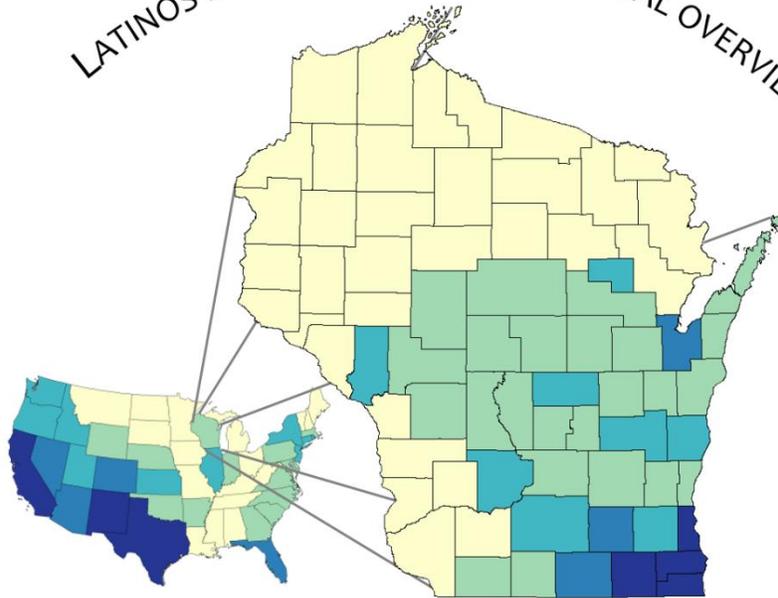


LATINOS IN WISCONSIN: A STATISTICAL OVERVIEW



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ABOUT THIS REPORT

The Applied Population Laboratory at the University of Wisconsin, Madison prepared this report as part of a collaborative effort with University of Wisconsin Cooperative Extension.

Latinos in Wisconsin: A Statistical Overview relies principally on data from the 2010 Census and American Community Survey (ACS) to create a statistical portrait of Latinos in Wisconsin and draw comparisons with Wisconsin's total population through a series of charts, maps, and tables. Thematically the report focuses on demographic and socioeconomic characteristics of the Latino population such as size and distribution, age structure, composition of households and families, education, income and poverty, employment, housing, and health care. In a few instances the report includes time series data with the results of earlier Censuses. To supplement Census and ACS data sources, the report also draws on data from the Wisconsin Departments of Health Services and of Public Instruction.

A short narrative accompanies each chart and map, highlighting details in the data that might be of particular interest to readers. The highlights are not intended to be an exhaustive interpretation and thus leave much room for elaboration. Each figure also contains a source note and, in the case of ACS estimates, a link to the source table. These links are important in that they also provide an indication of the estimates' reliability as expressed by the Margins of Error (MOEs). For the sake of simplicity, figures in the report show estimates only without the associated MOEs. However, MOEs may be important to take into account when making statistical inferences with the data. At the end of the report is a table section, which, for selected figures, provides associated numeric data.

In making use of the data presented in this report, it is important to understand that race and ethnicity, as defined by federal and state government agencies, are separate concepts. Since the 1980 Census, "ethnicity" in census terms has referred to whether a person is of Hispanic or Latino origin or not of Hispanic or Latino origin. Therefore, people of a specific racial background (like white, black or American Indian) can be Latino or not Latino. Likewise, Latinos can be of any race. The figures presented in this report are for all Latinos of any race.

Finally, use of terminology and "labels" when talking about racial ethnic populations can be a sensitive issue. The authors of this report understand that Hispanic and Latino are often used interchangeably and there are some political, cultural and social preferences and implications in using one or the other term. As an umbrella category the wording of the most recent Census questionnaire uses the designation "Hispanic, Latino or Spanish Origin," however, to simplify the labelling of data in this report we have chosen to refer to this grouping as simply "Latino" throughout.

The principal authors of this report are David Long (dlong@ssc.wisc.edu) and Dan Veroff (dlveroff@wisc.edu) of the Applied Population Laboratory. With appreciation and thanks, the authors would like to acknowledge the support of Kristy Pfaffinger who assembled and prepared most of the data in this report. For more information about this report, please contact the authors.

EXECUTIVE SUMMARY

WISCONSIN'S LATINO POPULATION

- In 2010, 5.9% of the Wisconsin population was Latino. Latino was the third largest race or ethnicity category, behind Non-Hispanic whites (83.3%), and Non-Hispanic Blacks (6.2%)
- Compared with other states, Wisconsin ranks near the middle among the states in terms of the number and proportion of Latino residents.
- Wisconsin's Latino population increased from 193,000 persons in 2000 to 336,000 in 2010. This was the largest numeric increase between Censuses to date.
- Southeastern Wisconsin continues to be the region where most Latinos reside, but the share that resides outside of the southeast region is growing.
- While the largest numeric increases between 2000 and 2010 were in counties already home to a greater number of Latinos, several counties with comparatively small Latino populations experienced dramatic percentage increases between 1990 and 2010.
- In 2010 over 70% of Wisconsin Latinos reported being of Mexican heritage.
- Migration has been an important driver of Latino population increase, however, the share of Latinos that were born in Wisconsin increased between 2000 and 2010.
- In 2010, Wisconsin's Latino population was much more likely than the total population to have moved either within the state or from outside of it.

AGE, SEX & HOUSEHOLD STRUCTURE

- Children and young adults comprise a much larger share of the population among Latinos when compared with the total population of Wisconsin.
- Among different categories of households, married couples with children and single parents with children comprised the largest shares of Latino households. Among the total population, married couples without children and persons living alone were the largest categories.
- Latino families and households were slightly larger than the average Wisconsin family or household.
- Among different family types in 2010 (with and without children), Latino families were more likely to be headed by a female (no husband present) than were the total population of families.

EDUCATION & LANGUAGE

- Between 2000 and 2010, the estimated share of Latinos with less than a high school diploma declined from 45% to 40% but remained about 4 times greater than the corresponding share of the total population.
- Linguistic isolation declined slightly between 2000 and 2010 but remained a serious concern for Latinos in Wisconsin. In 2010, about 17% of the Latino population spoke English "not well" or "not at all."

EXECUTIVE SUMMARY

- The Milwaukee School District was still home to the largest number of limited-English proficient (LEP) Spanish-speaking students; however, the share of LEP students in smaller districts increased tremendously.
- Many of the school districts with larger proportions of Latino students lie in the southeast region of the state, however there were geographical outliers such as Abbotsford and Arcadia School Districts further west.

INCOME & POVERTY

- Median household and family incomes in 2010 were vastly less for Latinos than for the total population (72% and 59% of the total populations' medians, respectively).
- Thirty-four percent of Latino households earned less than \$25,000 in 12 months prior to 2010 compared with 25% of total population households.
- The gender gap in earnings between male and female Latinos was smaller than in the total Wisconsin population at the time of the 2010 ACS. The earnings gap between Latino and total population males was over \$14,000. Between Latinas and total population females, the earnings gap is over \$8,000.
- The Latino poverty rate increased significantly between the 2000 Census and 2010 ACS measures. 2010 ACS measures suggest that more than one fourth of the Latino population lived in poverty. The combination of lower earnings and larger family size contributed to a greater risk of poverty for Latinos.
- In 2010 Latino men and women had rates of unemployment that were roughly one and a half times those of their counterparts in the total Wisconsin population.

HOUSING

- Among Latino homeowners, the median house value was about 77% of the median value for all owner-occupied homes in Wisconsin. The rate of homeownership was 41% for Latinos compared with 68% for the total population. The rates of housing cost burden were similar among total and Latino population renters, but much higher for Latino homeowners than for the total population.

HEALTH

- Latinos in Wisconsin were significantly less likely to be insured throughout the year than non-Latinos in 2010.

ADDITIONAL RESOURCES

Understanding Race and Hispanic Origin designations in the Census:

See the Census Brief titled Overview of Race and Hispanic Origin: 2010:
www.census.gov/prod/cen2010/briefs/c2010br-02.pdf

Access Census & American Community Survey Data:

The US Census Bureau offers a wealth of Census and American Community Survey (ACS) data about the Latino population at a range of geographic scales through its web portal: factfinder2.census.gov

Mapping Latinos in Wisconsin:

APL's web mapping and data extraction tool that allows users to access race and ethnic population data and maps for a wide range of Wisconsin geographic scales: www.getfacts.wisc.edu

Examining County Level Net Migration Patterns:

Net Migration data for all US Counties including breakouts for the Latino population are available here: www.netmigration.wisc.edu

Data on Latinos in Wisconsin Schools:

Wisconsin Department of Public Instruction also offers some insight on Latino students in Wisconsin schools through their data portal: <http://wisedash.dpi.wi.gov/>

Applied Population Laboratory Reports about Latinos in Wisconsin:

This and other previous versions Wisconsin Latino Chartbooks are available on the links below:

www.apl.wisc.edu/publications/Latino_Chartbook_2010.pdf

www.apl.wisc.edu/publications/HispanicChartbook_2000.pdf

www.apl.wisc.edu/publications/Hispanics_in_WI_1980.pdf

County-level Latino population briefs for Wisconsin are available here:

www.apl.wisc.edu/latino_briefs.php

Pew Center Reports on Latinos:

Pew Research Hispanic Center produces a variety of reports detailing trends in the Hispanic population at both state and national levels: www.pewhispanic.org

Chart 1. Population by Race and Ethnicity, Wisconsin: 2010

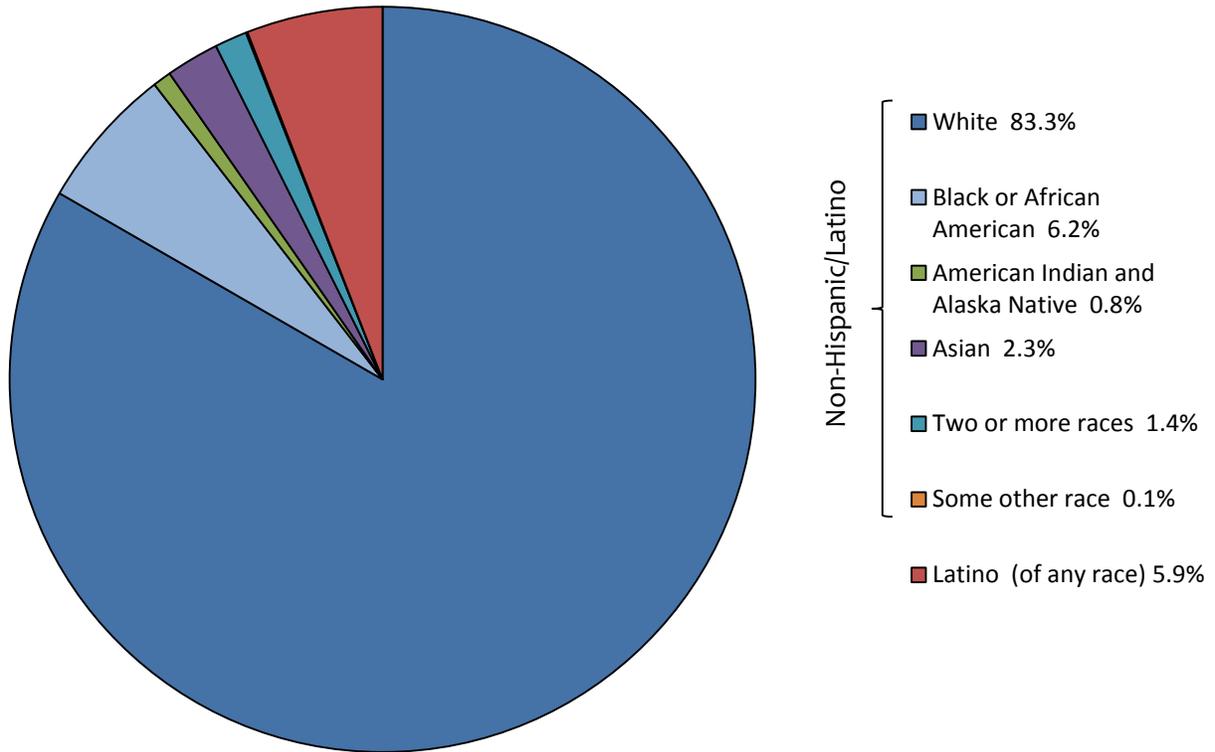


Chart 1 shows population shares by race and Latino origin. Race and ethnicity categories can be classified in a number of ways, and though Latino is not officially considered a race category by the Census Bureau, persons of Latino origin are often counted as a reference group alongside non-Latinos belonging to one of the official race categories (shown above).

When classified into these categories, Latinos are the third largest group in Wisconsin, after non-Hispanic Whites and African Americans.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 1** for chart data



Chart 2. Latino Population in Wisconsin: 1980-2010

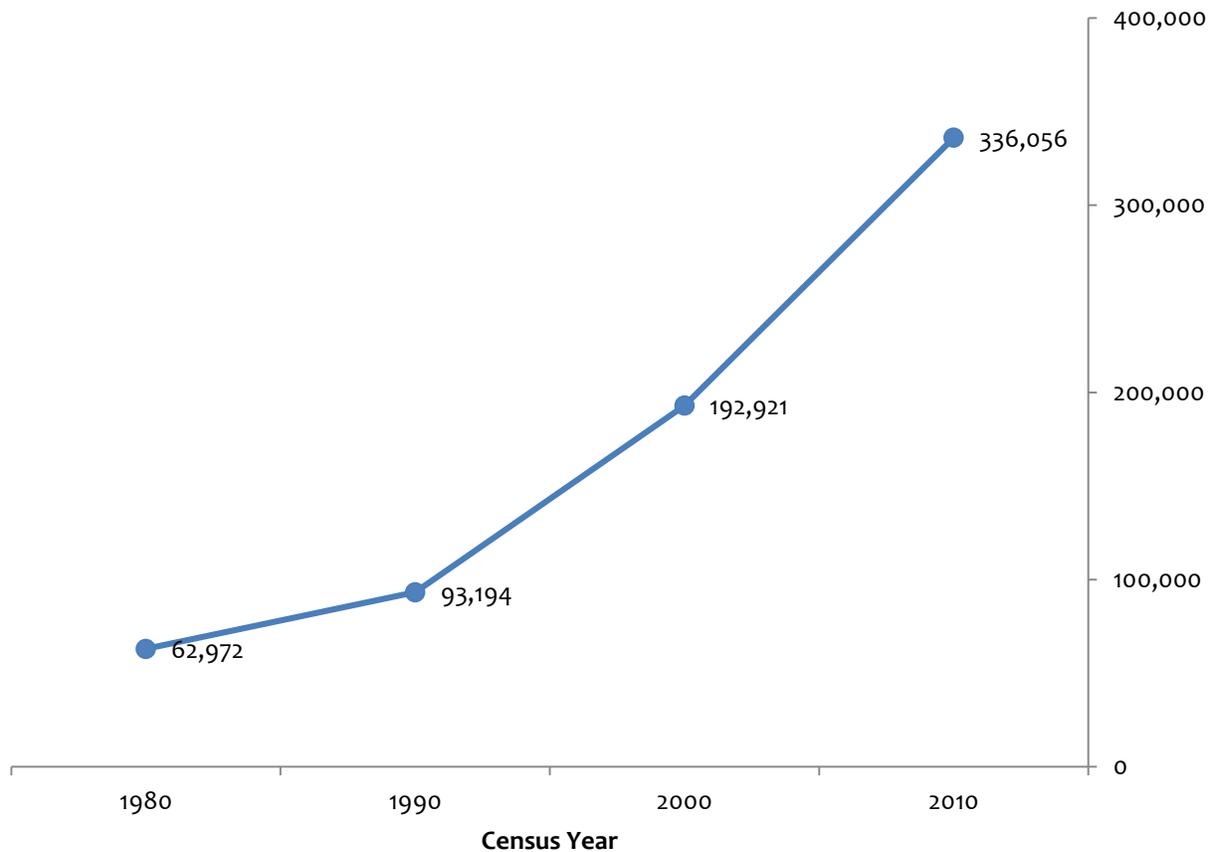
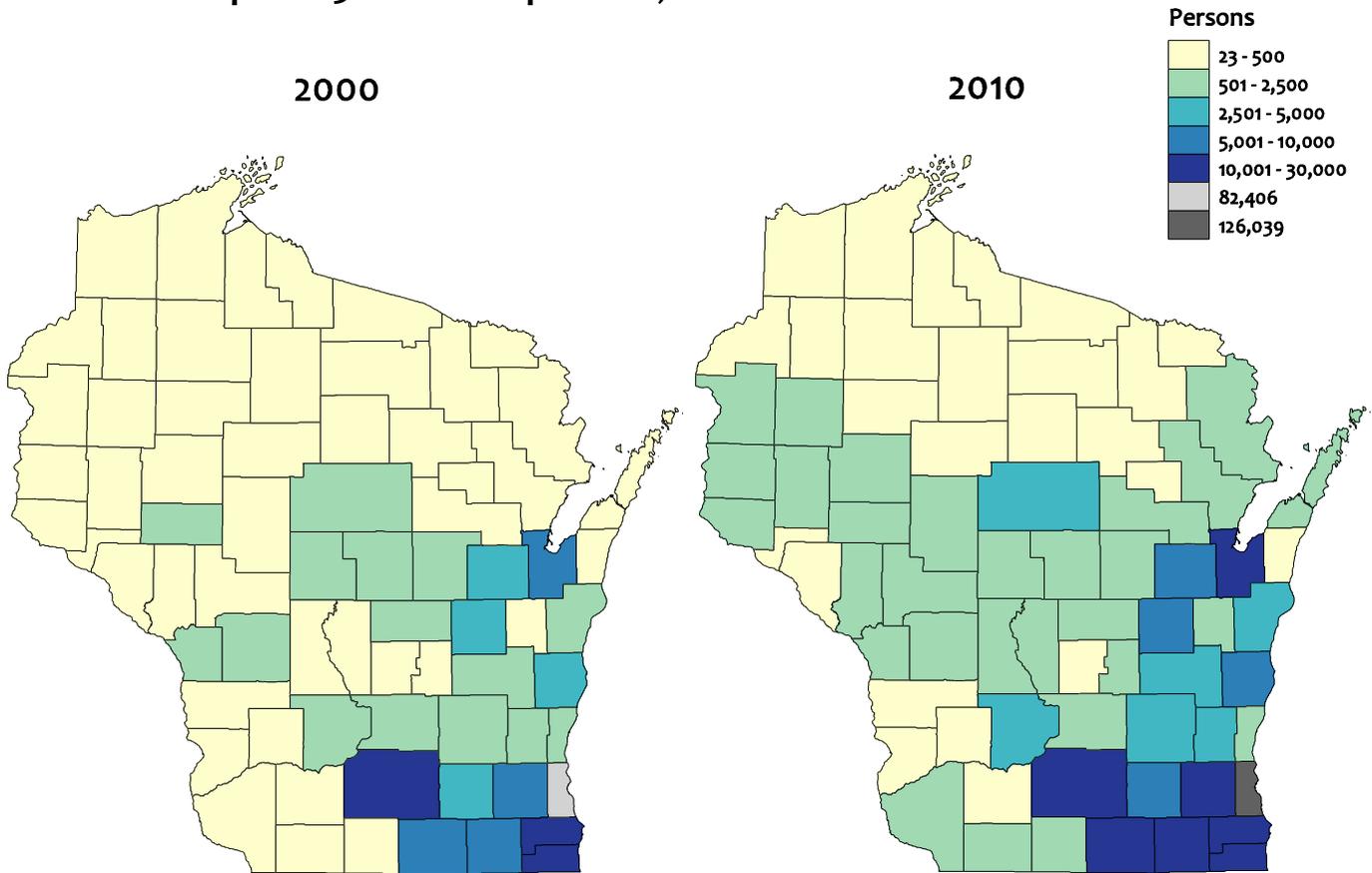


Chart 2 depicts the rapid growth of Wisconsin’s Latino population over the 30 year period between 1980 and 2010. The last 10 year interval showed the highest overall growth rate (74%). Actual year to year change, influenced in part by economic conditions in Mexico and the U.S., has been more erratic than the 10 year trajectory implies. Demographers observed a significant reduction of migration from Mexico related to the recession which started in 2007.

Source: 1980, 1990, 2000 & 2010 Censuses of Population and Housing, U.S. Census Bureau

Maps 2 & 3. Latino Population, Wisconsin Counties: 2000 & 2010

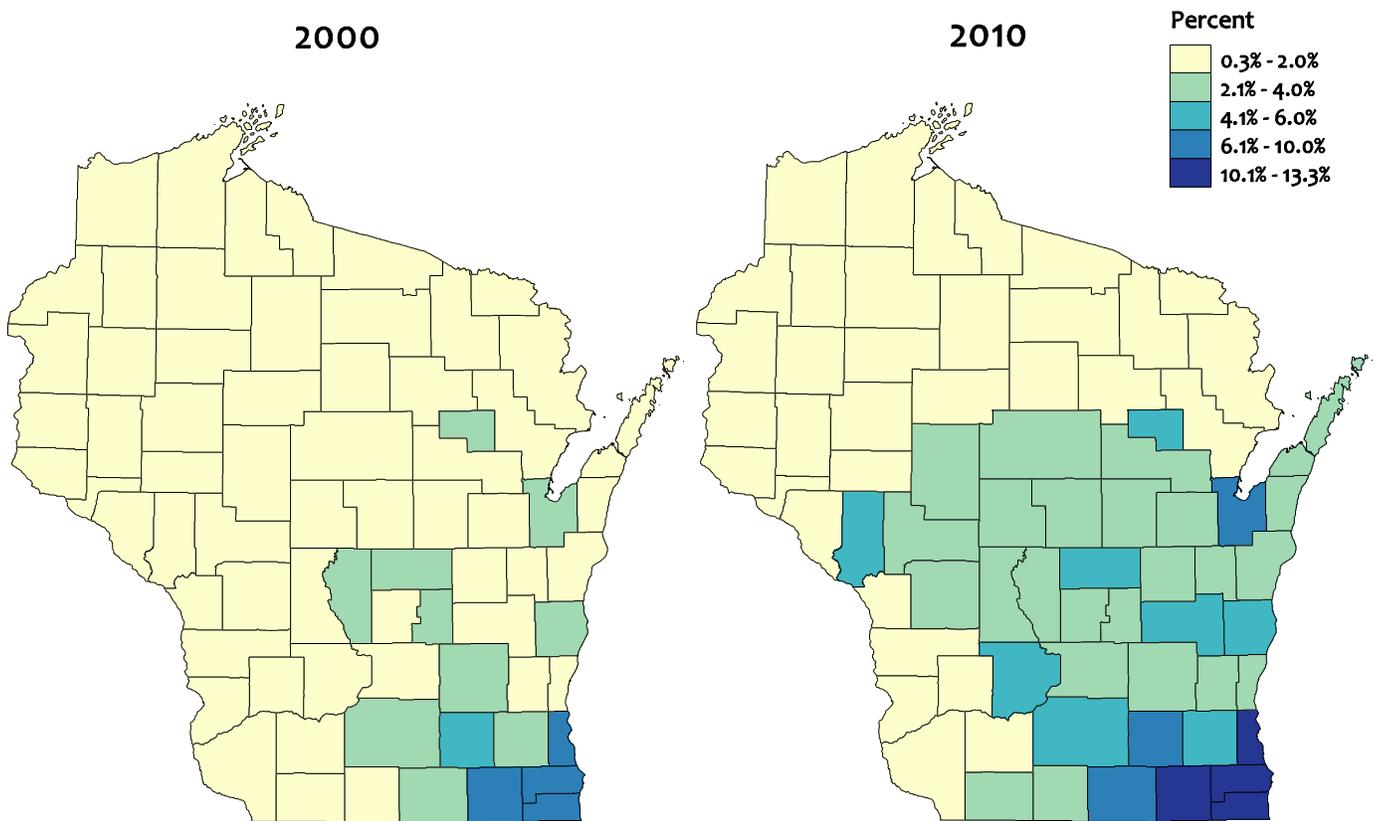


Maps 2 and 3 show the number of Latino persons in Wisconsin counties in 2000 and 2010. In both 2000 and 2010, Latinos resided predominantly in the southeastern portion of the state. The Latino population increased significantly between 2000 and 2010, however, the general pattern of Latino concentration in the southeast remained similar.

Milwaukee County is shown in its own color category. It was distinct in having more than three times the Latino population of the second highest county both in 2000 and 2010. Although only Milwaukee County had more than 15,000 Latinos in 2000, by 2010 there were five Wisconsin counties with more than 15,000 Latinos: Milwaukee (126,039), Dane (28,925), Racine (22,546), Kenosha (19,592), Brown (19,985), and Waukesha (16,123).

