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# Latinos in Massachusetts Selected Areas: Malden

by Phillip Granberry, Ph.D., and  
Vishakha Agarwal, Ph.D.

August 2022

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THE MAURICIO GASTON INSTITUTE  
FOR LATINO COMMUNITY DEVELOPMENT  
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**Latinos in Massachusetts Selected Areas: Malden**

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## **Introduction**

This report provides a descriptive snapshot of selected economic, social, educational, and demographic indicators pertaining to Latinos in Malden. 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 Malden is part of a larger series that covers cities and towns with a population of at least 35,000 residents in the Commonwealth of Massachusetts with a significant Latino population. Each report analyzes data from the American Community Survey (ACS) conducted annually by the U.S. Census Bureau. We obtained the data from the Census Bureau in tabular form, and we transformed these data into figures presented in this report.

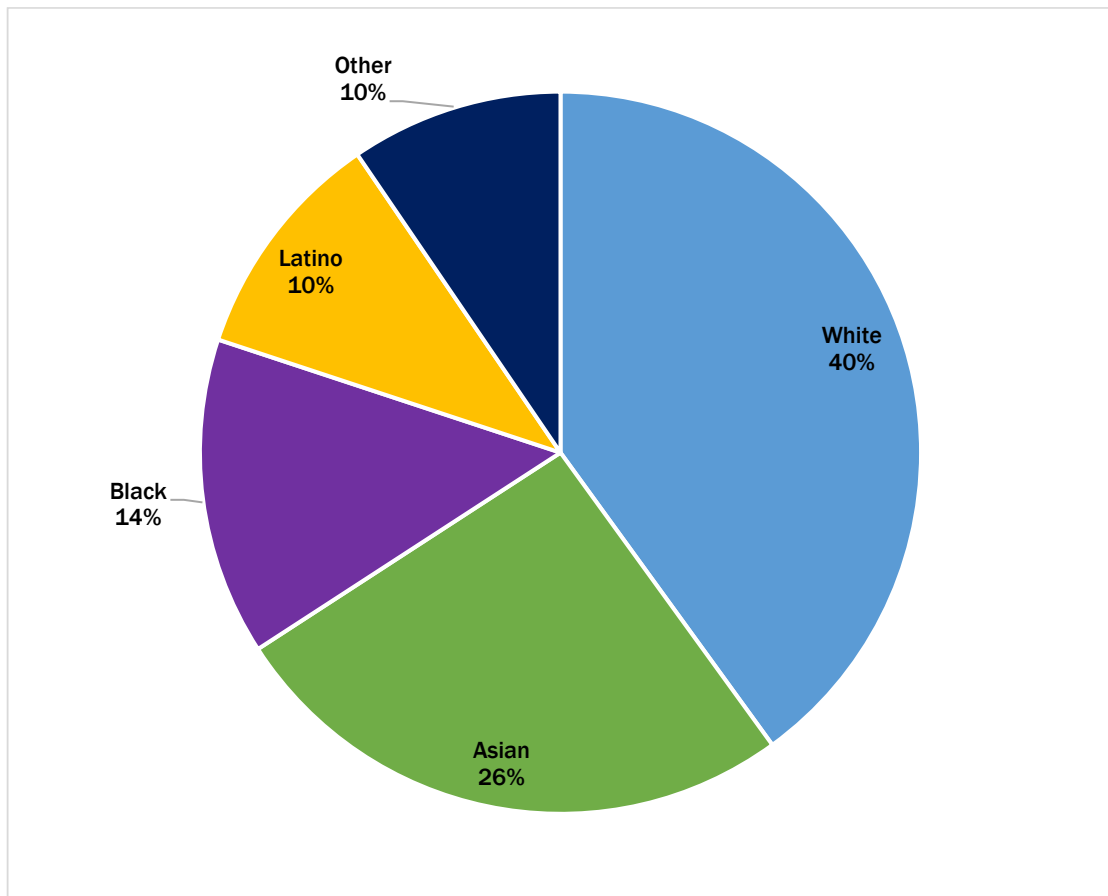
The Census Bureau identifies Latinos through a question that asks respondents to choose either “Hispanic or Latino” or “Not Hispanic or Latino.” Separately, it asks respondents to identify a race. This report uses the term “Latino” to include all those who selected “Hispanic or Latino” on the Census or ACS form, regardless of racial designation. The report compares Latinos, thus defined, to Non-Latino Whites, Blacks, and Asians, based on individuals’ racial identification. 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 Gastón Institute strives 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 Malden.

## **Malden Overview**

With a population of 66,263, Malden is home to an estimated 6,891 Latinos according to the 2020 Decennial Census. They represent 10% of the city’s population, a smaller share than for Whites (40%), Asians (26%), and Blacks (14%) and similar to the “Other” category (10%) (Figure 1). In addition, 2,958 foreign-born Brazilians live in Malden, and the Census Bureau classifies Brazilians in the “Other” category.

