



The Mauricio Gastón Institute for  
Latino Community Development  
and Public Policy



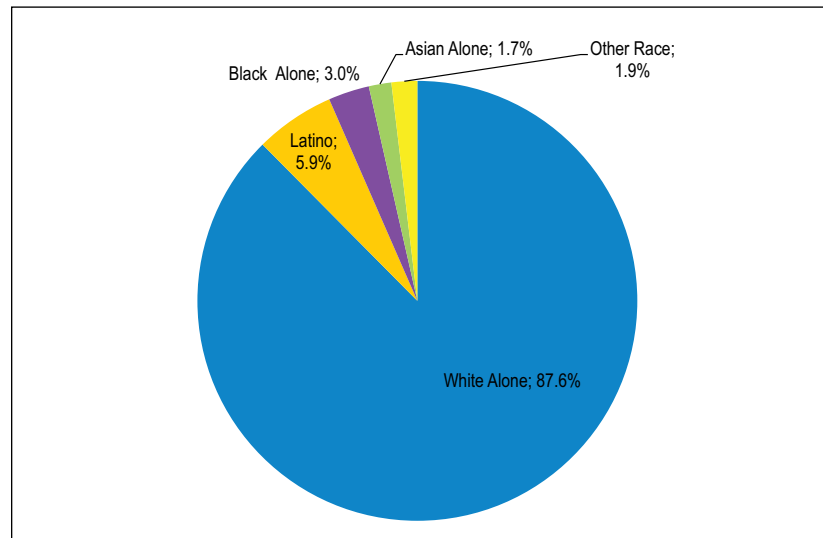
## Latinos in Massachusetts Selected Areas Salem, Beverly, Marblehead, and Swampscott

by Phillip Granberry, PhD and Sarah Rustan | September 17, 2010

### INTRODUCTION

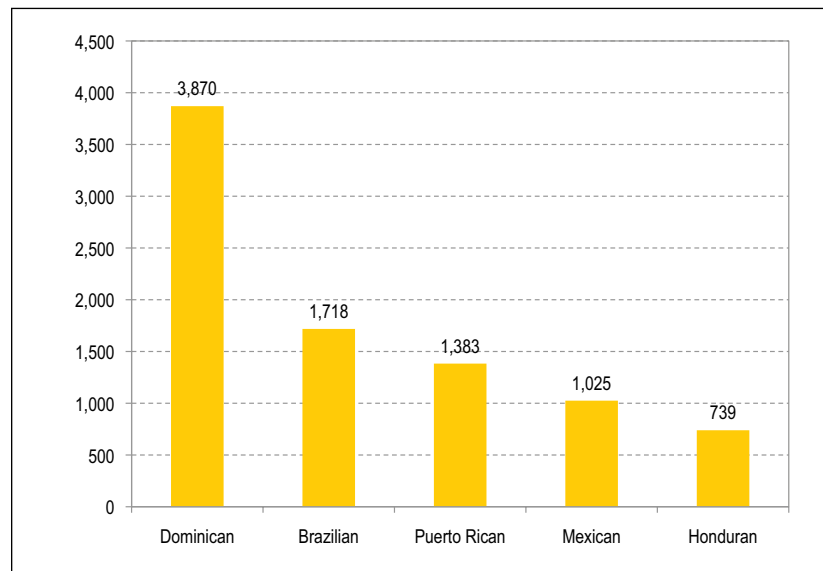
This report provides a descriptive snapshot of selected economic, social, educational, and demographic indicators pertaining to Latinos in Salem, Beverly, Marblehead, and Swampscott. This report is prepared for the 2010 Statewide Latino Public Policy Conference organized by UMass Boston's Mauricio Gastón Institute for Latino Community Development and Public Policy. It is part of a larger series that covers fourteen cities, or clusters of cities, in the Commonwealth of Massachusetts. Each report analyzes data from the 2008 American Community Survey (ACS) conducted by the U.S. Census Bureau. The ACS's smallest geographic area is a Public Use Microdata Area (PUMA) consisting of a minimum census population of 100,000. In the PUMA for these cities, Salem and Beverly each accounted for approximately one third of the overall population in the 2000 Census. The majority of the Latino population (81.0%) lived in Salem in 2000, while 13.9% lived in Beverly. Thus, the Latino population in these cities will be referenced as the Salem-Beverly area throughout this report, although the data referenced does include smaller Latino populations in Marblehead and Swampscott as well.

**Figure 1: Population Percentages by Ethno-Racial Group in 2008**



The Salem-Beverly area is home to an estimated 6,983 Latinos, who make up 5.9% of the cities' population. Whites constitute the largest ethno-racial group in the area (87.6%), while blacks account for 3.0% and Asians 1.7% of the population (Figure 1).