Source: 200 & 2010 Censuses of Population and Housing U.S. Census Bureau
See **Table 3** for map data

Maps 4 & 5. Percent Latino, Wisconsin Counties: 2000 & 2010



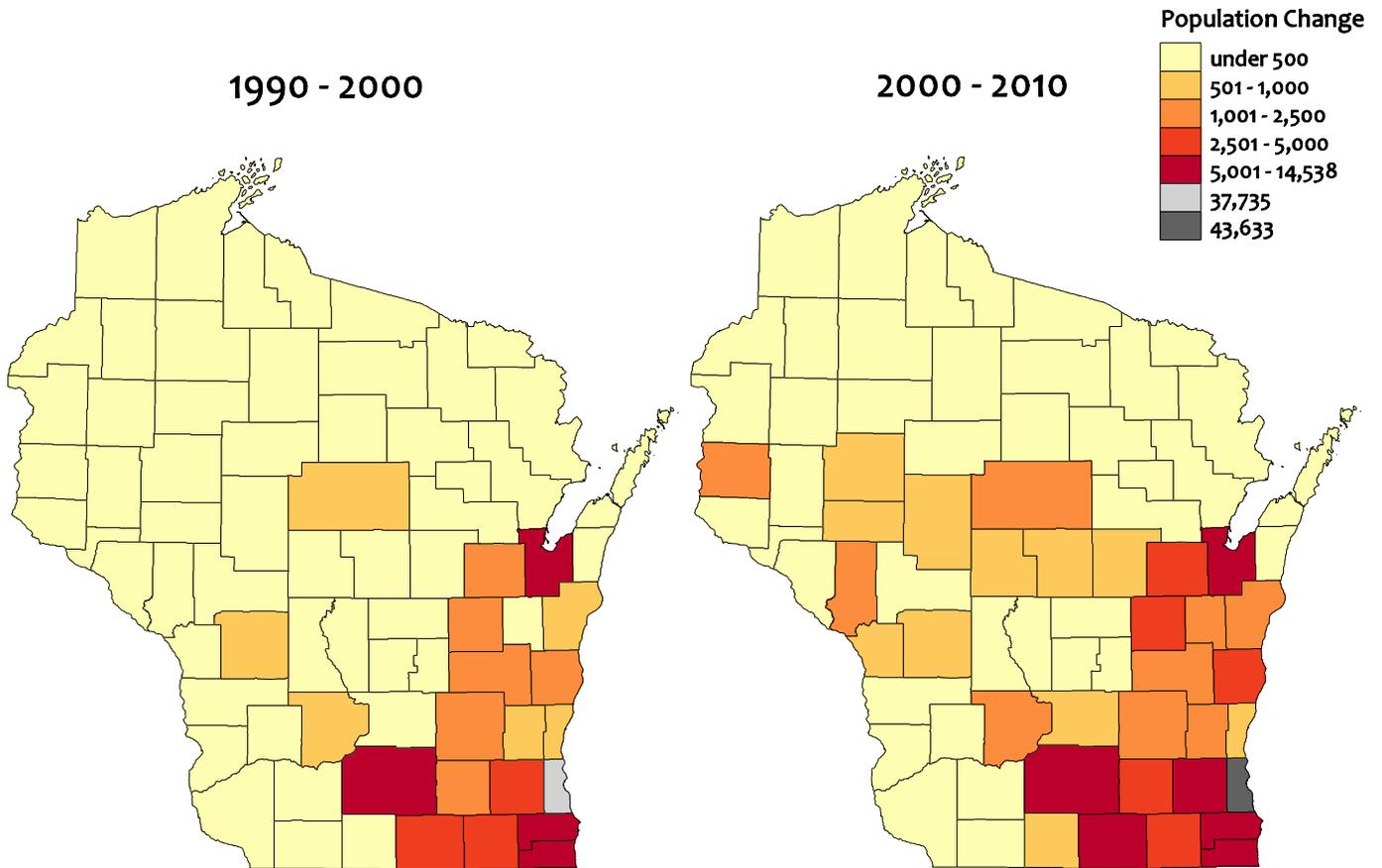
Maps 4 and 5 show Latinos as a percent of each Wisconsin county’s total population. As with the maps of Latino population counts, the distribution in terms of percent is concentrated in the southeastern counties.

In 2000, the Latino population was less than 10% of the total in every Wisconsin county. By 2010 the Latino population had more than doubled in many counties, and was greater than 10% of the total in four counties: Milwaukee (13.3%), Kenosha (11.8%), Racine (11.5%), and Walworth (10.3%).

Source: 200 & 2010 Censuses of Population and Housing U.S. Census Bureau
See **Table 3** for map data



Maps 6 & 7. Latino Population Change, Wisconsin Counties: 1990-2010

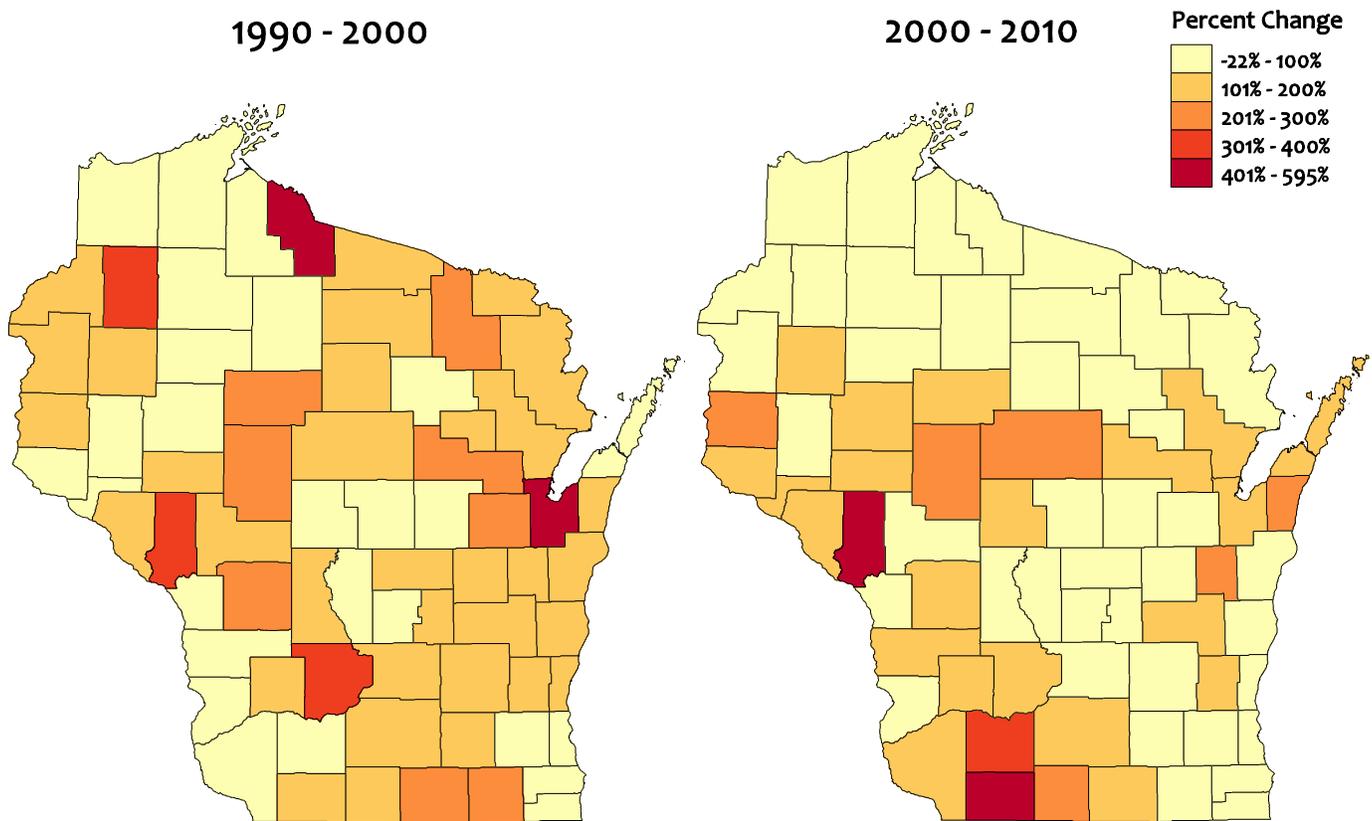


Maps 6 and 7 show the numeric change in the Latino population from 1990 to 2000 and from 2000 to 2010. Again, the pattern of growth parallels the existing centers of Latino population, with the greatest numeric increases occurring in counties in the southeast portion of the state. The larger coverage of darker red on the 2000-2010 map indicates that more counties experienced sizable numeric increases in this decade than in the previous one. Milwaukee County is shown in gray again to highlight the more dramatic numeric increase that occurred there in the two decades leading up to 2010.

Between 2000 and 2010, five counties experienced an increase of greater than 5,000 persons in their Latino populations: Milwaukee (43,633), Dane (14,538), Brown (9,287), Kenosha (8,835), Racine (7,556), Waukesha (6,620) and Rock (6,171).

Source: 1990, 200 & 2010 Censuses of Population and Housing U.S. Census Bureau
See **Table 3** for map data

Maps 8 & 9. Percent Change in Latino Population, Wisconsin Counties: 1990-2010



Maps 8 and 9 show the percent change in the Latino population from 1990 to 2000 and from 2000 to 2010. While it is important to keep in mind the small Latino base populations in some rural Wisconsin counties, these maps highlight large *relative* increases in Latino population. In many instances counties with the largest percent changes were far removed from the existing Latino population centers.

Between 2000 and 2010, the most dramatic rate of change occurred in Trempeleau County, where the Latino population of 240 grew by 595%, to 1,667 persons. Lafayette County's Latino population grew the second fastest (467%), increasing from 92 to 522 persons over the same ten year span.

Source: 1990, 200 & 2010 Censuses of Population and Housing U.S. Census Bureau
See **Table 3** for map data

Chart 3. Distribution of Wisconsin’s Latino Population, Wisconsin Counties: 2010

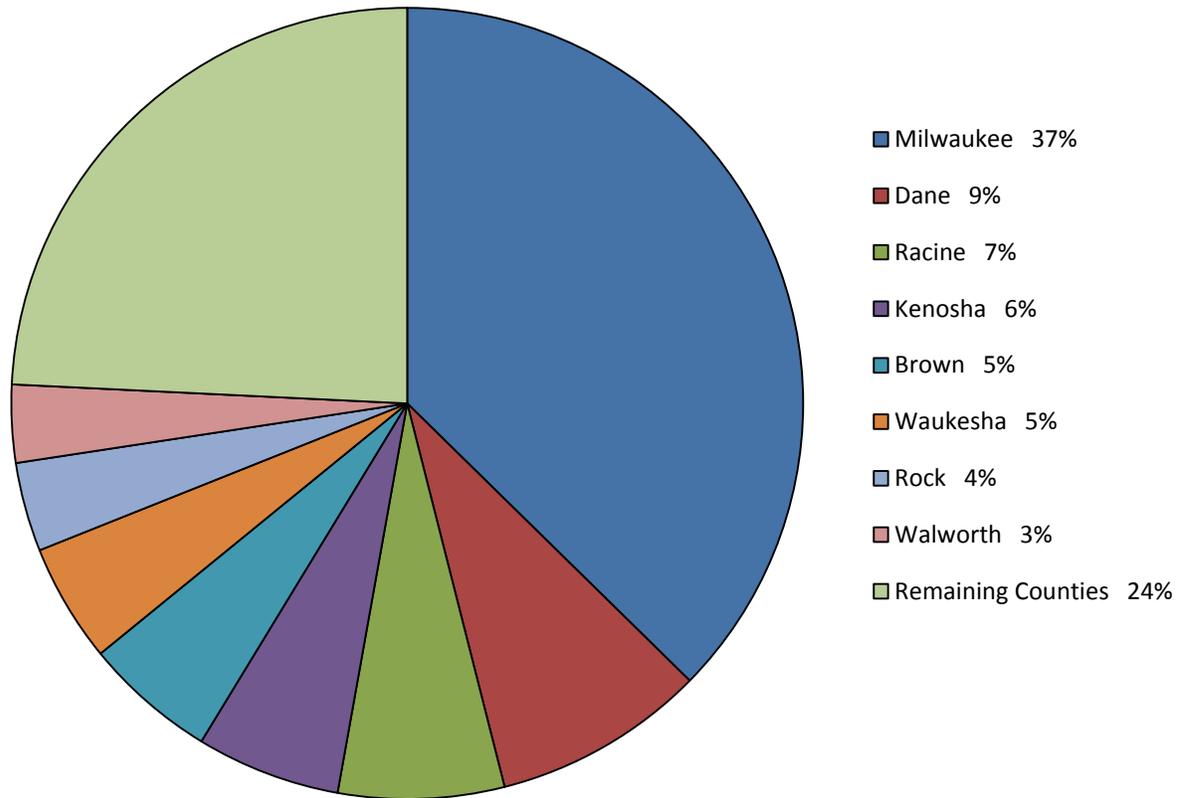


Chart 3 shows the distribution of Wisconsin’s Latino population among counties. Milwaukee County contains by far the largest share, representing almost 38% of all Wisconsin Latinos. Milwaukee County is followed by Dane, Racine, Kenosha and Brown counties, each with between 5% and 9% of the Latino population in 2010. Together, the eight counties specified on the chart above were home to nearly 80% of Wisconsin’s Latinos in 2000. Although the data presented in this chart underscore the concentration of Latinos in a few counties, the distribution of Latinos across Wisconsin counties has expanded slightly since 1980, when 79% of Latinos resided within only 7 counties, and 47% lived in Milwaukee County alone.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 4** for chart data



Chart 4. Urban/Rural Residence, Wisconsin: 2010

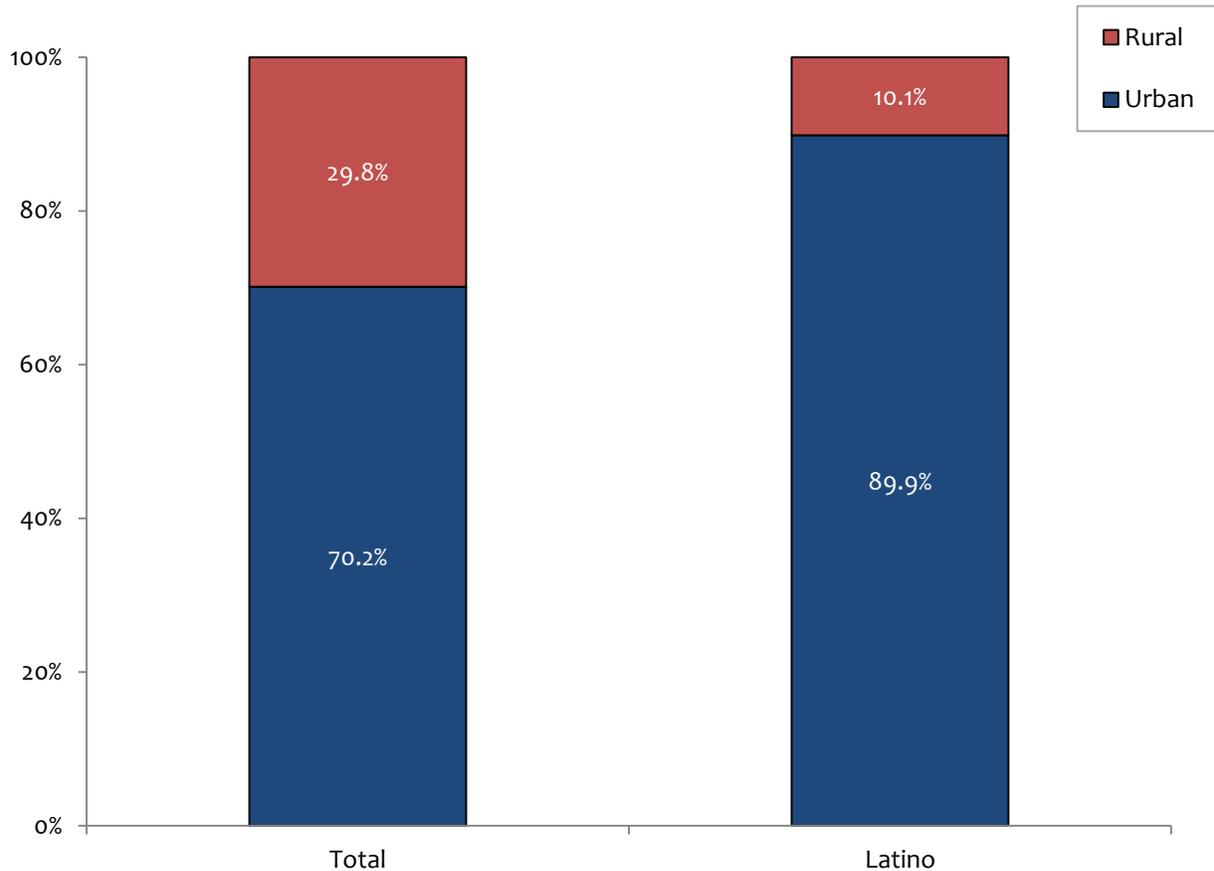
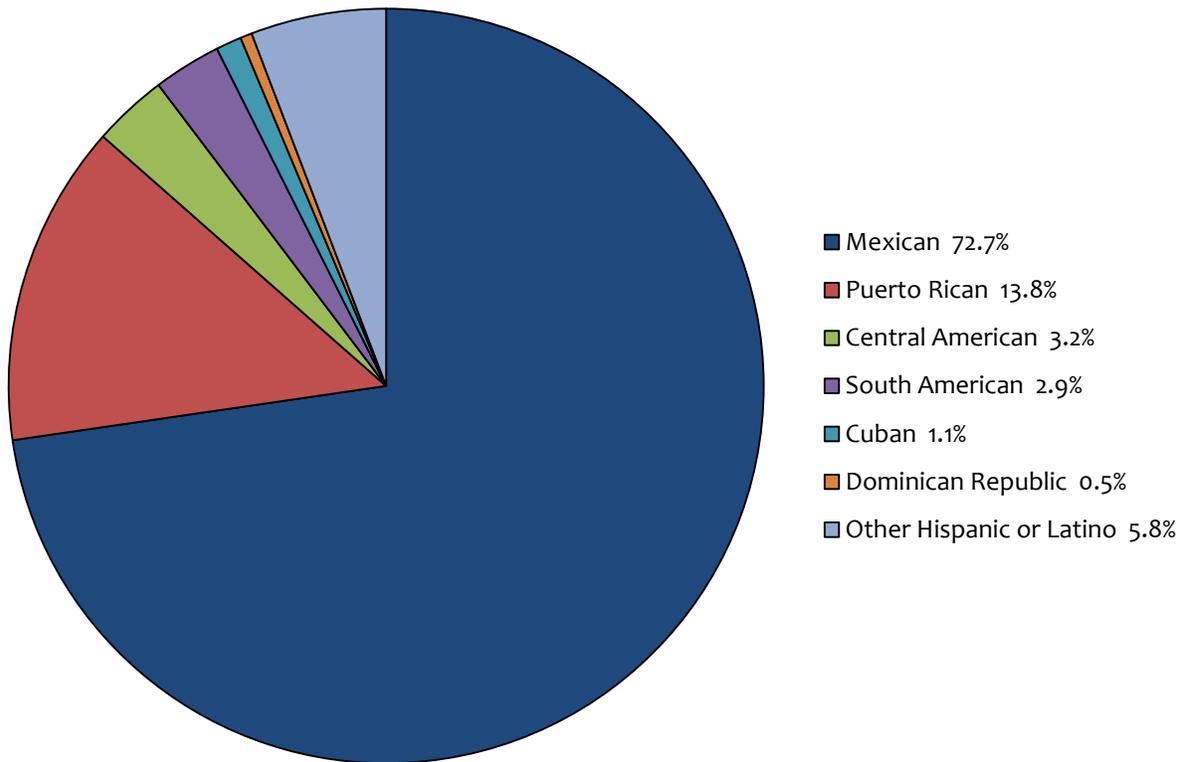


Chart 4 illustrates the differences in urban and rural residence between Latinos and the total Wisconsin population. Whereas almost 30% of Wisconsin's total population resided in a rural area in 2010, just over 10% of the Latino population resided in areas designated as rural. While the share of Wisconsinites living in urban areas increased two percentage points between 2000 and 2010, the share of Latinos living in urban areas declined slightly (0.4%).

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 5** for chart data

Chart 5. Heritage of Latinos, Wisconsin: 2010



Census 2010 tabulated numerous sub-groups representing distinct regional identities within the Latino population. Chart 5 shows seven heritage subgroups: *Mexican*, *Puerto Rican*, *South American*, *Central American*, *Cuban*, *Dominican Republic*, and the remainder category, *Other Hispanic or Latino*.

Wisconsin Latinos were predominantly of *Mexican* heritage in 2010 (73%). The Mexican share increased significantly since 2000 when persons of Mexican heritage constituted only 66% of Wisconsin Latinos. The next largest category, *Puerto Rican*, is considerably smaller (14%), but still a significant share relative to the other four specified categories, each representing 3% or less of the Latino population.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 6** for chart data

Chart 6. Birthplace of Latinos, Wisconsin: 2000-2010

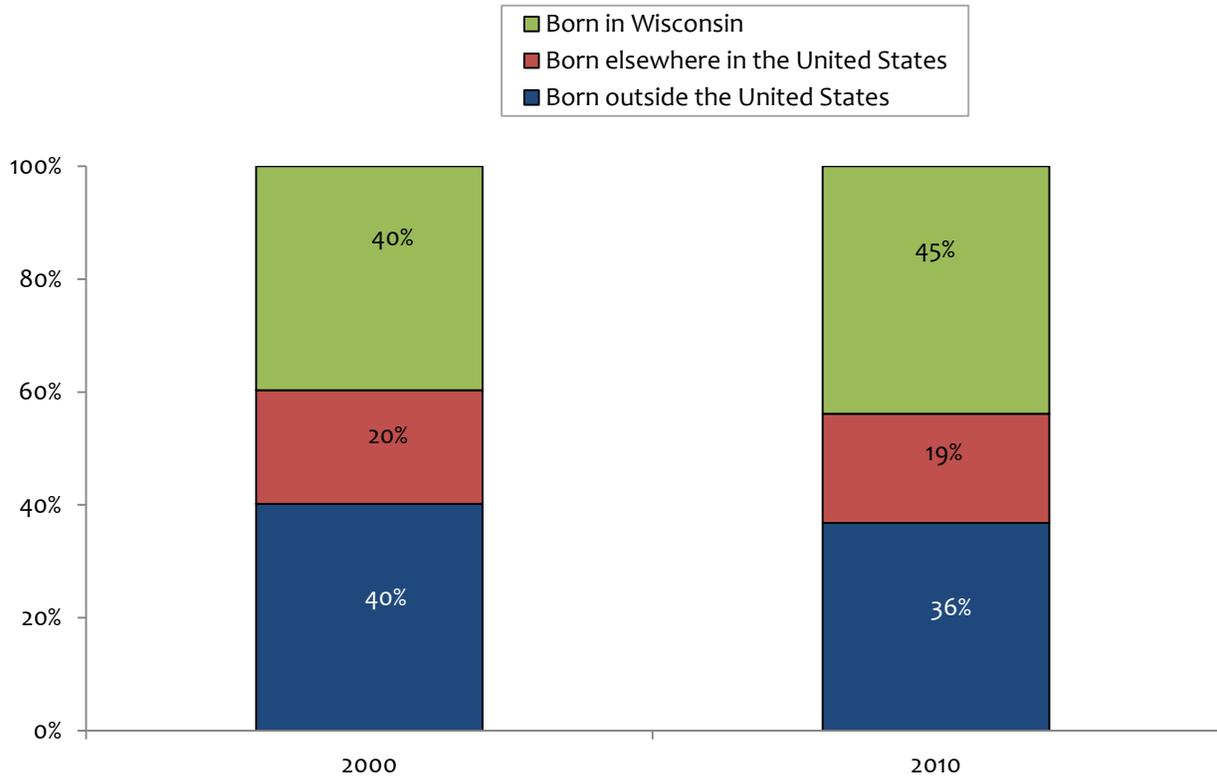


Chart 6 illustrates the place of birth estimates for Wisconsin Latinos in 2000 and 2010. Over the ten year period shown, there was a significant increase in the share of Latinos that were Wisconsin born and a similar decline in the share born outside the U.S. By 2010 the share of Latinos born in Wisconsin was approaching one half (45%).

