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Recommended Citation

Granberry, Phillip; Martins, Victor Luis; and Borges, Michelle, "Latinos in Massachusetts Selected Areas: Peabody" (2023). *Gastón Institute Publications*. 301.
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Peabody

Phillip Granberry, Victor Luis Martins, & Michelle Borges

July 2023



THE MAURICIO GASTÓN INSTITUTE
FOR LATINO COMMUNITY DEVELOPMENT
AND PUBLIC POLICY
UNIVERSITY OF MASSACHUSETTS BOSTON

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Peabody Overview

Peabody is a town of 54,481 residents, of whom 5,414, or 9.9%, identify as Latino or Hispanic, according to the 2020 Decennial Census. Statewide, Latino residents constitute 12.6% of the total population. In Peabody, more than three-fourths of the residents (77.3%) are White with Latinos making up the second largest group (Figure 1). Blacks (3.3%) and Asians (2.4%) trail, while the “other” populations make up 7.0% of the population. This last figure includes the 1,662 foreign-born Brazilians who live in Peabody, as the Census classifies Brazilians in the “other” category.

Figure 1: Population Percentages by Ethno-Racial Groups in Peabody

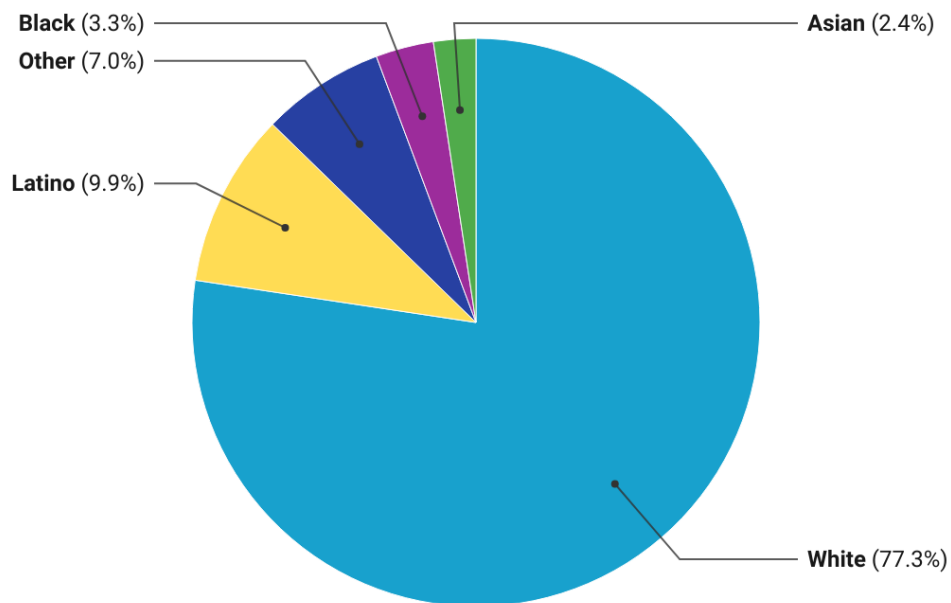


Chart: Gastón Institute · Source: 2020 Decennial Census · Created with Datawrapper

Between the 2010 and 2020 Decennial Censuses, Peabody experienced 6.3% population growth, slightly lower than the state's overall 7.4% growth. The Latino population, however, increased by more than 68.6% in Peabody, higher than Latinos' statewide rate of 41.4%. The Black population in Peabody grew at an even faster rate, 83.0%, and the Asian population increased by 40.7%. As in many other cities and towns, the White population declined by 6.2% (Figure 2).

Figure 2: Population Growth by Ethno-Racial Groups in Peabody from 2010 to 2020



Chart: Gastón Institute · Source: 2010 & 2020 Decennial Census · Created with Datawrapper

The remainder of this profile uses 2017–2021 American Community Survey data in order to analyze the demographic and economic characteristics presented in this profile.

Peabody has a similar share of its population foreign-born (16.2%) as the Commonwealth as a whole (17.3%). This is also the case among Latinos. In Peabody, 35.6% of the Latino population is foreign-born, similar to the 32.1% Latino statewide share. (Note that the “foreign-born” category does not include Puerto Ricans, who are US citizens whether born in Puerto Rico or the mainland.)

The Latino population in Peabody is a mix of Latinos from different origins. Dominicans are the largest single group in Peabody, and Puerto Ricans are the second largest, followed by Salvadorans, Peruvians, and Colombians (Figure 3). Statewide, the five largest Latino populations in Massachusetts in order of size are Puerto Ricans, Dominicans, Salvadorans, Guatemalans, and Mexicans.

