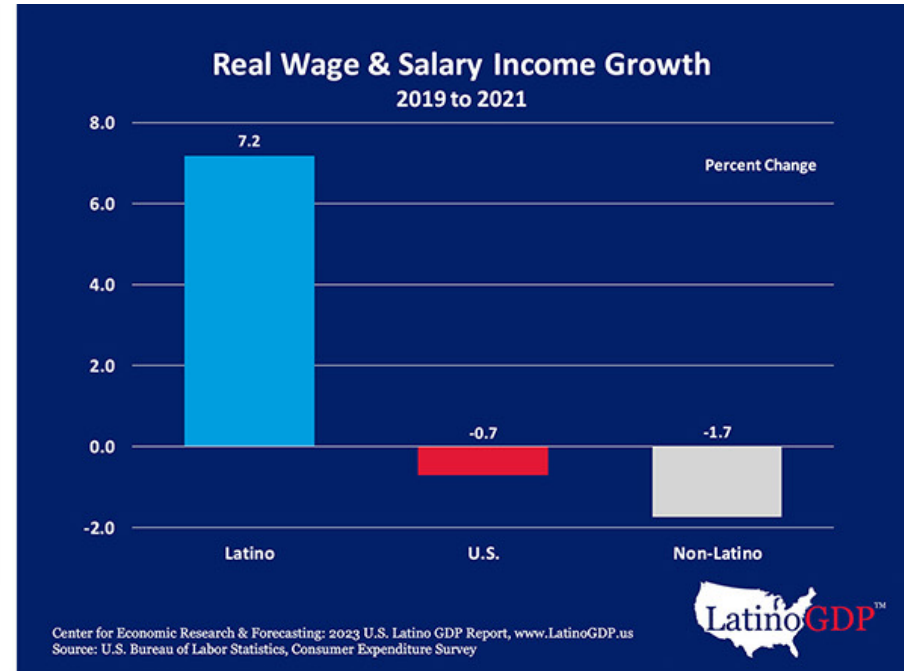
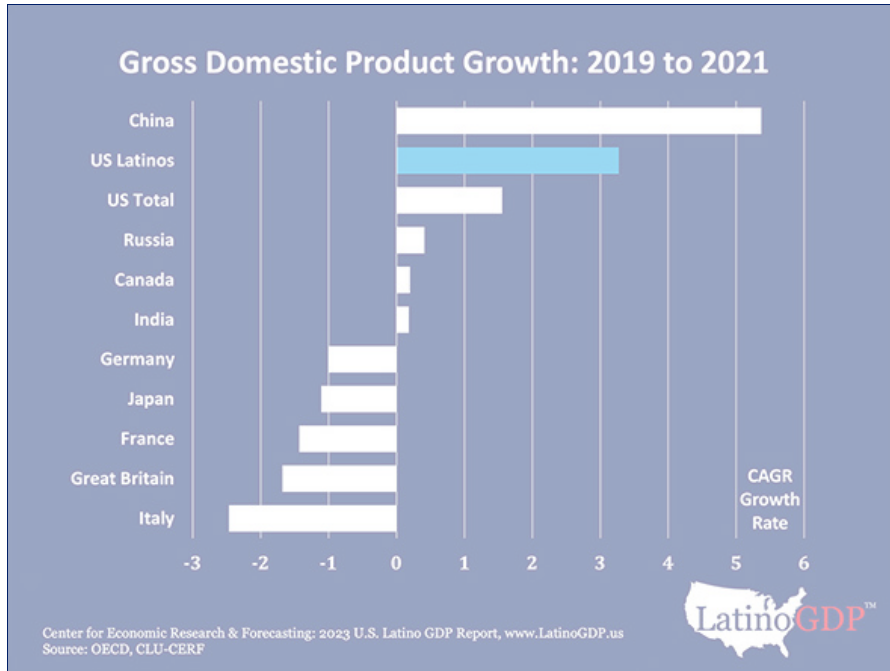


COVID-19 became the leading cause of death for Latinos. Despite significant pandemic-related mortality, Latinos maintained a significant health premium.



The first two years of the pandemic revealed that Latinos are a critical source of resilience for the U.S. economy

- In 2021, Latinos propelled the U.S. economy with real Latino GDP growth of 7.1%
- Across 2020 and 2021, U.S. Latino GDP was the 2nd fastest growing among the 10 largest GDPs



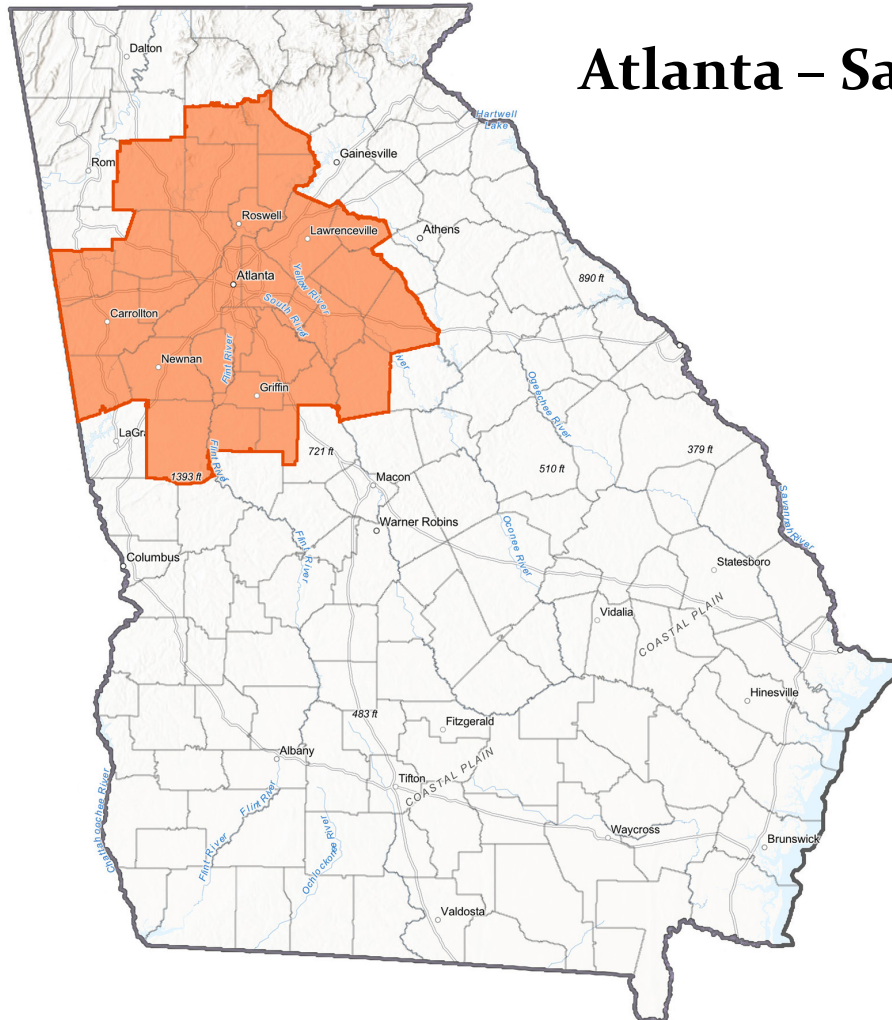
The strength of U.S. Latino GDP is consistent with the extraordinary growth of Latino incomes