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
 See **Table 7** for chart data and the URL below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B06004I/0400000US55



Chart 7. Birthplace of Persons Born in Latin America, Wisconsin: 2000-2010

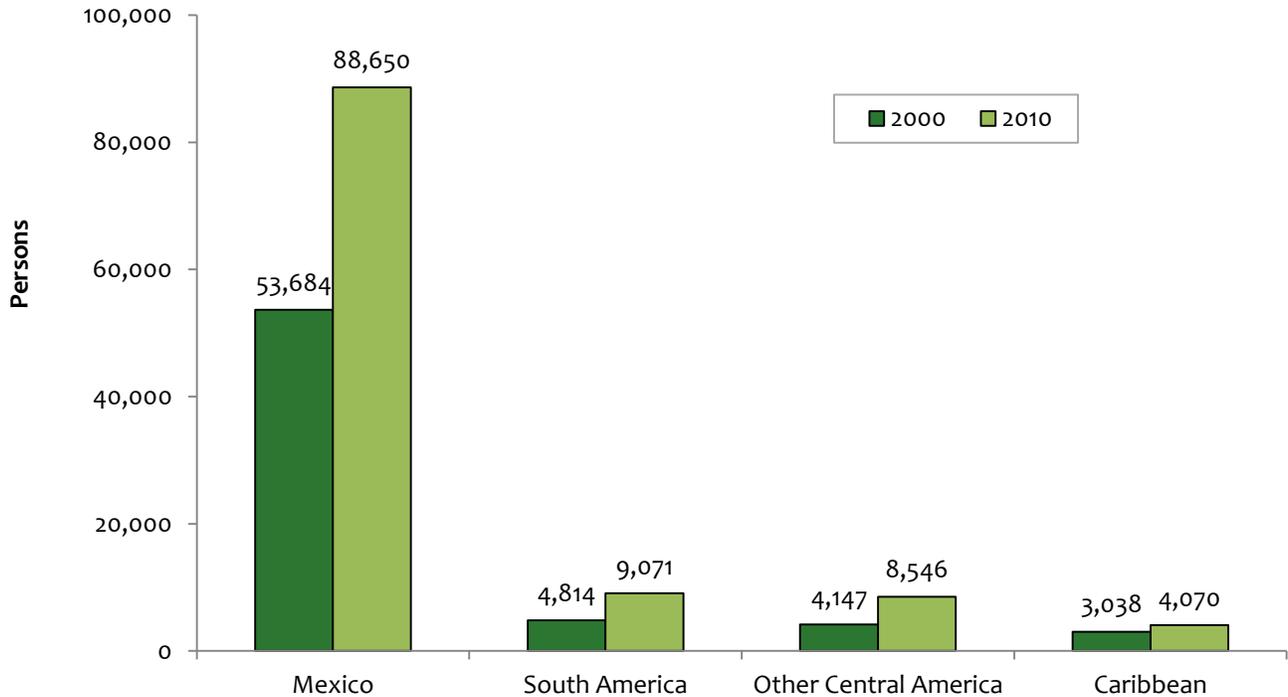
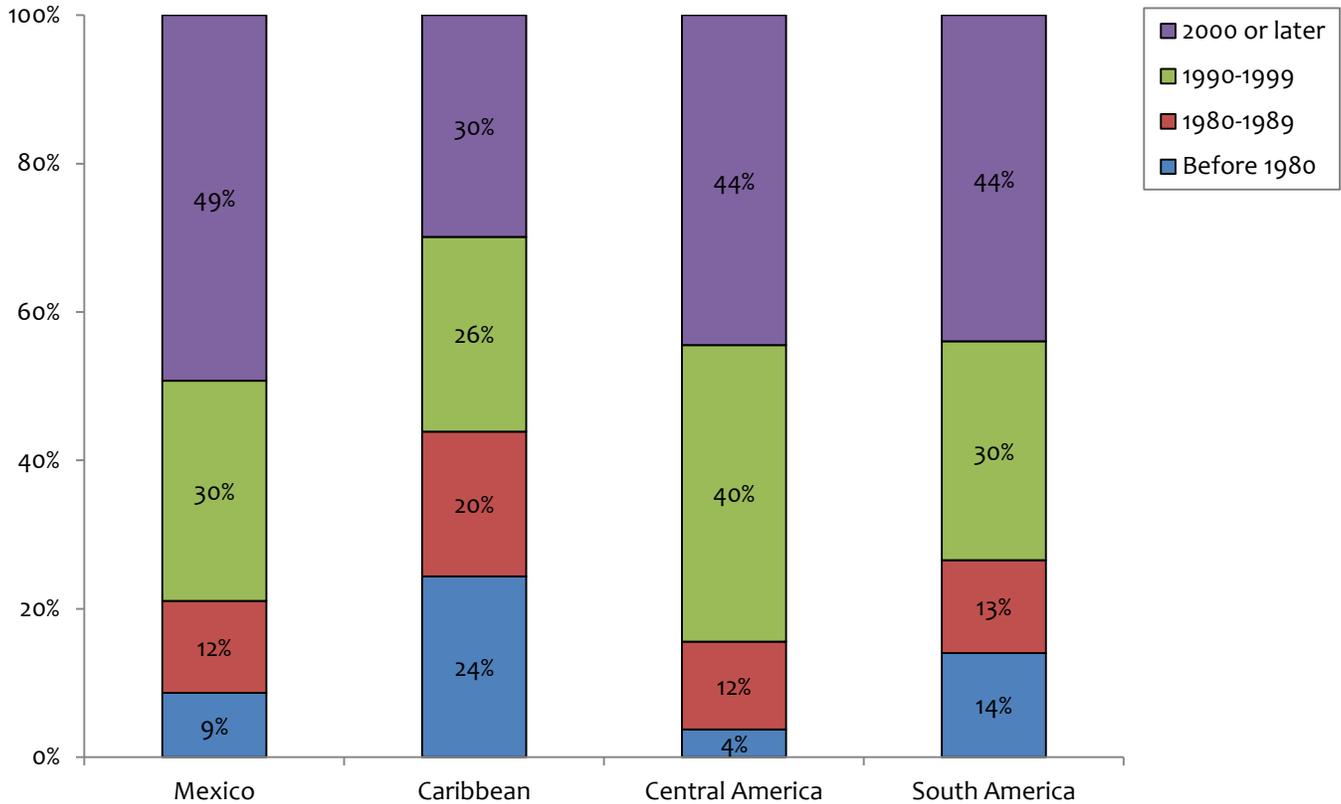


Chart 7 shows place of birth for those born in Latin America in 2000 and 2010. The estimates suggest sizeable increases in the Latin American-born population from Mexico, South America, and Other Central America. The number of Wisconsin residents born in South and Central America approximately doubled between 2000 and 2010. Still, the numeric increase among Mexican-born persons dwarfs the other categories, and Mexican-born persons account for 80% of current Wisconsin residents born in Latin America.

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
See **Table 8** for chart data and the URL below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B05007/0400000US55

Chart 8. Year of Entry for Persons Born in Latin America by Region, Wisconsin: 2010



The American Community Survey asked all people born outside the United States to report the year in which they came to live in the United States. Chart 8 shows the resulting tabulation for those born in Latin America who now live in Wisconsin, highlighting the relatively recent entry of those born in Mexico, Central America, and South America. The large proportion of recent entries is most pronounced in the case of persons born in Mexico, where those entering between 2000 and 2010 were nearly equal to the Mexican born total from all prior decades.

Source: 2010 American Community Survey, U.S. Census Bureau
 See **Table 9** for chart data and the URL below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B05007/0400000US55

Chart 9. Movers in the Past Year by Previous Residence, Wisconsin: 2010

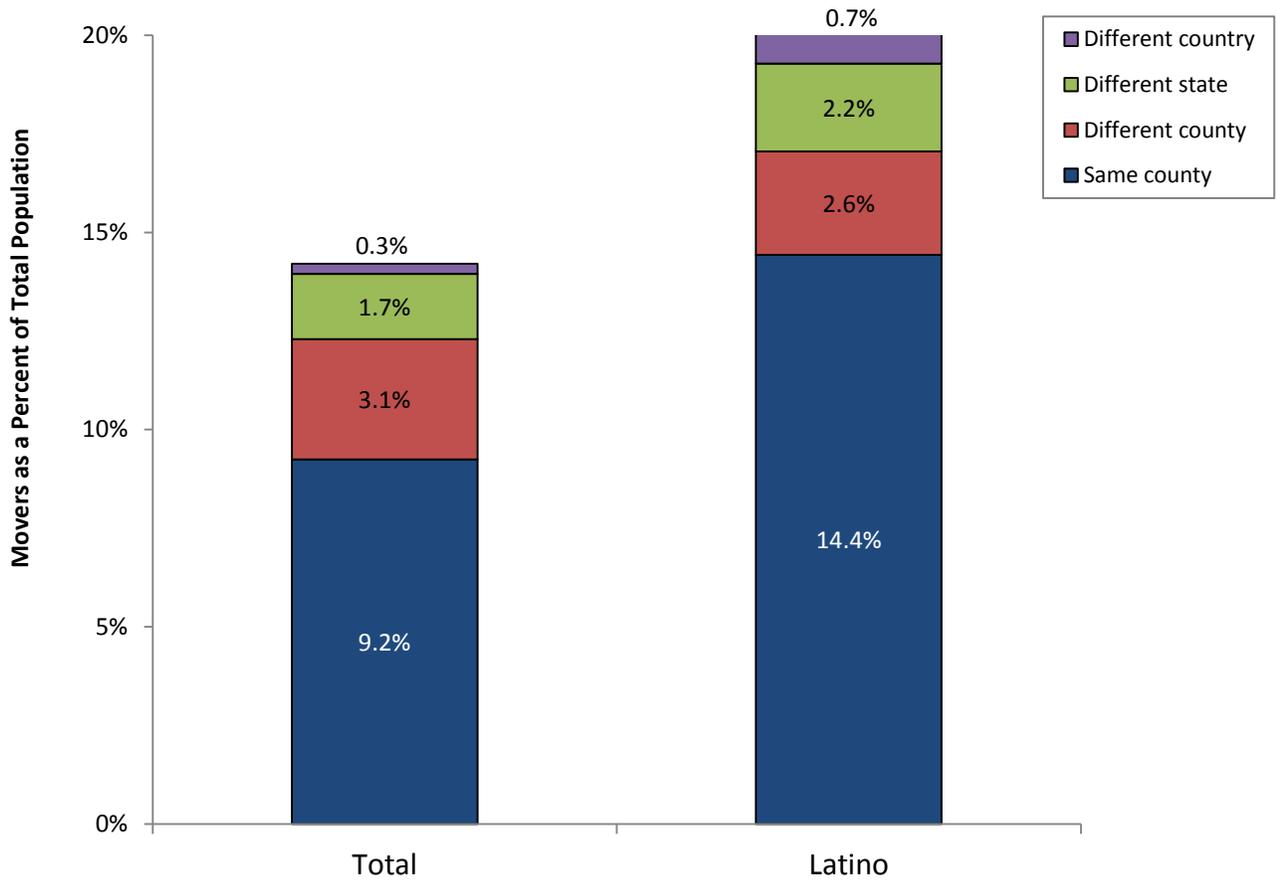


Chart 9 shows the proportion of the population that moved in the prior year according to the 2010 American Community Survey estimates. The differences between Latinos and the total population were most pronounced in the categories of those who moved to another location within the same county and those who moved from a different country. Latinos were more than 1.5 times as likely to have moved within the same county and more than twice as likely to have moved from a different country.

Source: 2010 American Community Survey, U.S. Census Bureau
 See **Table 10** for chart data and the URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B07001/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B07004I/0400000US55

Chart 10. Population by Age and Sex, Wisconsin: 2010

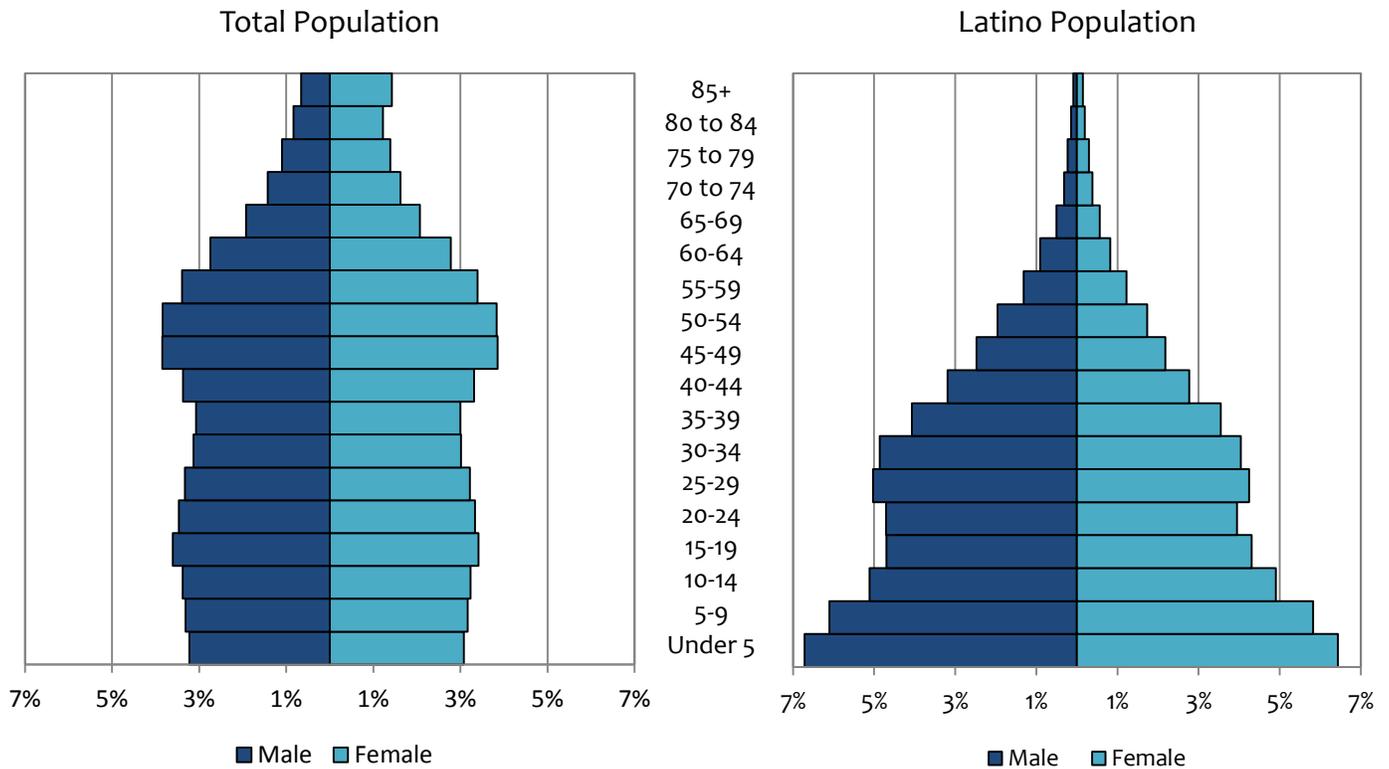


Chart 10 illustrates the age differences between the total Wisconsin population and Latino population in Wisconsin. In the total population age pyramid (shown left) the largest categories were among the “Baby Boom” generation (ages 46 through 64) in the year 2010. The Latino age pyramid (shown on the right) has a much broader base owing to higher overall fertility rates and higher rates of Wisconsin immigration among young persons.

The lowest age categories, boys and girls under age five, together represented 13% of the total Latino population. The same age group constituted only 6% of the total Wisconsin population. Within the upper age categories, the age contrast between the Latino and total Wisconsin populations was even more stark. Persons over age 65 comprised only 3% of the Latino population, compared with 14% of Wisconsin’s total population.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 11** for chart data

Chart 11. Median Age by Sex, Wisconsin: 2010

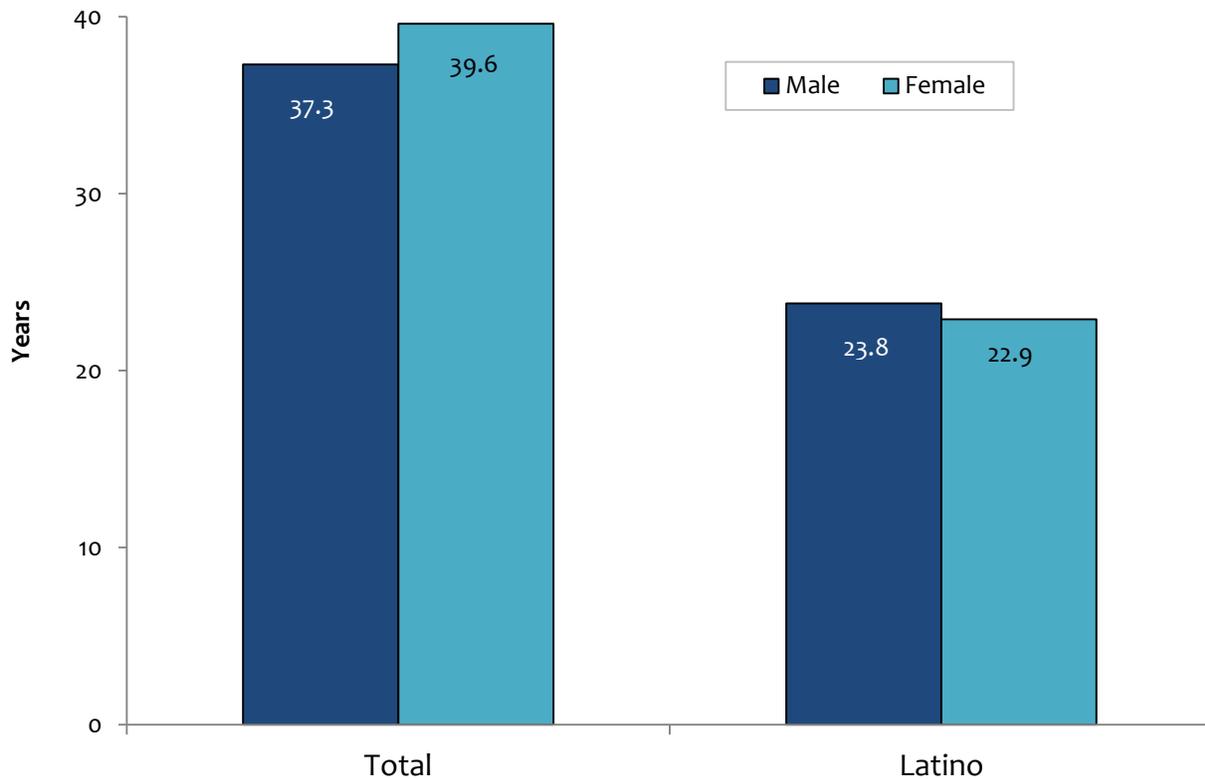


Chart 11 illustrates median ages for the total Wisconsin population and Latinos. The median ages for Latino males and females (24 and 23 years) were significantly lower than those for the total population (37 and 40 years). For males, the difference is greater than 13 years; for females, the gap widens to nearly 17 years.

Source: 2010 Census of Population and Housing U.S. Census Bureau



Chart 12. Types of Family and Non-Family Living Arrangements, Wisconsin: 2010

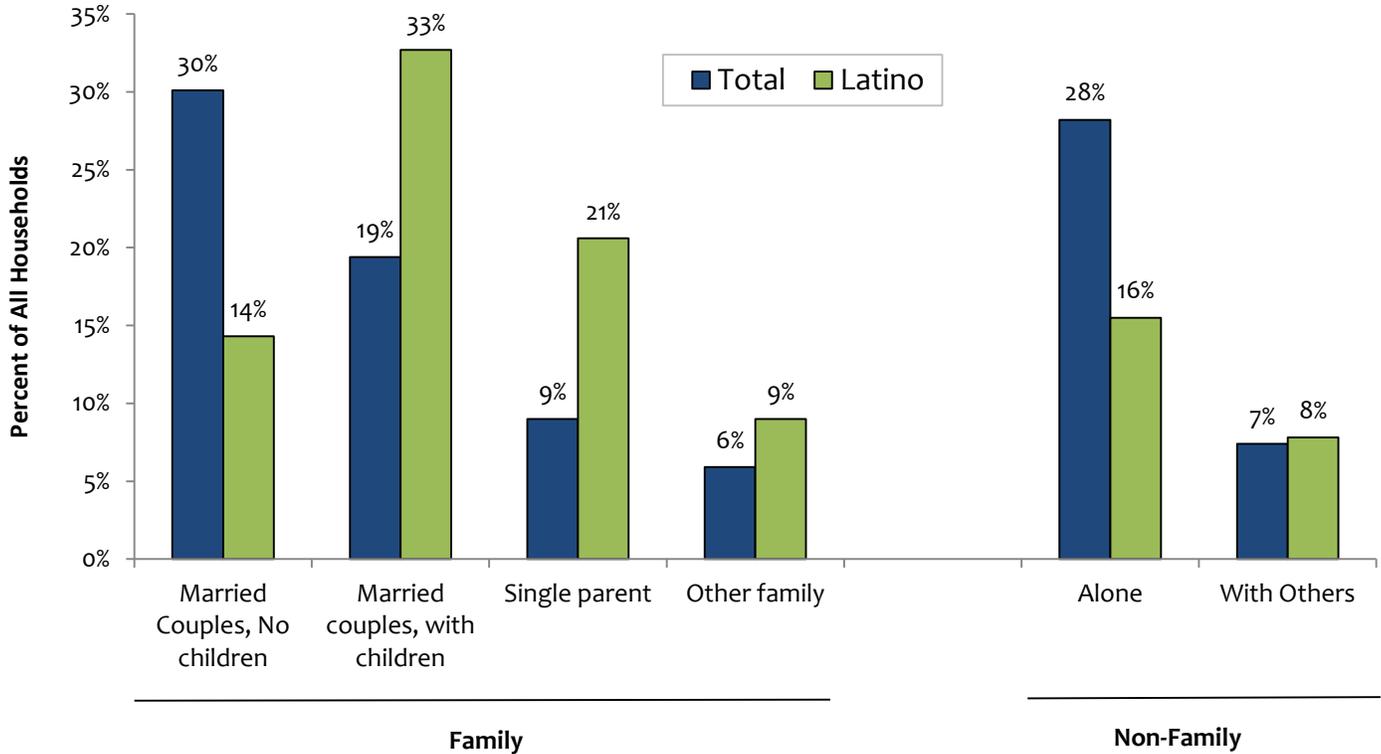


Chart 12 shows the proportions of Latino households and total Wisconsin households in various family and non-family living arrangements. According to Census definitions, a family household consists of two or more people (one of whom is the householder) related by birth, marriage, or adoption residing in the same housing unit. A non-family household consists of a householder living alone (a one-person household) or where the householder shares the home exclusively with people to whom he/she is not related. The data indicate that 77% of Latino households were families, compared with 64% of total Wisconsin households. Thus, a smaller proportion of Latino households were non-family households (persons who live alone or with someone not related by marriage, blood or adoption).

The chart also shows that roughly one-third (33%) of Latino households were married couples with children under age 18, compared to less than one-fifth (20%) of the total households. The proportion of single parents among Latino households is more than double that of the total population (21% versus 9%). Finally, almost one-third of the total households (30%) were married couples with no children, but such arrangements were less than half as common among Latino households.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 12** for chart data

Chart 13. Average Family and Household Size, Wisconsin: 2010

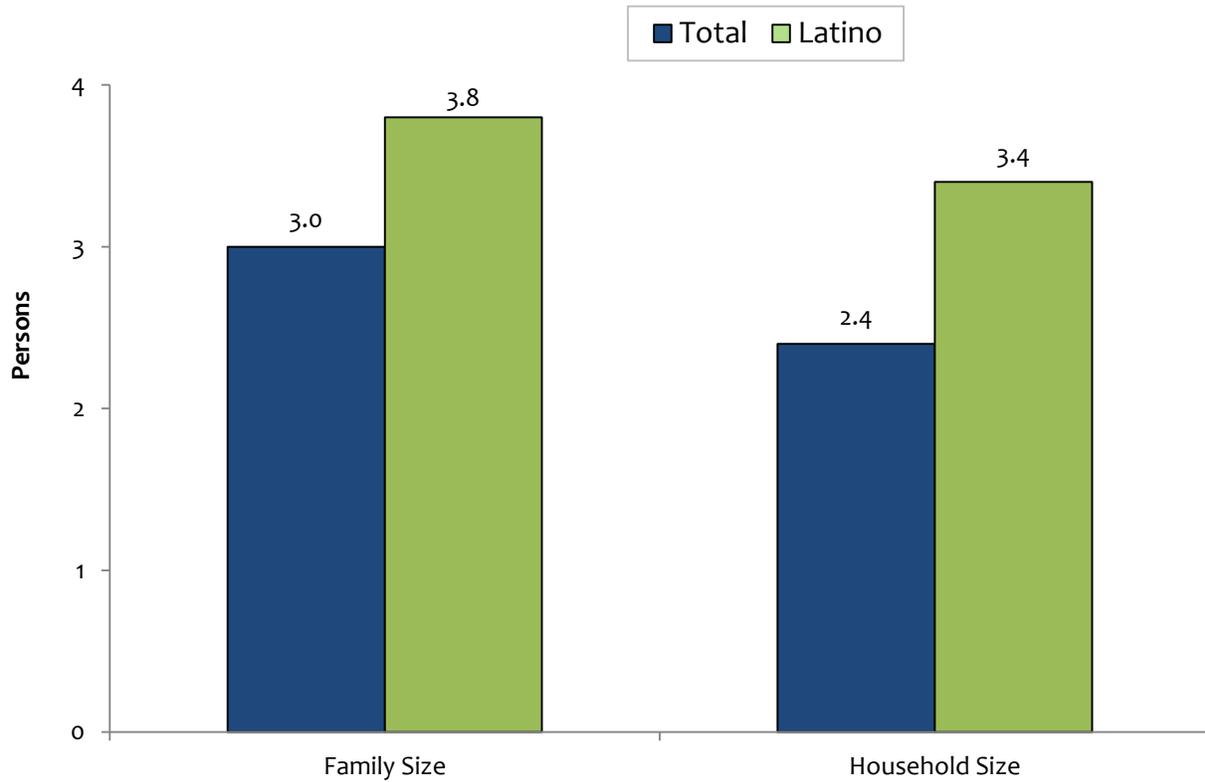


Chart 13 shows the differences in average family and household sizes among the total Wisconsin and Latino populations. Among Latinos, the average number of persons per family is 3.8, compared with 3.0 persons per family for the total Wisconsin population. The difference in the average household size is slightly greater, ranging from 3.4 persons for Latinos households to an average of 2.4 for the total population.