**Figure 2: Ancestry of the Top Latino Groups in 2008**



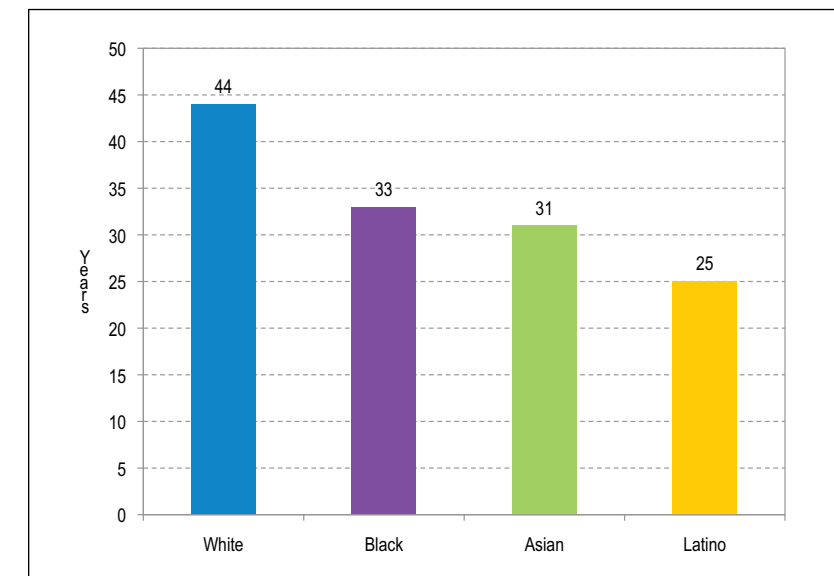
The Salem-Beverly area is home to a diverse Latino population. Dominicans (3,870) make up the largest Latino subpopulation in the area, followed by Brazilians,<sup>1</sup> Puerto Ricans, Mexicans, and Hondurans (Figure 2). The Salem-Beverly area has a foreign-born population (11.7%) that is lower than the state as a whole (14.4%).

The remainder of this report presents an overview that compares Latinos and their top subpopulations to whites, blacks, and Asians in the Salem-Beverly area for selected demographic, economic, and social characteristics.<sup>2</sup>

## MEDIAN AGE AND MARITAL STATUS

Figure 3 highlighting differences in median age draws attention to the importance of Latinos in the Salem-Beverly area. Latinos' median age of 25 years is the youngest of any ethno-racial group. This suggests that Latinos have more families with younger children than other ethno-racial groups and will require an investment in education of their youth; however, these younger Latinos will contribute economically, socially, and politically in later years as an older white population ages and retires. This older population will require younger residents to keep these cities' neighborhoods vibrant and maintain a productive workforce, and Latinos are poised to make this contribution.

**Figure 3: Median Age by Ethno-Racial Group in 2008**



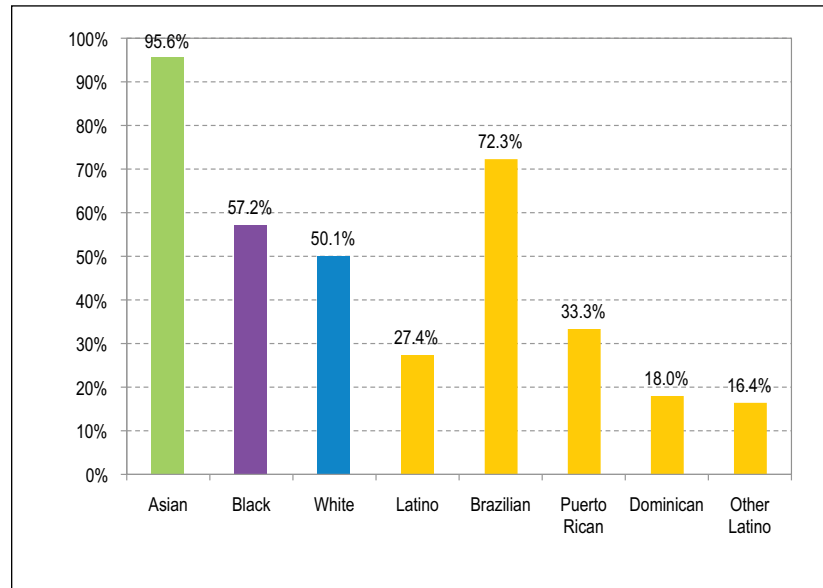
### Notes

<sup>1</sup> Most Brazilians in the survey did not identify themselves as Latino. Whenever the category Brazilians appears in one of the figures, it includes all Brazilians, but the category Latinos includes only those Brazilians who did identify as Latinos.