- During the first two years of the pandemic, Latino inflation-adjusted income grew a total of 7.1%, while Non-Latino income declined a total of 1.7 percent



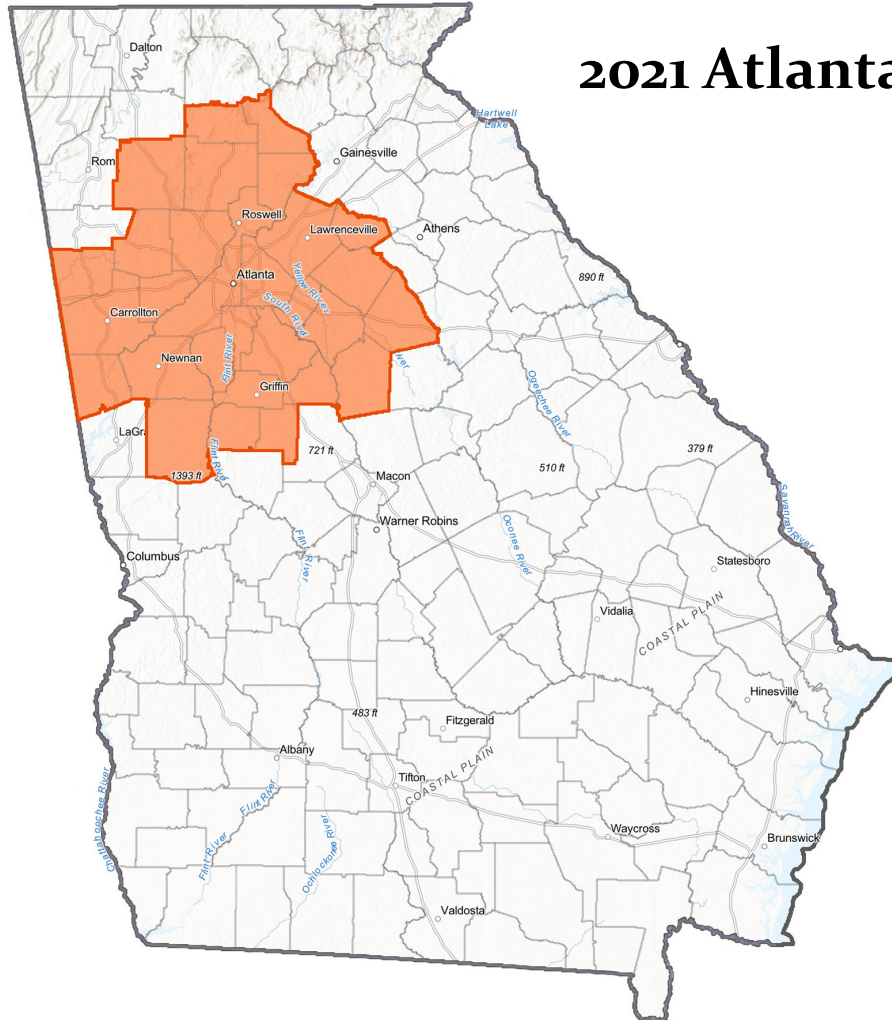
2021 Georgia Latino GDP

- **\$52.2 billion of economic activity**
 - Similar in size to the entire economic output of the state of Vermont or Wyoming
 - Largest component is consumption which totals nearly \$34.1 billion



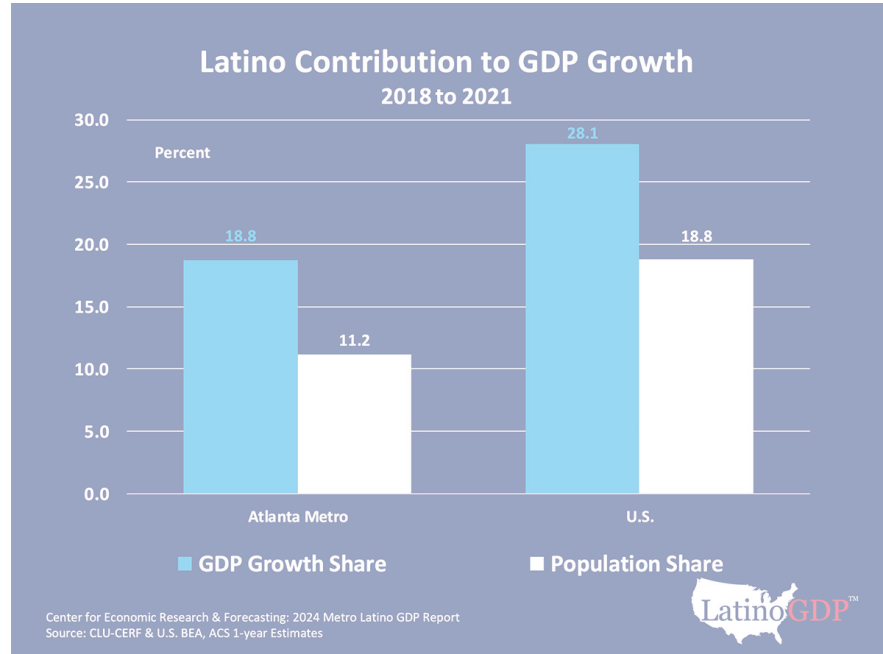
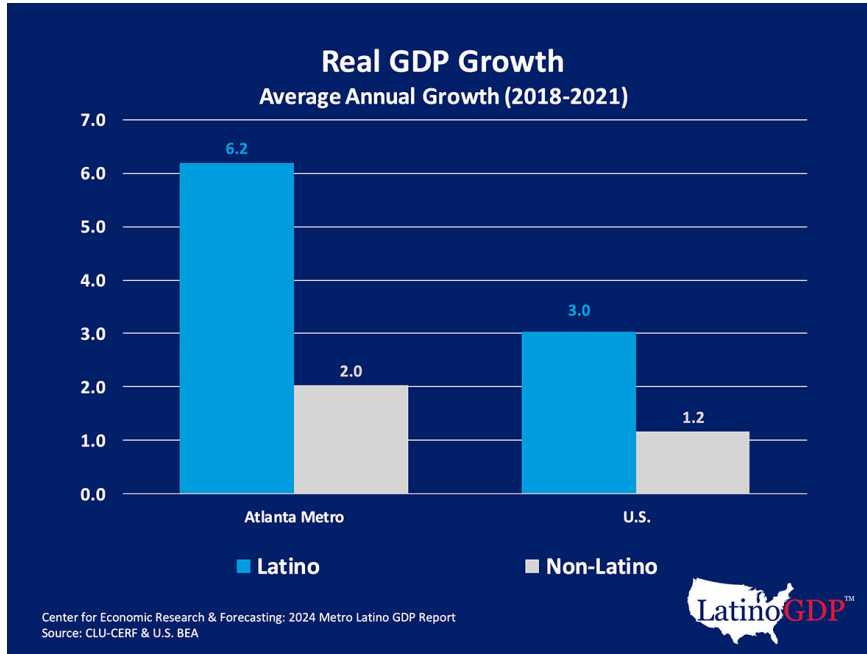
Atlanta – Sandy Springs – Roswell MSA