Source: 2010 Census of Population and Housing U.S. Census Bureau

Chart 14. Households with Non-Relatives, Wisconsin: 2010

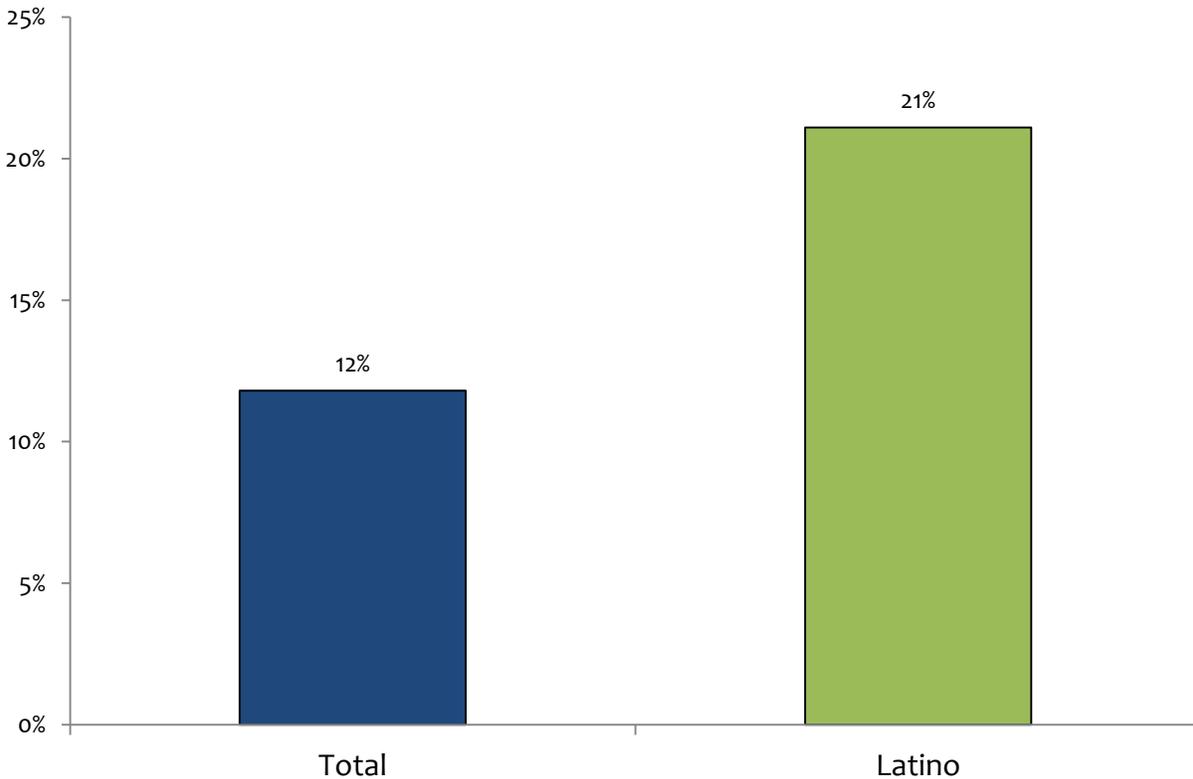


Chart 14 illustrates the prevalence of households that include one or more non-relatives. Non-relatives are any household members that were not related to the householder by birth, marriage, or adoption, including foster children. Among Latino households non-relatives were present at nearly twice the rate shown among total Wisconsin households (21% versus 12%).

Source: 2010 Census of Population and Housing U.S. Census Bureau



Chart 15. Female Headed Households as a share of selected Family Types, Wisconsin: 2010

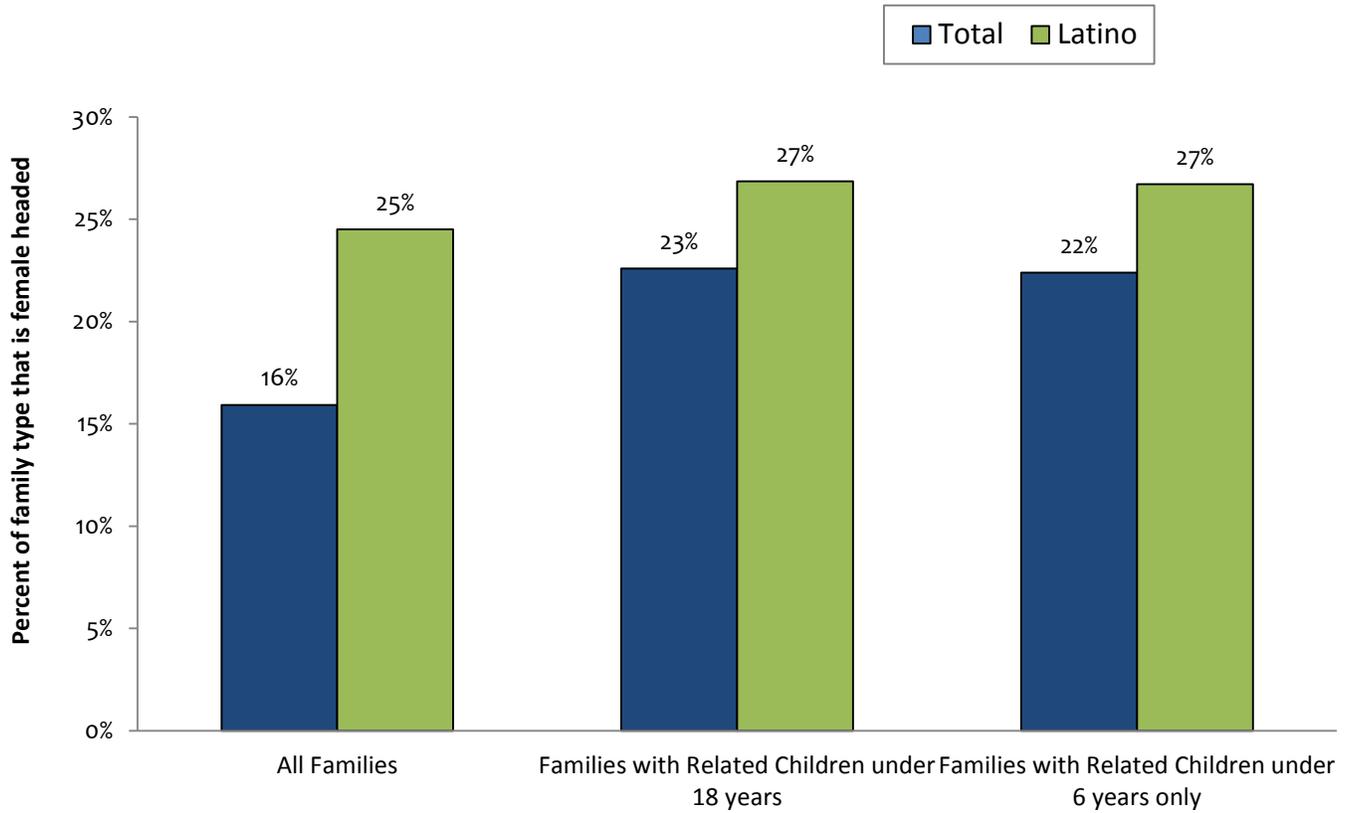


Chart 15 shows the proportions of families with a female householder (no husband present). Compared with total Wisconsin families, Latino families were significantly more likely to have a female householder. This is true for all three of the family types shown above. Within *all families*, 25% of Latino families had female householders versus only 16% for total Wisconsin families. Among *families with related children under 18 years*, females headed 27% of Latino families and 23% of Wisconsin’s total families. There was a similar difference among families with children under six wherein females headed 22% of total Wisconsin families and 27% of Latino families.

Source: 2010 Census of Population and Housing U.S. Census Bureau
See **Table 13** for chart data



Chart 16. Women Ages 15 to 50 Who had a Birth in the Past 12 Months, Wisconsin 2010

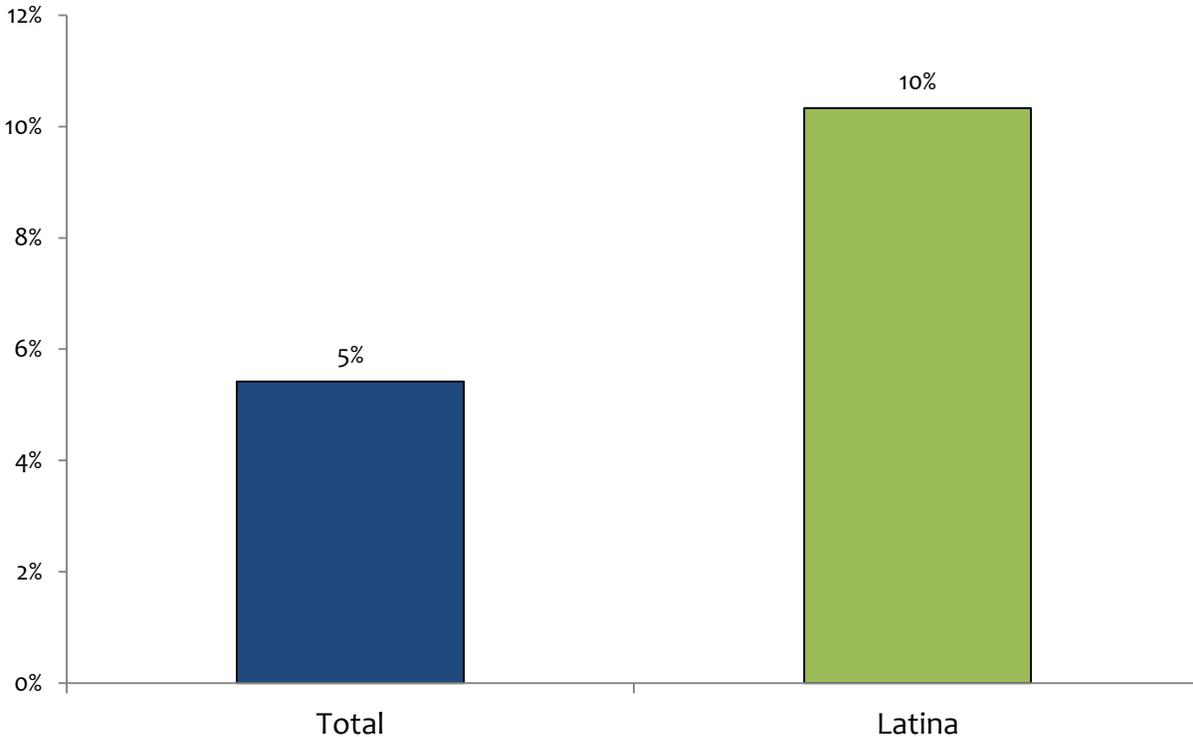


Chart 16 shows the percentage of women ages 15 through 50 that had a birth within the past 12 months. The percentage of Latinas is nearly double that of the total population. This difference is attributable partly to the overall differences in family size between Latinos and the total population, but also to the larger proportion of Latinas of prime childbearing age (age 18-35).

Because marital status is an important predictor of life outcomes for children, the ACS also tabulates births according to marital status (not shown here). Among total births, about 32% were to unmarried women versus an estimated 48% among Latinas.

Source: 2010 American Community Survey, U.S. Census Bureau

See the URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400



Chart 17. Educational Attainment among Persons 25 Years or Older, Wisconsin: 2000 & 2010

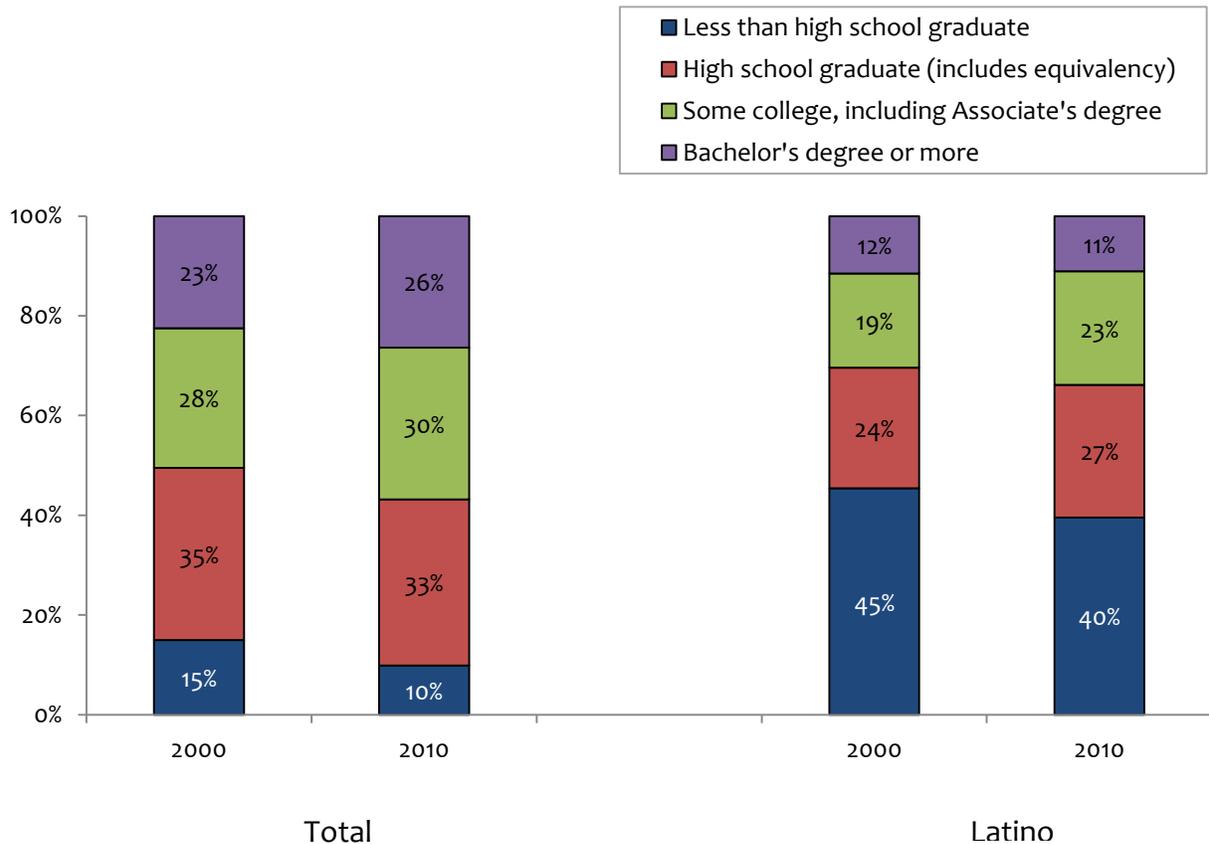


Chart 17 highlights significant differences between formal educational attainment of persons age 25 years and older in the Latino population and the total Wisconsin population. For the year 2010, the percentage of Latinos with less than a high school diploma (40%) was four times larger than the percentage of the total Wisconsin population in that category (10%).

The chart also highlights the changes within each population between 2000 and 2010. Educational attainment increased between 2000 and 2010 for the total population and for Latinos in some groups. The percentage of the total Wisconsin population that had at least a high school diploma increased from 85% to 90% during this time. For Latinos the percentage with a high school diploma increased from 55% to 60%.

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
See the URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400



Chart 18. Language Spoken at Home for Latino Persons 5 Years and Over, Wisconsin: 2010

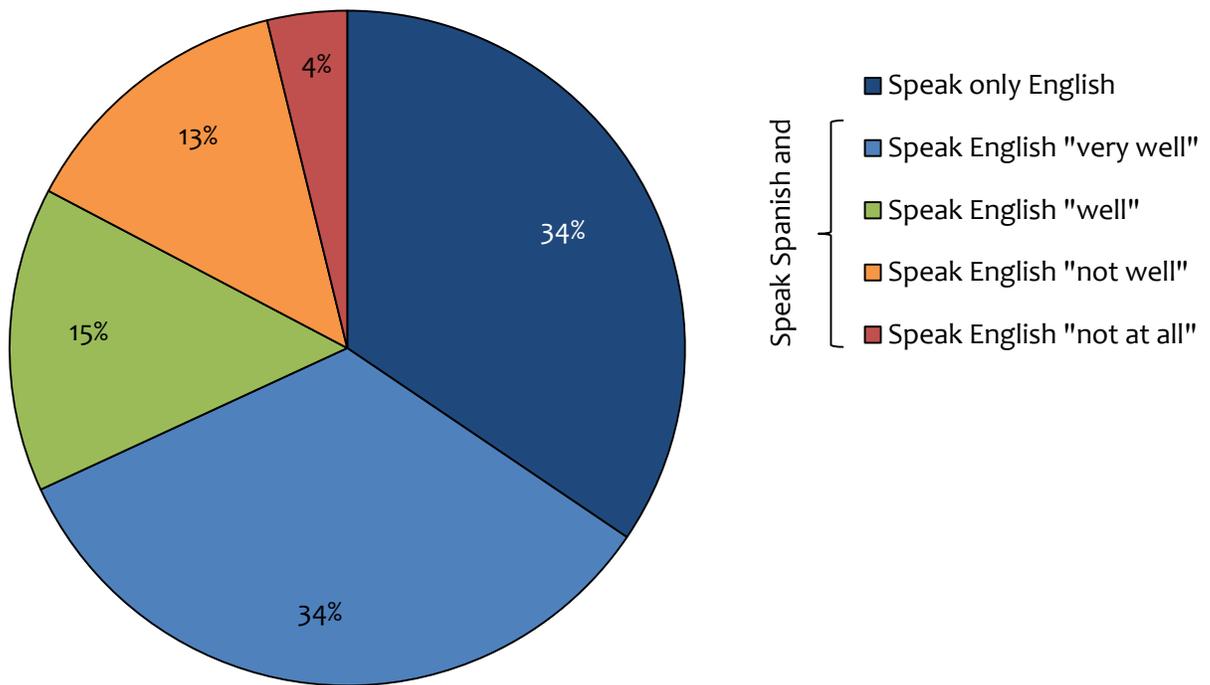


Chart 18 shows the proportion of Latinos age 5 years and over who speak Spanish at home and, among Spanish speakers, the proportion of persons with varying degrees of English-speaking proficiency. The first slice shows that about one-third (34%) of Latinos speak English at home. The second pie shows that among those who speak Spanish at home, most report speaking English “well” or “very well.” Persons who speak Spanish at home and do not speak English well, however, still comprise a significant share (17%) of the Latino population. And while this linguistically isolated group has grown in number between 2000 and 2010, they represented a smaller share of the Latino population in 2010 (17% in 2010 versus 21% in 2000).

Source: 2010 American Community Survey, U.S. Census Bureau
See **Table 14** for chart data and the URL below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B16006/0400000US55



Chart 19. Top Ten Districts in Limited-English Proficient Spanish-Speaking Students, Wisconsin: 2012

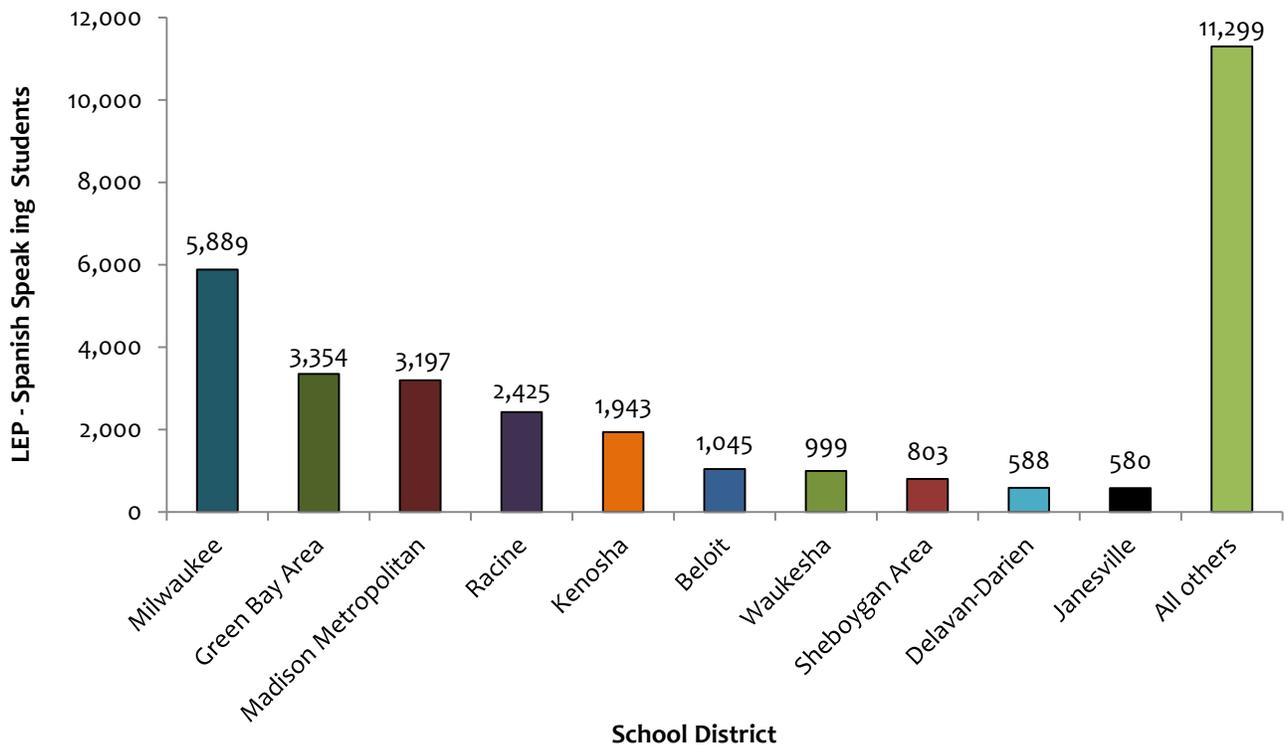
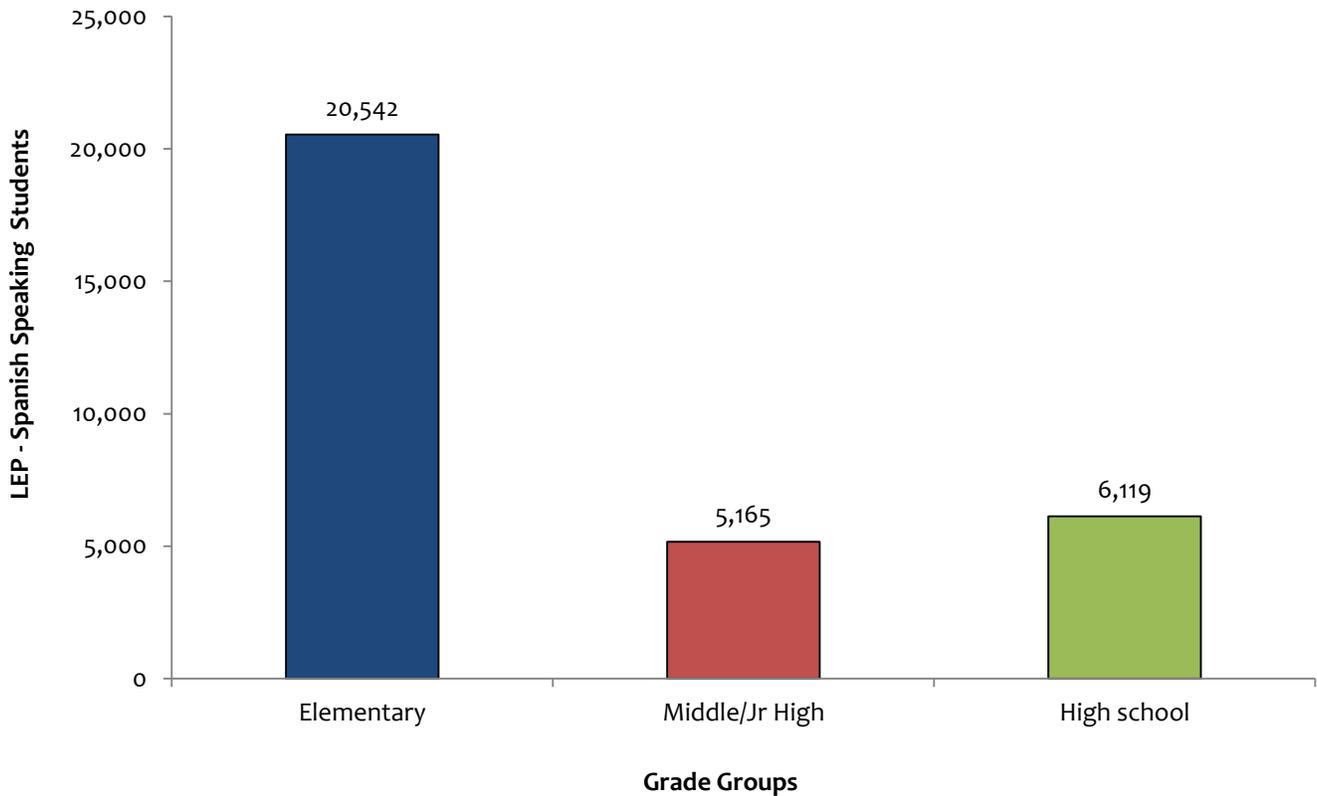


Chart 19 uses Wisconsin Department of Public Instruction data to illustrate the total number of limited-English proficient (LEP) Spanish speaking students for the ten districts with the highest counts. The Milwaukee district, with 5,889 Spanish-speaking LEP students, contains approximately 18% of Wisconsin’s total. While the number of LEP students in the Milwaukee district has grown by over 800 students since 1999, a more dramatic increase has occurred in other, smaller districts. Many of the districts shown have experienced a 400% or greater increase in LEP students since 1999. Perhaps even more telling, the number of LEP Spanish students outside of the top 10 districts grew from about 1,900 in 1999, to over 11,000 in 2012. These changes were driven in part by the dispersal of the recent immigrants to smaller cities and communities around the state.