Figure 3: Origin of the Top Latino Populations in Peabody

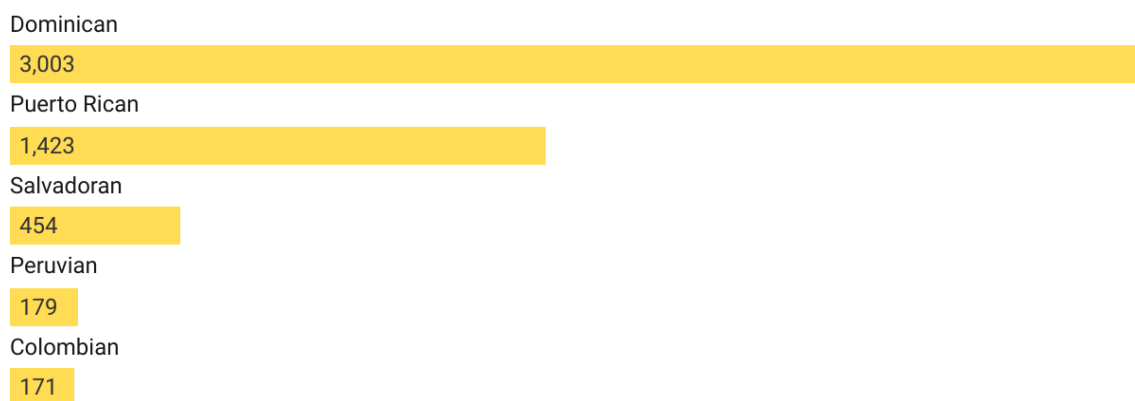


Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Median Age and Marital Status

Peabody's median age of 46.5 years is higher than Massachusetts' 39.9 years. Whites with a median age of 50.7 years are the oldest, while Latinos are the youngest with a median age of 30.6 years. (Statewide, Latinos' median age is 28.9 years.) Asians in Peabody have a median age of 50.5 years, almost the same as Whites, while Blacks' median age of 32.7 years in Peabody is slightly higher than the Latino median (Figure 4).

Figure 4: Median Age by Ethno-Racial Groups in Peabody



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Peabody's marriage rate of 51.7% is greater than the statewide marriage rate of 48.1%. Marriage rates vary significantly in Peabody among ethno-racial groups, from 67.2% for Asians to 41.6% for Latinos, with Whites and Blacks in between (Figure 5). Although the Latinos marriage rate of 41.6% is the lowest in the city, it is higher than the statewide marriage rate of 36.4% for Latinos.

Figure 5: Marriage Rates by Ethno-Racial Groups in Peabody (Ages 15+)



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Educational Attainment

With 34.9% of residents aged 25 and older having at least a Bachelor's degree, educational attainment in Peabody is lower than statewide, where the corresponding figure is 46.6%. Adults with at least a Bachelor's degree are most heavily concentrated among Asians and Whites, while Latinos have the lowest share of higher educational attainment (Figure 6). Latinos with at least a Bachelor's degree account for 20.7% of adult Latinos in Peabody similar to 21.6% of adult Latinos across the state. At the other end of the educational spectrum, Latinos have the

largest share of adult residents who did not complete high school 30.9% (slightly higher than the statewide Latino figure of 27.4%).

Figure 6: Educational Attainment by Ethno-Racial Groups in Peabody (Ages 25+)

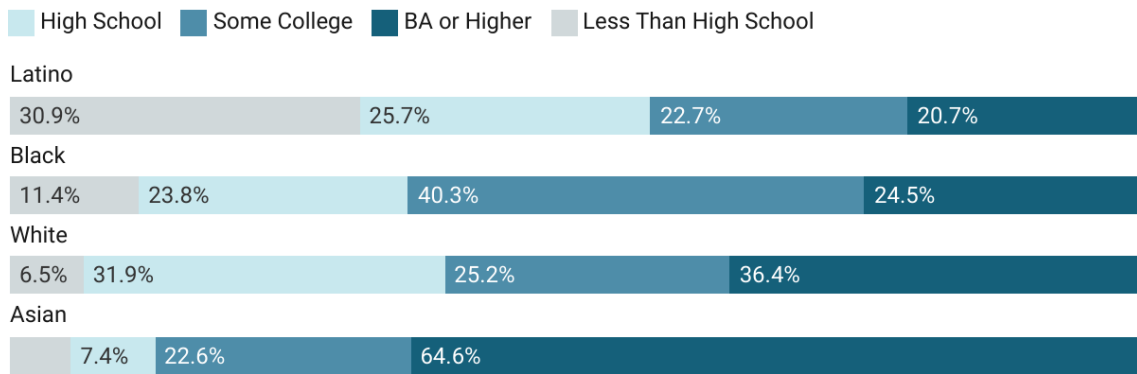


Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Labor Force Participation

The labor force participation rate in Peabody is 64.3%, which is lower than the Commonwealth’s 67.1%. Labor force participation in Peabody is highest among Asian residents, at 84.4%, and second highest among Latinos at 74.3% (Figure 7). Latino labor force participation rate is not only higher than the rates for White and Black residents but is also higher than the statewide Latino rate of 68.7%.