- **Largest MSA in Georgia**
 - 6.1 million people (2021)
- **Home to 686 thousand Latinos**
 - 23rd largest MSA in the nation by Latino population
 - Latinos are 11.2 percent of the Atlanta Metro Area population

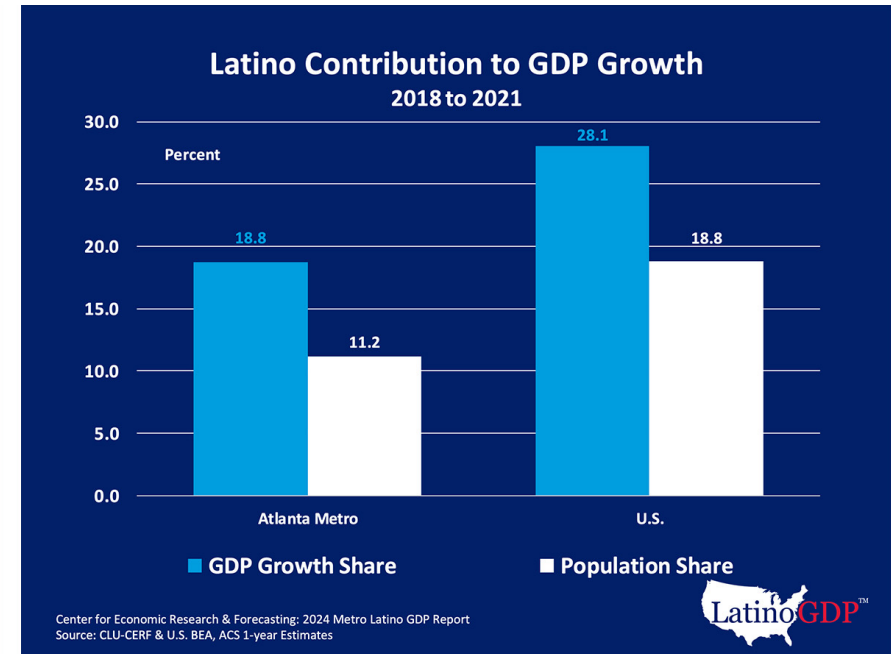
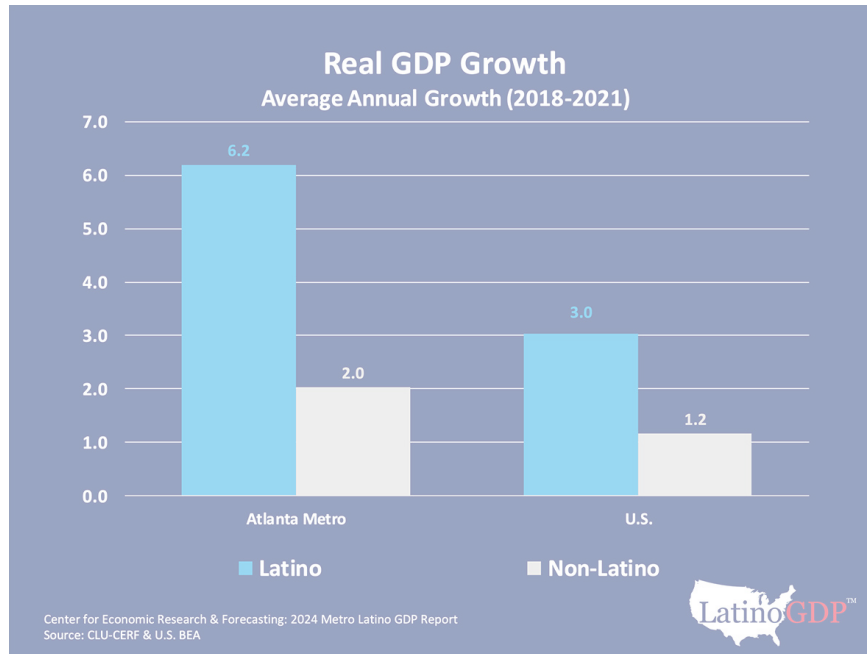


2021 Atlanta Latino GDP - \$37.9 billion

- **Metro Latino Consumption**
 - Latinos represent a \$25.1 billion consumption market
- **Contribution to GDP growth**
 - Latino GDP is growing more than 3x as rapidly as Non-Latino GDP
 - Despite being only 11% of the Atlanta Metro Area population, Latinos are responsible for nearly 19% of Atlanta Metro GDP growth (2018-2021)



Atlanta Metro Latino GDP is growing more than 3x as fast as Non-Latino GDP



Atlanta Metro Latinos' contribution to growth is 67.9% larger than Atlanta Latinos' population share

- In the U.S. at large, Latinos' share of GDP growth is 49% larger than Latinos' population share

Atlanta Metro: Gross Domestic Product 2021

Agricultural/Natural Resources
Mining/Quarrying
Construction
Durables Manufacturing
Non-Durables Manufacturing
Wholesale Trade
Retail Trade
Transportation/Warehousing/Utilities
Information/Technology
Finance/Insurance/Real Estate
Professional/Business Services
Education/Healthcare/Social Assistance
Leisure/Hospitality
Personal/Repair/Maintenance Svcs
Government Services
Total All Industries

