

University of Massachusetts Boston

## ScholarWorks at UMass Boston

---

Gastón Institute Publications

Gastón Institute for Latino Community  
Development and Public Policy Publications

---

7-1-2017

### Latinos in Massachusetts Selected Areas: Holyoke

Phillip Granberry

*University of Massachusetts Boston*, [phillip.granberry@umb.edu](mailto:phillip.granberry@umb.edu)

Trevor Mattos

*University of Massachusetts Boston*, [trevor.mattos001@umb.edu](mailto:trevor.mattos001@umb.edu)

Follow this and additional works at: [https://scholarworks.umb.edu/gaston\\_pubs](https://scholarworks.umb.edu/gaston_pubs)



Part of the [Demography, Population, and Ecology Commons](#), [Latina/o Studies Commons](#), and the [Race and Ethnicity Commons](#)

---

#### Recommended Citation

Granberry, Phillip and Mattos, Trevor, "Latinos in Massachusetts Selected Areas: Holyoke" (2017). *Gastón Institute Publications*. 219.

[https://scholarworks.umb.edu/gaston\\_pubs/219](https://scholarworks.umb.edu/gaston_pubs/219)

This Research Report is brought to you for free and open access by the Gastón Institute for Latino Community Development and Public Policy Publications at ScholarWorks at UMass Boston. It has been accepted for inclusion in Gastón Institute Publications by an authorized administrator of ScholarWorks at UMass Boston. For more information, please contact [scholarworks@umb.edu](mailto:scholarworks@umb.edu).



# Latinos in Massachusetts Selected Areas

## Holyoke

by Phillip Granberry, PhD, Trevor Mattos

July, 2017

---

THE MAURICIO GASTON INSTITUTE  
FOR LATINO COMMUNITY DEVELOPMENT  
AND PUBLIC POLICY

---

# Holyoke

## The Latino Population

---

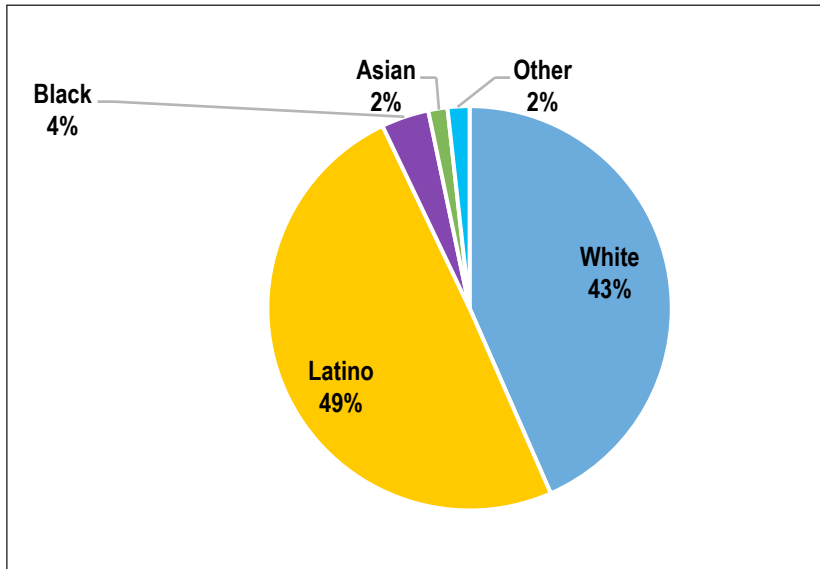
This report provides a descriptive snapshot of selected economic, social, educational, and demographic indicators pertaining to Latinos in Holyoke. It reflects a commitment by UMass Boston's Mauricio Gastón Institute for Latino Community Development and Public Policy to provide periodic updates on the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

The report on Holyoke is part of a larger series that covers cities and towns in the Commonwealth of Massachusetts with a significant number of Latinos. Each report analyzes data from the American Community Survey (ACS) conducted by the U.S. Census Bureau. We obtained the data from the American Factfinder website in tabular form, and we transformed these data into figures presented in this report.

In this report, Latinos are compared to non-Latino whites, blacks, and Asians for selected characteristics. This report uses the designation of Latino for the universe of people who the Census identified as Hispanic or Latino. The US Census first identified individuals with an ethnicity category of Hispanic or Latino or not Hispanic or Latino. Then, the US Census allowed individuals to select a race. This analysis uses the term "Latino" to identify those that selected an ethnicity. The Census designation of black or African American alone is referenced as black. The category of Asian alone is referenced as Asian. A smaller other ethno-racial category is identified for the initial population estimate of Holyoke and this consists those who identified with multiple race categories or some other race and the category of American Indian and Alaska Native alone. 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.

