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Latinos in Massachusetts Selected Areas Holyoke, Chicopee, and Easthampton

by Phillip Granberry, PhD, Sarah Rustan, MA, and Faye Karp, MS

January, 2013

**THE MAURICIO GASTON INSTITUTE
FOR LATINO COMMUNITY DEVELOPMENT
AND PUBLIC POLICY**



Holyoke, Chicopee, and Easthampton

This report provides a descriptive snapshot of selected economic, social, educational, and demographic indicators pertaining to Latinos in the cities of Holyoke, Chicopee, and Easthampton. It reflects a commitment by UMass Boston's Mauricio Gastón Institute for Latino Community Development and Public Policy to provide periodic updates on the growing Latino population in Massachusetts.

The report on Holyoke, Chicopee, and Easthampton is part of a larger series that covers fourteen other cities, or clusters of cities, in the Commonwealth of Massachusetts. Each report analyzes data from the 2010 American Community Survey (ACS) conducted by the U.S. Census Bureau. Data are analyzed by Public Use Microdata Area (PUMA), which consists of a minimum population of 100,000 and is the smallest geographic area publically available for individual-level analysis. According to the 2010 Census, Chicopee accounted for nearly half of the population (49.7%) in the PUMA containing these cities, while Holyoke accounted for 35.9% and Easthampton 14.4%. The majority of the Latino population (68.7%) lived in Holyoke, while 29.2% lived in Chicopee and 2.1 % lived in Easthampton. Thus, the Latino statistics in this report will pertain principally to Holyoke and secondarily to Chicopee.

Since ACS data is collected from a sample of the population, there is some variation associated with each population estimate. In the bar graphs in this report, the 'I' that accompanies each bar represents the confidence interval for that estimate; we expect that another sample would generate an estimate within this interval 95% of the time.

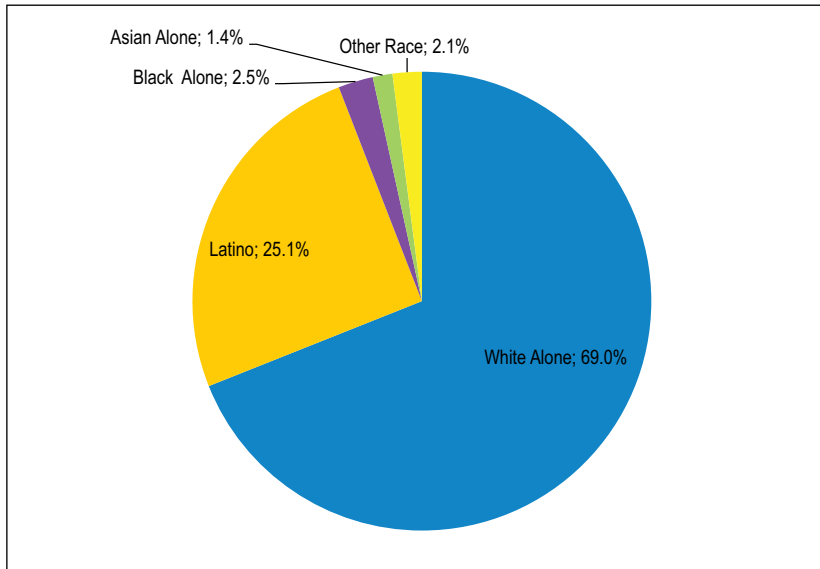
Notes

¹ This report uses the census designations of Hispanic or Latino origin and ancestry based on migration from Latin America to estimate the number of Latinos. Thus, Brazilians are included in the category "Latino," though most Brazilians self-report in the ACS using a racial category (e.g., white, black), rather than identifying with the term "Latino."

In this series, Latinos are compared to non-Latino whites, non-Latino blacks, and Asians for selected demographic, economic, and social characteristics. The number of ethno-racial groups included in a particular analysis may vary; each ethno-racial group is included in the analysis only when the observed sample size is large enough to produce reliable population estimates. In this report, Latinos are compared primarily to non-Latino whites because the ACS did not include large enough sample sizes to produce reliable population estimates for the other ethno-racial groups.