Metro Latino GDP by Industry

billions of dollars

0.0
0.0
5.4
1.7
1.6
3.2
2.2
1.2
3.9
8.3
4.6
1.8
1.4
0.6
1.9
37.9

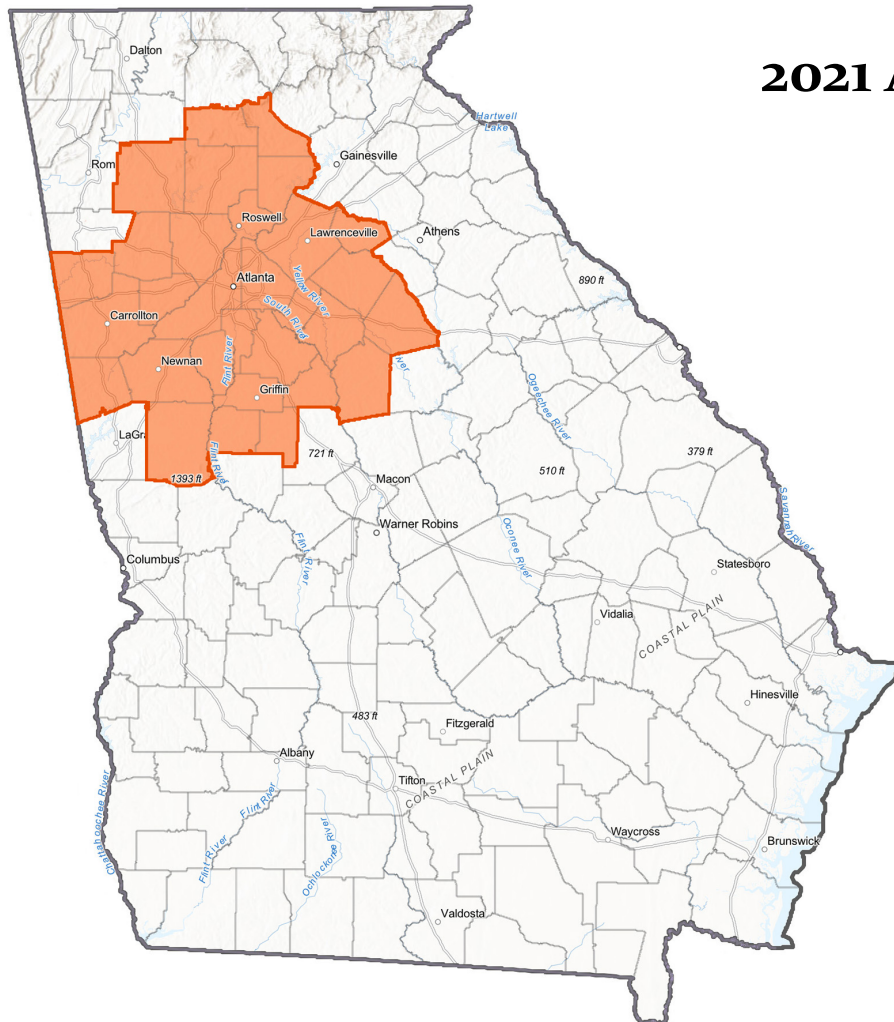
Metrowide GDP by Industry

billions of dollars

0.3
0.6
23.5
18.7
16.0
40.8
29.6
22.6
50.9
112.4
73.4
33.9
14.1
7.4
36.9
481.1

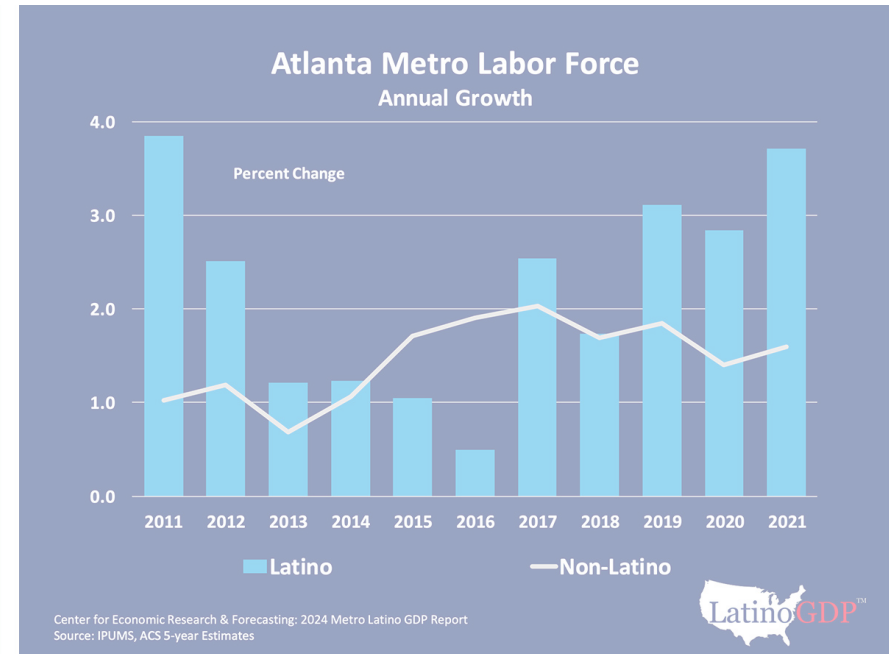
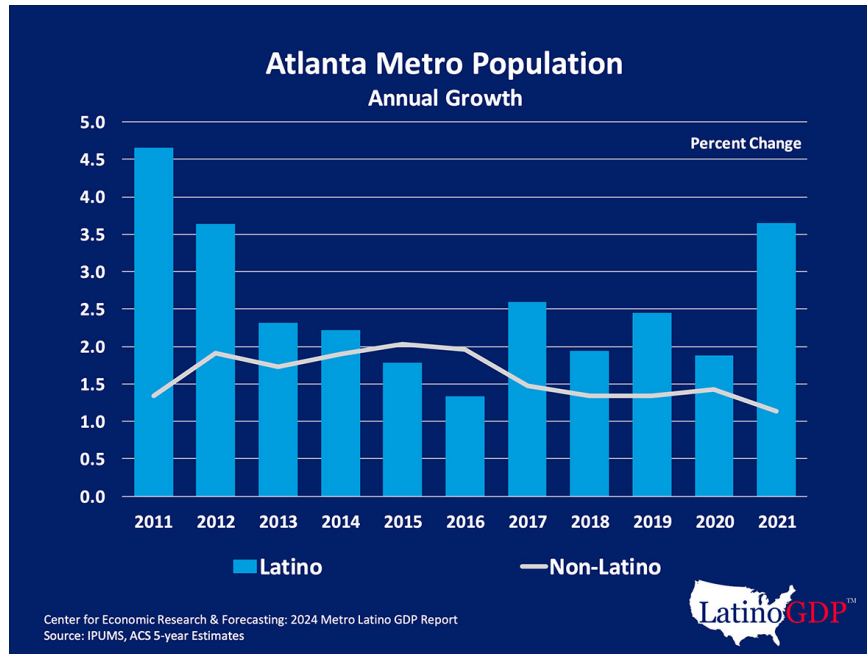
Sources: U.S. Bureau of Economic Analysis, Cal Lutheran University-CERF

The Atlanta Metro's top 4 Latino GDP sectors are Finance / Real Estate, Professional / Business Services, Construction, and Information / Technology