The city of Holyoke's 40,342 residents include 19,964 Latinos, who make up just under 50% of the total population. This concentration of Latino residents is much higher than for the state of Massachusetts overall (11%). The second largest group in Holyoke is the non-Latino whites, who compose 43% of the city's population. Smaller ethno-racial groups include blacks, who make up 4% of the population, and Asians and "others" who each make up 2% (Figure 1).

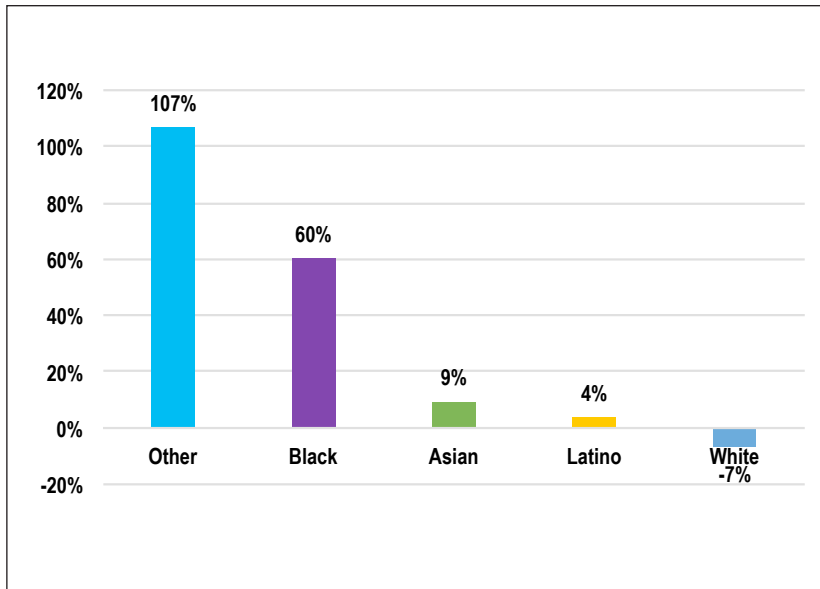
Figure 1: Population Percentages by Ethno-Racial Group in Holyoke



Source: 2011–2015 5-Year American Community Survey Estimates – B03002

Between 2010 and 2015, proportionately large population changes occurred in the "other" and black communities. The "other" group saw 107% population growth, while blacks grew by 60%. Asians and Latinos grew by 9% and 4%, respectively. Alternatively, whites decreased by 7% (Figure 2). At the state level, the Latino community grew much more quickly during this period, increasing in size by 21%.

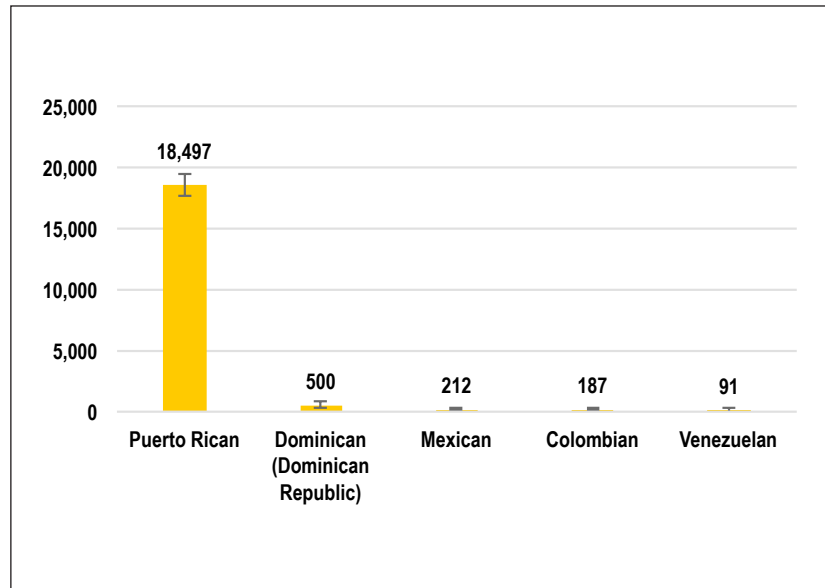
Figure 2: Population Change by Ethno-Racial Group from 2010 to 2015