Source: Wisconsin Department of Public Instruction website:
<http://data.dpi.state.wi.us/data/>



Chart 20. Limited-English Proficient Spanish-Speaking Students by Grade Groups, Wisconsin: 2012



Also drawing on data from the Wisconsin Department of Public Instruction, Chart 20 shows a breakdown by grade grouping of Wisconsin's Spanish-speaking students with limited English proficiency (LEP). Moving from the K-5 group into the higher grade levels, the chart indicates a diminishing number of LEP students. The decline of the LEP student population in higher grades may suggest that Spanish-speaking students gain proficiency as they advance into higher grades; however, declining attendance rates may also be a contributing factor.

Source: Wisconsin Department of Public Instruction website:
<http://data.dpi.state.wi.us/data/>



**Chart 21. Top Ten Districts in Percent Latino Students
Wisconsin: 2011-2012**

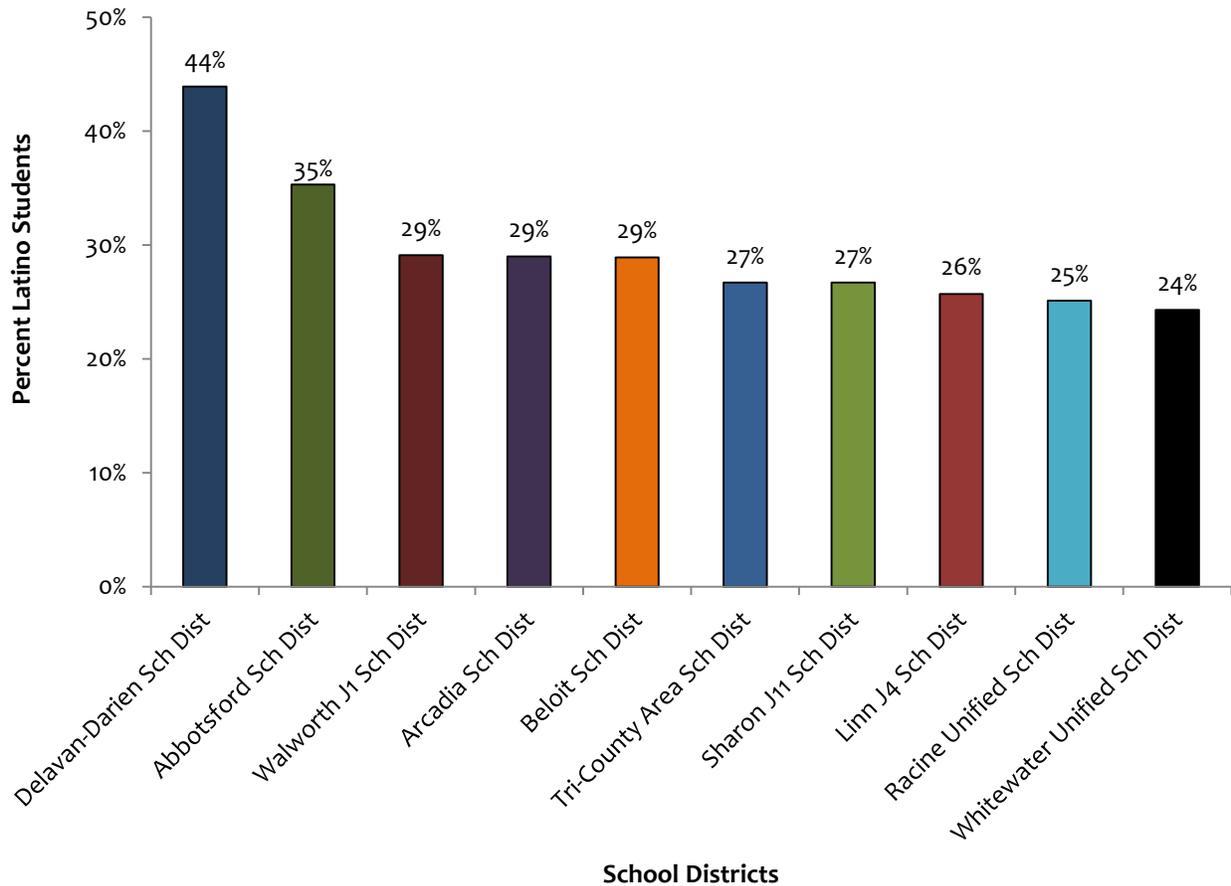


Chart 21 draws on Wisconsin Department of Public Instruction data related to students' ethnicity. Delavan-Darien School district stands out among the rest, for having a student body that is approaching 50% Latino, almost 10 percentage points more than the next highest district. All but one of the nine remaining districts have student populations that were over one fourth Latino.

Source: Wisconsin Department of Public Instruction website:
<http://data.dpi.state.wi.us/data/>



**Chart 22. Latino Percentage of Total Student Population
in Urban, Suburban, and Rural School Districts, Wisconsin: 2012**

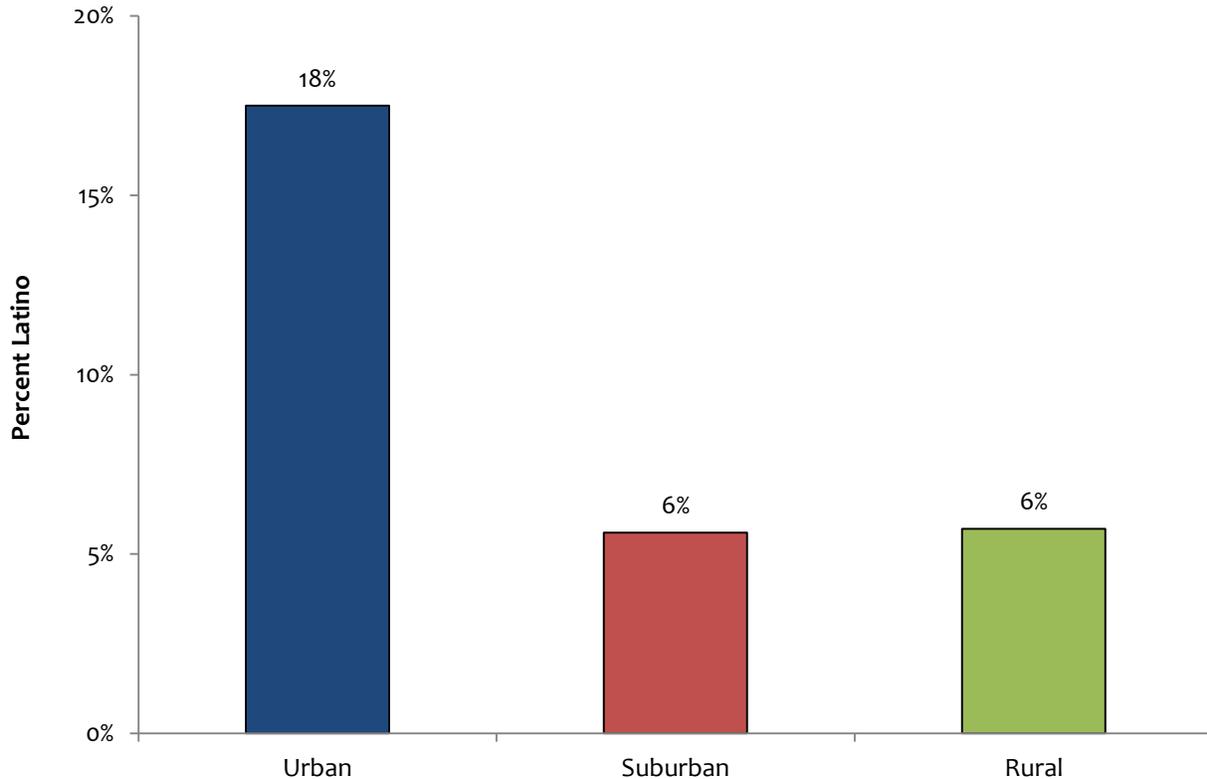
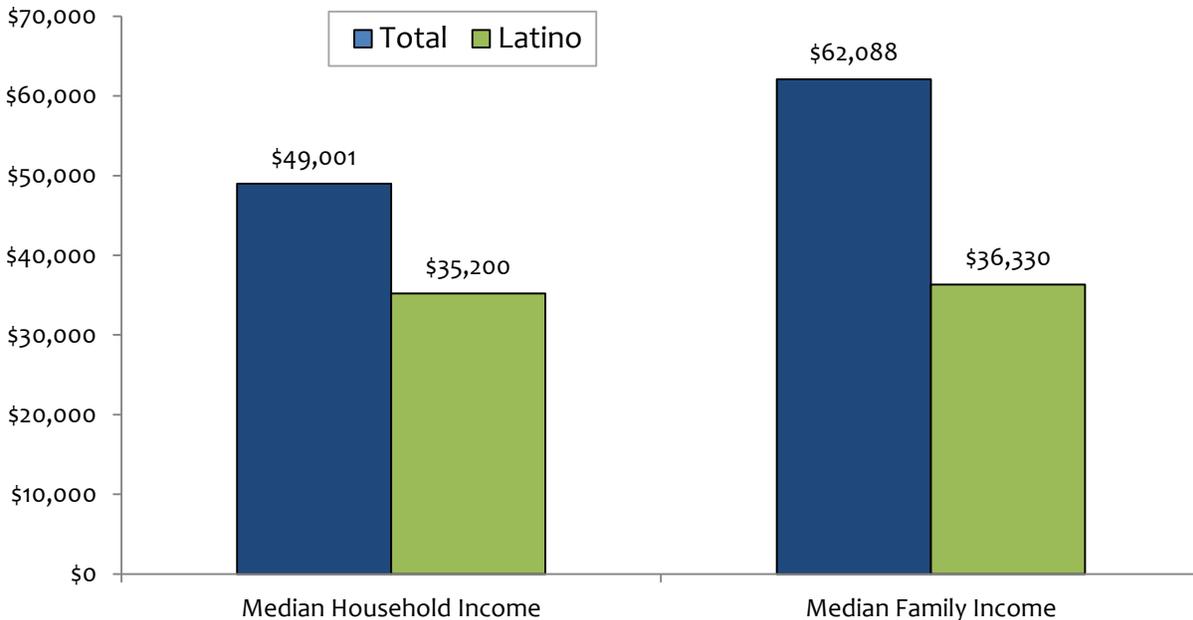


Chart 22 shows the Latino share of the total student population in each of 3 categories of school district: urban, suburban, and rural. Nearly one fifth of Wisconsin’s urban district students were Latino. Among Suburban and Rural district students the Latino proportions were much smaller (6%).

Source: Wisconsin Department of Public Instruction website:
<http://data.dpi.state.wi.us/data/>



Chart 23. Median Household and Family Income, Wisconsin: 2010



Because the Census Bureau does not collect data specifically on wealth, income is a commonly used measure of material well-being. Chart 23 shows a comparison between median household and family incomes for Latino and total Wisconsin households and families in 2010. The total household median is \$49,000 and the Latino household median is just over \$35,000, or about 72% of the total Wisconsin household median. The gap in median *family* income is wider, with total median family income at over \$62,000 and the Latino median family income at just over \$36,000. In this case, the Latino median is only 59% of the total Wisconsin median. The larger household and family sizes among Latinos exacerbates the effect of these disparities on individuals.

Comparison with 1999 income data (not shown) suggests that, even without inflation adjustments, Latino income for both categories was comparatively stagnant. Over the same period, the total population incomes increased, thereby widening the income gap over that of the previous decade.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2010 American Community Survey, U.S. Census Bureau

See the URL below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400



Chart 24. Household Income Distribution, Wisconsin: 2010

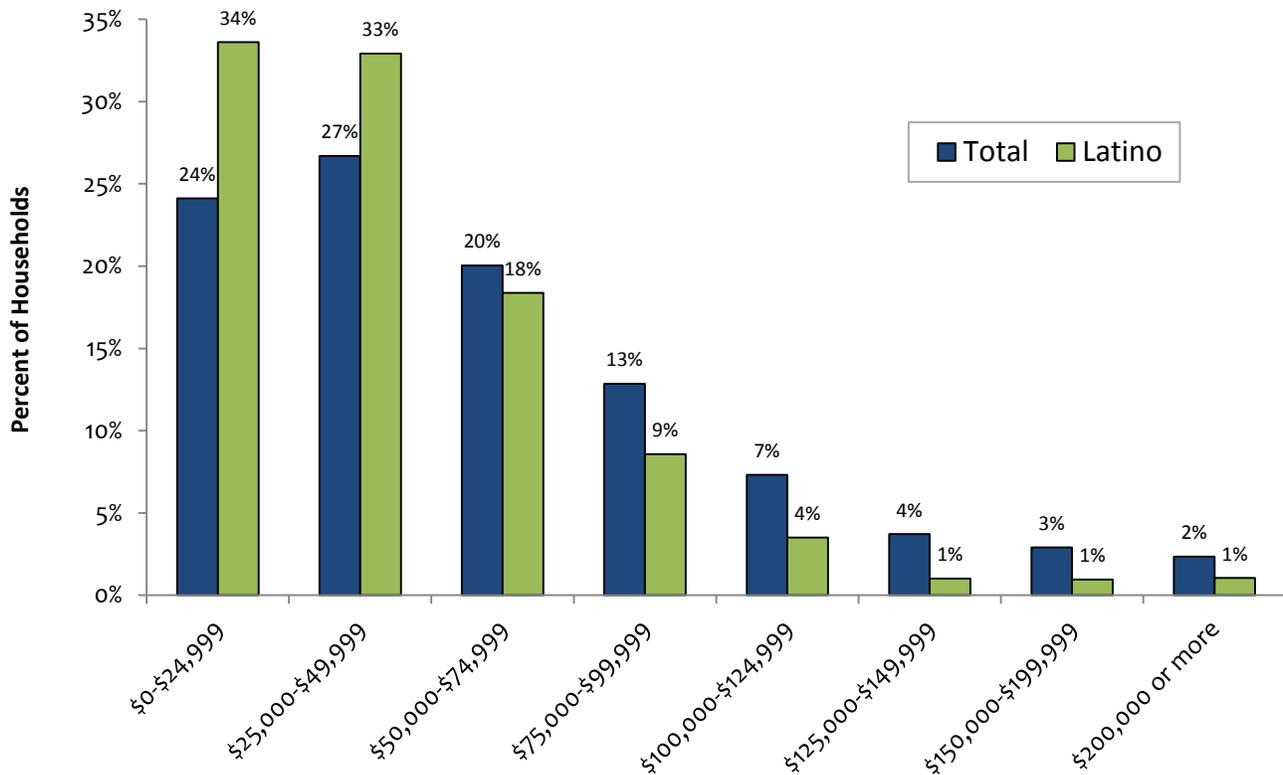


Chart 24 provides a more nuanced view of differences in household income, showing the percentages of households within specified income ranges for both Latino and total Wisconsin households. A larger share of Latino households is found in both of the income categories below \$50,000. Among incomes of \$50,000 and above, the relative difference between total Wisconsin and Latino household incomes within each category tends to increase, particularly in the upper ranges. When grouped together, the share of households in the \$50,000 and above income categories represent 49% of total Wisconsin households though only 33% of Latino households.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2010 American Community Survey, U.S. Census Bureau

See **Table 15** for chart data and the URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B19001/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B19001/0400000US55



Chart 25. Median Earnings by Sex among Year-Round, Full-Time Workers, Wisconsin: 2010

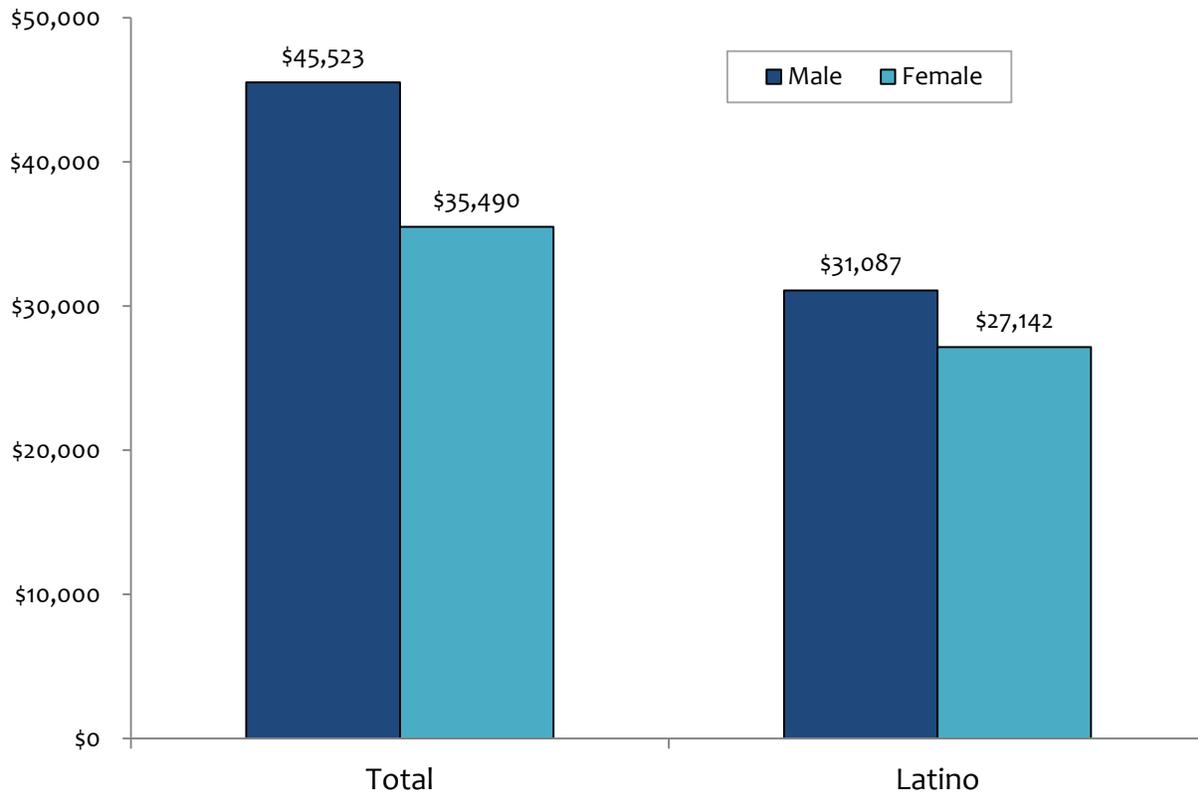


Chart 25 shows a breakdown of earnings by sex for the total and Latino workers. Latino males earn about 68% of what total males earn, and for Latinas that figure is about 76%. The “gender gap” is much more pronounced in the total Wisconsin population than it is among Latinos. Earnings for female workers in the total Wisconsin population were approximately 78% that of total male workers, while earnings for Latino female workers were nearly 87% of their male counterparts.

As with family and household incomes, comparison with the 1999 income data (not shown) reveals that earnings for males and females in the total Wisconsin population have increased significantly (from \$37,000 and \$26,000 in 1999) whereas gains for Latinos (from \$26,000 and \$22,000 in 1999) have been more modest.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2010 American Community Survey, U.S. Census Bureau

See the URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400



Chart 26: Population in Poverty, Wisconsin: 1999-2010

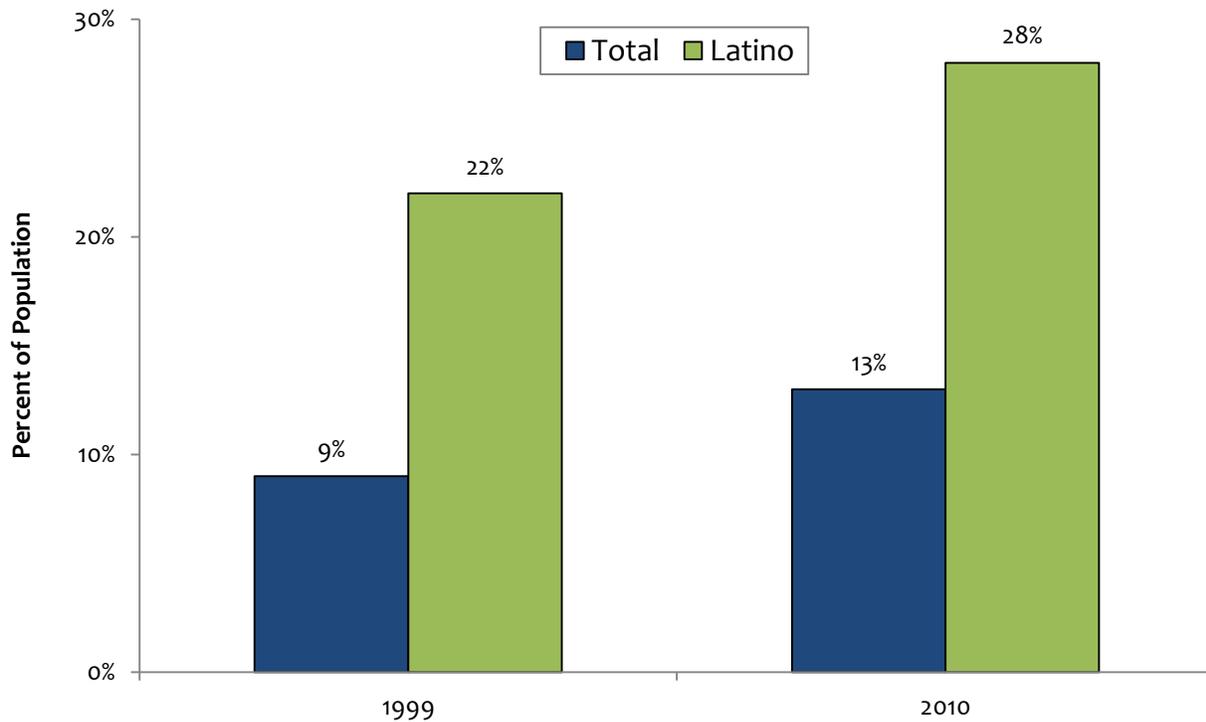


Chart 26 illustrates that in both 1999 and 2010 the poverty rate for Latinos was more than double the poverty rate for the total population. The poverty rate for the total population increased by four percentage points (from 9% to 13%) whereas the poverty rate for Latinos experienced a six percentage point increase (from 22% to 28%). In 2010 over one quarter of Wisconsin Latinos were in poverty.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau

See the URLs below for margin of error

Figures are not adjusted for inflation

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17001/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17001/0400000US55



Chart 27: Population in Poverty by Age, Wisconsin: 2010

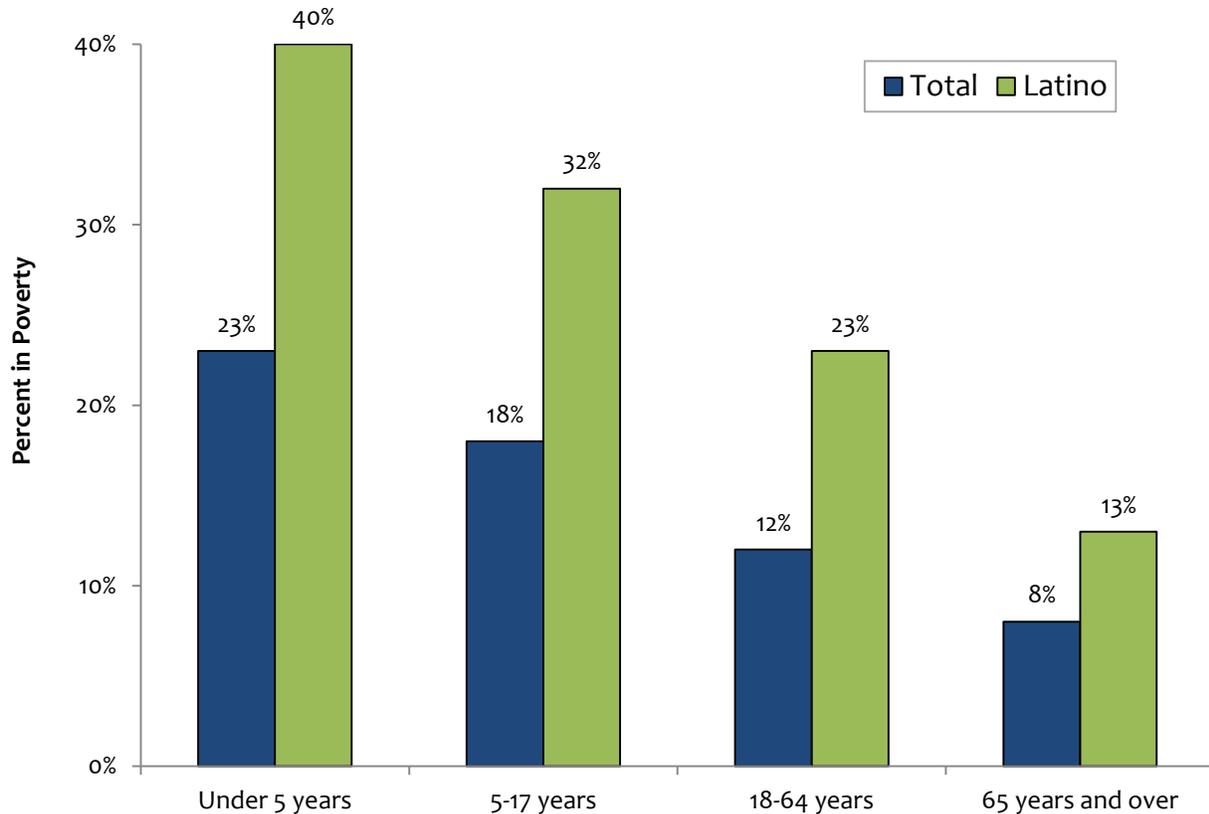


Chart 27 shows the breakdown of poverty rates by age for Latinos and the total Wisconsin population. For the total Wisconsin population, 23% of people under five years live in poverty. For Latinos of the same age, the rate is nearly twice as high (40%). For both populations, the poverty rates tend to decline with age.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2010 American Community Survey, U.S. Census Bureau

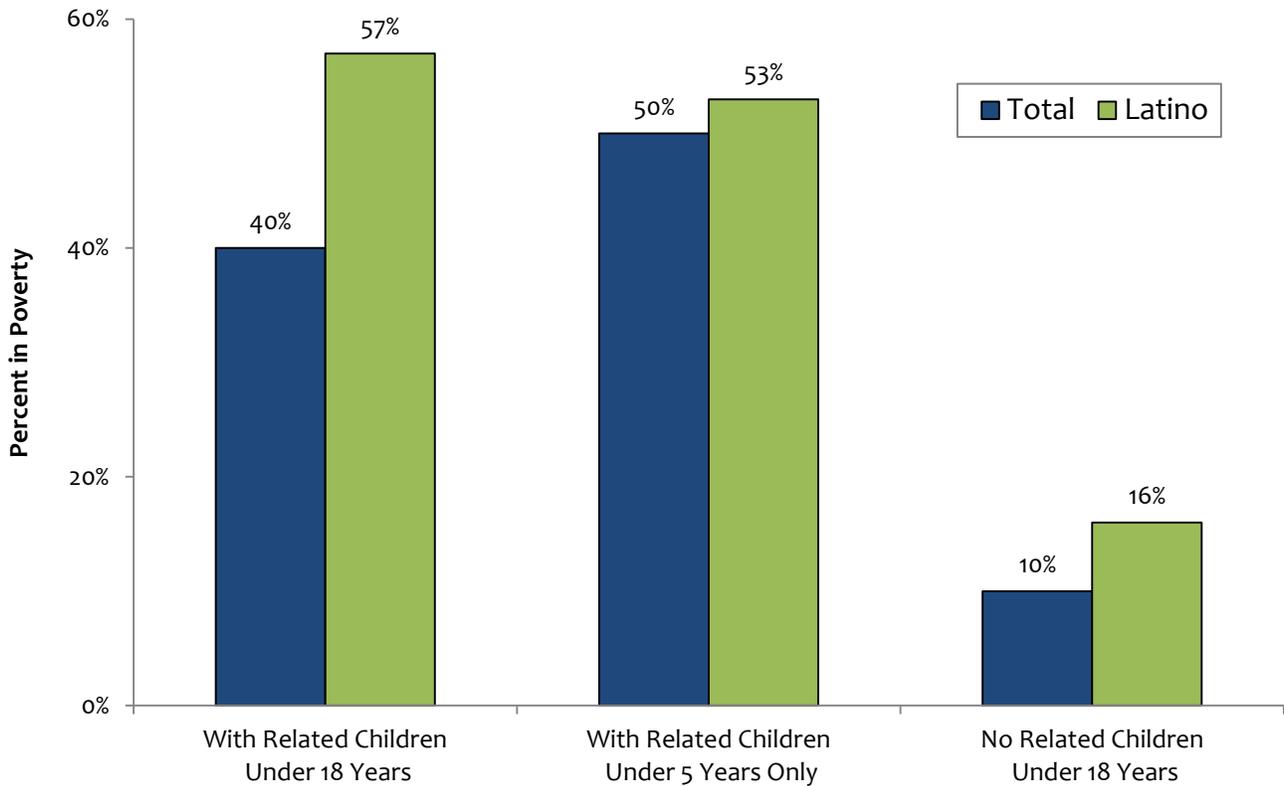
See the URLs below for margin of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17001/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17001/0400000US55



Chart 28. Female Householder Families in Poverty by Presence of Related Children, Wisconsin: 2010



Families with a female householder (no husband present) represent a significant and increasing share of Wisconsin households both for Latinos and the total population. They were also more likely to be in poverty than married couples or male householder families (not shown).