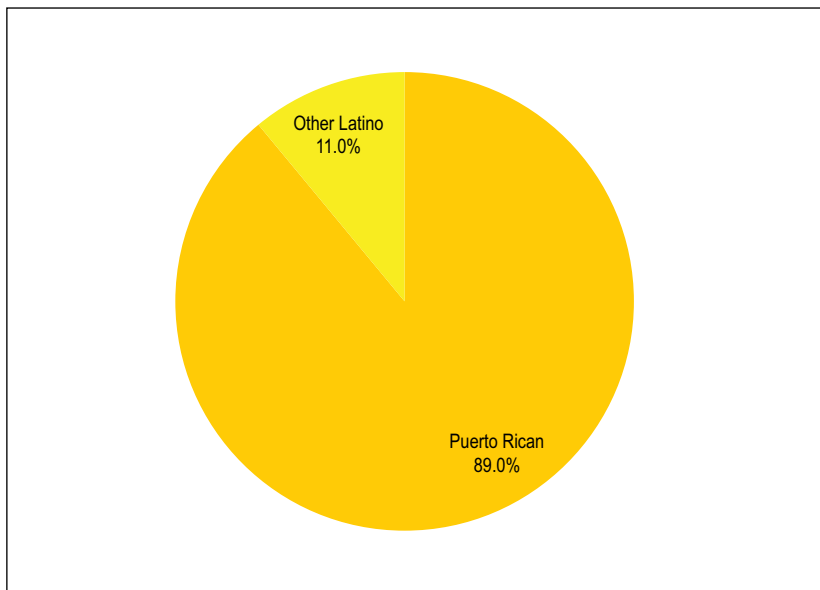
Holyoke, Chicopee, and Easthampton are home to an estimated 27,574 Latinos, who account for 25.1% of the area's population. Whites make up a larger percentage of the total population (69.0%), while blacks represent 2.5 % and Asians represent 1.4% (Figure 1).

Figure 1: Population Percentages by Ethno-Racial Group in 2010



This area's Latino population is dominated by Puerto Ricans, who are U.S. citizens; their population is estimated to be 24,540, or 89.0% of the area's Latino population. This strong Puerto Rican presence means that Latinos do not contribute as heavily to the number of foreign-born residents as they do in other areas. The Holyoke-Chicopee area includes only 7.0% foreign-born residents, compared to 14.9% for the state as a whole.

Figure 2: Ancestry of the Top Latino Groups in 2010

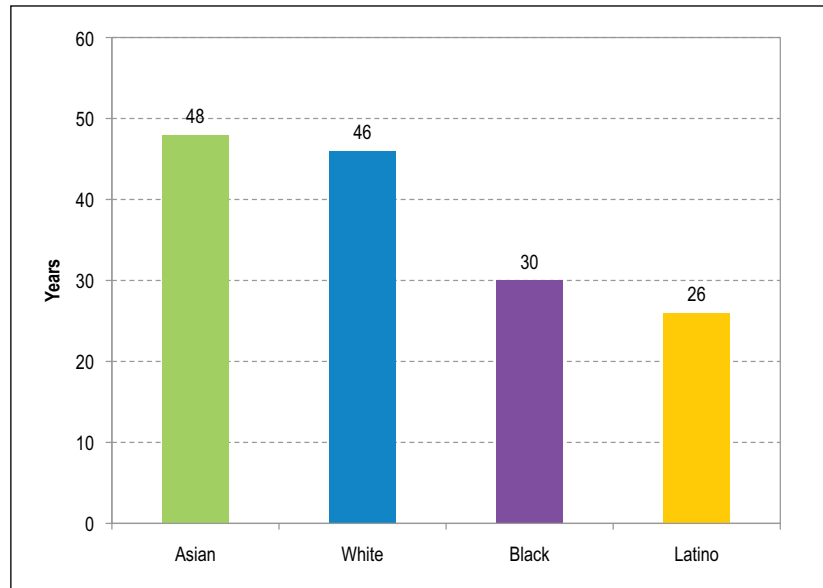


The rest of this report presents an overview that compares Latinos to whites, blacks, and Asians in this area for selected demographic, economic, and social characteristics.