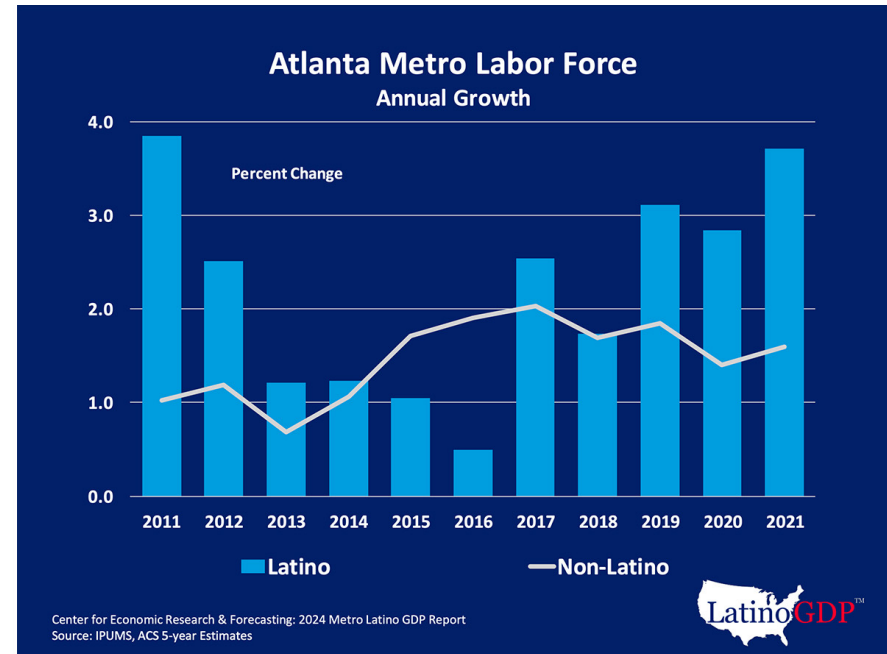
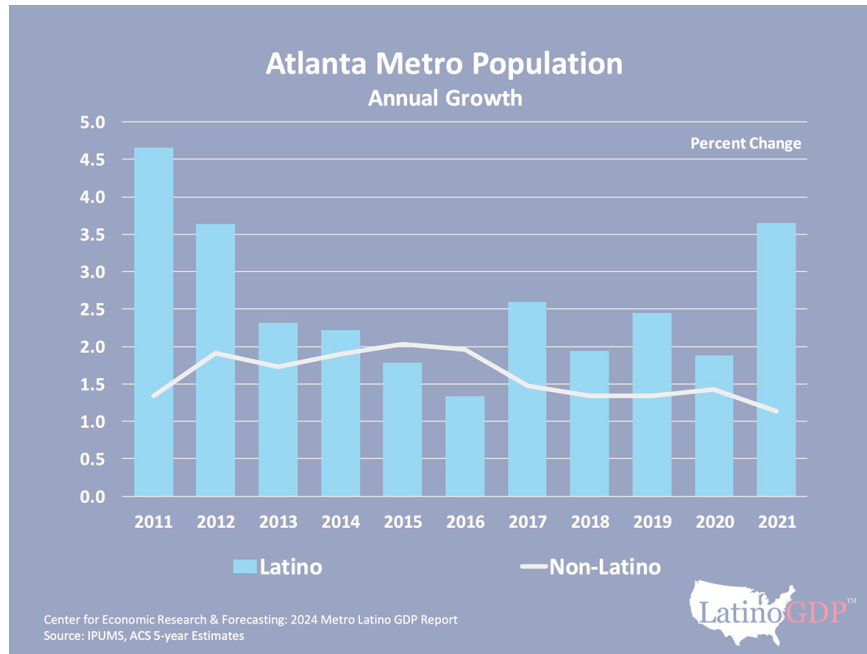
2021 Atlanta Metro Latino GDP

- **Largest gains by sector (2018-2021)**
 - Finance & Real Estate (gain of three billion dollars)
 - Professional & Business Services (one and a half billion dollars)
 - Information & Technology (one billion dollars)
- **Most rapid gain (2018-2021)**
 - Non-Durable Manufacturing (nearly doubled)



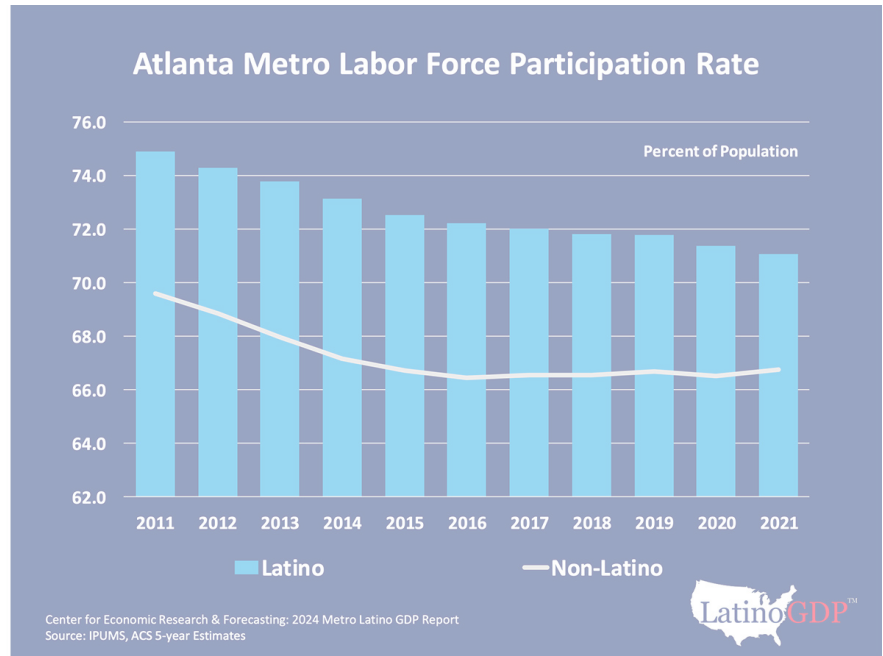
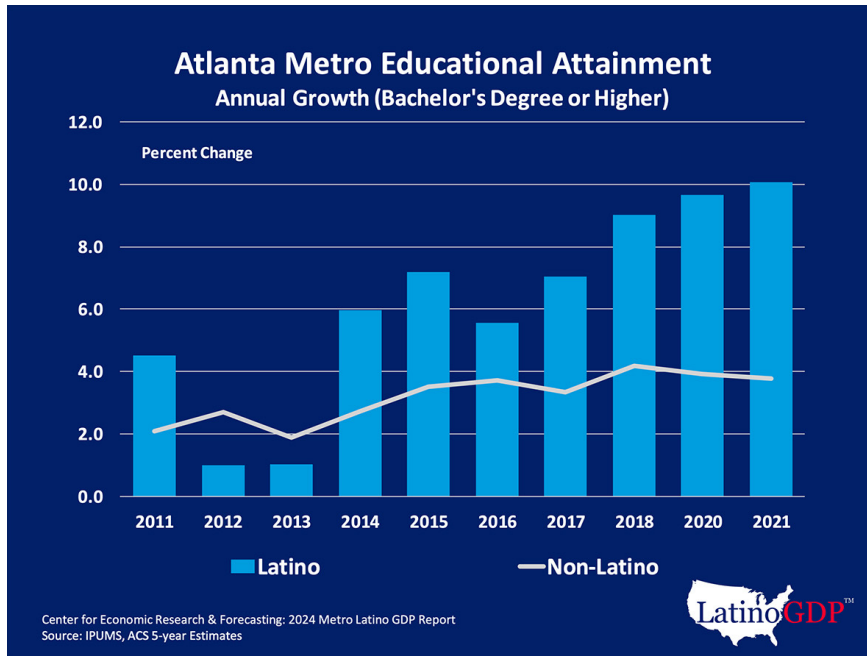
Latinos are making strong and consistent contributions to the Metro Area's population and labor force.