Chart 28 shows the poverty rates for Latinos and the total Wisconsin population for female-headed families in selected categories. There were significant differences in each family category. Among those with related children under 18, the Latino poverty rate was 17 percentage points higher. The differences were less for the other two categories. Among female-headed families with no related children under 18 years poverty rates were considerably lower for total population and Latina households.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17010/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B170101/0400000US55



Chart 29. Latino Poverty Status by Household Type, Wisconsin: 1999-2010

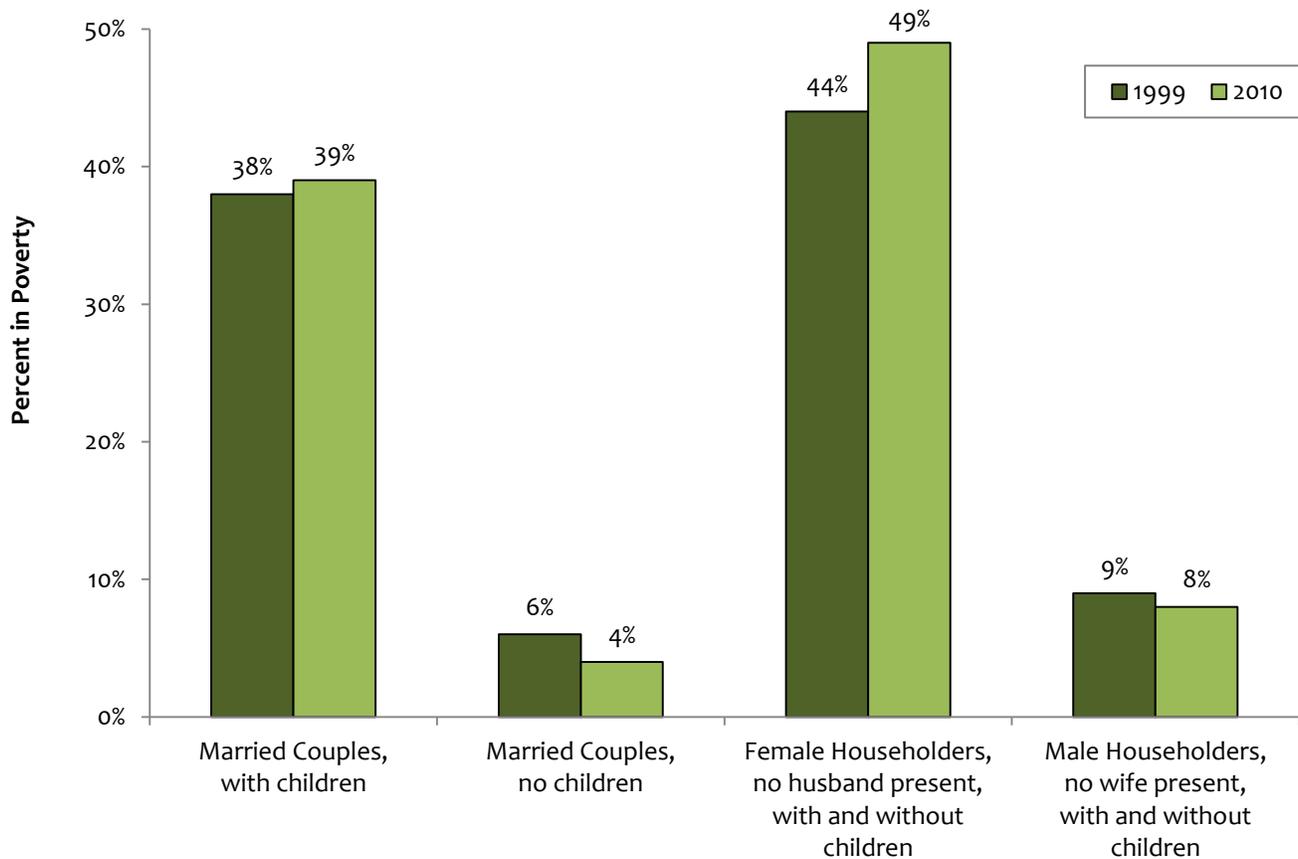


Chart 29 highlights changes in poverty status among Latino household types between 1999 and 2010. Poverty rates were highest (and rising) among married couples with children and among female householders. Estimated poverty rates for married couples without children and male householders were comparatively small and suggestive of a slight decline.

Note: 2010 income data reporting is based on income in the past 12 months

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17010/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B17010/0400000US55



Chart 30. Employment Status for Persons Age 16 and Over by Sex, Wisconsin: 2010

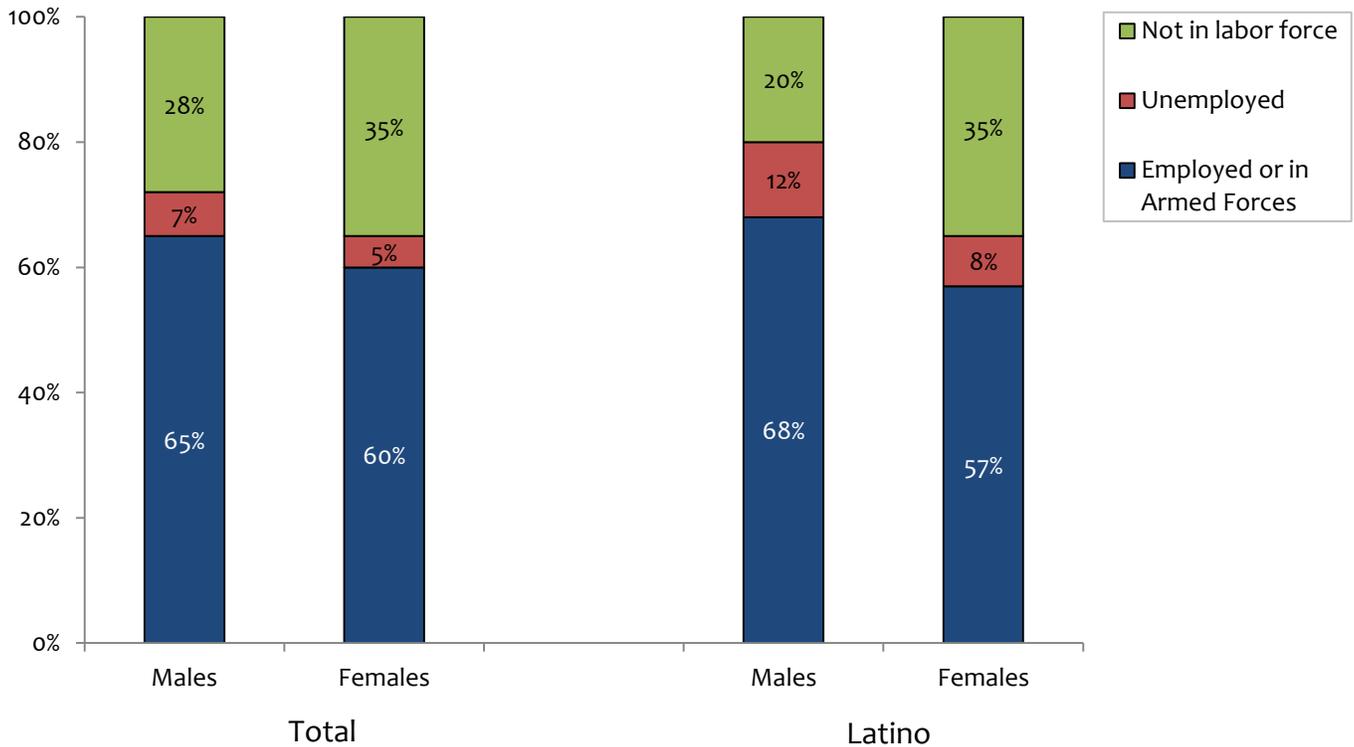


Chart 30 shows three categories of employment status, broken down by sex, for both the total Wisconsin and Latino populations age 16 years and older. Especially when considering labor force statistics, it is important to keep in mind the differences in the population age, sex, and household composition of populations that may influence their labor force participation.

The percentage of males not in the labor force is significantly lower for Latinos than for the total Wisconsin population. The larger percentage of total males outside the labor force is due partly to the higher proportion of those of retirement age. The lower labor force participation rate among total females and Latinas is likely to have resulted from different social forces. High proportions of retirement aged women is a more significant factor in the lower participation rates for total females, whereas high proportions of mothers with young children is a larger contributor to the lower rates among Latinas.

Source: 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23001/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23002/0400000US55



**Chart 31. Unemployment Rate by Sex for Civilian Labor Force
Age 16 and Over, Wisconsin: 2010**

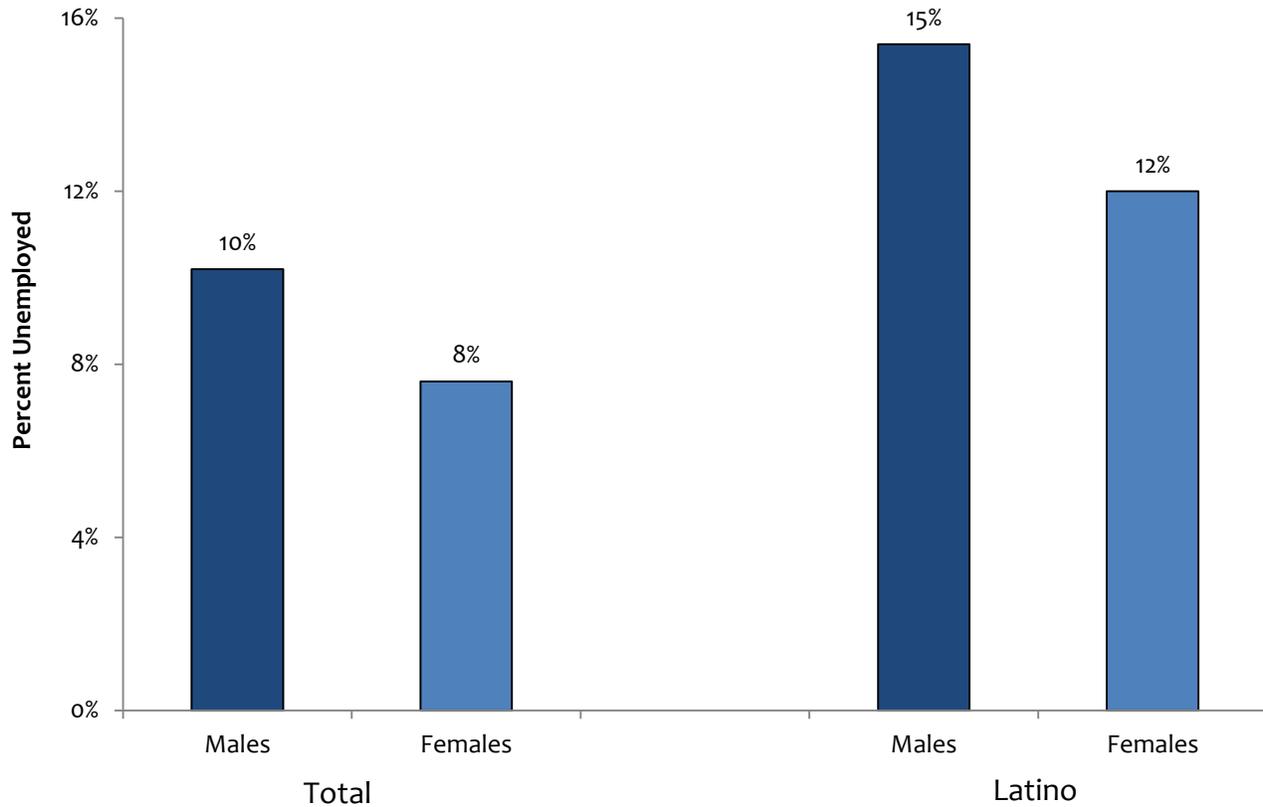


Chart 31 shows unemployment rates broken down by sex, for both the total Wisconsin and Latino populations age 16 years and older. Unemployment rates typically represent the proportion of the civilian labor force that is unemployed and actively seeking employment and are distinct from the proportion of persons unemployed shown in the previous chart.

For both the total and Latino populations unemployment rates were higher for men than for women. The unemployment rates for Latinos of each sex were roughly one and a half times the rates of the total population.

Source: 2010 American Community Survey, U.S. Census Bureau
See URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23001/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23002/0400000US55



**Chart 32. Latino Employment Status for Persons Age 16 and Over,
Wisconsin: 2000-2010**

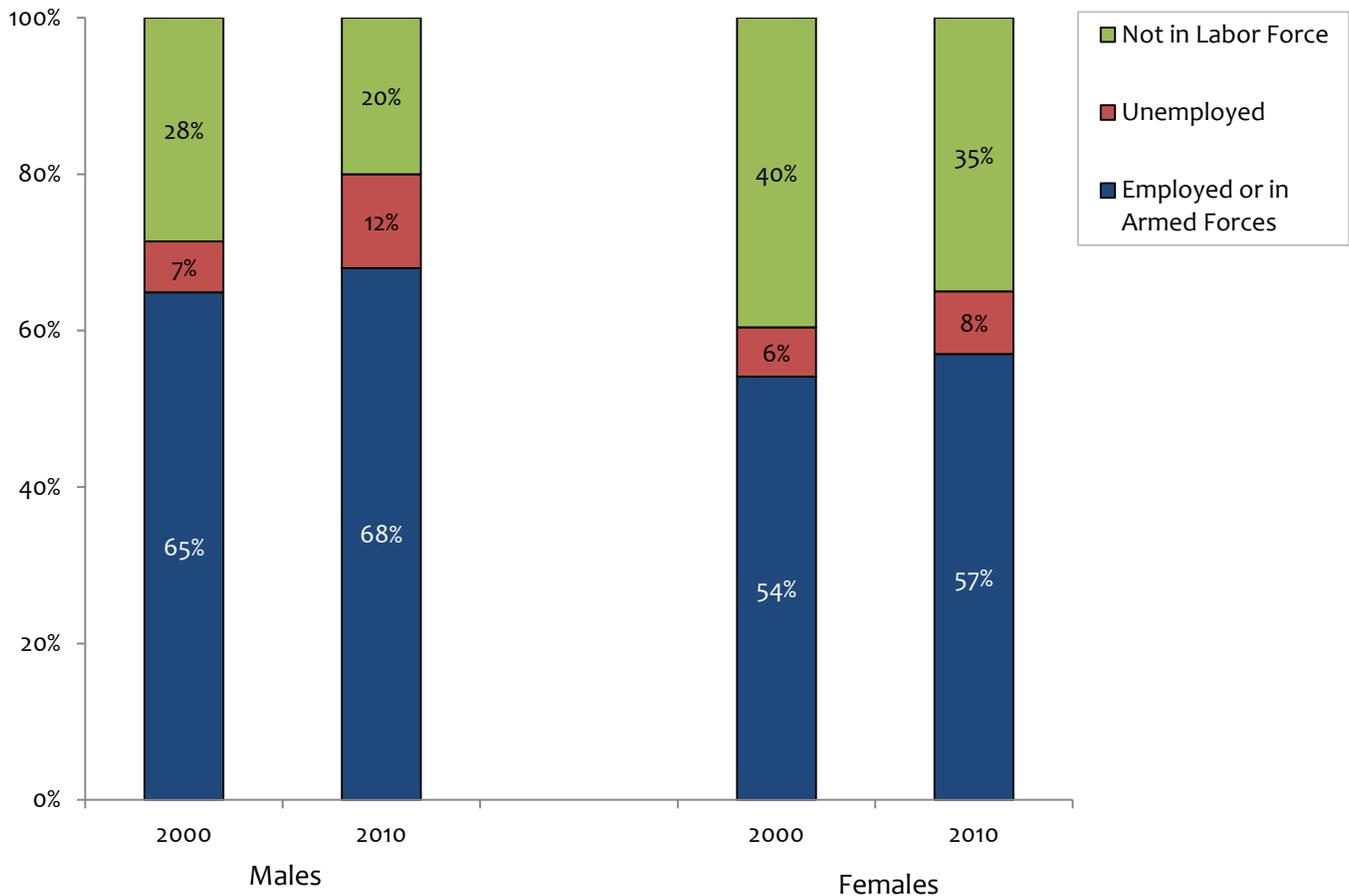


Chart 32 highlights differences in Latino employment status by sex between 2000 and 2010. The most notable changes between 2000 and 2010 were among Latino males. There was a significant increase in the share of Latino males in the labor force (72% to 80%). The share of Latino females in the labor force also increased but by a smaller percentage (60% to 65%).

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23001/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23002/0400000US55



Chart 33. Employment Status for Persons Age 16 and Over, Wisconsin: 2000 and 2010

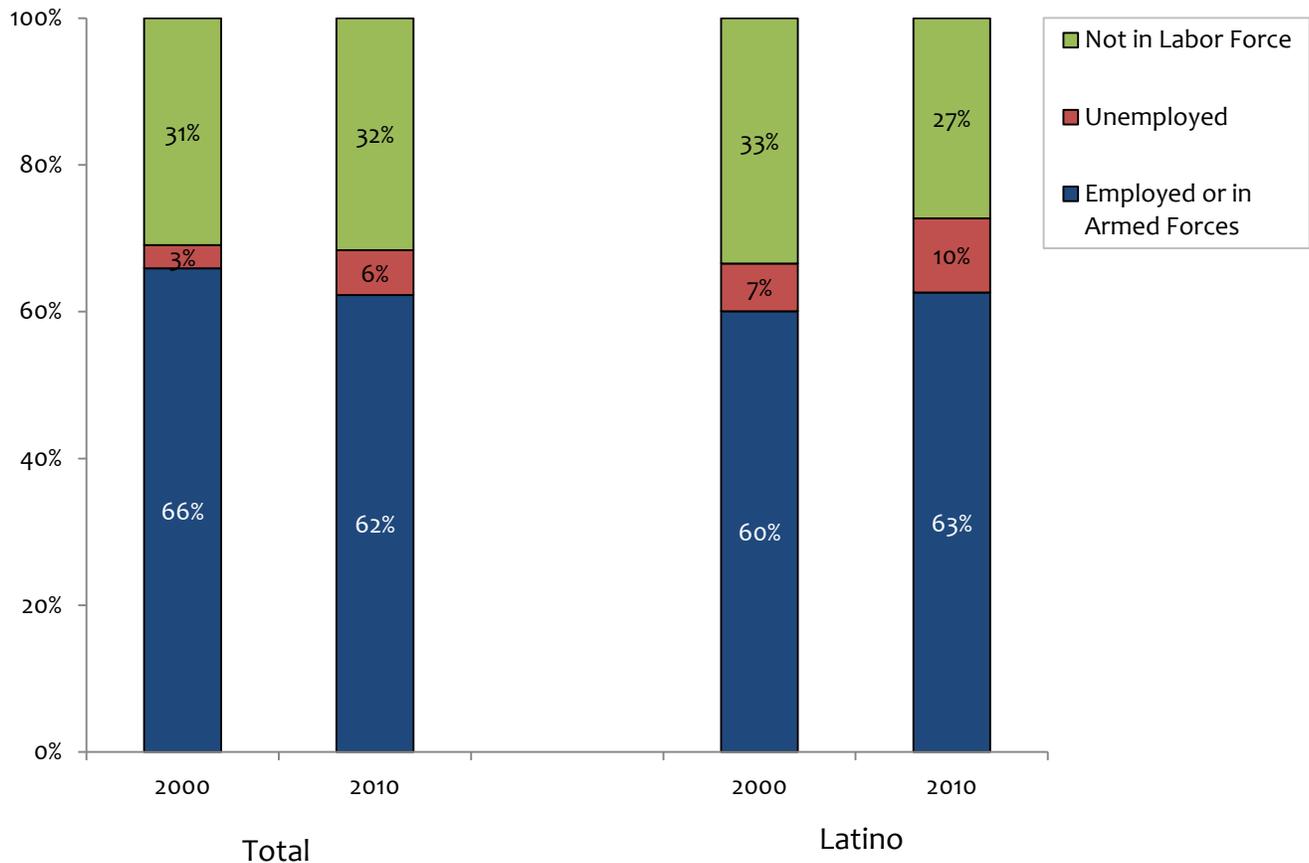


Chart 33 provides a view of differences in labor market status in the total Wisconsin and Latino populations in both 2000 and 2010. The total population experienced a four percentage point decline in the share of persons employed, owing largely to a doubling of the proportion of persons unemployed. Over the same interval Latinos experienced an increase in the share of persons employed along with an increase in the share that were unemployed; together these produced a six percentage point decline in the share of persons not in the labor force in 2010.