Source: 2011–2015 & 2006–2010 5-Year American Community Survey Estimates – B03002

The Latino community in Holyoke is predominantly made up of Puerto Ricans, who number 18,497. No other Latino group reaches 1,000 residents. The next largest groups after the Puerto Ricans are the Dominicans (500), Mexicans (212), Colombians (187), and Venezuelans (91). Though Figure 3 does not portray margins of error for the smallest groups very well, it should be noted that the smallest groups have very large margins of error. Puerto Ricans make up the majority Latino group statewide, though the second largest group, Dominicans, also contribute significantly to the size of the Latino community across the state.

**Figure 3: Ancestry of the Top Latino or Hispanic Subpopulations**

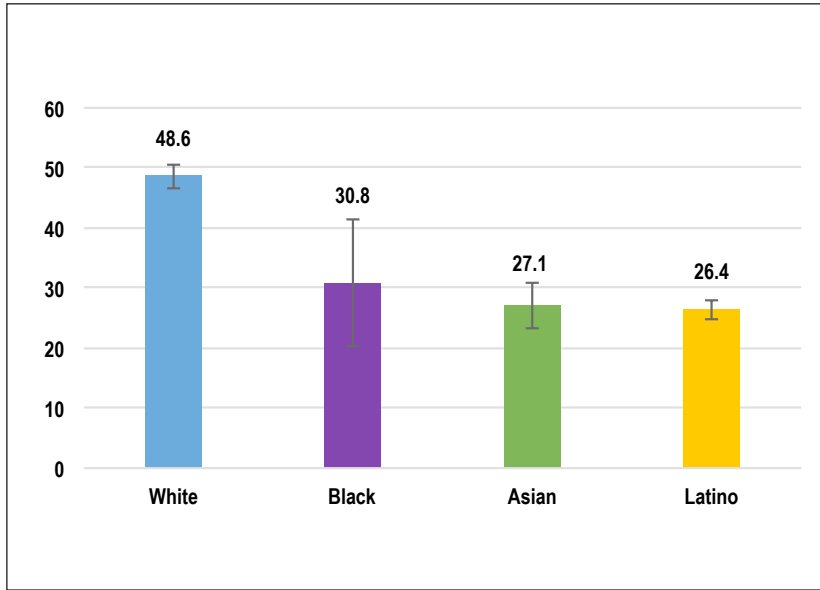


Source: 2011–2015 5-Year ACS Estimates – B03001

## Median Age and Marital Status

As in the rest of the state, whites in Holyoke are older than other groups. With a median age of 48.6 years, whites are nearly twice as old as Latino residents, whose median age is 26.4 years (very close to the statewide Latino median of 27 years). Black and Asian residents in Holyoke are closer in age to Latinos than to the whites, with median ages of 30.8 years and 27.1 years, respectively (Figure 4).

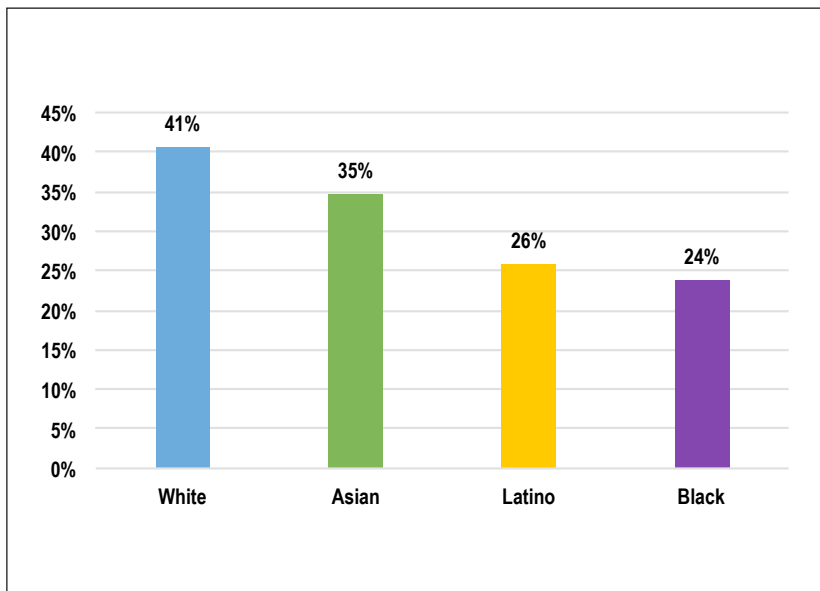
Figure 4: Median Age by Ethno-Racial Group



Source: 2011–2015 5-Year ACS Estimates – B01002

In Holyoke, marriage rates are highest among white residents (41%) and lowest among blacks (24%). For those in the Asian community, the marriage rate is 35%, while the Latino marriage rate is 26%. Across the state, however, Latinos' marriage rate is 32%.