- From 2010-21, Latino population growth was more than **1.7x** that of Non-Latinos (32 percent for Latinos compared to only 19 percent for Non-Latinos)

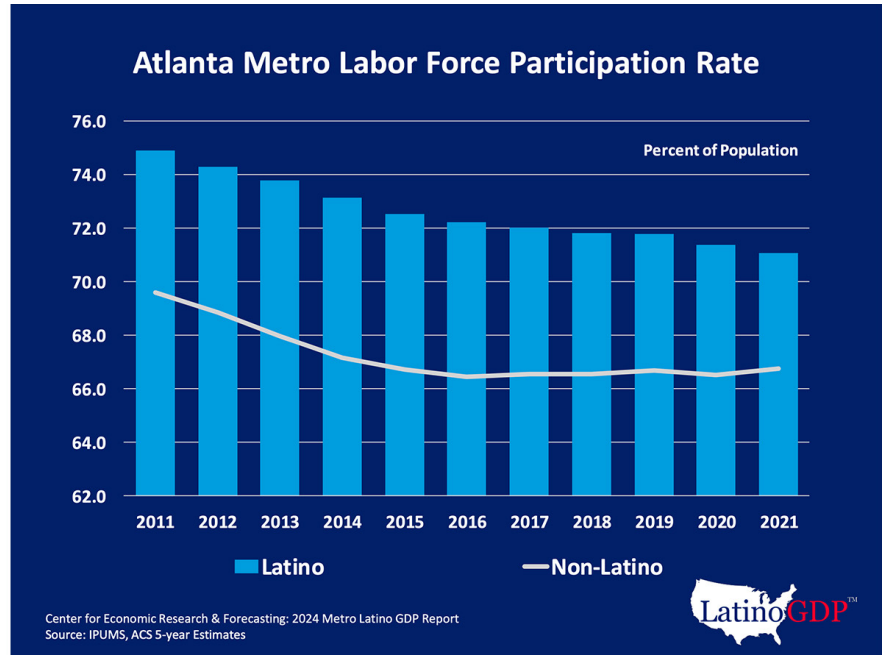
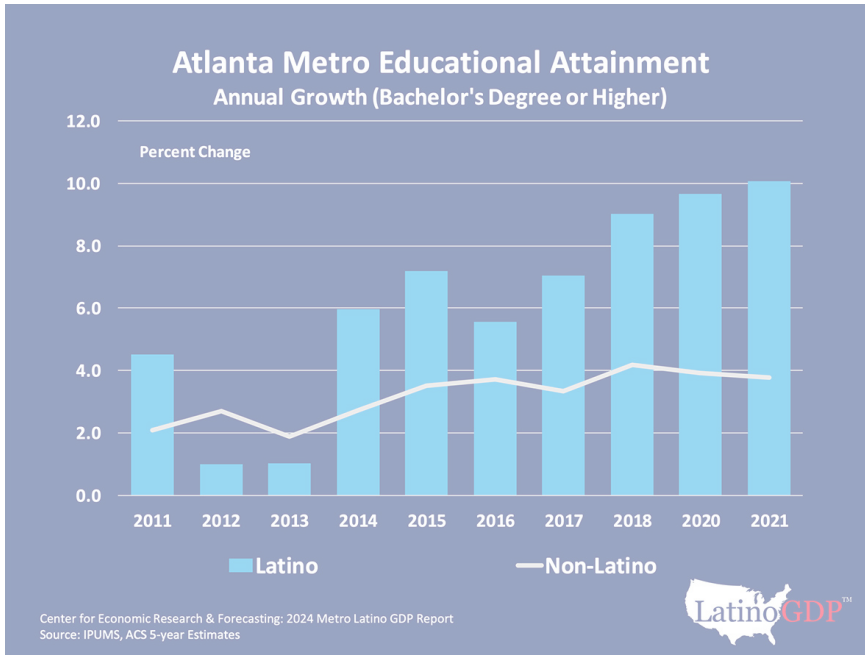


Latinos are making strong and consistent contributions to the Metro Area's population and labor force.

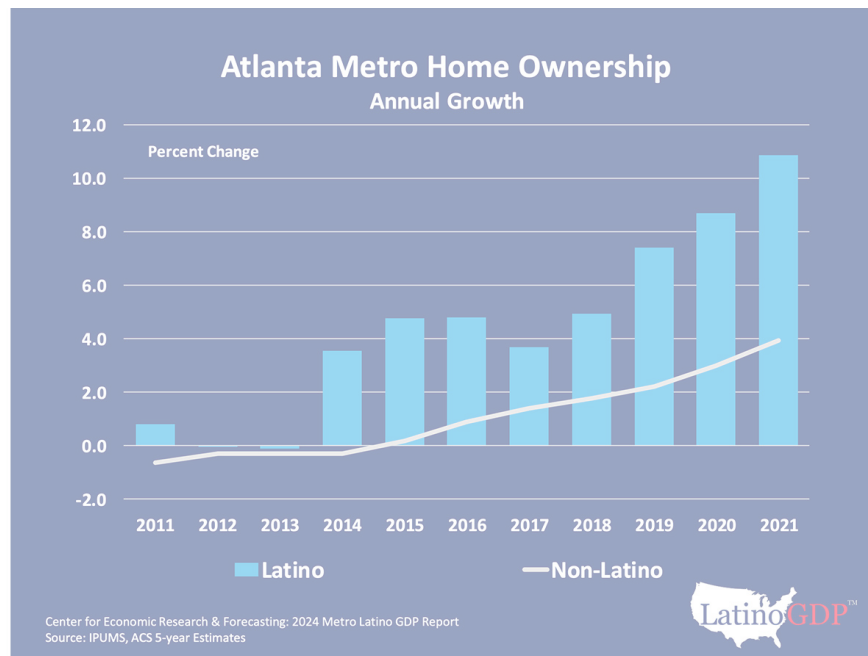
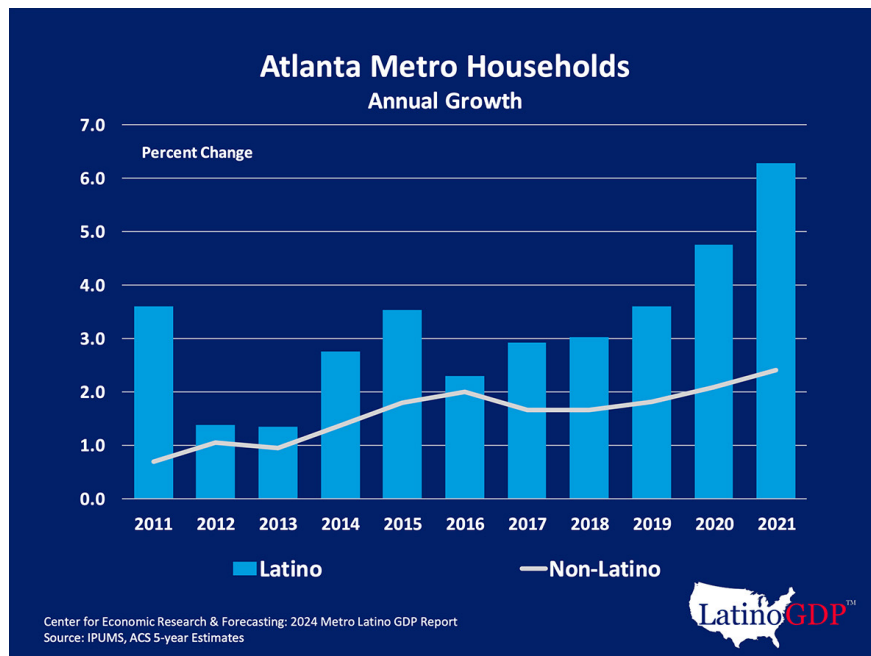
- From 2010-21, Latino labor force growth was **1.6x** that of Non-Latinos (27 percent compared to only 17 percent)
- Despite being only 11.2 percent of the Metro Area population, Metro Latinos are responsible for 14 percent of the growth of the labor force since 2010