<sup>2</sup> Because of the smaller size of some ethno-racial groups and Latino subpopulations in the ACS data for Salem, Beverly, Marblehead, and Swampscott, some demographic and labor force participation estimates have too large of a standard error and have been dropped from this analysis.

Figure 4 shows that the 27.4% marriage rate for Latinos (for persons age 16 and older) is lower than for the other ethno-racial groups. It is even lower than the statewide Latino marriage rate of 33.6%. Latino subpopulations show wide variation in their marriage rates; a number of factors, including the differing ages of these populations, could be driving this variation.

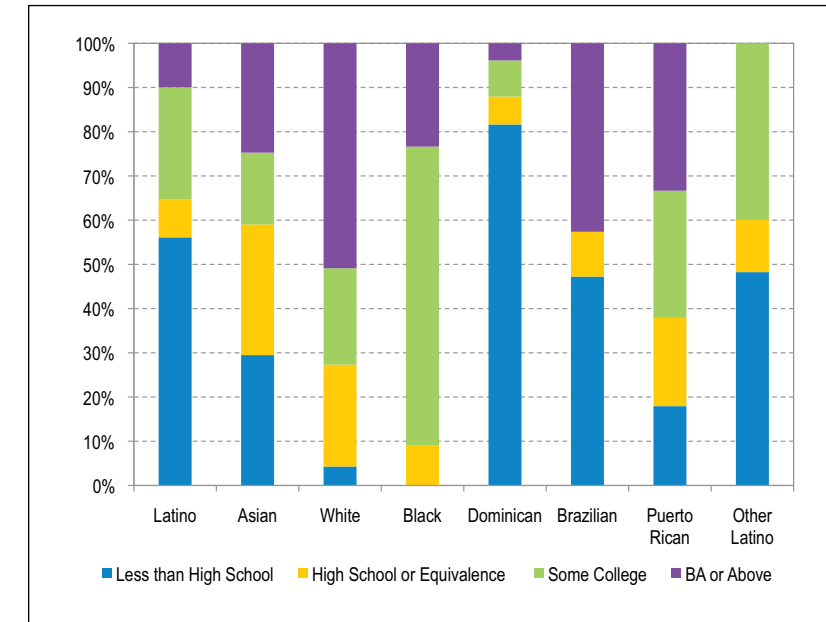
**Figure 4: Marriage Rates by Ethno-Racial Group in 2008**



## EDUCATION

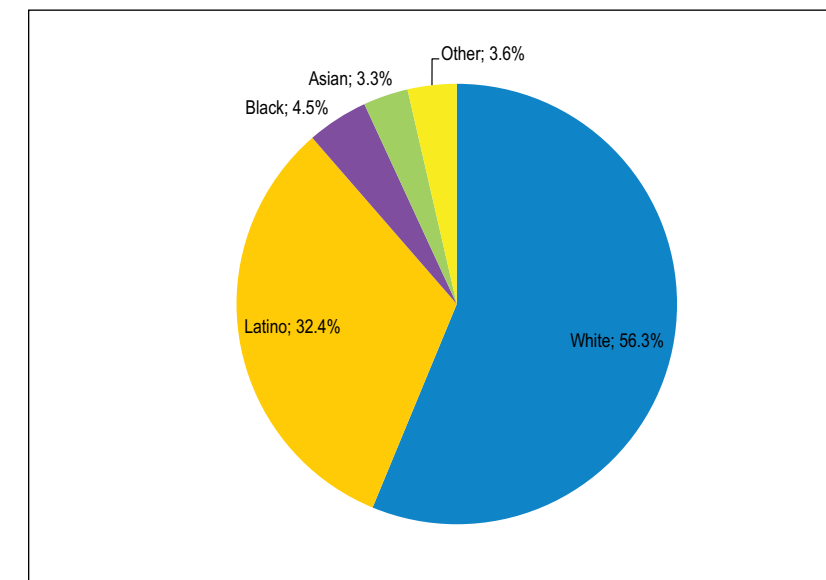
Figure 5 highlights the fact that Latinos have the highest percentage of the population with less than a high school diploma: 56.1%, compared to 29.5% for Asians and 4.3% for whites. At the other end of the educational scale, Latinos in the Salem-Beverly area have the lowest percentage of their population with at least a bachelor's degree: 9.9%, compared to 50.9% for whites, 24.7% for Asians, and 23.4% for blacks.