Figure 5: Marriage Rates by Ethno-Racial Group

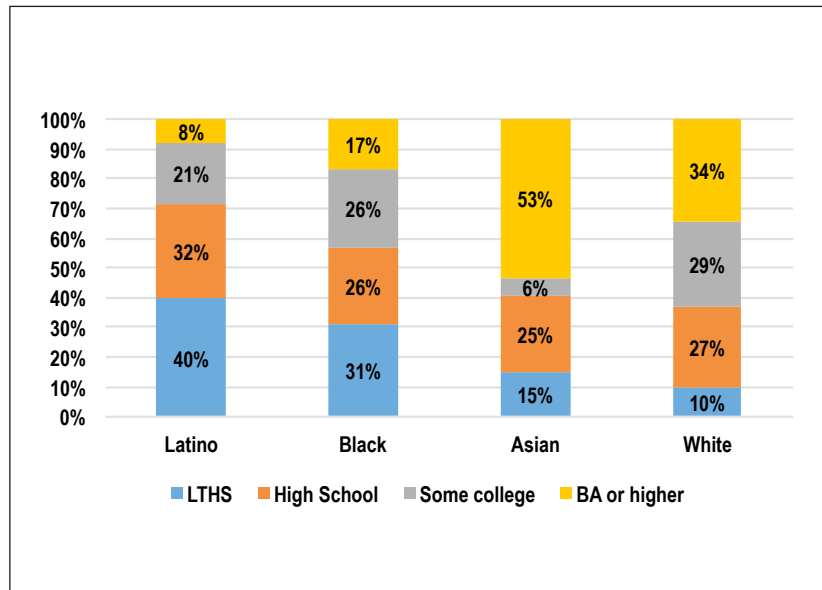


Source: 2011–2015 5-Year American Community Survey Estimates – B12002

## Educational Attainment

In Holyoke, as in various other post-industrial towns and cities with challenging economic conditions, the human capital base is lacking, particularly for Latinos and blacks. Latinos in Holyoke have the highest density of those who did not complete high school (40%), and the lowest proportion of college degree holders (8%). This latter figure contrasts with a higher educational attainment rate for Latinos across the Commonwealth, which is 17%. Whites in Holyoke have the lowest concentration of residents who did not complete high school (10%), and the second highest density of college degree holders (34%). Blacks also have a large share of residents who did not complete high school (31%), and a smaller share of college degree holders (17%). The Asian community has an exceptionally high rate of college degree holders (53%) (Figure 6).

Figure 6: Educational Attainment by Ethno-Racial Group (Adults 25 Years and Older)