**Figure 1: Population Shares by Ethno-Racial Group in Malden**



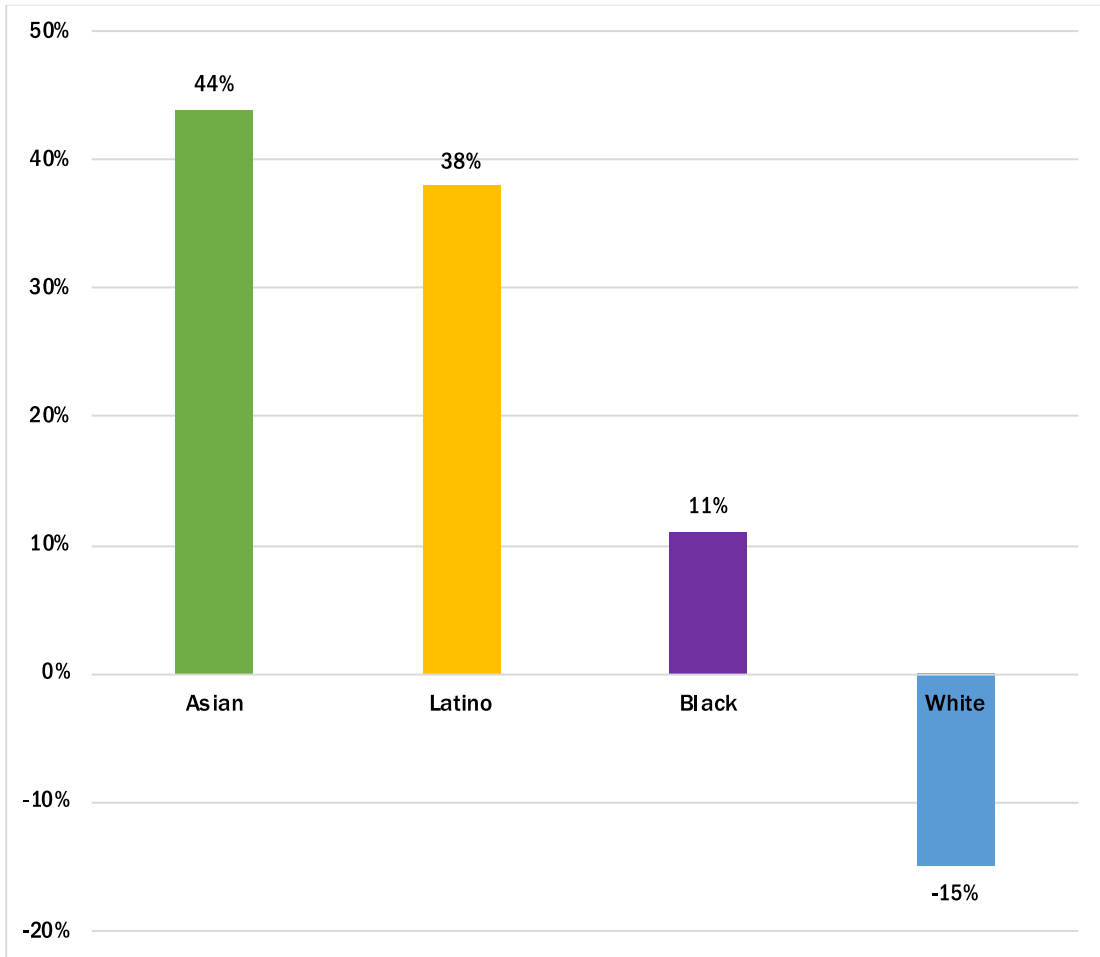
Source: 2020 U.S. Census

A striking feature of Malden is its recent population growth among its non-White populations. From 2010 to 2020, Asians (44%), Latinos (38%), and Blacks (11%) experienced significant population growth in the city, while Whites experienced a 15% population decline (Figure 2). The growth of the Latino population in Malden is less than that of Latinos statewide, who experienced an increase of 41% during this period.

The remainder of this profile uses 2016-2020 American Community Survey data in order to analyze the demographic and economic characteristics presented in this profile.

Malden has long been a destination for international migrants, and today it has a greater concentration of foreign-born (42%) than the Commonwealth as a whole (17%). This is especially the case among Latinos. In Malden, 51% of their population are foreign born, which is higher than the Latino statewide share (32%).

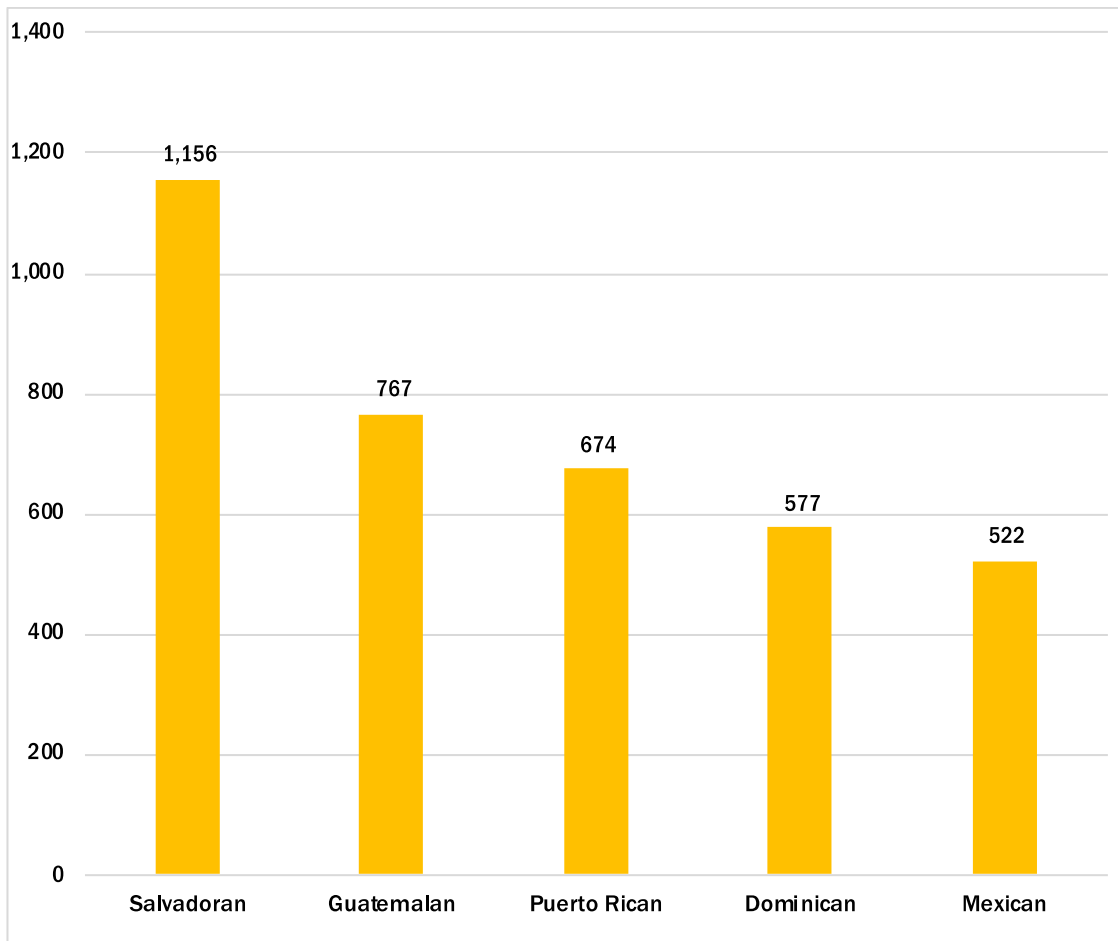
**Figure 2: Population Change from 2010 to 2020 by Ethno-Racial Group**