MEDIAN AGE AND MARITAL STATUS

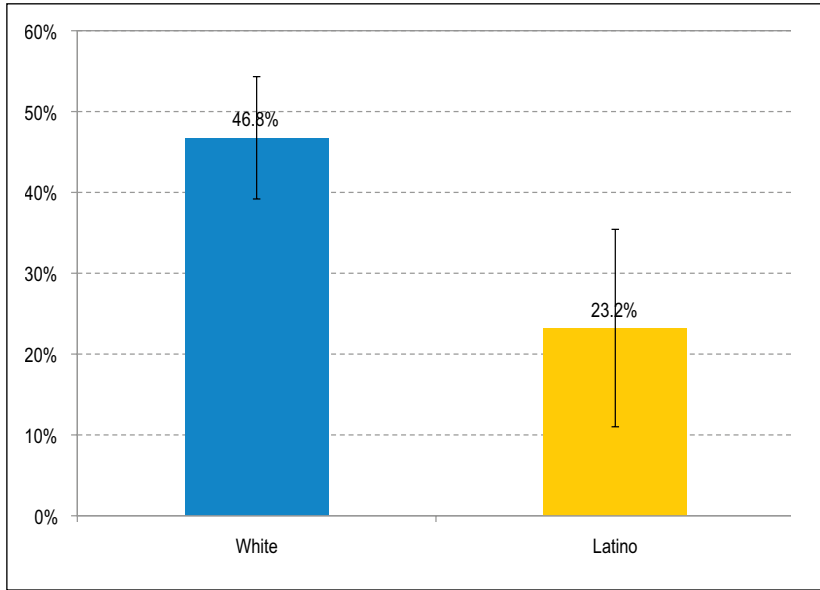
Figure 3 highlights differences in median age, drawing attention to the importance of Latinos in Holyoke and Chicopee. Latinos have a younger median age (26 years) than all other ethno-racial groups. This suggests that Latinos have more families with young children and will require an investment in the 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 2010



The youthfulness of the area's population may influence its marital status. The Latino marriage rate in Holyoke and Chicopee, shown in Figure 4 (covering all persons age 16 and older) is much lower than for whites in these cities. It is also much lower than the statewide Latino marriage rate (23.2% in Holyoke-Chicopee compared to 35.4% statewide).

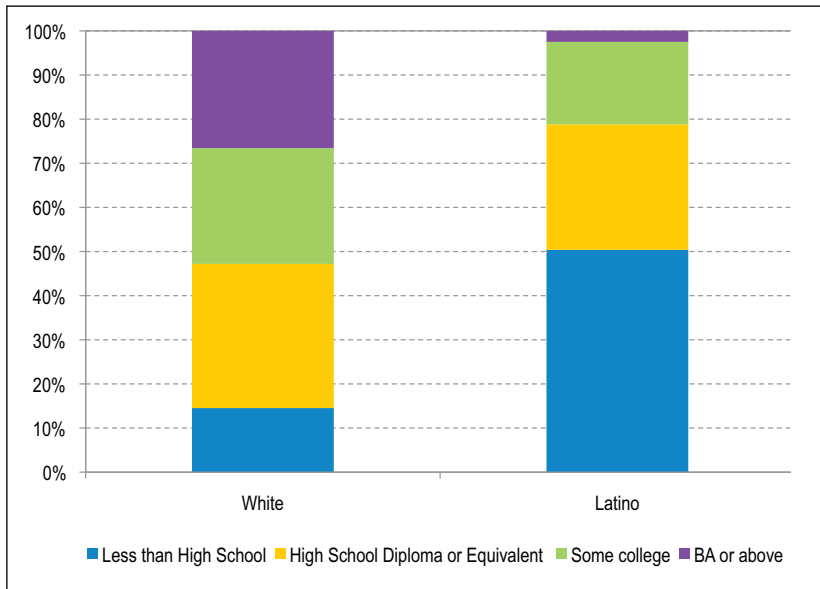
Figure 4: Marriage Rates by Ethno-Racial Group in 2010