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
See URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23001/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B23002/0400000US55



Chart 34. Occupation of Employed Persons, Wisconsin: 2010

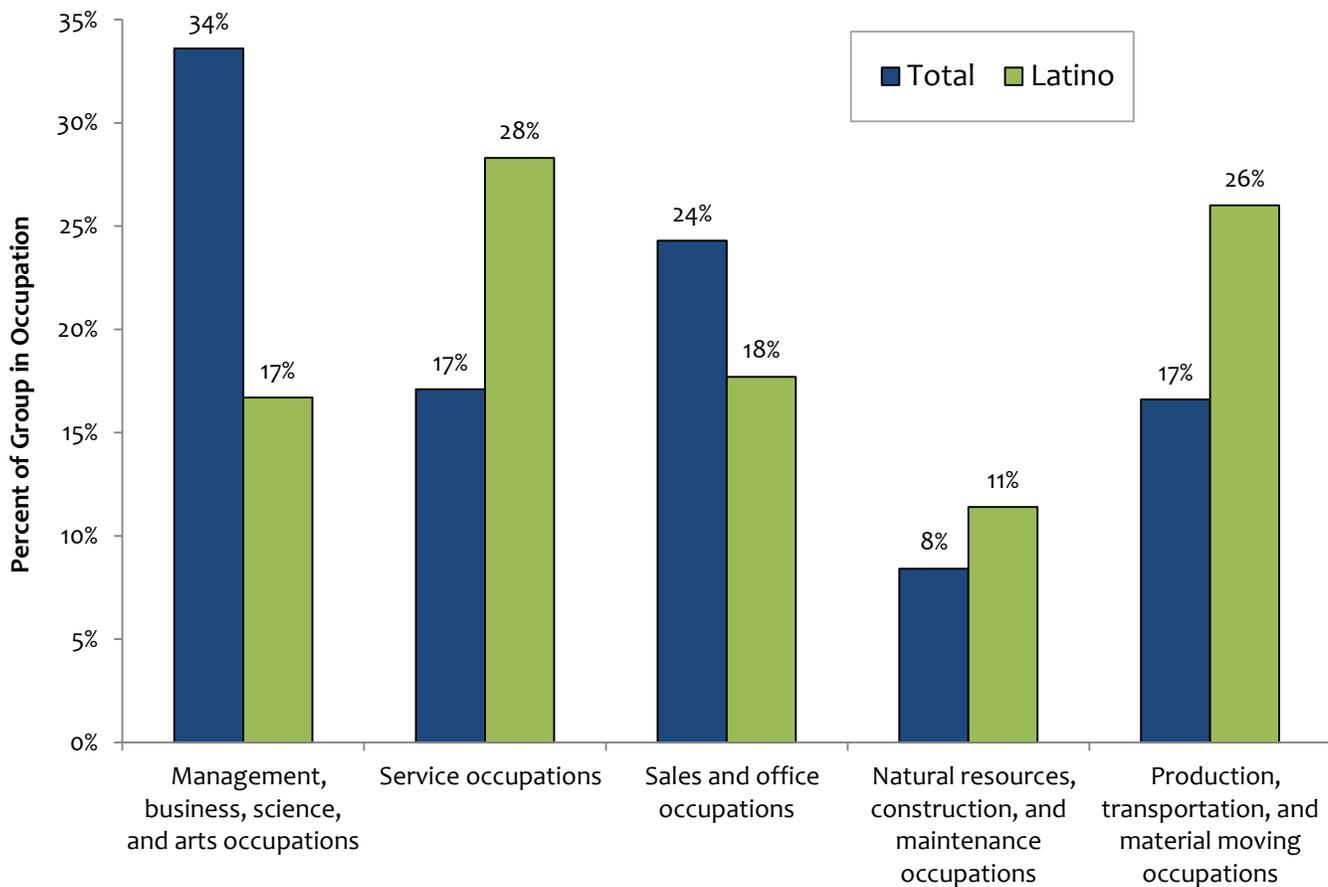


Chart 34 shows the differences between the total and Latino workers across 5 occupational groupings. For the total workers *Management, business, science and arts* is the largest category with 34% of workers in this group. For Latino workers, *Service* is the largest category followed closely by *Production, transportation, and material moving* group, with 28% and 26% of workers, respectively.

Source: 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B24010/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/B24010/0400000US55



Chart 35. Percent of Employed Persons by Industry, Wisconsin: 2010

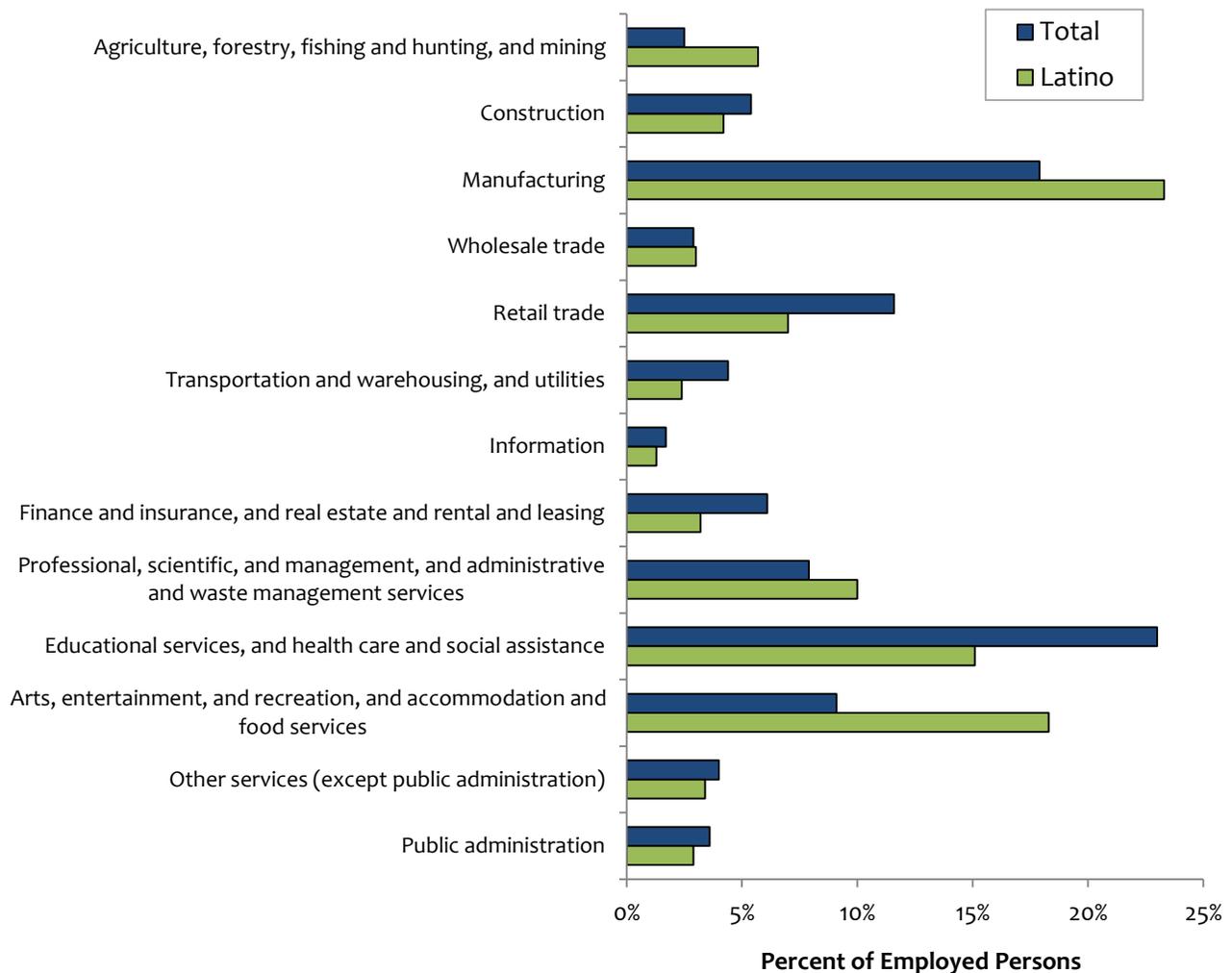


Chart 35 shows the percentage of total and Latino workers by industry of employment. A greater proportion of Latinos were employed in *Manufacturing* (over 23%) than in any other industry. The biggest percentage point difference between Latinos and the total population is in *Arts, entertainment, and recreation, and accommodation and food services* which employs 18% of the Latino workforce and only 9% of the total Wisconsin workforce.

Source: 2010 American Community Survey, U.S. Census Bureau

See URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400

Chart 36. Median Housing Unit Value, Wisconsin: 2000-2010

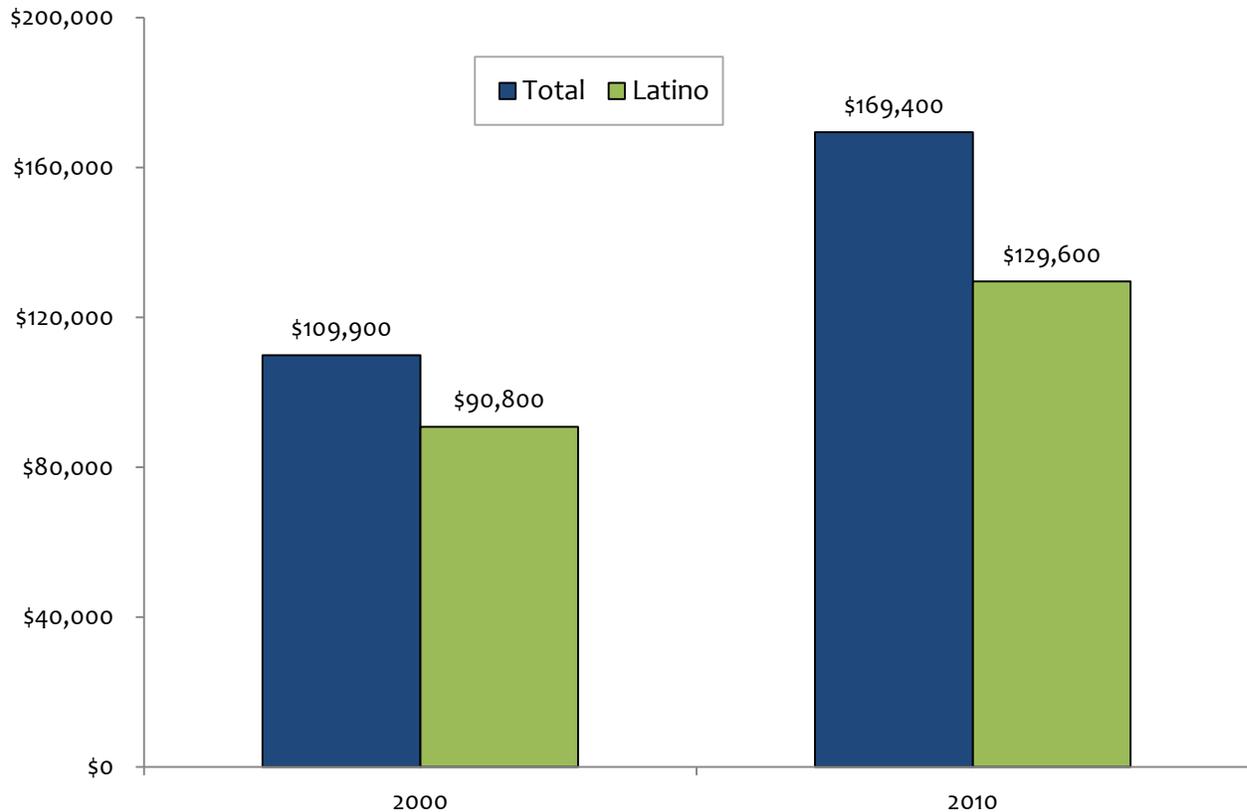


Chart 36 shows changes in Median home value for total and Latino householders in owner-occupied units for both 2000 and 2010. The housing value for Latino householders in 2000 was about \$20,000 less than for the total population. By 2010 house values had grown significantly for both groups, but the difference between them increased to nearly \$40,000.

Source: 2010 American Community Survey, U.S. Census Bureau

See the URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400

**Chart 37. Owner Occupied Housing Units,
Wisconsin: 2000 & 2010**

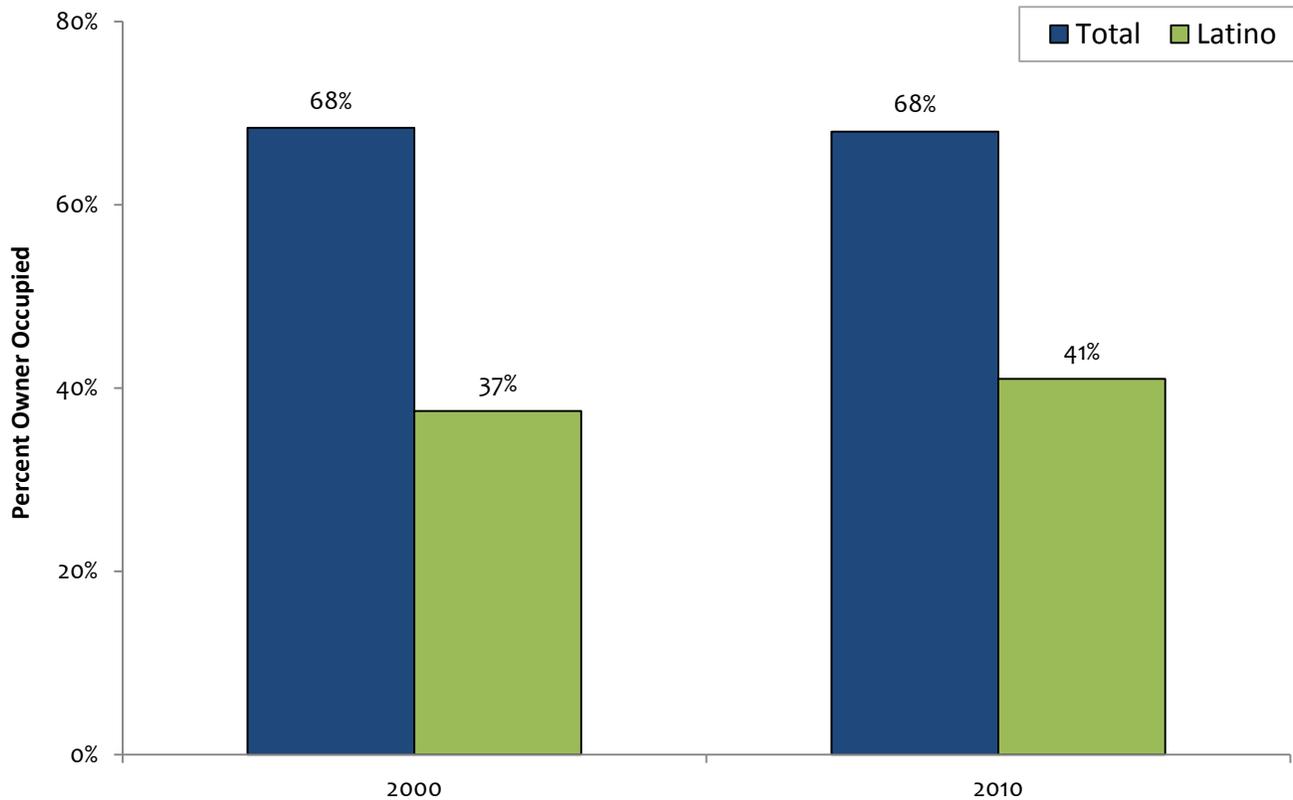


Chart 37 shows differences in homeownership between the total and Latino populations in 2000 and 2010. Homeownership rates remained stable for the total population at 68%. Despite a 4 percentage point increase in homeownership among Latinos, the 2010 rate remained 27 percentage points lower than the total population.

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
 See the URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400

Chart 38. High Housing Cost Burden Households for Renters and Owners

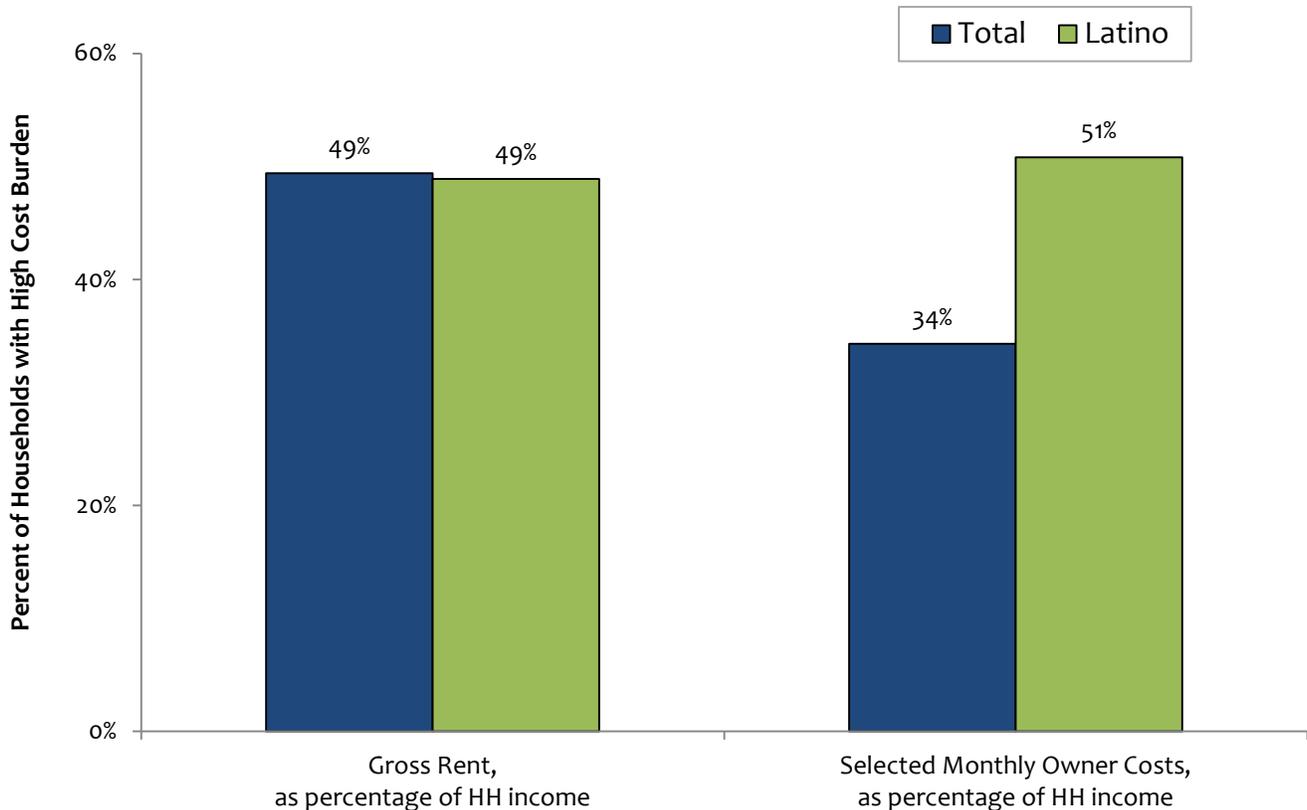


Chart 38 shows the percentage of owner and renter households where costs exceed 30% of the household income. According to the U.S. Department of Housing and Urban Development, “the generally accepted definition of affordability is for a household to pay no more than 30% of its annual income on housing. Families who pay more than 30% of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care.” Among renters a similar percentage of total and Latino households were considered cost burdened. It is worth noting that college students may comprise a significant share of the rent burdened population particularly for the total population. Among homeowners the percentage of Latinos who were burdened was estimated to be 15% greater than the total population.

Source: 2000 Census of Population and Housing & 2010 American Community Survey, U.S. Census Bureau
 See the URLs below for 2010 ACS margins of error
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55
http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400

Chart 39. Latino Owned Firms by Classification, Wisconsin: 2007.

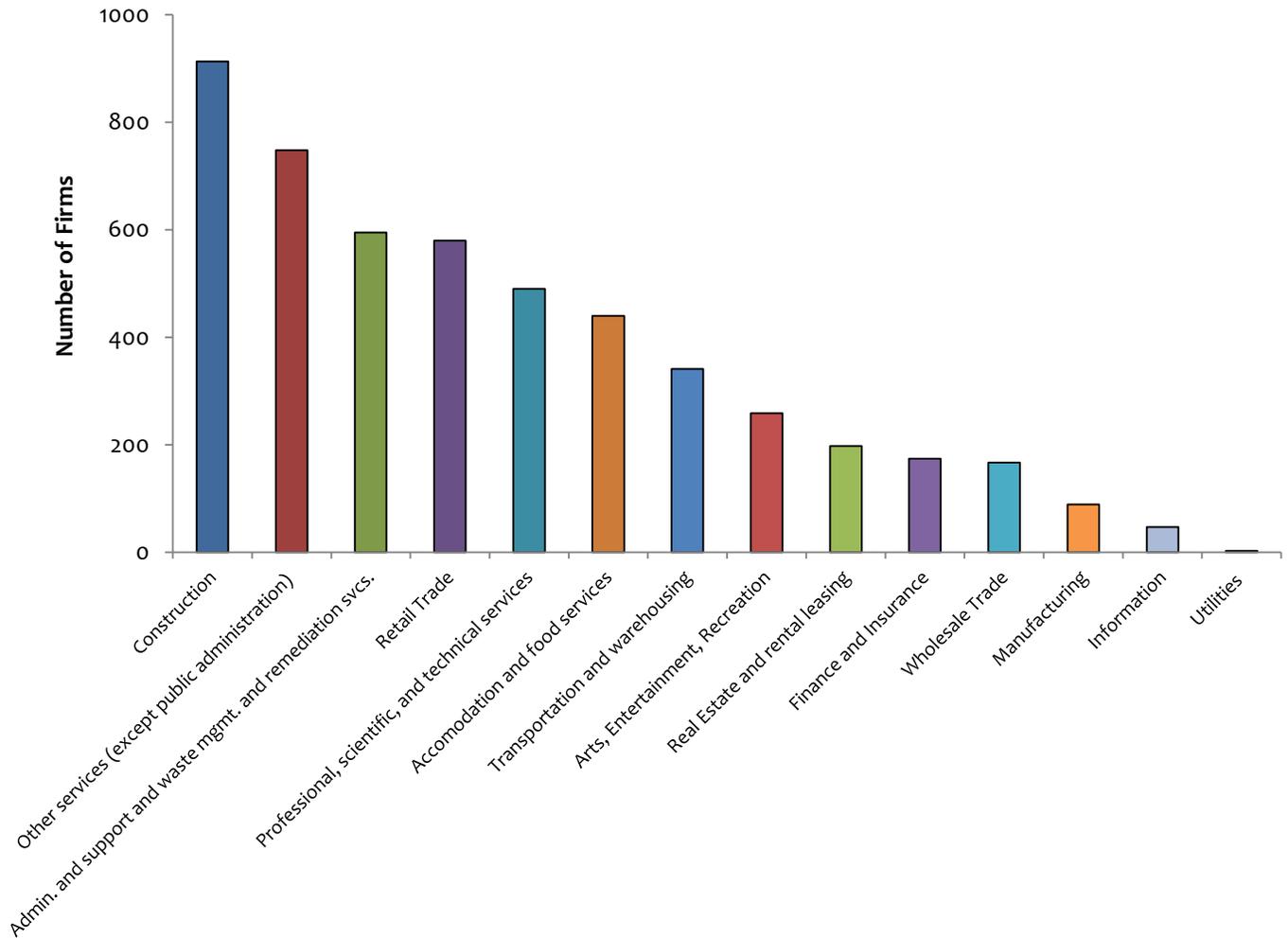


Chart 39 shows the number of Latino-owned firms in Wisconsin as tabulated in the 2007 Economic Census. It suggests that there were 5,044 Latino-owned firms in 2007, the majority of which were in the Construction category.

Source: 2007 Survey of Business Owners, U.S. Census Bureau
See **Table 16** for chart data

Chart 40. Total and Latino-Owned Firms by Paid Employee Status, Wisconsin: 2007

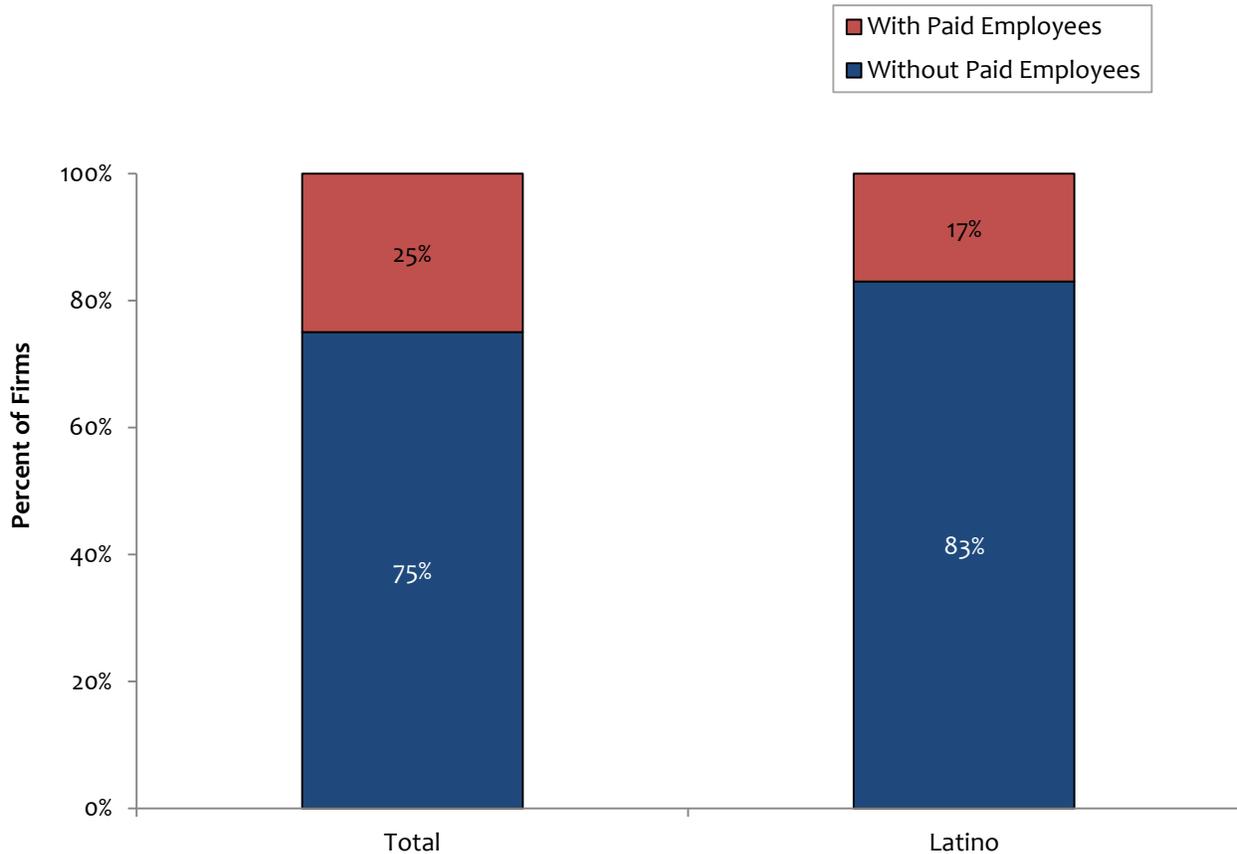


Chart 40 displays the proportion of Total firms and Latino-owned firms with paid employees. These data, also from the 2007 Economic Census, show that 83% of Latino-owned firms have no paid employees, suggesting perhaps, that the vast majority of Latino-owned businesses were operated by a sole owner-operator. Among all firms the share without paid employees is 75%.

