

## **2022 State of Latinos in Wisconsin Briefing**

Delivered Friday, October 21, 2022

### Opening Comments

Good afternoon. Thank you so much for joining us. I am Nancy Hernandez, head of the Hispanic Collaborative. This is the second year that we are doing a briefing for Hispanic Heritage Month. You might say to yourself that Hispanic Heritage Month ended on October 15<sup>th</sup>, and you would be correct. We are doing this because we believe that the Latino population, here and elsewhere, requires year-round attention. So, while we are outside of Hispanic Heritage Month, we want to share this data and information about the state of Latinos in Milwaukee so that everyone can start thinking about the contributions that we are making, year round. Thank you for joining us for the last component of our Hispanic Heritage Month events, which is this briefing. We will be posting this briefing on our website. You will have a chance to view the deck and download the deck. That should be posted for you next week. Feel free to share that out and utilize the data. I will share that all the data that we are showing today is from the most recent census reporting which is through the year 2021. I will note that the data that you will see will not have 2020 data when you look at the trends, and that is because the government or census did not issue 2020 numbers for the American Community Survey because of the pandemic and not having sufficient information to put out. Those census numbers will go from 2019 to 2021 and that is what we will be showing you today.

### SLIDE 2

So, let's jump right in. I always like to start with something that shares what is the Hispanic Collaborative. For those of you that have been working with us on a variety of different efforts know that we were formed in early 2019. Community came together to understand a report that had been issued about the state of Latinos at that time and over the previous two decades. They wanted to address some of the negative trending variables and understand how to take advantage of our growing numbers. The Hispanic Well Being is used. We cover 20 different variables that cover income, health, employment, wealth variables and we compare how Milwaukee does against the top 50 metros. The first time we did this index was using 2016 data and we were 39<sup>th</sup> out of all 50 metros. We are currently 44 out of all 50 metros. I encourage you to see our update briefing that came out last year so you can understand a little bit about that differential and why we slipped from 39<sup>th</sup> to 44<sup>th</sup> and what we are doing about it. Our work is really a play in increasing median household income via upskilling and reskilling. These numbers will reinforce why. We look also at related variables such as education, Hispanic owned businesses, and civic participation- if we increase those, they have a tendency to increase all other outcomes.

### SLIDE 3

For today's event, we are going to give you an overview of what is happening right now and in comparison, to history. We will give you a glimpse at the population trends, health, wealth, workforce, and education. It will give you a nice view, by looking at these five variables, of what the state of Latinos are today and put it in a little bit of context. We think that this data shows, as well as the work that is being done in Milwaukee and Wisconsin, we are seeing a growing population and little more educated Latino population that helps contribute to a brighter future for everyone, but an investment in quality education and investment in upskilling is necessary to fulfill the potential that exists. This data will help reinforce that. We are going to jump right into the data. If you have questions, please put those in the chat and we will answer them at the end if we have time or answer them when we post the video for you to view.

### SLIDE 4

The first space we are going to look is at our population numbers. Latinos in Milwaukee continue to grow. You can see this by the upward trend of these stacked columns which represent the entirety of the Latino population in Milwaukee County. We are looking specifically at Milwaukee County today to give us a good idea of what is happening right here with our Latino population. We have both strong numbers and pace of growth in the Under 18 category. That is the category represented at the bottom in Medium Blue. We have a strong increase in the Under 18 category which means that the trends we see in growth here are going to continue and get stronger for decades to come. Over the time from 2010 to 2021, we have seen an increase of over 25,000 Latinos in Milwaukee County alone which represent about a 20% growth rate.

### SLIDE 5

Looking at this growth a bit more in detail, we want to understand more about the age makeup in our County. Our population is looking more and more Latino when we take into account the percentage of 35% of Latinos being 17 years old or under and we compare that to what Milwaukee County overall make up looks like. We can see that we outpace them (percent of population under 18) by 12% points. So, out of 100 people in Milwaukee County, only 24 of them are under the age of 18. But with Latinos, out of 100 it is a little over 35 of them are under the age of 18. So, this shows that if we think about future projections, such as voting and the number of people that turn 18 every year and changing the face of voting in Milwaukee, Latinos are the biggest contributor to that because of our population. Our senior population is showing an increase as well, but we many more given the age demographics of our population still going into the largest category which is the 25 – 64 which is very important to the overall economics of the region because that is the really the key working age population. For a region to grow, the working age population must grow and right now, that growth looks Latino.

### SLIDE 6

Talking about makeup, something that is important to everyone here on the call is what the population looks like in terms of Native Born population versus Foreign Born population. We are showing you two columns- one from 2010 and the most recent one from 2021. We have had an increase of almost 4% in

the Native Born make up of our population. That number will continue to change and trend upward in terms of the make up of our Latino population that is Native Born versus Foreign Born. You can imagine that recent economic trends as well as the pandemic have slowed Foreign Born migration all over the United States, so a little of that is in play here, but more importantly are the number of Latinos that are having children and families and continuing to grow that is really contributing to the overall change. This is something that we will continue to see.