**Figure 5: Educational Attainment by Ethno-Racial Group in 2008 (Adults 25 Years and Older)**



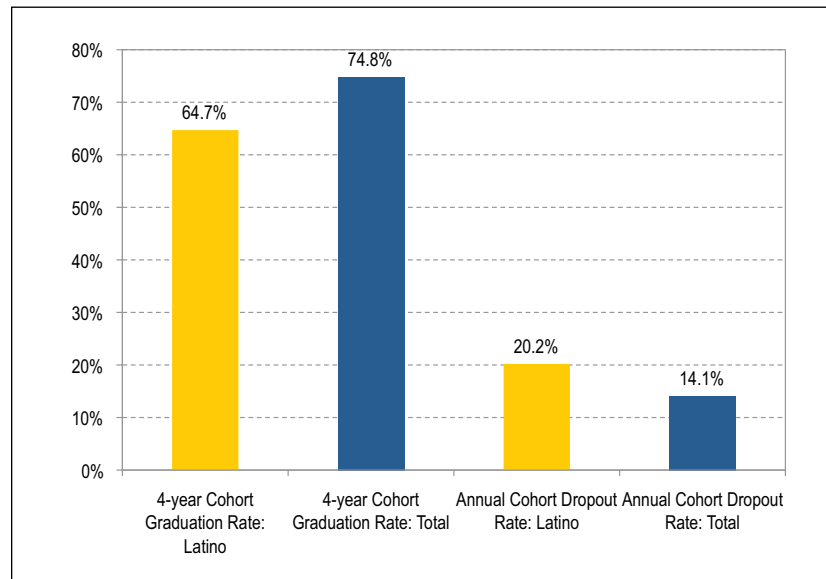
Figures 6A and 6B provide information regarding Latinos in the Salem Public Schools, based on data from the Massachusetts Department of Elementary and Secondary Education. After a 7.0% increase of Latino students during the 2000s, they remained the second largest ethno-racial group and made up 32.4% of the student population in the 2008-2009 academic year.

**Figure 6A: Spotlight on Salem Public Schools by Ethno-Racial Group, Academic Year 2008-2009**



Only 64.7% of Latino students graduate in four years and 20.2% drop out of school. The overall school population is more successful, with 74.8% graduating in four years, and 14.1% dropping out of school.

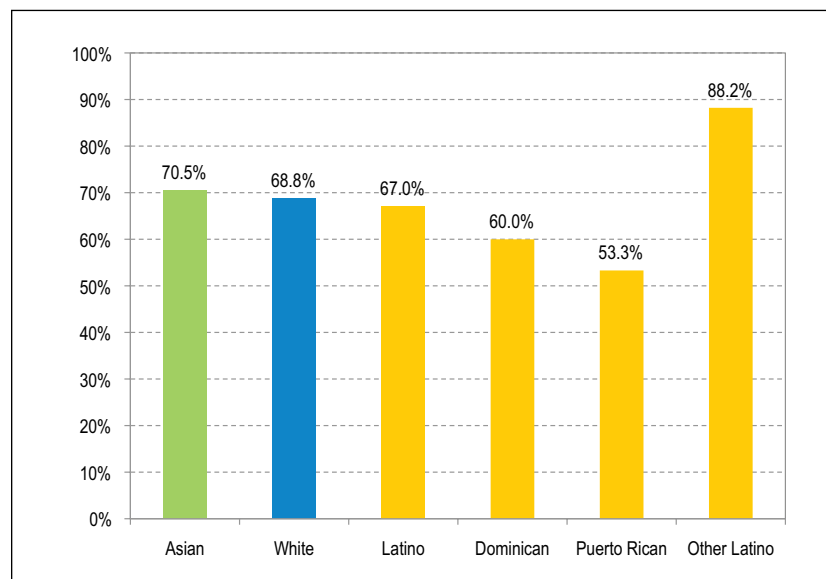
**Figure 6B: Spotlight on Salem Public Schools by Outcomes, Academic Year 2008-2009**



## LABOR FORCE PARTICIPATION

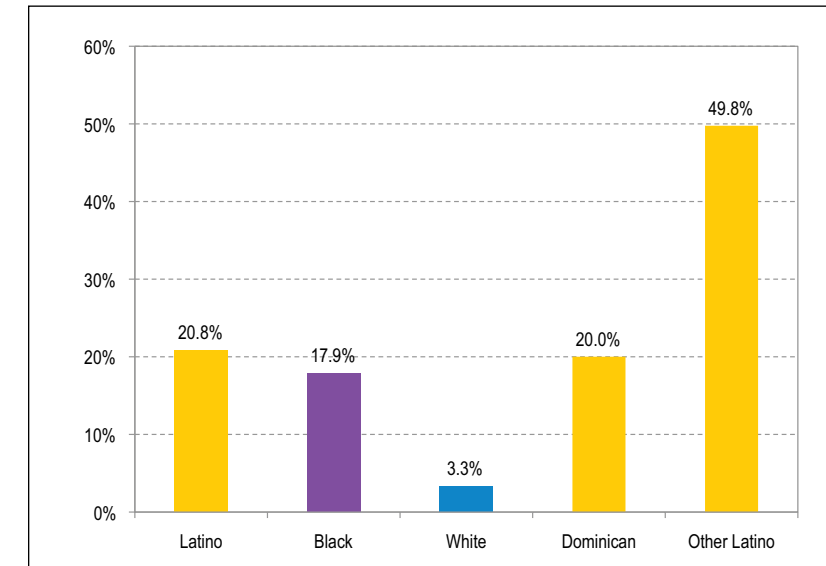
Again suggesting the importance of Latinos to the economic and social wellbeing of the Salem-Beverly area, Figure 7 shows that Latinos have a comparable labor force participation rate (67.0%) to other ethno-racial groups in the area. This is despite their lower median age shown in Figure 3, which suggests they have more families with young children. Larger numbers of families with young children often result in lower labor force participation rates due to child care needs.