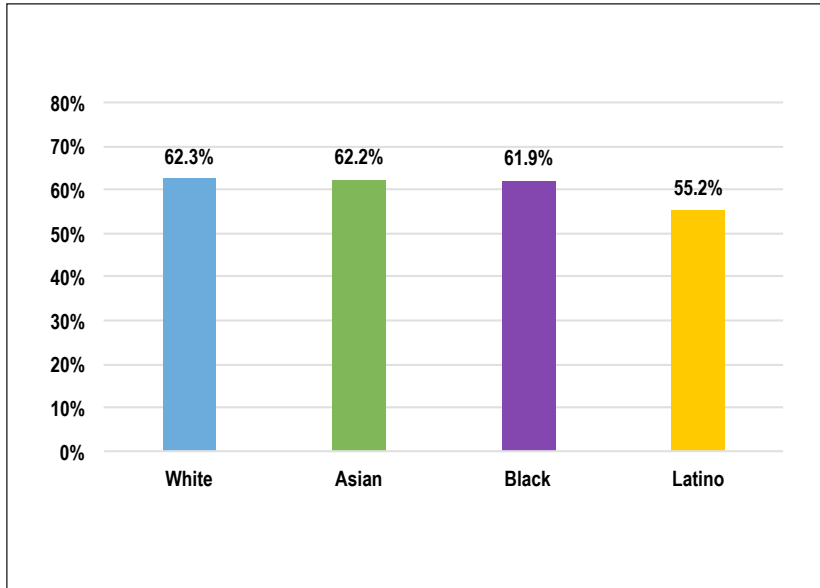


Source: 2011–2015 5-Year American Community Survey Estimates – C15002

## Labor Force Participation

While across the state, Latinos participate in the labor force at a rate of 67%, those in Holyoke participate at a rate of 55.2%. This is also the lowest participation rate in Holyoke. White residents have the highest labor force participation rate, at 62.3%. Asians and blacks have very similar rates, at 62.2% and 61.9%, respectively (Figure 7).

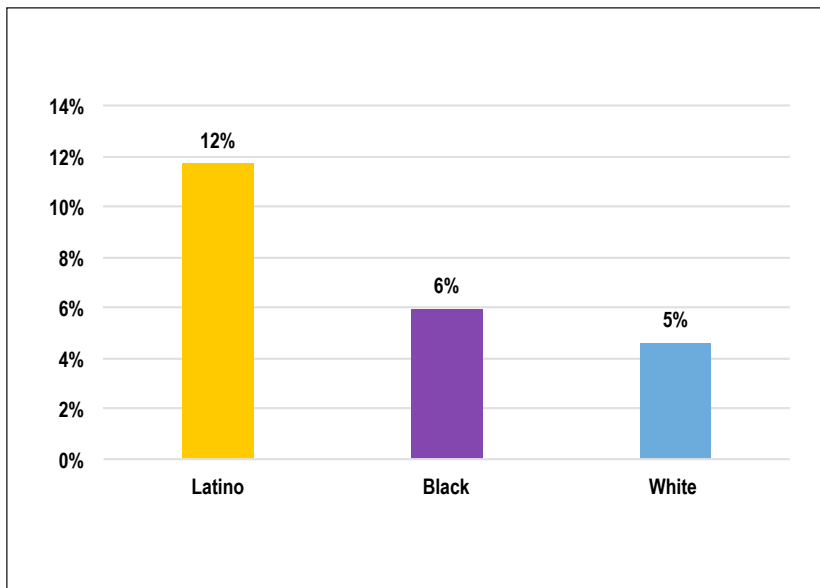
**Figure 7: Labor Force Participation among Individuals 16 years and Older by Ethno-Racial Group**



Source: 2011–2015 5-Year American Community Survey Estimates – C23002

Unemployment in Holyoke is much higher among Latinos than among any other ethno-racial group, at 12%, matching the statewide Latino unemployment rate. Blacks and whites experience unemployment rates roughly half of that which Latino residents face – 6% for black and 5% for white residents. For Asians in Holyoke, their population is too small to generate an accurate unemployment rate (Figure 8).