Source: 2010 & 2020 U. S. Censuses

When examining the origin of Latinos in the Malden, it is important to note that Puerto Ricans are U.S. citizens; they are not included in foreign-born estimates in the preceding paragraph. In addition, Brazilians are not identified as Latino for the Census. Figure 3 reports the five largest Latino populations in Malden: Salvadorans (1,156), Guatemalans (767), Puerto Ricans (674), Dominicans (577), and Mexicans (522). Statewide, the five largest Latino populations in Massachusetts in order of size are Puerto Ricans, Dominicans, Salvadorans, Mexicans, and Guatemalans.

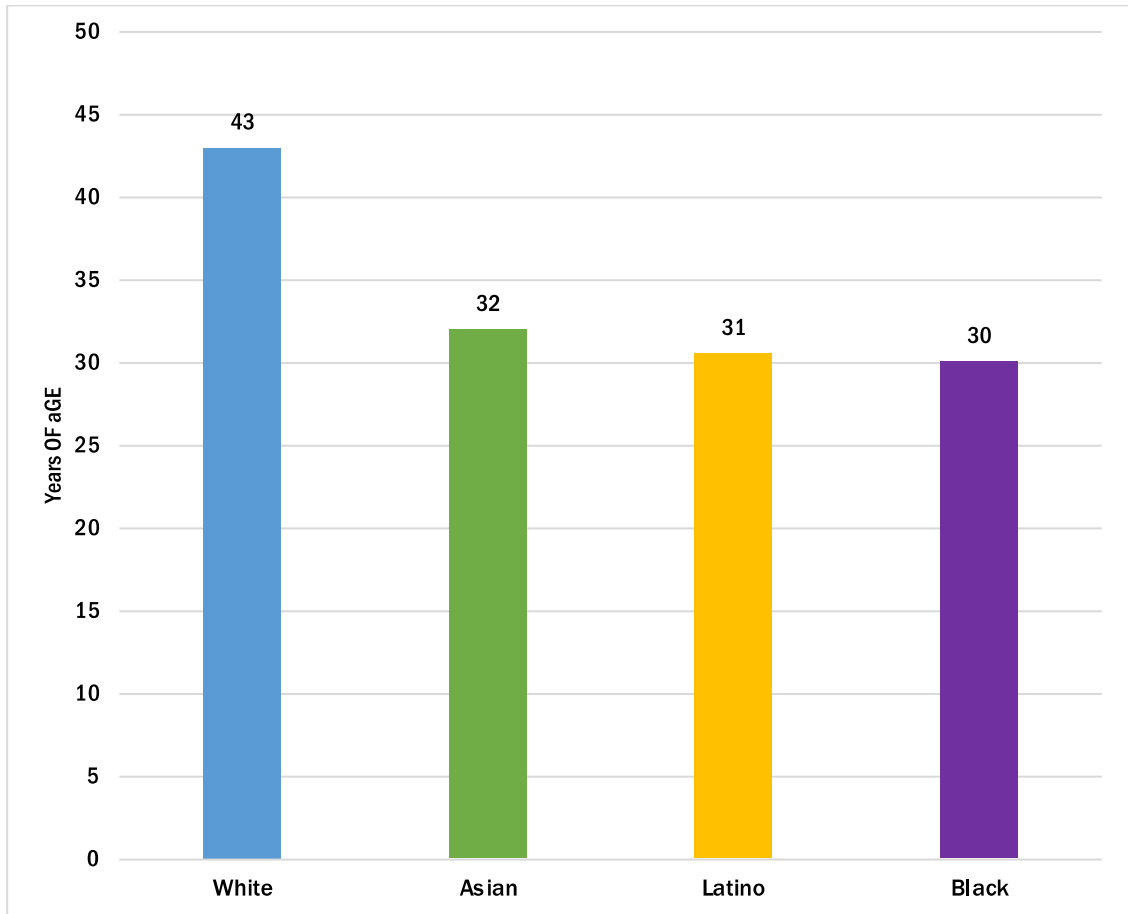
**Figure 3: Origin of the Top Latino Populations**