**Figure 7: Labor Force Participation by Ethno-Racial Group in 2008**



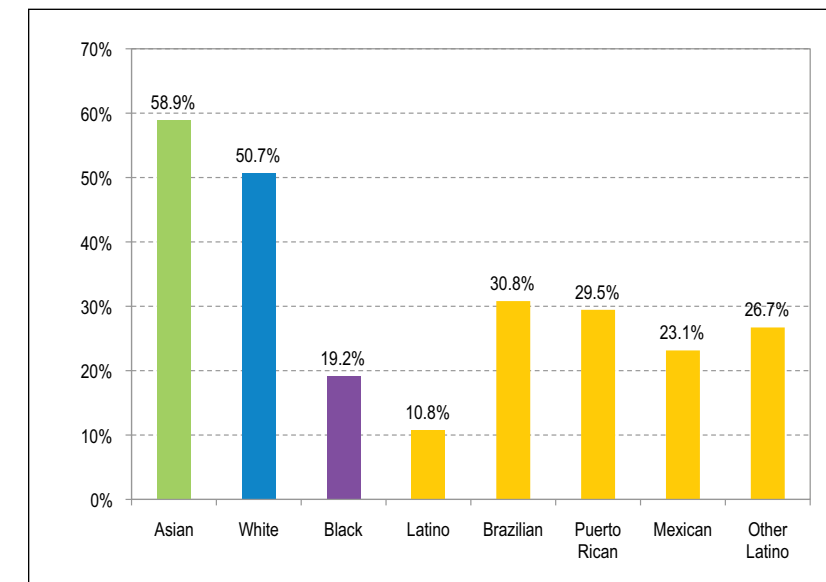
The previous labor force participation information suggests that Latinos in the Salem-Beverly area are actively participating in the area's economy. However, Figure 8 tells a different and less positive story. The unemployment rate among Latinos in 2008 was 20.8%, which was higher than for any other ethno-racial group. It was also more than double the statewide Latino rate of 9.9%.

**Figure 8: Unemployment Rates by Ethno-Racial Group in 2008**

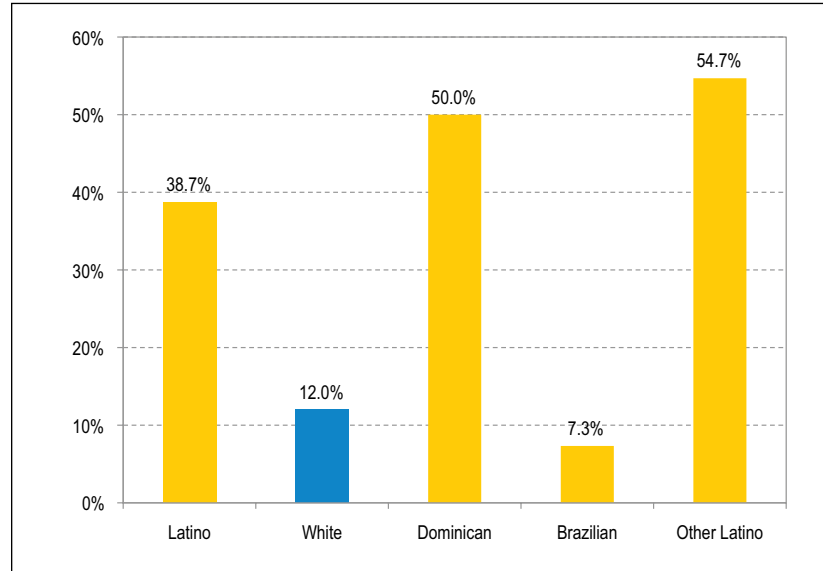


Figures 9A and 9B suggest that Latinos serve as complements to other ethno-racial groups in the area's labor market whose members have higher educational attainment. Latinos are overrepresented in what are traditionally considered blue-collar jobs (farming, construction, production, and transportation). More than a third of Latinos (38.7%) work in these blue-collar jobs (Figure 9B). Correspondingly, as Figure 9A shows, Latinos are underrepresented in what are traditionally considered white-collar jobs (professional and managerial).