Educational attainment of Metro Latinos is growing 2.2x faster than that of Non-Latinos since 2010

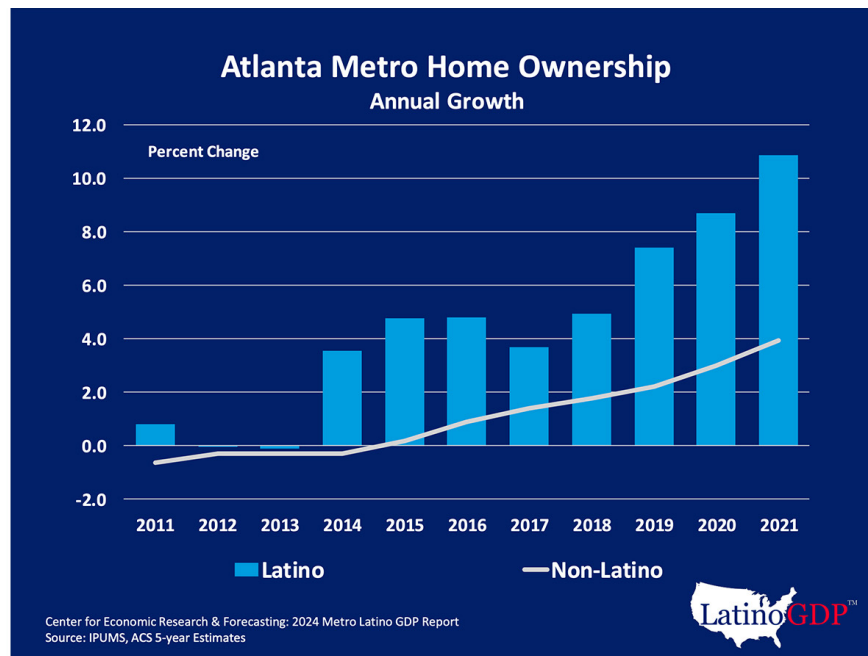
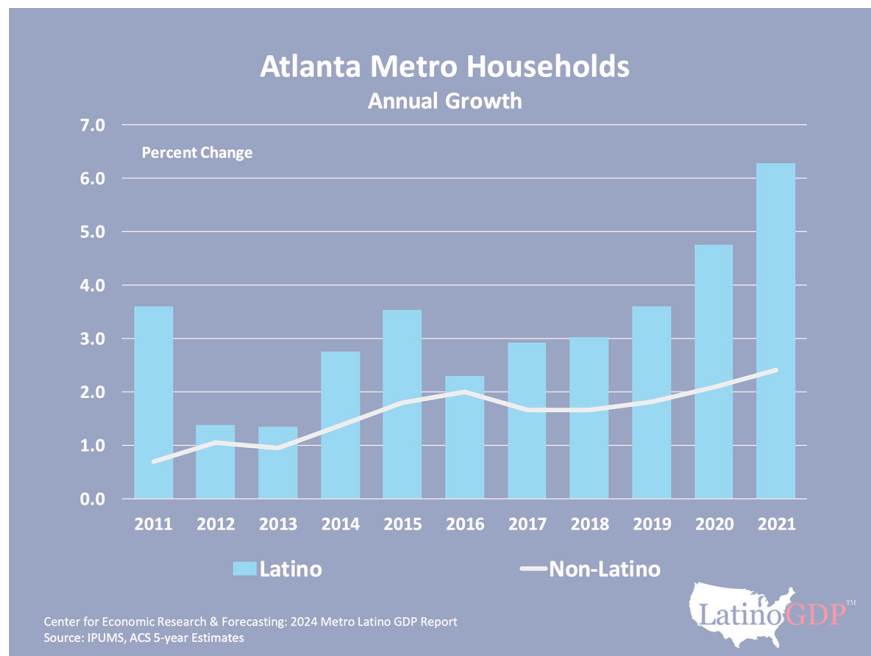


Latino's labor force participation rate was an average of 5.4 percentage points higher than Non-Latino, from 2010-2021



Latinos provide a very large and positive demographic punch through the formation of households

- The number of Latino Households is growing 2.2x that of Non-Latinos from 2010-21