**Figure 8: Unemployment Rates by Ethno-Racial Group (ages 16+)**

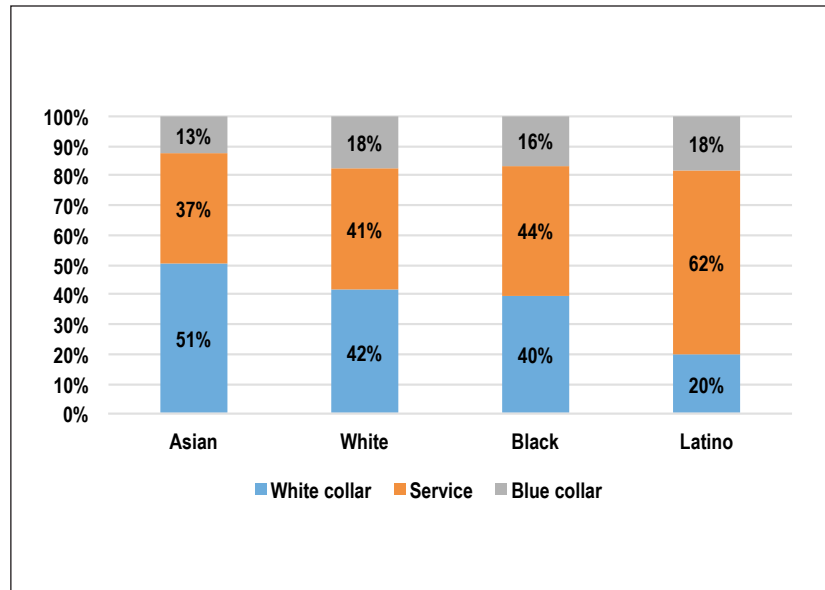


Source: 2011–2015 5-Year American Community Survey Estimates – C2300



With respect to the occupational distribution across ethno-racial groups in Holyoke, Latino residents are least represented in white collar positions, while more than half of Asian workers are in white collar jobs. Across the state, 23% of Latinos work in white collar occupations, which compares to 20% of Holyoke Latinos working in these occupations. White and black workers each have about a 40% share of their workers in white collar jobs. Latino workers are most heavily concentrated in the service sector, with nearly two thirds working in service jobs. There is much less variation in blue collar jobs, with between 13% and 18% of each group working such jobs (Figure 9).

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

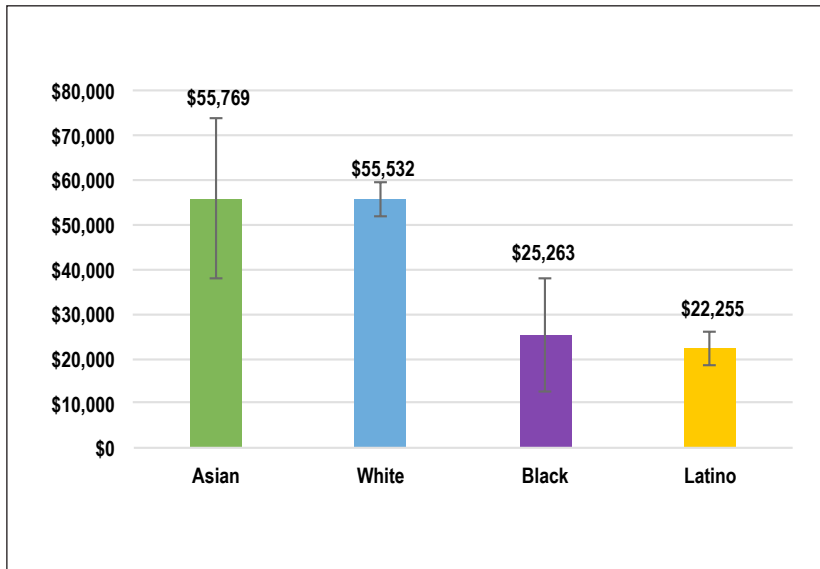


Source: 2011–2015 5-Year American Community Survey Estimates – C24010

## Earnings

Median household incomes in Holyoke are much lower than what they are across the state. For Latino households in particular, median income is \$22,255 in Holyoke compared to \$36,171 at the state level. Considering other groups in Holyoke, incomes are highest for Asian and white residents, at \$55,769 and \$55,532, respectively. Black incomes are slightly higher than they are for Latino households, at \$25,263 (Figure 10).