**Figure 9A: Population Employed in Professional or Managerial Occupations by Ethno-Racial Group in 2008**



**Figure 9B: Population Employed in Farming, Construction, Production, and Transportation Occupations by Ethno-Racial Group in 2008**



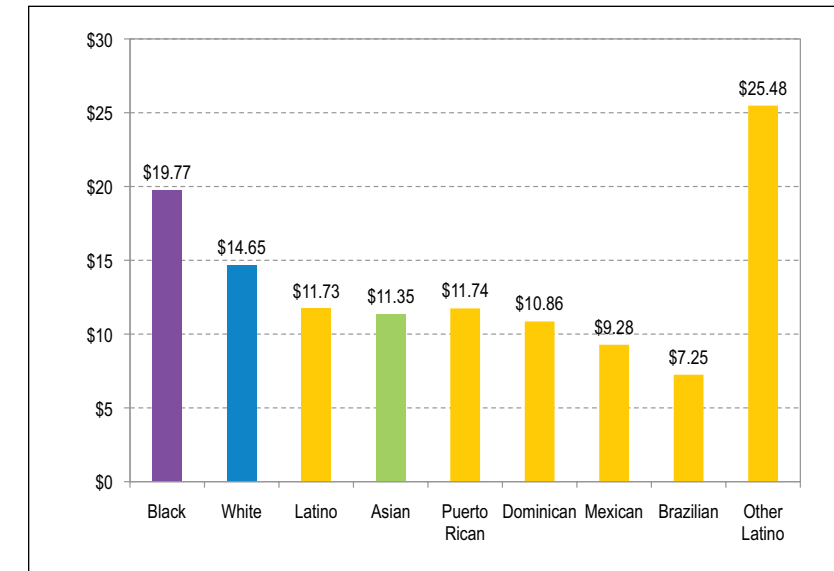
## EARNINGS

When examining the wage rates for these occupational categories, Latinos appear to be receiving lower wages in most occupational categories. They earn lower wages for their service-sector and blue-collar employment (Figures 10B & 10C). However, Latinos who have white-collar jobs earn high wages for their labor (Figure 10A).

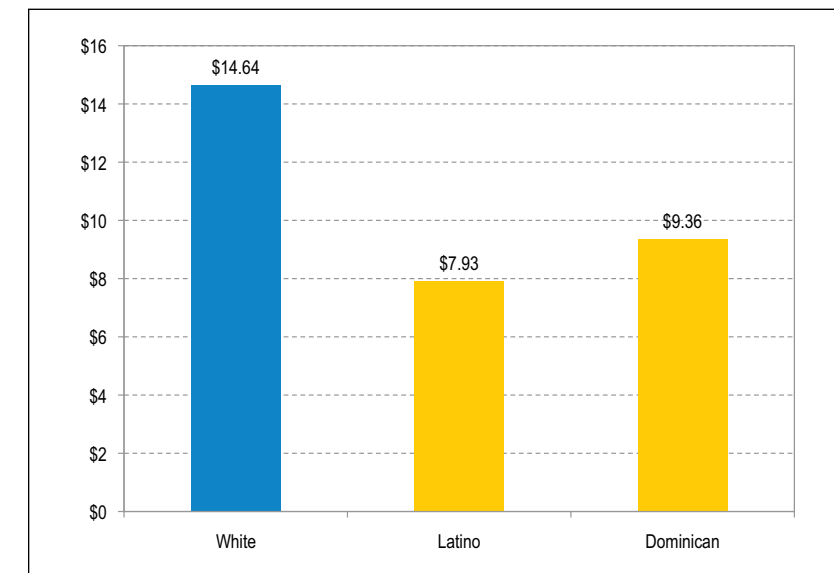
**Figure 10A: Hourly Wages in Professional or Managerial Occupations by Ethno-Racial Group in 2008**