Source: 2016–2020 American Community Survey

## MEDIAN AGE AND MARITAL STATUS

**Figure 4: Median Age by Ethno-Racial Group**

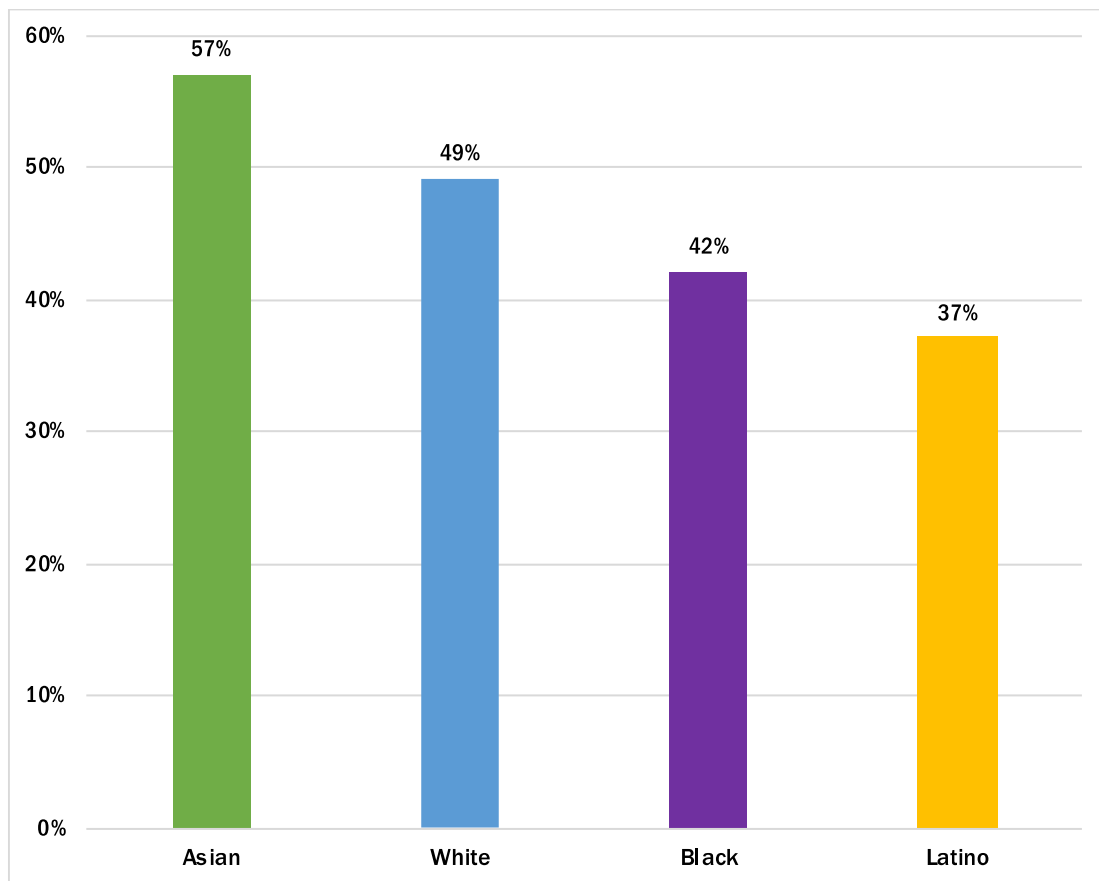


Source: 2016–2020 American Community Survey

The median age of Malden’s Latino population, 31 years, is older than the statewide Latino median age of 29 years. As Figure 4 shows, however, Latinos in Malden are much younger than the city’s larger White population (43 years), but similar to Asians (32 years) and Blacks (30 years).



**Figure 5: Marriage Rates by Ethno-Racial Group (ages 15 and older)**



Source: 2016–2020 American Community Survey

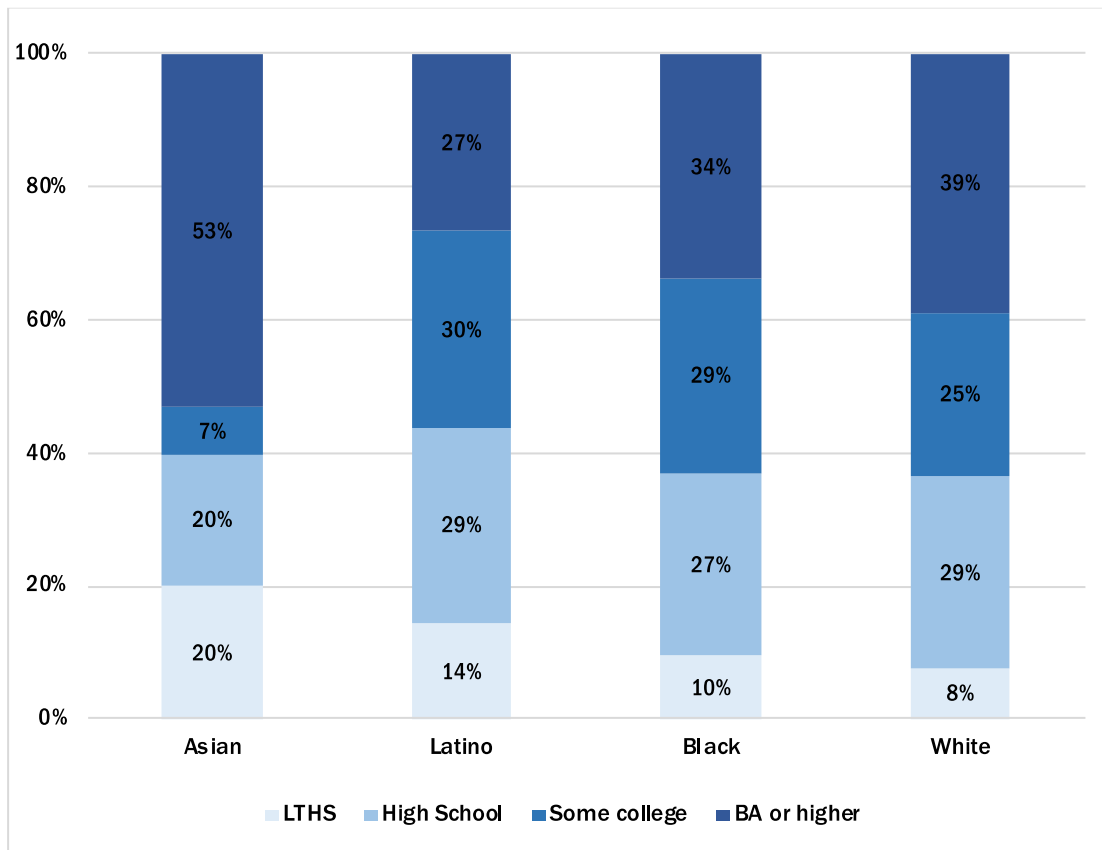
The marriage rate in Massachusetts for persons 15 and over is 48%, while the rate in Malden is 51%. As shown in Figure 5, the marriage rate among Latinos (37%) is lower than for any other ethno-racial group. However, the Latino marriage rate in Malden is higher than for Latinos statewide (33%).