#### **SLIDE 7**

The next section that we will talk about will be indicators of health for our population. Also exceptionally important if you think about the well being of the home, if you think about being able to have quality and full participation in life, health is an important measure for us.

#### **SLIDE 8**

We are going to look at two different slides. One of these is health insurance. Health insurance is really the first gate to access to health care, which is important to our population. We are looking at this in three different age segmentations: Latinos Under 18, Latinos 18 to 64, and then our Latinos who are 65+. That is how we split our information here. You can see these line graphs that go from 2010 to 2021. There is a variety of different colors here, but what we are really looking at is that in the Under 18 and the 18 to 64 categories, we have had an increase in the number of Latinos with health insurance. In that 18-64 population, we have seen a sizable increase. It has gone from about 60% of the adult population having health insurance in 2010 to almost 75% is what we saw in 2021. Those categories are both positively trending. However, with our 65+ population, or our seniors, we are seeing that there is a slight decrease in coverage. That is the red trend line that we are looking at. We are seeing a decrease in health insurance for them and most recently we are seeing it from 2019 to 2021. So, understanding that in any given year, the census data might be most indicative of how well the census was able to capture information, we want to continue to pay attention to understand if this has really gone down and is the affects of Covid or something else that we can reverse, or is it an anomaly and we will see this number come back up as we see these numbers bounce back and forth over time.

#### **SLIDE 9**

The other thing we will look at is the number of Latino Births. Before we look at this data, I will share that Latinas here in Milwaukee County have a high rate of teenage pregnancy in comparison with our other 50 metros. It is one of the health indicators that we look at and we are almost double the rate of the top performing metro in this area. There is a lot of opportunity to improve this. What this chart shows is that there were over 2200 Latinas in Milwaukee County that gave birth in 2021. We presented two charts here because the way the census looks at this is it separates out births to women who are married from births to women who are not married from a social perspective. Those are important numbers to the census to look at. We added some linear trendlines on these data lines that bounce around so we can see how the data is trending. This shows us that the percentage of births to women who are married are on the slight uptrend, even though our end numbers are similar in 2021, and the percentage of births to unmarried women is trending slightly downward. We found this interesting as

we consider the bottom graphs, which show us the percentage of Latinas in our community who are married. We can see that the percentage of Latinas who are married has been decreasing, which is the bottom graph, bottom blue line. And the percentage of Latinas who are unmarried is obviously slightly increasing. So, we are seeing births increase, and we are seeing them come to married Latinas, even though the overall Latina married number is slightly decreasing.

#### SLIDE 10

We are going to move along to talk about income and wealth indicators.

#### SLIDE 11

We are going to talk about homeownership. Homeownership, as we think about generational wealth and economic stability for a family across generations, homeownership is a key piece to that economic puzzle. We wanted to see what is happening with Latino homeownership. Today, the percentage of Latino households where the home is owned by Latinos is only 41%. That is far below the overall homeownership rate. But more importantly for us, as we look at this over time, we have trended downward from a 43% to a 41% homeownership rate. You can also see that these columns are increasing. This shows that the number of Latino homes are increasing. We have had a 42% growth in the number of Latino homes- obviously because of population growth and more Latinos in the area. 25,000 more Latinos to be exact, who all need places to live. So, while we have increased the number of Latino homes, we have gone backwards in the percentage of Latinos that own their own home. That is an important piece of information for us as we think about wealth building in our community and how we can change this to create more Latino homeowners as an economic stability force with our community.

#### SLIDE 12

The other thing we want to look at is household income. To look at how much income is coming into the household, we are looking at median household income. Again, we are looking at strictly Milwaukee County. The darker, bottom blue line is our Latino community. We can see simply by the position below the gray line, which is the overall Milwaukee County data, and the lighter blue line, which is the Caucasian population in Milwaukee County, we are below them by at least \$5K in one case and almost \$20K in the other case for median household income. When you couple this with the data that Latinos have on average more people in the household (bigger households), the amount of dollars to support each person in the household also become more diluted. That is an important statistic that plays a role with this household income number that we are looking at that we should keep in mind. Latino median household income has increase over the last decade. We are specifically seeing a big bump from 2019 to 2021. I will say that I am cautious about that number. I would love to see how those trends turn out over time and where 2022 come in. Given the pandemic, it would be more logical for that number to be flat or lower. But we are looking at one year numbers from the census because that is what was reported for 2021 so we wanted to compare apples to apples and use all 1 year data in this case. While Latino household income has increased over the last decade, you can also see that the disparity with overall median household income has remained the same. Those two

trendlines are parallel which means that we are not gaining on the disparity with the overall population in the county. If you look at the trendline for our white population with the Latino trendline, they end up crossing. Which means, we are increasing the disparity with our white population versus decreasing or remaining the same. This is a trend that we want to get a hold of. We not only want to continue to see the Latino median household income increasing, but we also want it to increase at a much faster pace so that we can catch up with our potential which is more reflective of the opportunities that exist here and what our Latino population could be enjoying in terms of earnings trajectories.

### SLIDE 13

The next area we want to get through is the workforce and where our Latinos are working. I promise we will get through all these slides- and we are almost done.