**Figure 10B: Hourly Wages in Sales and Service Occupations by Ethno-Racial Group in 2008**



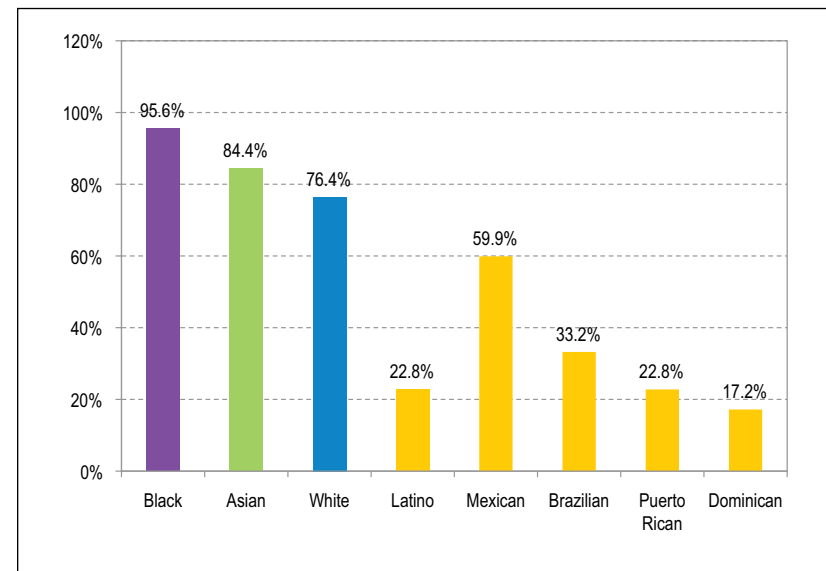
**Figure 10C: Hourly Wages in Farming, Construction, Production, and Transportation Occupations by Ethno-Racial Group in 2008**



## HOUSING STATUS AND MEDICAL INSURANCE

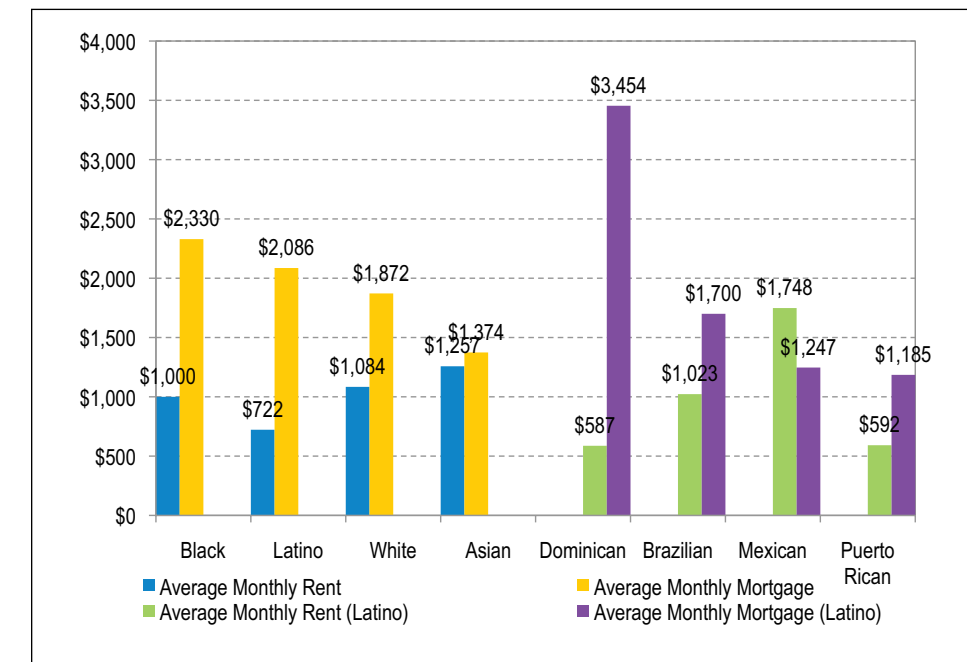
The final measures of Latino participation in the Salem-Beverly area are intended to identify how well Latinos are being rewarded for their economic, social, and political participation. Latinos traditionally have low homeownership rates across the country. Figure 11 shows that this trend holds true in the Salem-Beverly area, as Latinos have dramatically lower homeownership level (22.8%) than any other ethno-racial group. The 22.8% rate is also significantly lower than the state's Latino average of 32.9%. As a complement to these percentages in Figure 11, it is evident that 77.2% of Latinos in the area are renters.