Figure 7: Labor Force Participation by Ethno-Racial Groups in Peabody (Ages 16+)



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

The unemployment rate in Peabody is 4.1% compared to 5.3% statewide during this period. Unemployment is highest among Latino residents, but their 5.2% rate is much lower than the statewide Latino rate of 8.9%. White unemployment in Peabody is 4.3% (Figure 8). Asian and Black unemployment is not reported due to their small populations.

Figure 8: Unemployment Rate by Ethno-Racial Groups in Peabody (Ages 16+)



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

For those employed in Peabody, 60.6% of Asian workers fill white-collar occupations. Latino residents have the lowest share of working these jobs (22.8%). On the other hand, Latinos are more likely to work in services (60.2%) and blue-collar (17.0%) occupations (Figure 9). For Latinos across the state, this distribution is 28.8% white-collar, 45.4% service, and 25.7% blue-collar.

Figure 9: Occupational Categories by Employed Ethno-Racial Groups in Peabody (Ages 16+)

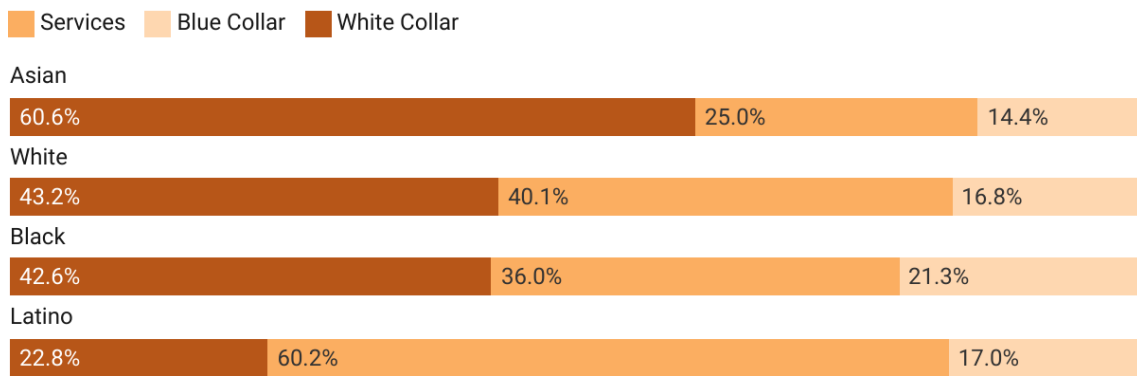


Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Income

The median household income for all households across Massachusetts is \$89,026, while in Peabody, the median household income is \$83,570. There is a great deal of income variation in Peabody. Asian households have the highest median household income of \$121,087, and Black households have the lowest median income of \$55,982, with White (\$85,304) and Latino (\$66,458) households in between. The Latino median in Peabody is higher than the Latino statewide median household income of \$52,106.

Figure 10: Median Household Income by Ethno-Racial Groups in Peabody



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

Housing Status and Medical Uninsurance

The final measures of Latino participation in Peabody are intended to identify how well Latinos are being rewarded for their economic, social, and political contribution.

Peabody's homeownership rate (65.6%) is higher than the statewide rate of 62.4%. For Latinos, the homeownership rate is 40.5% (higher than 29.7% for Latinos statewide). Only Blacks have a lower ownership rate than Latinos among the ethno-racial groups in Peabody (35.0%), while Asian residents have the highest homeownership rate (74.9%) and the rate for White residents is 69.7% (Figure 11).

Figure 11: Homeownership Rates by Ethno-Racial Groups in Peabody



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

The share of city residents who lack medical insurance in Peabody (3.2%) is higher than the statewide rate (2.5%). In Peabody, uninsured rates (Figure 12) are highest for Blacks (9.4%), followed by Latinos (8.4%), Whites (2.2%), and Asians (0.3%). The Latino statewide rate of medical uninsurance is 5.5%.

Figure 12: Medical Uninsurance Rates by Ethno-Racial Groups in Peabody



Chart: Gastón Institute · Source: 2017-2021 American Community Survey · Created with Datawrapper

About the 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 an improved understanding of the Latino experience in the commonwealth. Now in its 34th 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.

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 at the Gastón Institute and Economics Department at UMass Boston, he is Senior Researcher in demography for the Boston Planning and Development Agency.

Victor Luis Martins holds an M.A. in Applied Economics from the University of Massachusetts Boston, specializing in Financial Economics and Macroeconomics. With a strong background in statistical analysis and data manipulation, he applies quantitative and qualitative research methodologies to analyze economic and social policy issues. Victor's current research focuses on the financialization and interest burden of non-financial corporations in the United States, as well as related economic and demographic conditions in Latinx communities in Massachusetts. His expertise

includes programming skills for data analysis, statistical modeling, and the interpretation of empirical data.

Michelle Borges is an economist from Brazil. She is currently pursuing a master's degree in Applied Economics at the University of Massachusetts Boston and working as a research assistant at the Mauricio Gastón Institute for Latino Community Development and Public Policy. Her research interests span the areas of Labor Economics, Development Economics, Immigration, and Feminist Economics.