EDUCATION

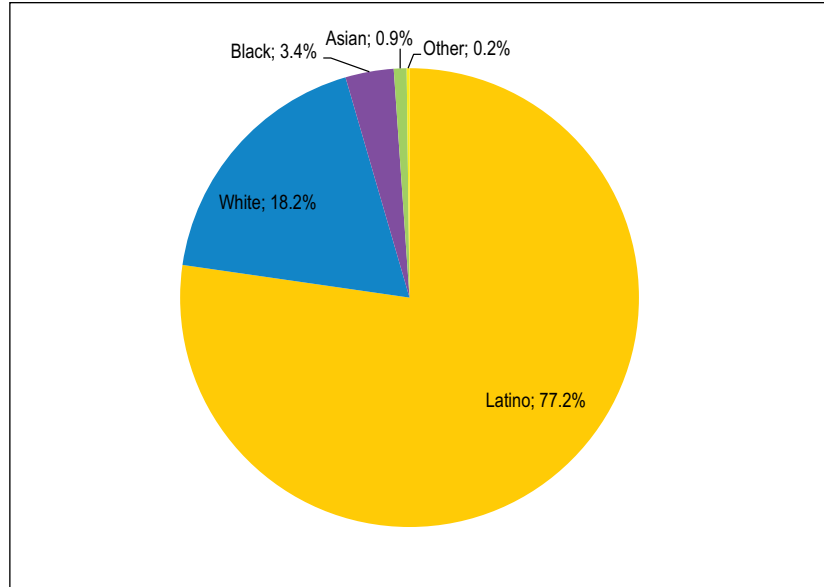
Figure 5 highlights the fact that Latinos (50.4%) have a higher percentage of their adult population lacking a high school diploma than whites (14.5%). At the other end of the educational scale, Latinos in these cities have a strikingly low percentage of their population with at least a bachelor's degree: 2.5%, compared to 26.6% for whites.

Figure 5: Educational Attainment by Ethno-Racial Group in 2010 (Adults 25 Years and Older)



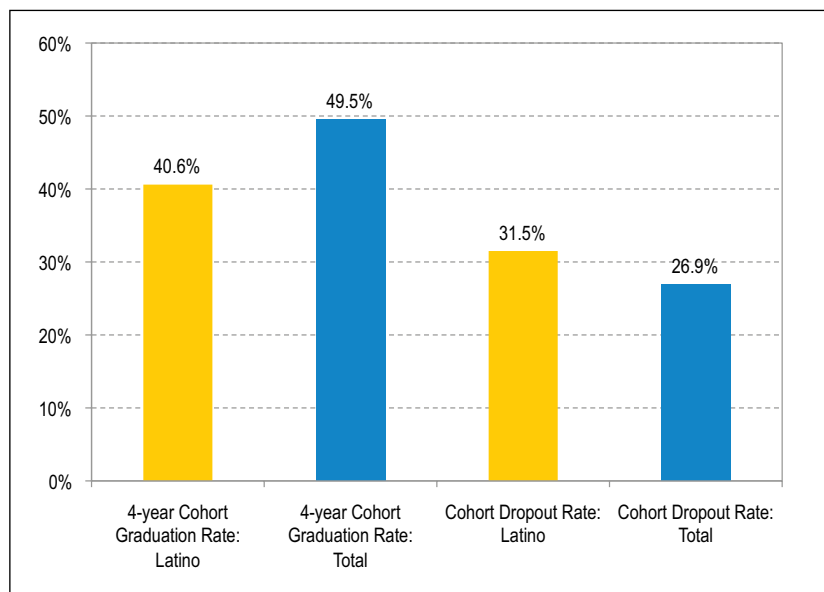
Figures 6A and 6B, unlike other figures in this report, pertain solely to the city of Holyoke. They provide information on Latinos in Holyoke Public Schools, using data from the Massachusetts Department of Elementary and Secondary Education. Most students (77.2%) in Holyoke Public Schools are Latino.

Figure 6A: Spotlight on the Holyoke Public Schools by Ethno-Racial Group, Academic Year 2010–2011



In a district where all students struggle to complete high school, Latino students still lag behind the total population. Fewer than half of Latino students in Holyoke Public Schools (40.6%) graduated from high school in four years compared to 49.5% for the total student population. Similarly, 31.5% of Latinos who entered their freshman year in the 2006–2007 school year dropped out of high school and did not return or get a GED, compared to 26.9% of the total population.