Figure 11: Homeownership Rates by Ethno-Racial Group in 2008



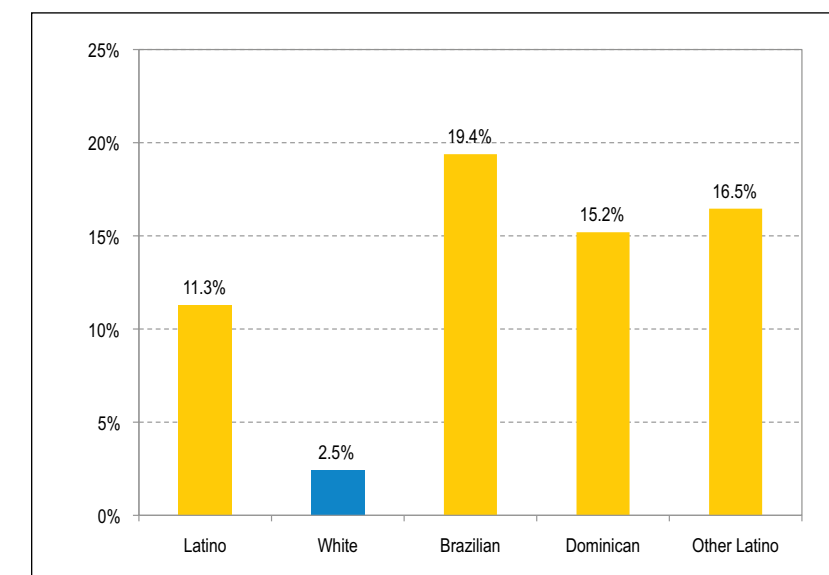
Homeownership is seen in a different light when its cost is analyzed. Having largely become homeowners during the housing bubble of the last decade, Latinos on average pay \$2,086 monthly mortgages that are higher than for whites or Asians. Dominicans pay particularly high mortgages on average (\$3,454), nearly double that of whites. At the same time Latinos pay an average rent of \$722, lower than for any other group. The combination of high mortgage payments and low rents underlines the fact that Latino homebuyers were disadvantaged by the earlier housing bubble.

Figure 12: Housing Costs by Ethno-Racial Group in 2008



The percentage of Latinos in this area who lack medical insurance (11.3%) is higher than the statewide average for Latinos (9.2%). Latinos have higher rates of uninsurance than whites. Brazilians, who are a newly arriving subpopulation, have the highest uninsurance rate of 19.4%, (though this is much lower than their statewide rate of 31.2%).

Figure 13: Medical Uninsurance Rates by Ethno-Racial Group in 2008





The Mauricio Gastón Institute for  
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The Mauricio Gastón Institute of the University of Massachusetts Boston conducts research on and for the Latino population in New England. Our goal is to generate the information

and analysis necessary to develop more inclusive public policy, and to improve Latino participation in the policy making process. In an effort to present vital information about Latinos to diverse audiences, the Gastón Institute has produced this series of demographic profiles for Massachusetts and selected areas based on an analysis of 2008 American Community Survey data.

The 2008 American Community Survey allowed people to choose their ethnicity and race. Ethnicity identifies a person as Latino or Hispanic. We use the term “Latino” for all of those who self-identify as Latino in response to the ethnicity question. The racial categories are assigned to those who do not identify as Latino. Technically, their designation is non-Latino white, non-Latino black, and non-Latino Asian, though they are often referenced as white, black, and Asian in these profiles.

### About the Authors

Phillip Granberry is a social demographer who specializes in unauthorized migrants in the United States. He worked with various community based organizations assisting recently arrived U.S. migrants before earning a PhD in Public Policy from the University of Massachusetts Boston in 2007. His past research has focused on Latinos in the United States. One part of this research has addressed the formation and use of social capital among Mexican migrants in Los Angeles County, and another part of this research has addressed demographic trends of Latinos in New England. His current research focuses on Brazilian and Dominican migrants in the Metropolitan Boston area. He currently teaches in the Economics Department and is a research associate of the Gastón Institute.

Our descriptive analysis uses both household- and individual-level ACS data to estimate population size and percentages, to compare Latinos to other ethno-racial groups (e.g., whites, blacks, and Asians), and to compare the top ten Latino subpopulations in Massachusetts by ancestry. These are Puerto Ricans, Dominicans, Brazilians, Salvadorans, Mexicans, Guatemalans, Colombians, Hondurans, Peruvians, and Cubans. We use ancestry, based on migration from Latin America, rather than language: a self-identified Latino born in Massachusetts may have ancestors from a Latin American country but speak only English only. Whenever the category “Brazilian” appears in one of the figures, it includes all Brazilians, but the category “Latino” includes only those Brazilians who self-identified as Latino.

After the dissemination of the 2010 United States Census, the Gastón Institute will be updating these demographic profiles. These updates will allow for a better analysis of the Massachusetts Latino populations. We also plan to expand this series by adding analyses of the other New England states and by covering more cities.

Sarah Rustan is a PhD candidate in Law, Policy, and Society at Northeastern University with degrees in cultural management and architecture. Her professional background includes broad experiences in the nonprofit sector, including research as well as nonprofit and cultural management. Her past research has examined diverse topics ranging from charitable giving to women in the workforce. At present she is working on a dissertation exploring the role that nonprofit organizations play in promoting the development of social capital. She currently serves as a Research Associate and Data Analyst for the Gastón Institute and as a Doctoral Fellow at Northeastern University. Sarah’s research interests include demography, community change, and public policy.

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