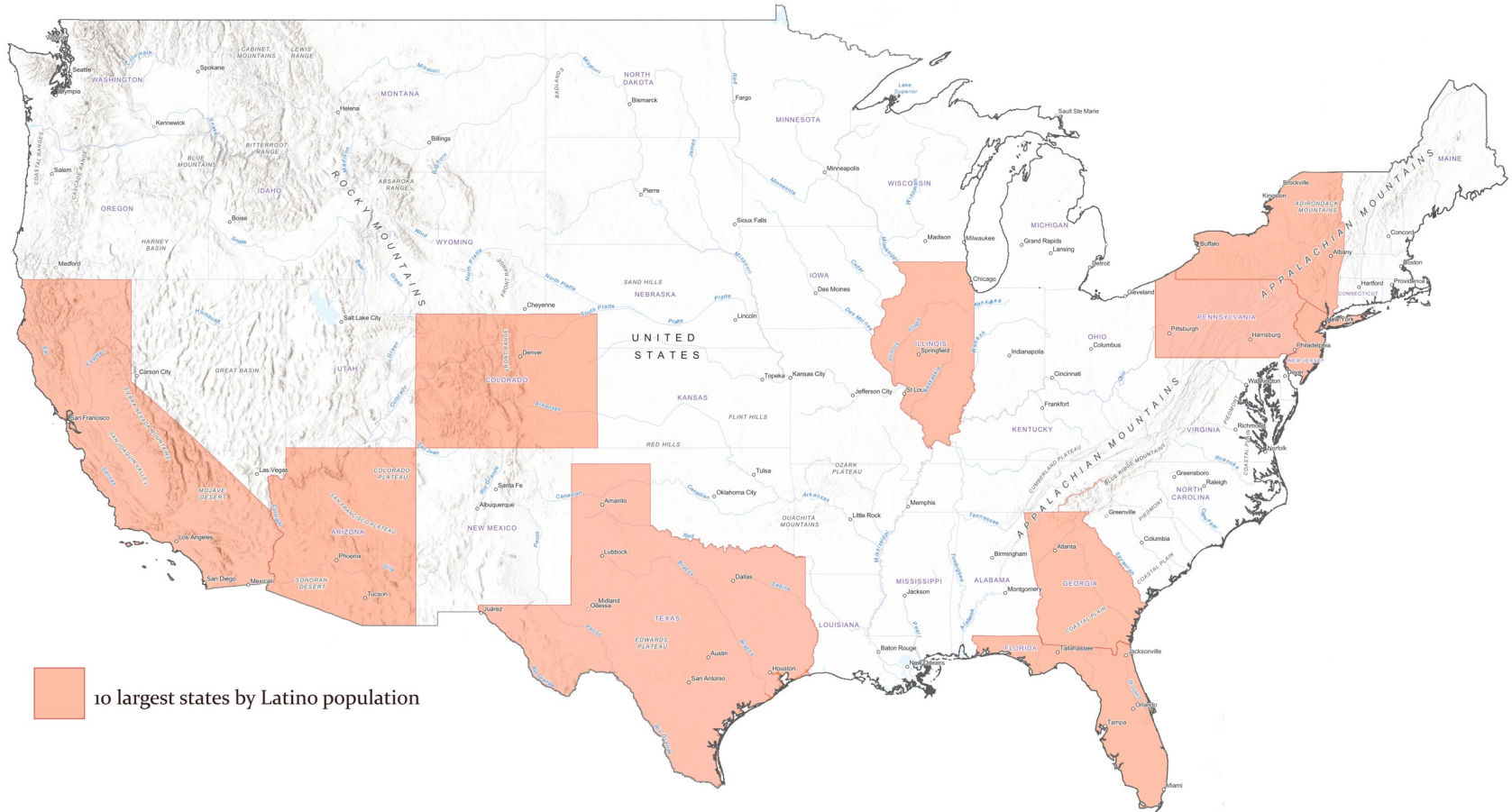
Trends in income growth and household formation extend to homeownership

- The growth of Latino homeownership is nearly 5x that of Non-Latinos from 2010-21
- According to the Federal Reserve's Survey of Consumer Finances, from 2016-19, Latino median wealth increased 60%, compared to only 4% for Non-Latinos.

Hard work. Self-sufficiency. Optimism. Perseverance.

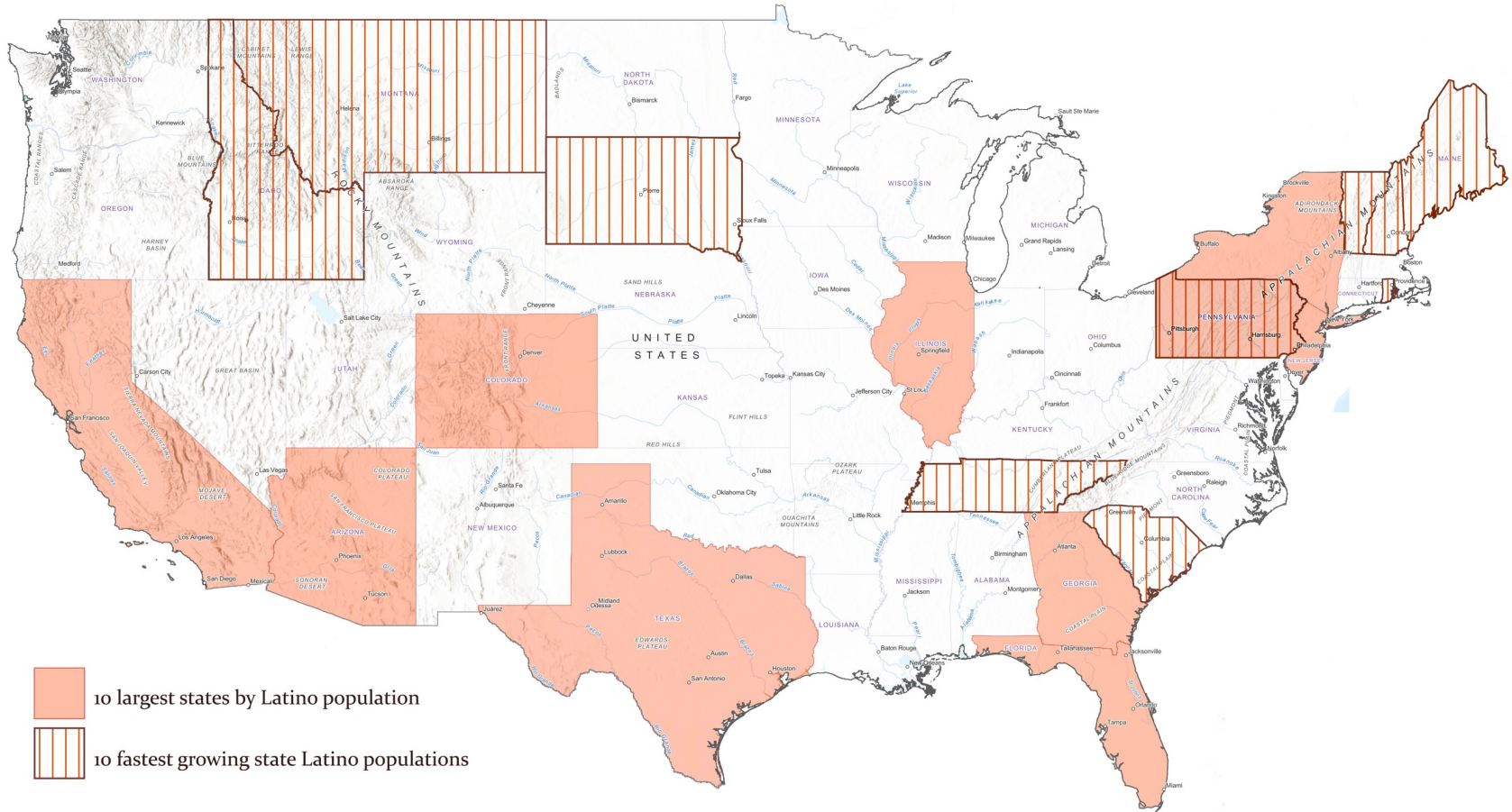
- Latinos are drivers of economic growth
- Latinos are a critical source of resilience, propelling the United States through the economic recovery

Geography of the Latino GDP



The story of the extraordinary economic contribution of Latinos is not unique to a handful of states...

Geography of the Latino GDP



This is a story that touches every corner of the nation

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