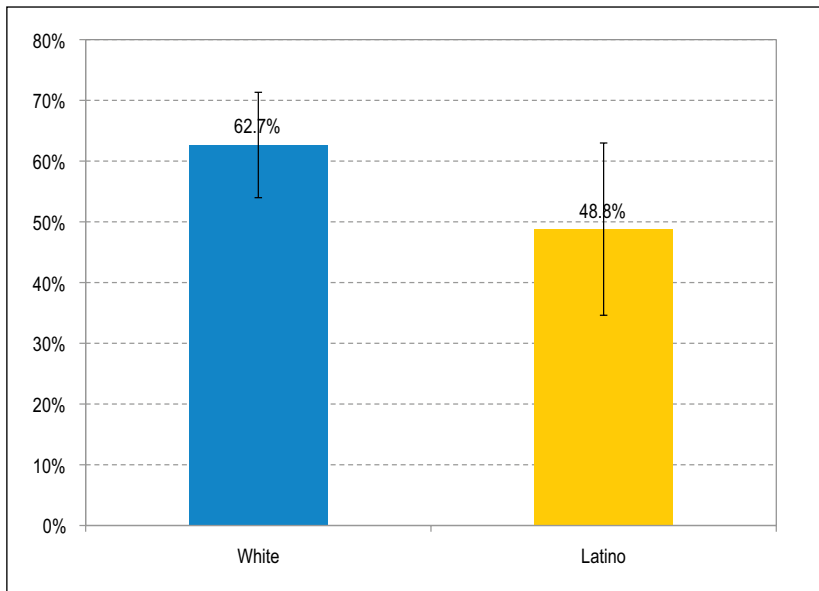
Figure 6B: Spotlight on Holyoke Public Schools by Outcomes, Academic Year 2010–2011



LABOR FORCE PARTICIPATION

Figure 7 shows that Latinos have a labor force participation rate (48.8%) that is lower than for whites in these cities (62.7%). This Latino rate is also much lower than the statewide Latino average of 68.1%. This low participation could be related to the lower median age of Latinos shown by Figure 3, suggesting they have more families with young children, which typically aligns with lower labor force participation rates due to caretaking needs.

Figure 7: Labor Force Participation by Ethno-Racial Group in 2010



Even among Latinos who are in the labor force, unemployment is high. The unemployment rate among Latinos in 2010 was 19.8%, which was nearly double the rate for whites (10.0%). In comparison, the Latino statewide unemployment rate in 2010 was 15.2%