### SLIDE 14

One of the things we want to talk about here are employment levels. We separated this out by looking at the 16 to 24 age segments (our youngest entrants into the workforce), the 25 to 64 year old which is really our working age population, and then 65+. We are looking at who is employed and who is unemployed- those two lines are considered being in the labor force- which are represented by the gray and lighter blue lines. Those that are not in the labor force, for whatever reason, are represented by the dark blue lines. In the time frames represented, Latinos have added over 2K workers into the 16-24 category which is about 19% growth. We have added about 10K workers in the main 25 – 64, working age population category. The important thing for us to look at is our percentage in the labor force, how many Latinos we have participating in the labor force, is steady and strong. Most of these (dark blue lines) are relatively flat across the time we are looking at. But it is also increasing slightly in our oldest and youngest category. So more 16-24 year-olds are participating in the labor force than 10 years ago, and the same for our 65+. When we couple that with the picture of median household income and what is happening there, it points to the necessity of needing more income earners within the household. That is something we need to stay close to and keep our eyes on. We want to make sure that those numbers are positive (more in labor force) are not because of need, but out of desire to go in (back in) to the workforce.

### SLIDE 15

The other thing we want to look at- and I know that this is an eye chart, but you will be able to download this presentation- is the occupations or where Latinos are working. This represents broad categories of work, and what we want to really look at is the BOLD items in the key that I wanted to quickly talk about. The top three listed on the chart are really where we are most concentrated. Which are low skill production, transportation, material moving, maintenance occupations, construction occupations and sales and office occupations. These three categories are where Latinos are most concentrated. OVER 50% of our workforce is in those categories. The biggest of which is in production, transportation, and material moving occupations. There is a lot of low-skilled production type labor in our community. Over 50% of those top three. Sales and Office occupations have been declining a bit. Our population of Latinos in food preparation and serving occupations has also been declining as we

look over time. The number of Latinos going into Computer, engineering, and science occupations, however, is slightly increasing. That is a small percentage of the overall occupations, but we did want to point to it as a bright spot. We also want to highlight that Latinos going into health care, both on the support side and practitioners and technical occupations are also increasing, even though those remain small numbers. These are trends that we at the Collaborative are really trying to look at of how we help change the makeup we see in this slide in a very substantial way so Latinos can participate in more of these in demand positions that are going to be much higher wage earning jobs for them.

#### **SLIDE 16**

The last section that we want to talk about today is education. This is a very important piece of the puzzle for the Latino community.

#### **SLIDE 17**

We first want to talk about school enrollment. You can see over time, the height of these columns go up, and that means that more Latinos are enrolled in school. This makes sense since our population, especially those under 17, is growing. We are showing all enrollment from nursery to pore school to postgraduate, and if we consider who is enrolled in school, we currently have over 50K Latinos enrolled in education at some level here in the County. Just to give you an idea about size, the entirety of MPS right now has about 50K or 60K students in it. And so, Latinos alone are similar in size to something as big as what we think about with MPS. Thinking about that, the quality of education and how are we moving students from the high school level, which is he lightest blue, into the college and post graduate sections which includes the associates degree, and we see in the darker blues, becomes very important to us. We have a very robust K-8 pipeline, leading into the High School pipeline, and can we impact the make up of our school enrollment by making sure that those students are prepared to move into college and post graduate work. We have a lot of Latinos in that (K-12) pipeline.

#### **SLIDE 19**

If we think about our education for the population 25 years and older, the adult population and how has the make up of educational attainment changed, today, the top two percentages that we are showing are 4.5% have a post graduate degree, and 11.8% have a bachelor's degree. That makes up 16.4% of Latinos that have a college degree or higher in the county. But that still lags our white counterparts by 20% points. That is a lot of opportunity that we have here as Latinos. I also want to point out the bottom percentage which is the percentage of our adult population that has less than a high school diploma. In the last decade, we have seen that percentage drop from over 40% of our population to just under 30% at 29.9%. There was a big swing in that decade. There is a lot of positive movement here, but we still have a lot of opportunity at the higher echelon to create more room for Latinos with college degrees that would coincide with greater earnings potential for them and their families.

## SLIDE 20

So, in summary, because it is 12:30, a growing and more educated Latino population can make for a very bright future for our region. If you think about harnessing the potential of our Latinos, in our very youthful Latino population that is continuing to grow. We do need investments in quality education and assurances that our group of Latinos under 18 are going to have the best opportunity to participate-whether that is associates degrees, bachelor's degrees, post graduate degrees or technical schools. And certainly, upskilling as many of the 25 to 64 population to fill the more in demand jobs and change the makeup of the 50% of our workforce segment that are in lower skilled, lower wage positions. Those investments are going to be a smart bet and a necessary step to realize the potential that our Latino population presents. I encourage each of you to reach out if you would like more information. I encourage all of you to get more involved whether it is upskilling or some of these other key areas that the collaborative and other partners are trying to do. This is important work and I hope it was insightful for you. We look forward to hearing from you and to bringing you more data and more information that you can use in your jobs/organizations and how important Latinos are to our region. Thank you so much, we hope you have a good day.

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