## **EDUCATIONAL ATTAINMENT**

Educational attainment in Malden is slightly lower than in Massachusetts as a whole, as 41% of the population age 25 and older in Malden have at least a Bachelor’s degree compared to 45% statewide. As Figure 6 shows, Latinos have a lower percentage

of their population with at least a Bachelor’s degree: 27%, compared to 34% for Blacks, 39% for Whites, and 53% for Asians. However, the statewide rate for Latinos with at least a Bachelor’s degree is 21%. At the other end of the educational scale, Latinos in Malden have the second highest percentage of their adult population lacking a high school diploma: 14%, compared to 20% for Asians, 8% for Whites, and 10% for Blacks.

**Figure 6: Educational Attainment by Ethno-Racial Group (ages 25 and older)**



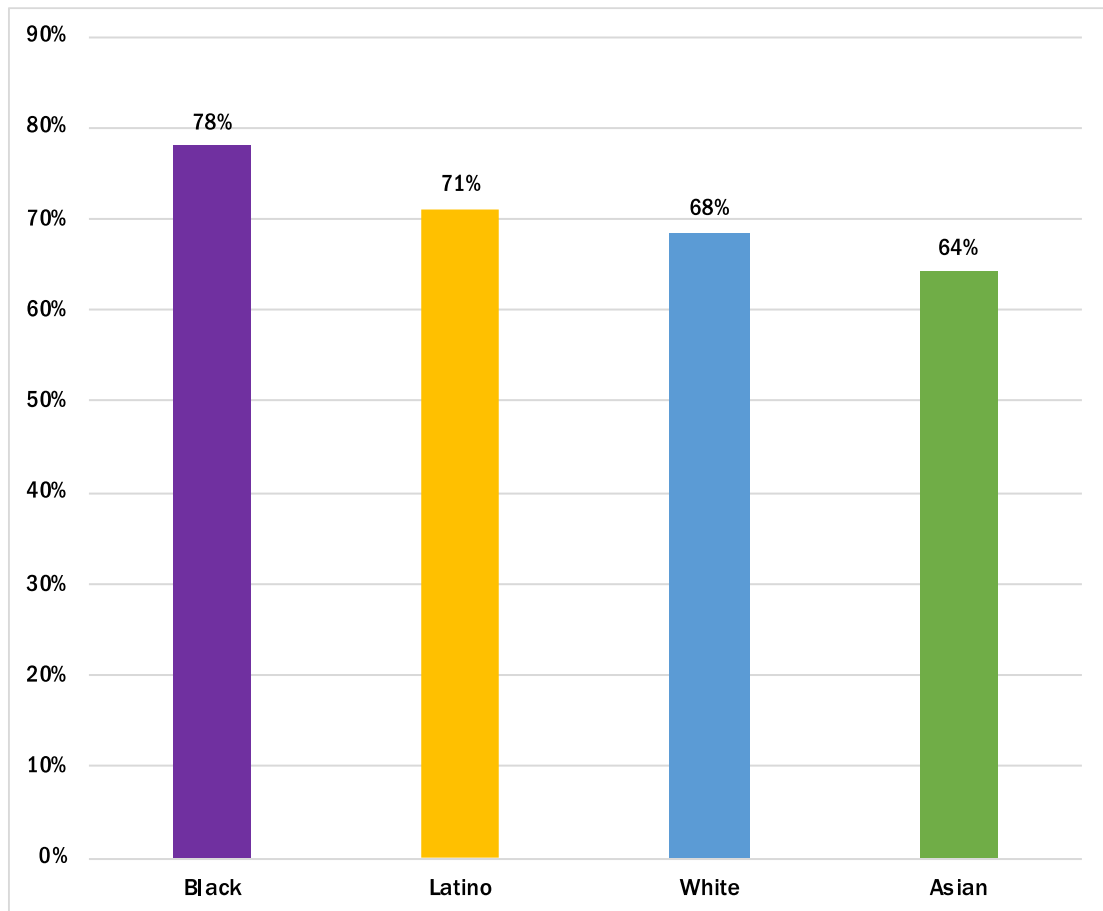
Source: 2016–2020 American Community Survey

## LABOR FORCE PARTICIPATION

The labor force participation rate in Medford is 69% which is slightly higher than for the Commonwealth overall (67%). Likewise, Latinos in Malden have a higher labor force participation rate (71%) than Latinos statewide (69%). Their rate in Malden is also

higher than that of other ethno-racial groups in the city except Blacks (78%), as shown in Figure 7. Whites (68%) and Asians (64%) have lower labor force participation.

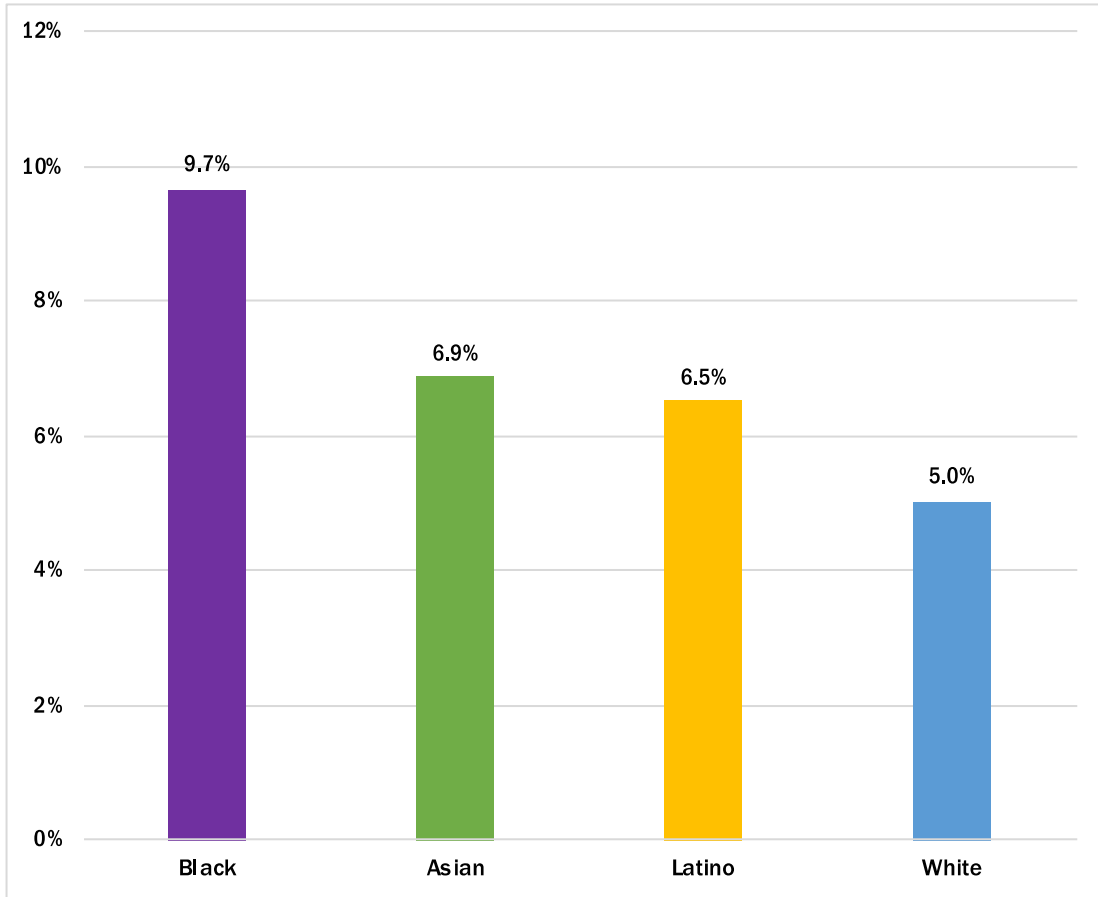
**Figure 7: Labor Force Participation by Ethno-Racial Group (ages 16 and older)**