Figure 8: Unemployment Rates by Ethno-Racial Group in 2010

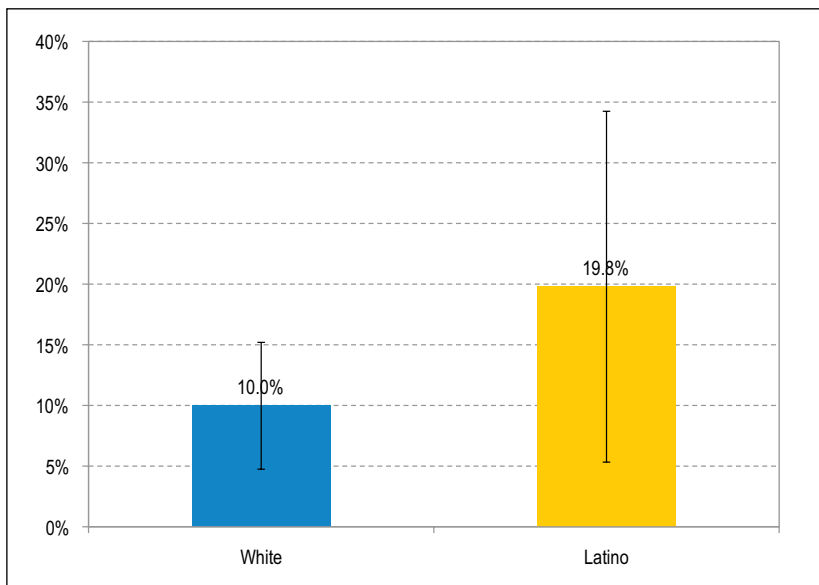
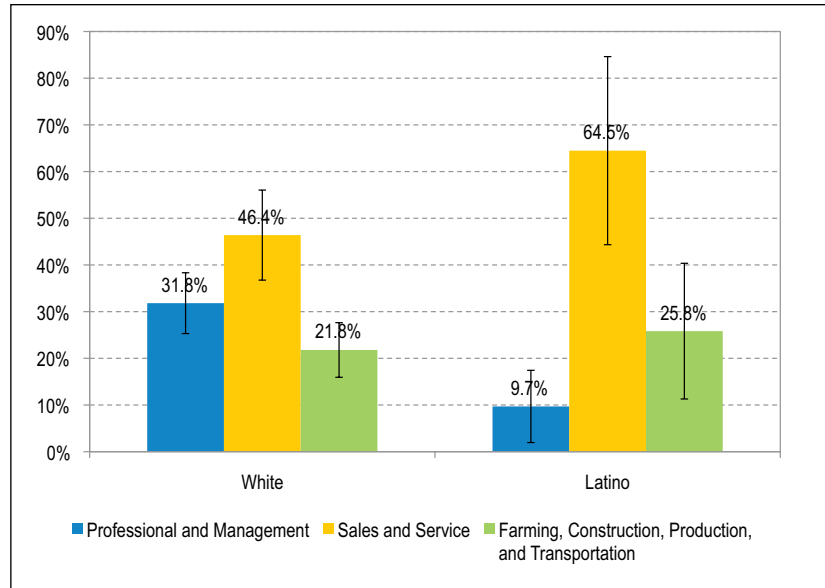


Figure 9 shows that Latinos serve as complements to whites who have higher educational attainment in Holyoke and Chicopee. As shown in Figure 9, Latinos are underrepresented in what are traditionally considered white-collar jobs (professional and managerial). Correspondingly, Latinos are overrepresented in what are traditionally considered blue-collar jobs (farming, construction, production, and transportation) and service occupations.

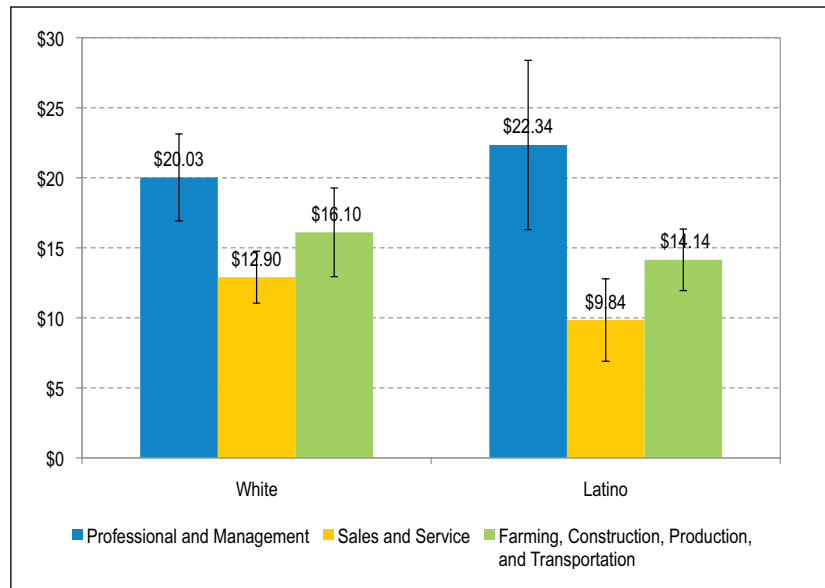
Figure 9: Population Employed by Occupational Category by Ethno-Racial Group in 2010



EARNINGS

When examining the wage rates for these occupational categories, we see that Latinos earn more than whites for their white-collar employment but not for their service-sector and blue-collar employment (Figure 10).