Figure 10: Median Earnings by Ethno-Racial Group in 2015

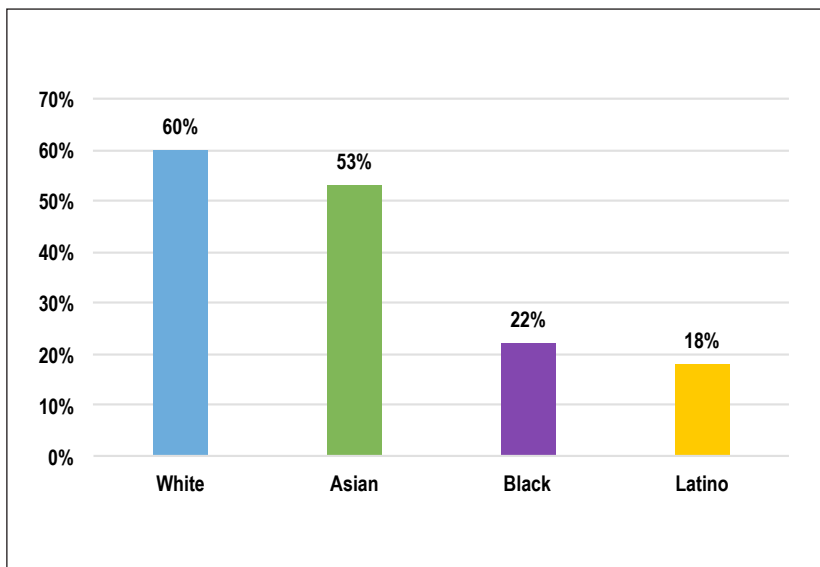


Source: 2011–2015 5-Year American Community Survey Estimates – B19013

## Housing Status and Medical Uninsurance

As in many other towns and cities across the Commonwealth, homeownership rates in Holyoke vary significantly. At the high end of the distribution, white residents have a homeownership rate of 60%, more than three times higher than the 18% rate for Latino residents. Statewide, the Latino ownership rate is 24%, which suggests that those living in Holyoke are not faring as well as the community is throughout the state. Asian and Black residents have ownership rates that fall between those of whites and Latinos, with Asians owning at a rate of 53% and blacks, 22% (Figure 11).

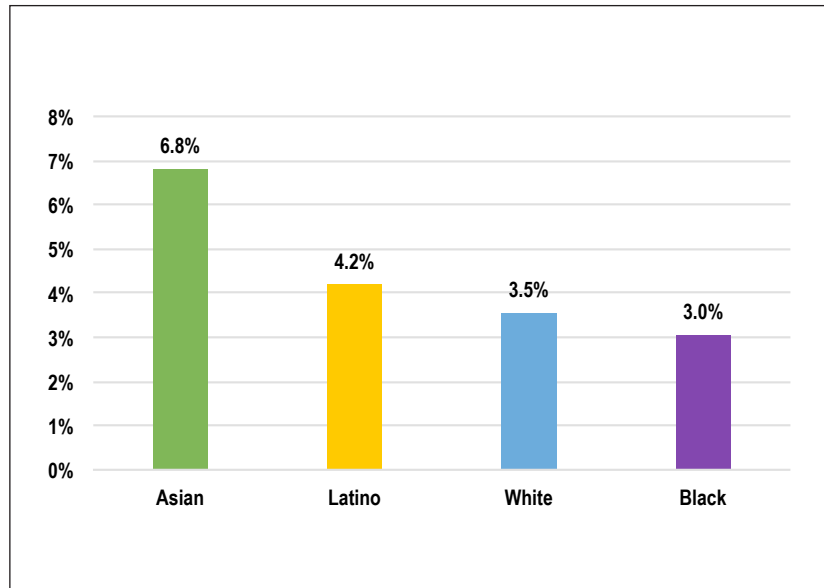
Figure 11: Homeownership Rates by Ethno-Racial Group



Source: 2011–2015 5-Year American Community Survey Estimates – B25003

In Holyoke, Asians have the highest share of individuals who lack health insurance, at 6.8%. Black residents have the lowest uninsurance rate, at 3%. White and Latino residents have uninsurance rates of 3.5% and 4.2%, respectively (Figure 12). At the state level, the Latino uninsurance rate is 3.6%.

**Figure 12: Medical Uninsurance by Ethno-Racial Group**



Source: 2011–2015 5-Year American Community Survey Estimates – C27001

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 American Community Survey (ACS) data. Demographic profiles highlighting Latino subgroups will be produced on an ongoing basis.

Our descriptive analysis uses ACS data to estimate population size and characteristics in order to compare Latinos to other ethno-racial groups. Technically, these groups are non-Latino whites, non-Latino blacks, and non-Latino Asians, though they are identified as “white,” “black”, and “Asian” in these profiles.

### About the Authors

Phillip Granberry is a social demographer. He worked with various community-based organizations assisting recently arrived U.S. immigrants before earning a Ph.D. in Public Policy from the University of Massachusetts Boston. He has published several articles on the accumulation and use of social capital among Latinos and the sexual health communication of Puerto Rican mothers with their children. In addition to his research and teaching in the Gastón Institute and Economics Department at UMass Boston, he is Senior Researcher in demography for the Boston Planning and Development Agency.

Because these estimates contain a “margin of error,” they may vary from one year’s report to another but still fall within this “margin of error.” Only when another estimate is outside of this margin of error can we identify a population change over time. Even with the limitation of this “margin of error,” these reports use the best demographic data of Latinos in the city and towns of Massachusetts.

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.

Trevor Mattos holds a M.P.P. in Public Policy from the University of Massachusetts Dartmouth and is currently a Graduate Research Assistant at the Gastón Institute, while pursuing a Master’s degree in Applied Economics at UMass Boston. His work primarily focuses on analysis of socio-demographic and economic conditions in Latino communities across Massachusetts.