Source: 2016–2020 American Community Survey

The overall unemployment rate in Malden during this period was 6.7% compared to the statewide unemployment rate of 5.1%. And as Figure 8 shows, the Latino unemployment rate in Malden of 6.5% is the lowest than all ethno-racial group but Whites in the city. Latinos in Malden who participate in the labor force fare better than Latinos statewide, who during this period experienced an 8.3% unemployment rate.

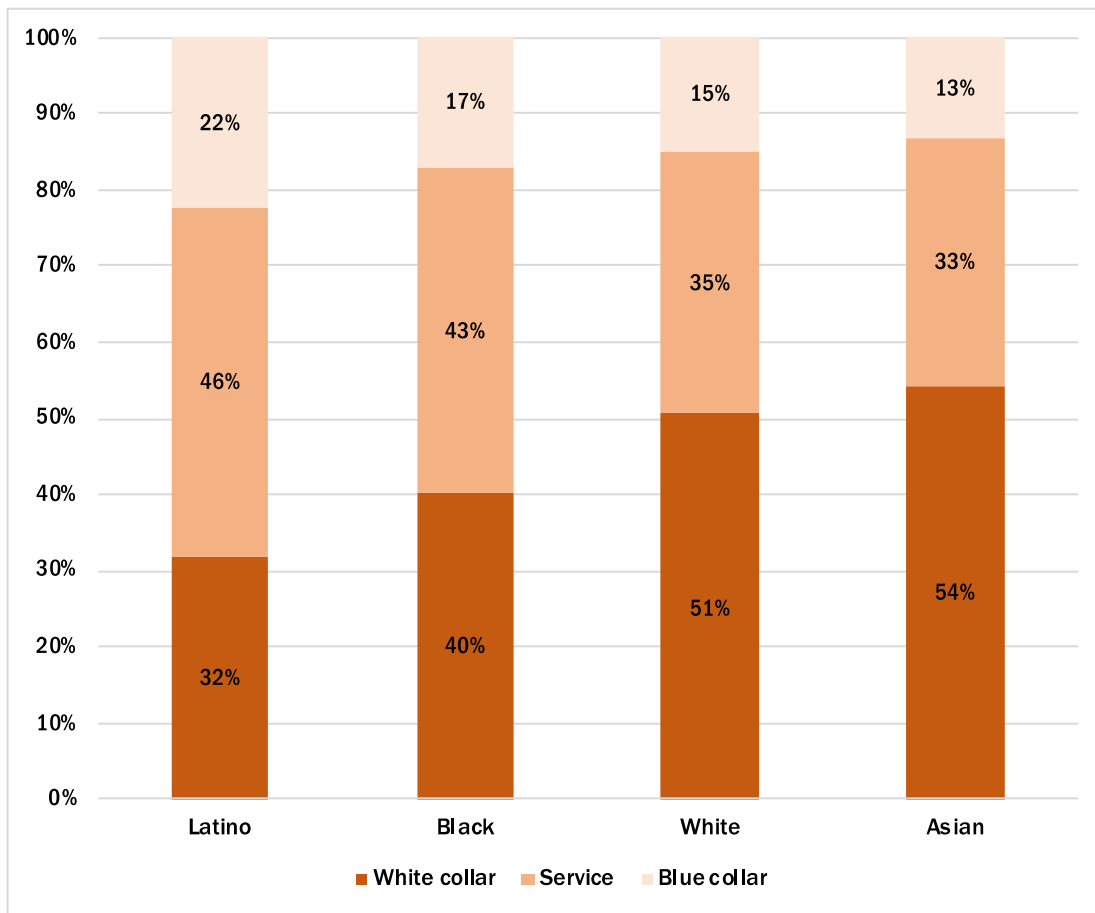
**Figure 8: Unemployment Rates by Ethno-Racial Group (ages 16 and older)**



Source: 2016–2020 American Community Survey

Figure 9 highlights that Latinos work in traditionally service-sector jobs. Latinos are underrepresented in what are traditionally considered white-collar jobs with only 32% working in these management, business, science, and arts occupations. Correspondingly, they are overrepresented in the service sector (46% work in services and sales occupations) and in what are traditionally considered blue-collar jobs (22% working in natural resources, construction, maintenance, production, transportation, and material moving occupations). For Latinos across the state, this distribution is white-collar (28%), service (47%), and blue-collar (25%).