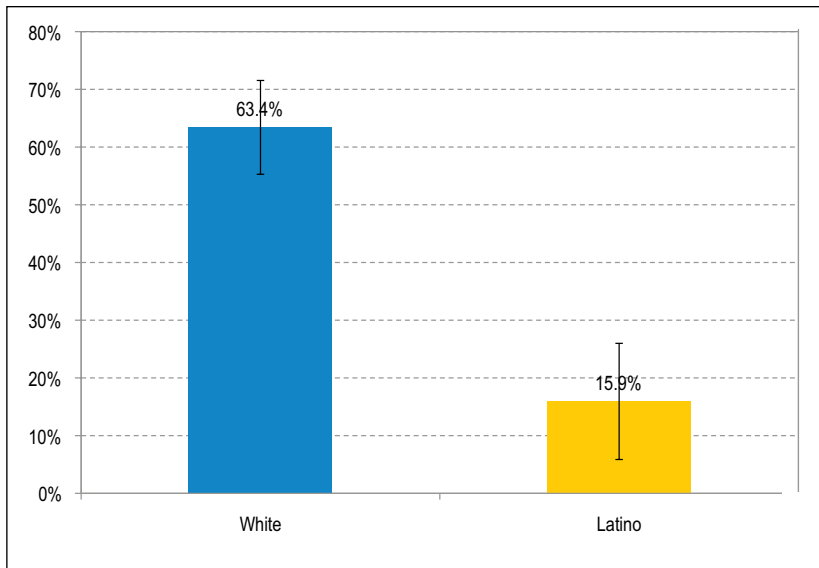
Figure 10: Hourly Wages by Occupational Category by Ethno-Racial Group in 2010



HOUSING STATUS AND MEDICAL INSURANCE

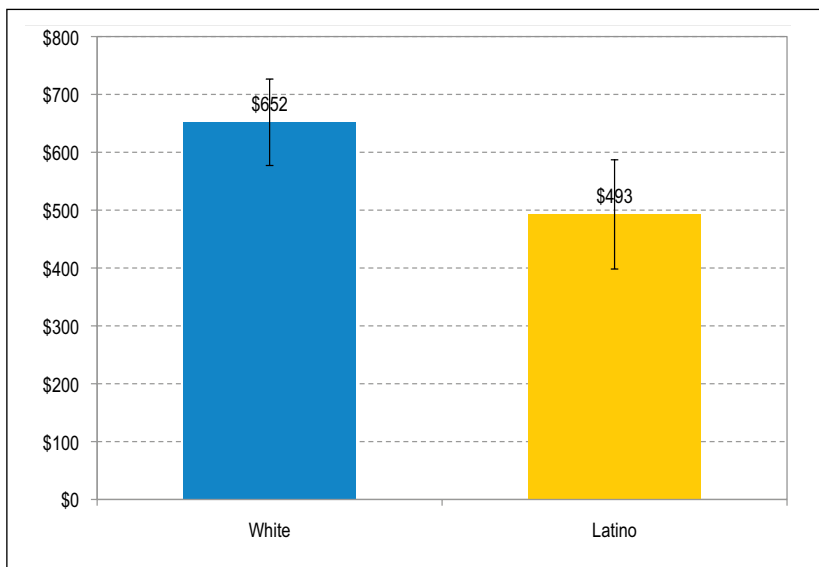
The final measures of Latino participation in Holyoke and Chicopee are intended to identify how well Latinos are being rewarded for their economic, social, and political participation. Latinos traditionally have low homeownership rates across the country. Figure 11 shows that this trend holds true for these cities, where Latinos have a homeownership rate of only 15.9%. This is much lower than the statewide Latino rate of 25.7%. As a complement to these percentages in Figure 11, it is evident that 84.1% of Latinos in these cities are renters.

Figure 11: Homeownership Rates by Ethno-Racial Group in 2010



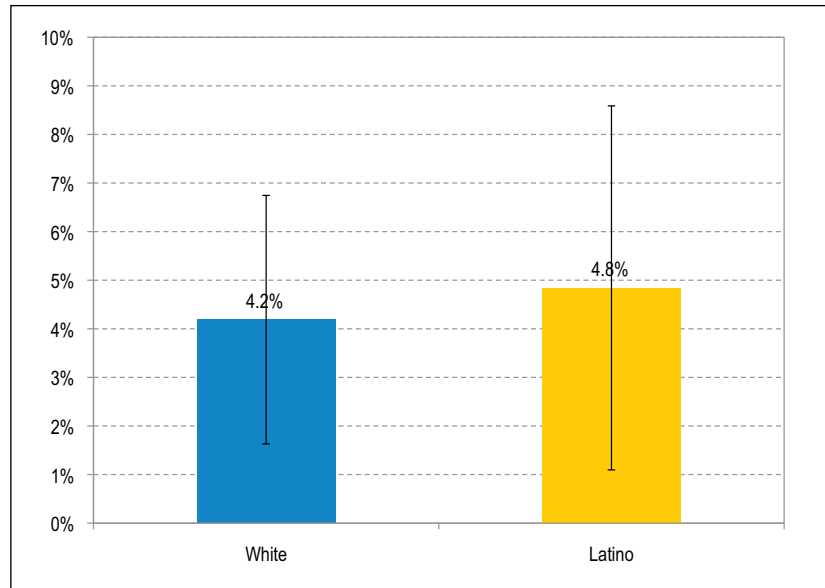
With low levels of homeownership, Latinos in Holyoke and Chicopee are more dependent on the local rental markets. Monthly rents paid by Latino renters (\$493) are lower than those of whites (\$652).

Figure 12: Rental Costs by Ethno-Racial Group in 2010



The percentage of Latinos in this area who lack medical insurance (4.8%) is slightly higher than 4.2% of uninsured whites, but much lower than the statewide Latino percentage of 11.6%. The lower percentages of Latinos in Holyoke and Chicopee than statewide who are foreign-born may account for this discrepancy.

Figure 13: Medical Uninsurance Rates by Ethno-Racial Group in 2010



The **Mauricio Gastón Institute for Latino Community Development and Public Policy at 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 selected Massachusetts areas based on an analysis of 2010 American Community Survey (ACS) data.

Our descriptive analysis uses both household- and individual-level ACS data to estimate population size and characteristics in order to compare Latinos to other ethno-racial groups. Technically, these groups are designated as non-Latino whites, non-Latino blacks, and non-Latino Asians though they are often referenced simply as “white,” “black,” and

“Asian” in these profiles. Although many Brazilians do not self-identify as Latino or Hispanic, the ‘Latino’ category does include the Brazilian population in this report series.

The Gastón Institute plans to update this series of demographic profiles for selected Massachusetts areas every five years upon release of American Community Survey data. A similar report series examining Latino populations at the city level is planned for the 2015 Gastón Institute public policy conference. In addition, demographic profiles highlighting Latino sub-groups will be produced on an ongoing basis.

One of the goals of the Gastón Institute is to be responsive to the needs of the Latino and policy communities through the research we undertake. Please feel free to contact us with suggestions or requests for specific information.

About the Authors

Phillip Granberry is a social demographer who specializes in immigrants in the US. He worked with various community-based organizations assisting recently arrived U.S. immigrants before earning a PhD in Public Policy from the University of Massachusetts Boston. He has published several articles on the accumulation and use of social capital among Mexican migrants and the impact of welfare and immigration policy reform on Latinos in Massachusetts. Currently a Research Associate for the Gastón Institute, he also teaches courses on international migration and urban affairs for the UMass Boston Economics Department.

Faye Karp specializes in conducting research that helps organizations improve programs serving low-income, Latino, and English Language Learner youth. She holds an MS in Public Policy from the University of Massachusetts Boston. As a Research Associate and Project Manager at the Gastón Institute, she worked with the Boston Public Schools Office of English Language Learners to develop policy guidelines for the district’s Two-Way Bilingual programs.

Sarah Rustan is a PhD candidate in Law and Public Policy at Northeastern University, with previous degrees in architecture (BA) and cultural management (MA). Her professional background includes broad experience in the nonprofit sector including research, development, and management, and her dissertation explores the role that nonprofit arts organizations play in community development and social organization. She currently serves as a Research Associate and Data Analyst for the Gastón Institute.

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