**Figure 9: Population Employed by Occupational Categories by Ethno-Racial Group (ages 16 and older)**

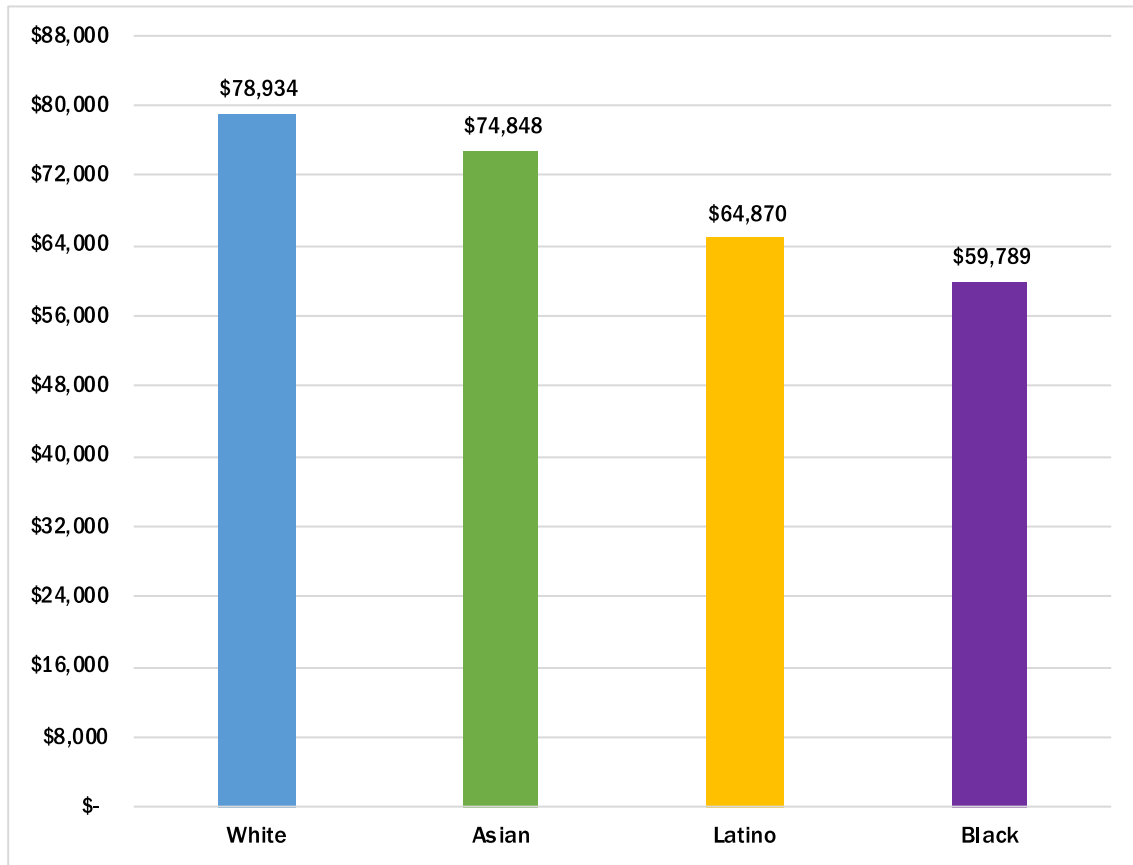


Source: 2016–2020 American Community Survey

## HOUSEHOLD INCOME

Malden’s median household income of \$73,399 is lower than the statewide median of \$84,385. Latinos in Figure 10 have lower median household income \$64,870 of any ethno-racial group in the city other than Blacks (\$59,789). Whites (\$78,934) and Asians (\$74,848) have higher median household income. However, Latinos in Malden are more economically successful than Latinos in other parts of the Commonwealth, as the statewide Latino median household income is \$48,450.

**Figure 10: Median Household Income by Ethno-Racial Group in 2020**

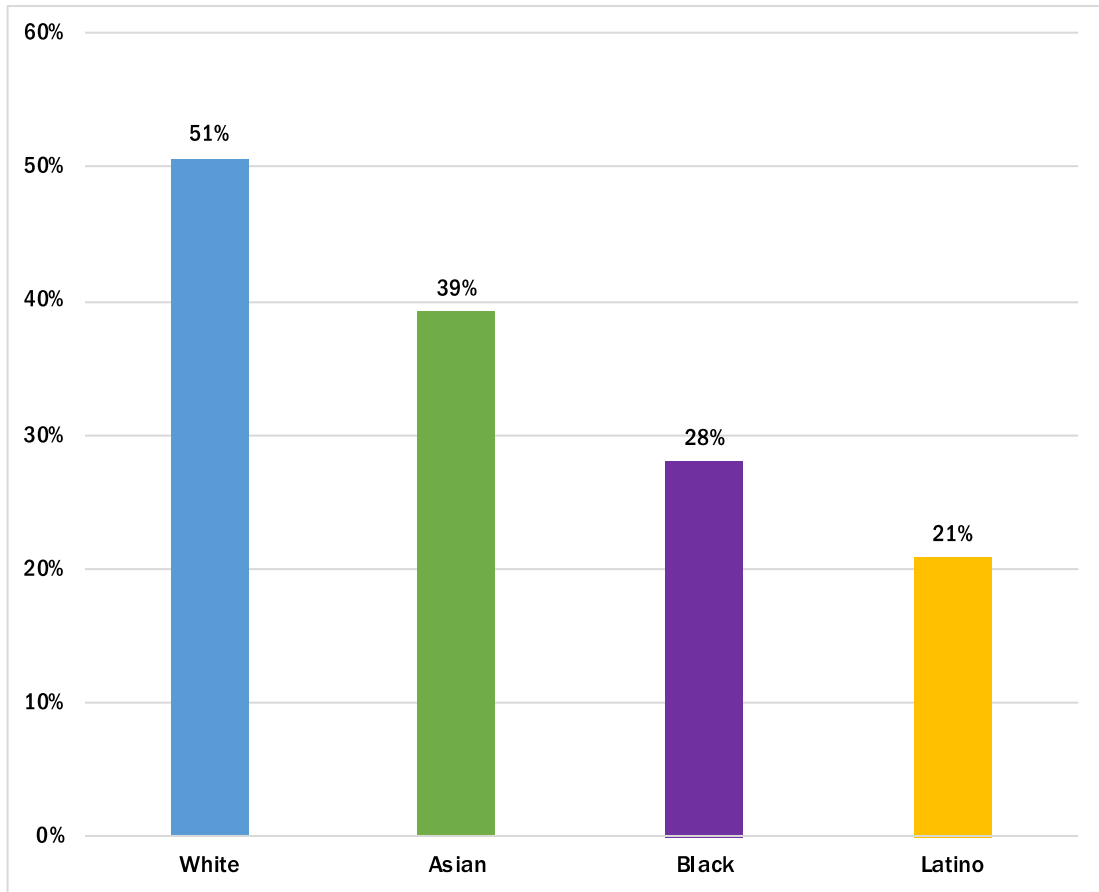


Source: 2016–2020 American Community Survey

## **HOUSING OCCUPANCY AND MEDICAL UNINSURANCE**

The final measures of Latino participation in Malden are intended to identify how well Latinos are being rewarded for their economic, social, and political participation. Malden has significantly lower homeownership rate (42%) than the statewide rate (63%) as measured by occupied housing units. Latinos in Figure 11 have the lowest homeownership level of any ethno-racial group in the city at 21%, which is lower than the 28% of Latinos statewide who are homeowners.

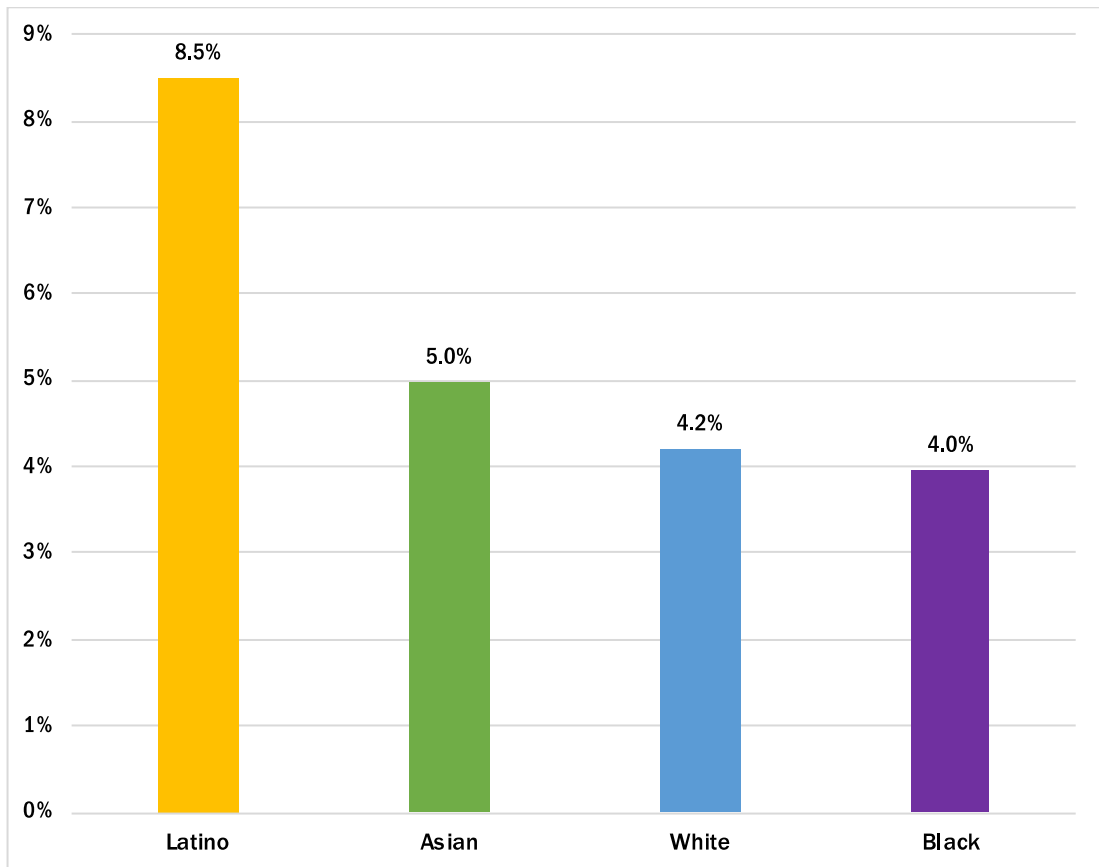
**Figure 11: Homeownership Rates by Ethno-Racial Group**



Source: 2016–2020 American Community Survey

Malden has a higher rate of medical uninsurance (5%) than the statewide average of 3%. Some of this might be attributed to its higher concentration of foreign-born residents, who have the highest rates of uninsurance. No matter what the explanation, Figure 12 shows that Latinos have the highest rate of medical uninsurance in Malden at 8%, which is higher than the rate for Latinos statewide (6%).

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



Source: 2016–2020 American Community Survey



## About the Gastón Institute

Established in 1989, the Mauricio Gastón Institute for Latino Community Development and Public Policy was created by the Massachusetts Legislature in response to a need for improved understanding about the Latino experience in the commonwealth. Now in its 30th year, the Gastón Institute continues its mission of informing the public and policymakers about issues vital to the state's growing Latino community and providing information and analysis necessary for effective Latino participation in public policy development. To learn more about the Gastón Institute, visit [www.umb.edu/gastoninstitute](http://www.umb.edu/gastoninstitute).

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 worked with various community-based organizations assisting recently arrived U.S. immigrants before earning a Ph.D. in Public Policy from UMass 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.

Vishakha Agarwal recently earned a Ph.D. in Public Policy from the McCormack Graduate School at UMass Boston. Vishakha's research focuses on students' everyday classroom experiences, violent school discipline, and student engagement. Her dissertation takes an ethnographic approach and examines how interactions between teachers and students and among peers impacts students' learning outcomes and, shapes their perceptions of self and sense of school belonging.



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