Source: 2007 Survey of Business Owners, U.S. Census Bureau

Chart 41. Health Insurance Coverage, Wisconsin: 2010

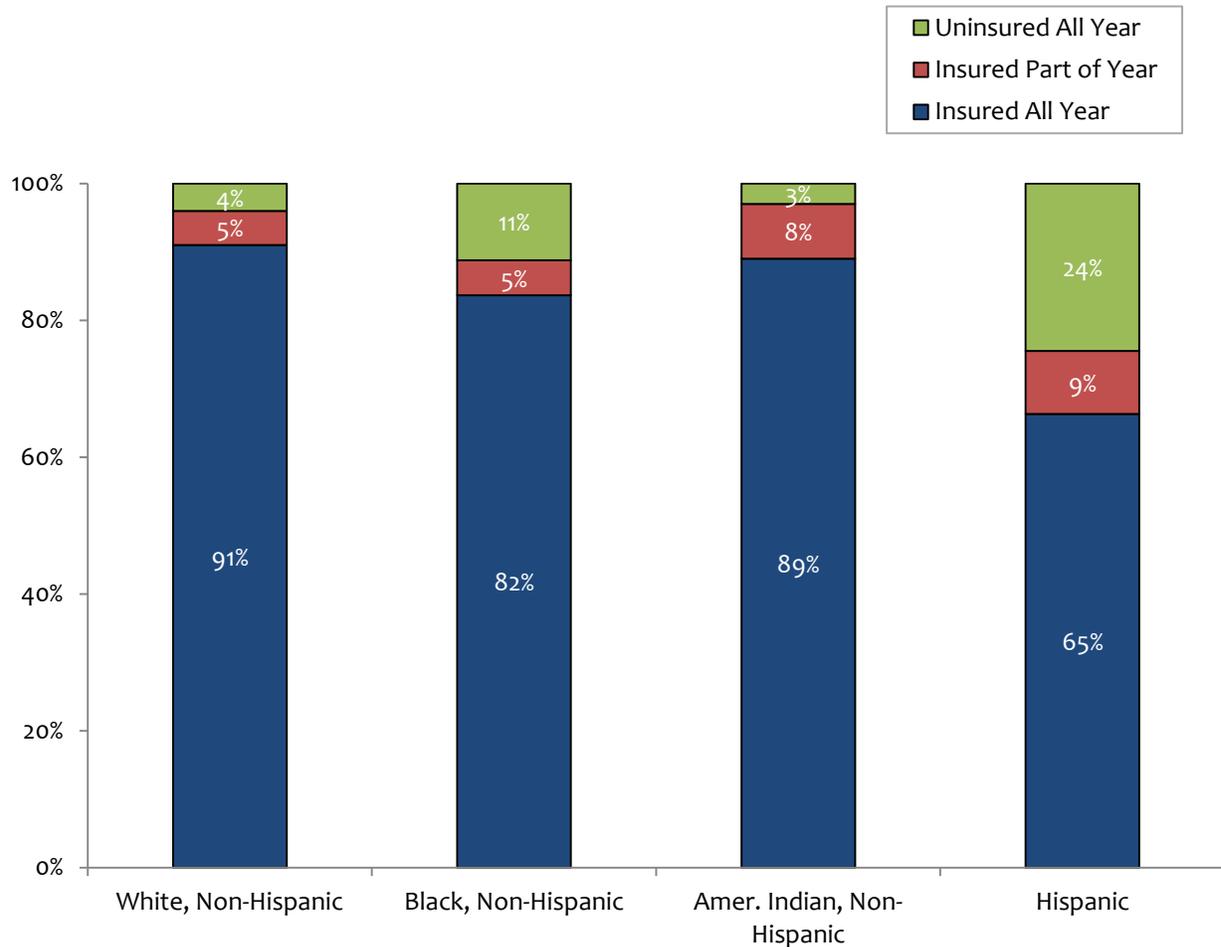


Chart 41 displays the rates of health insurance coverage in 2010 according to data from the Wisconsin Department of Health Services.

These estimates show that Latinos were over three times more likely to lack year round health insurance than non-Latino Whites (33% and 9%, respectively).

See the URL below for source detail and margins of error
<http://www.dhs.wisconsin.gov/publications/p4/p45369.pdf>

Chart 42. General Physical and Dental Exams by Race/Ethnicity, Wisconsin: 2010

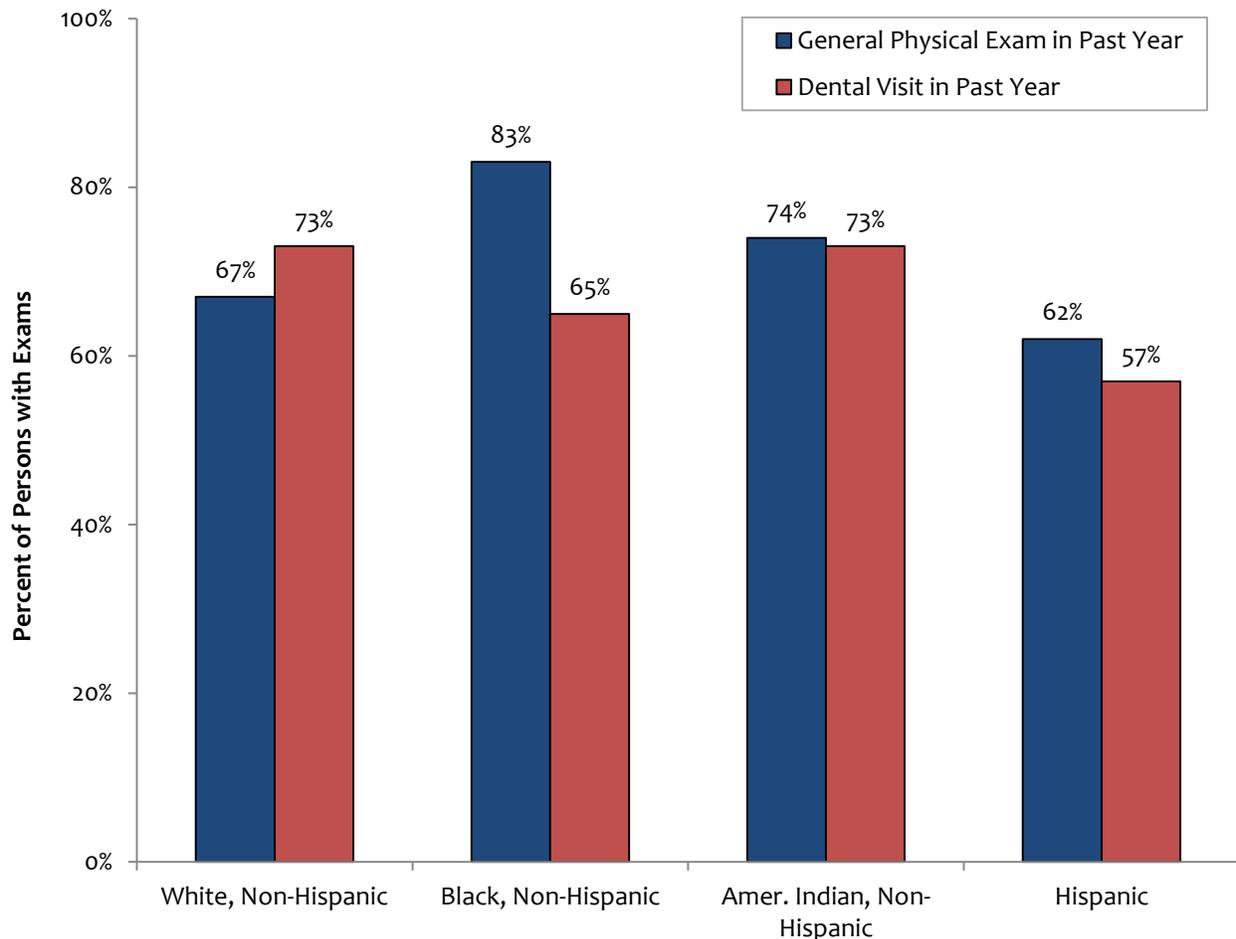


Chart 42 shows differences in preventive care, measured by general physical and dental exams. The estimates shown indicate that Latinos were less likely than other groups to have either general physical or dental exams. These results should be interpreted with caution due to small sample size, particularly among Latinos.

See the URL below for source detail and margins of error
<http://www.dhs.wisconsin.gov/publications/p4/p45369.pdf>

Chart 43. Uninsured Persons by Age Group, Wisconsin: 2010

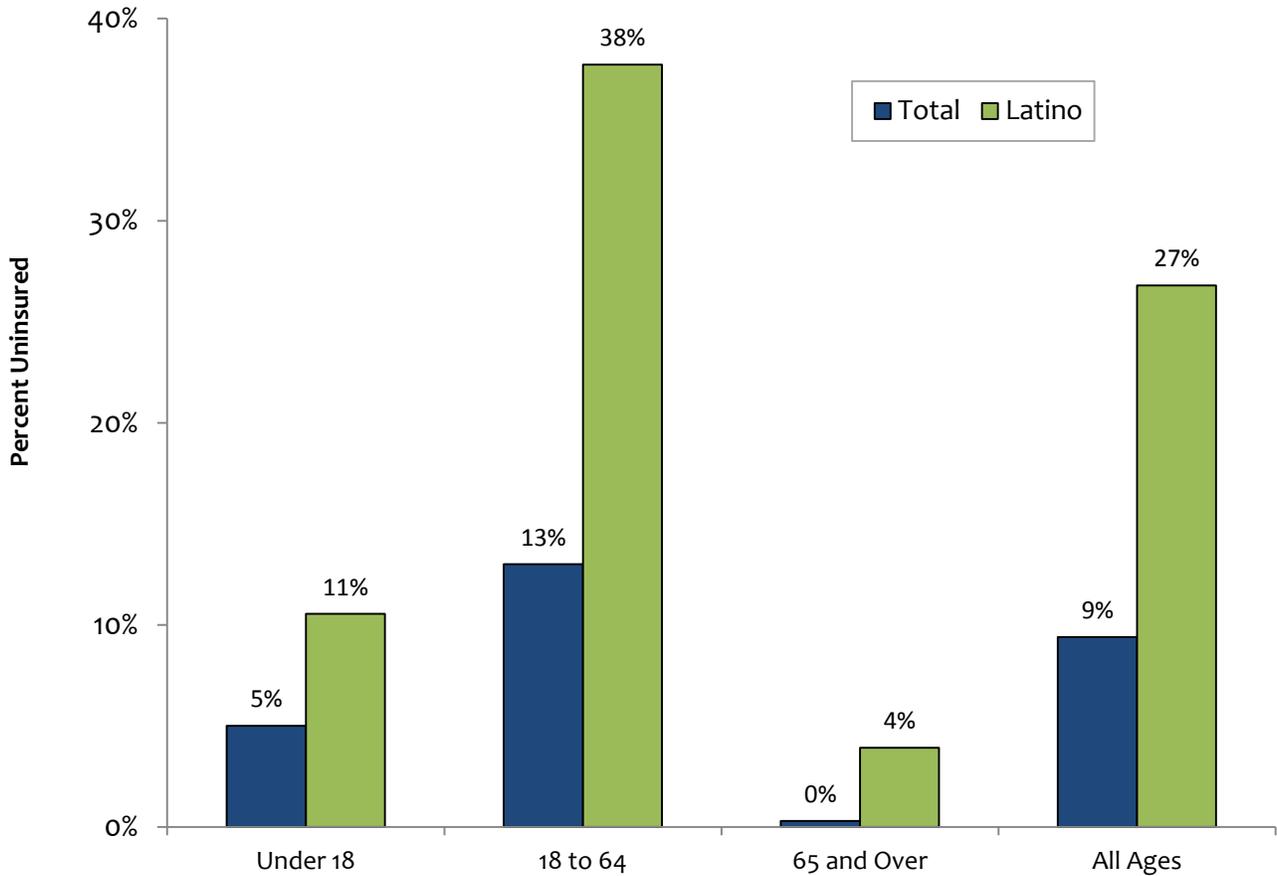


Chart 43 shows the percentage of persons in each age group who were uninsured. Among children the number of uninsured Latinos is estimated to be more than double that of the total population (11% versus 5%, respectively). Among adults age 18 to 64, the share who were uninsured jumps to nearly three times the rate for the total population. Persons 65 and over have the smallest share of uninsured persons; for the total population it is estimated at less than 1% versus 4% for Latinos.

Source: 2010 American Community Survey, U.S. Census Bureau

See the URLs below for 2010 ACS margins of error

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55

http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/10_1YR/S0201/0400000US55/popgroup~400

Supplementary Data Tables 1-16

This section includes supplementary tables to accompany the charts in this report. Only a subset of the charts and themes covered in this report have an accompanying table. The authors included tabular data only in cases instances where tables provided additional insights into the topic.

As with the charts, tables based on American Community Survey estimates have Margins of Error (MOEs) associated with them. Users can access the MOEs on the American Factfinder website, using the links referred to in the charts section.

Table 1. Wisconsin Population by Race and Ethnicity: 2010		
Race / Latino Origin	Persons	Percent
Not Hispanic or Latino:	5,350,930	94.1%
White alone	4,738,411	83.3%
Black or African American alone	350,898	6.2%
American Indian and Alaska Native alone	48,511	0.9%
Asian alone	128,052	2.3%
Native Hawaiian and Other Pacific Islander alone	1,565	0.0%
Some Other Race alone	4,095	0.1%
Two or More Races	79,398	1.4%
Hispanic or Latino:	336,056	5.9%
Total	5,686,986	100.0%

Table 2. Total and Latino Population by State: 2010

State	Total Population	Latino Population	Percent Latino	Rank
New Mexico	1,819,046	765,386	46.3%	1
Texas	20,851,820	6,669,666	37.6%	2
California	33,871,648	10,966,556	37.6%	3
Arizona	5,130,632	1,295,617	29.6%	4
Nevada	1,998,257	393,970	26.5%	5
Florida	15,982,378	2,682,715	22.5%	6
Colorado	4,301,261	735,601	20.7%	7
New Jersey	8,414,350	1,117,191	17.7%	8
New York	18,976,457	2,867,583	17.6%	9
Illinois	12,419,293	1,530,262	15.8%	10
Connecticut	3,405,565	320,323	13.4%	11
Utah	2,233,169	201,559	13.0%	12
Rhode Island	1,048,319	90,820	12.4%	13
Oregon	3,421,399	275,314	11.7%	14
Washington	5,894,121	441,509	11.2%	15
Idaho	1,293,953	101,690	11.2%	16
Kansas	2,688,418	188,252	10.5%	17
Massachusetts	6,349,097	428,729	9.6%	18
Nebraska	1,711,263	94,425	9.2%	19
Wyoming	493,782	31,669	8.9%	20
Hawaii	1,211,537	87,699	8.9%	21
Oklahoma	3,450,654	179,304	8.9%	22
Georgia	8,186,453	435,227	8.8%	23
North Carolina	8,049,313	378,963	8.4%	24
Delaware	783,600	37,277	8.2%	25
Maryland	5,296,486	227,916	8.2%	26
Virginia	7,078,515	329,540	7.9%	27
Arkansas	2,673,400	86,866	6.4%	28
Indiana	6,080,485	214,536	6.0%	29
Wisconsin	5,363,675	192,921	5.9%	30
Pennsylvania	12,281,054	394,088	5.7%	31
Alaska	626,932	25,852	5.5%	32

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Table 2 (Continued). Total and Latino Population by State: 2010				
State	Total Population	Latino Population	Percent Latino	Rank
South Carolina	4,012,012	95,076	5.1%	33
Iowa	2,926,324	82,473	5.0%	34
Minnesota	4,919,479	143,382	4.7%	35
Tennessee	5,689,283	123,838	4.6%	36
Michigan	9,938,444	323,877	4.4%	37
Louisiana	4,468,976	107,738	4.2%	38
Alabama	4,447,100	75,830	3.9%	39
Missouri	5,595,211	118,592	3.5%	40
Ohio	11,353,140	217,123	3.1%	41
Kentucky	4,041,769	59,939	3.1%	42
Montana	902,195	18,081	2.9%	43
New Hampshire	1,235,786	20,489	2.8%	44
Mississippi	2,844,658	39,569	2.7%	45
South Dakota	754,844	10,903	2.7%	46
North Dakota	642,200	7,786	2.0%	47
Vermont	608,827	5,504	1.5%	48
Maine	1,274,923	9,360	1.3%	49
West Virginia	1,808,344	12,279	1.2%	50



Table 3. Total and Latino County Population, Wisconsin: 1990-2010								
County	Total			Latino				
	Persons			Persons			Percent Change	
	1990	2000	2010	1990	2000	2010	1990-2000	2000-2010
Adams	15,682	18,643	20,875	308	474	783	54%	65%
Ashland	16,307	16,866	16,157	106	188	302	77%	61%
Barron	40,750	44,963	45,870	164	430	862	162%	100%
Bayfield	14,008	15,013	15,014	50	91	158	82%	74%
Brown	194,594	226,778	248,007	1,525	8,698	17,985	470%	107%
Buffalo	13,584	13,804	13,587	42	85	237	102%	179%
Burnett	13,084	15,674	15,457	43	120	194	179%	62%
Calumet	34,291	40,631	48,971	149	435	1,690	192%	289%
Chippewa	52,360	55,195	62,415	174	289	800	66%	177%
Clark	31,647	33,557	34,690	116	404	1,292	248%	220%
Columbia	45,088	52,468	56,833	358	827	1,444	131%	75%
Crawford	15,940	17,243	16,644	67	129	150	93%	16%
Dane	367,085	426,526	488,073	5,744	14,387	28,925	150%	101%
Dodge	76,559	85,897	88,759	911	2,188	3,522	140%	61%
Door	25,690	27,961	27,785	153	267	671	75%	151%
Douglas	41,758	43,287	44,159	201	315	494	57%	57%
Dunn	35,909	39,858	43,857	188	335	626	78%	87%
Eau Claire	85,183	93,142	98,736	437	879	1,804	101%	105%
Florence	4,590	5,088	4,423	11	23	37	109%	61%
Fond du Lac	90,083	97,296	101,633	937	1,987	4,368	112%	120%
Forest	8,776	10,024	9,304	30	108	138	260%	28%
Grant	49,264	49,597	51,208	160	280	649	75%	132%
Green	30,339	33,647	36,842	119	327	1,033	175%	216%
Green Lake	18,651	19,105	19,051	192	393	743	105%	89%
Iowa	20,150	22,780	23,687	48	75	336	56%	348%
Iron	6,153	6,861	5,916	8	45	35	463%	-22%
Jackson	16,588	19,100	20,449	145	357	519	146%	45%
Jefferson	67,783	74,021	83,686	1,160	3,031	5,555	161%	83%
Juneau	21,650	24,316	26,664	152	347	687	128%	98%
Kenosha	128,181	149,577	166,426	5,580	10,757	19,592	93%	82%
Kewaunee	18,878	20,187	20,574	54	153	463	183%	203%
La Crosse	97,904	107,120	114,638	640	990	1,741	55%	76%
Lafayette	16,076	16,137	16,836	37	92	522	149%	467%
Langlade	19,505	20,740	19,977	104	171	324	64%	89%
Lincoln	26,993	29,641	28,743	118	243	340	106%	40%
Manitowoc	80,421	82,887	81,442	582	1,343	2,565	131%	91%

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**Table 3 (Continued). Total and Latino County Populations, Wisconsin: 1990-2010**

County	Total			Latino				
	Persons			Persons			Percent Change	
	1990	2000	2010	1990	2000	2000	1990-2000	2000-2010
Marathon	115,400	125,834	134,063	470	979	2,992	108%	206%
Marinette	40,548	43,384	41,749	156	325	522	108%	61%
Marquette	12,321	15,832	15,404	149	215	391	44%	82%
Menominee	3,890	4,562	4,232	90	122	178	36%	46%
Milwaukee	959,275	940,164	947,735	44,672	82,406	126,039	84%	53%
Monroe	36,633	40,899	44,673	234	740	1,661	216%	124%
Oconto	30,226	35,634	37,660	107	240	519	124%	116%
Oneida	31,679	36,776	35,998	90	244	385	171%	58%
Outagamie	140,510	160,971	176,695	987	3,207	6,359	225%	98%
Ozaukee	72,831	82,317	86,395	519	1,073	1,956	107%	82%
Pepin	7,107	7,213	7,469	20	25	72	25%	188%
Pierce	32,765	36,804	41,019	196	301	623	54%	107%
Polk	34,773	41,319	44,205	131	329	656	151%	99%
Portage	61,405	67,182	70,019	572	967	1,853	69%	92%
Price	15,600	15,822	14,159	59	116	153	97%	32%
Racine	175,034	188,831	195,408	9,034	14,990	22,546	66%	50%
Richland	17,521	17,924	18,021	59	167	360	183%	116%
Rock	139,510	152,307	160,331	1,754	5,953	12,124	239%	104%
Rusk	15,079	15,347	14,755	85	116	173	36%	49%
St. Croix	50,251	63,155	84,345	192	483	1,692	152%	250%
Sauk	46,975	55,225	61,976	207	938	2,675	353%	185%
Sawyer	14,181	16,196	16,557	101	145	268	44%	85%
Shawano	37,157	40,664	41,949	129	407	905	216%	122%
Sheboygan	103,877	112,646	115,507	1,668	3,789	6,329	127%	67%
Taylor	18,901	19,680	20,689	42	127	316	202%	149%
Trempealeau	25,263	27,010	28,816	53	240	1,667	353%	595%
Vernon	25,617	28,056	29,773	98	186	394	90%	112%
Vilas	17,707	21,033	21,430	61	181	268	197%	48%
Walworth	75,000	93,759	102,228	2,017	6,136	10,578	204%	72%
Washburn	13,772	16,036	15,911	34	143	208	321%	45%
Washington	95,328	117,493	131,887	670	1,529	3,385	128%	121%
Waukesha	304,715	360,767	389,891	5,448	9,503	16,123	74%	70%
Waupaca	46,104	51,731	52,410	406	714	1,307	76%	83%
Waushara	19,385	23,154	24,496	379	848	1,329	124%	57%
Winnebago	140,320	156,763	166,994	1,144	3,065	5,784	168%	89%
Wood	73,605	75,555	74,749	386	709	1,680	84%	137%
Wisconsin	4,891,769	5,363,675	5,686,986	93,232	192,921	336,056	107%	74%

Table 4. County Latino Population as a Share of Total Latino Population, Wisconsin: 2010		
County	Latino Population	Percent of Latino Total
Milwaukee	126,039	38%
Dane	28,925	9%
Racine	22,546	7%
Kenosha	19,592	6%
Brown	17,985	5%
Waukesha	16,123	5%
Rock	12,124	4%
Walworth	10,578	3%
Remaining Counties	82,144	24%
Total	336,056	100%

Table 5. Urban/Rural Residence, Wisconsin: 2010				
	Total Population	Percent of Total	Latino Population	Percent of Latino Total
Urban	3,989,638	70.2%	301,980	89.9%
Rural	1,697,348	29.8%	34,076	10.1%
Total	5,686,986	100.0%	336,056	100.0%

Table 6. Heritage of Latinos, Wisconsin: 2010		
Latino Origin	Persons	Percent
Mexican	244,248	72.7%
Puerto Rican	46,323	13.8%
South American	10,616	3.2%
Central American	9,675	2.9%
Cuban	3,696	1.1%
Dominican	1,786	0.5%
Other Hispanic or Latino	19,712	5.8%
Total	336,056	100.0%

	2000		2010	
	Persons	Percent	Persons	Percent
Born outside the United States	76,787	40%	123,879	37%
Born elsewhere in the United States	38,499	20%	65,040	19%
Born in Wisconsin	75,763	40%	147,648	44%
Total	191,049	100%	336,567	100%

Foreign-Born Population	2000			2010		
	Number	Percent of Total	Percent of Latin American Born	Number	Percent of Total	Percent of Latin American Born
Total Foreign-Born	193,751	100%	--	254,920	100%	--
Total From Latin America	65,683	34%	100%	110,337	43%	100%
Mexico	53,684	28%	82%	88,650	35%	80%
South America	4,814	2%	7%	9,071	4%	8%
Central America	4,147	2%	6%	8,546	3%	8%
Caribbean	3,038	2%	5%	4,070	2%	4%

	Before 1980	1980-1989	1990-1999	2000 or later
Mexico	7,677	11,000	26,281	43,692
Caribbean	992	794	1,068	1,216
Central America	318	1,014	3,413	3,801
South America	1,273	1,134	3,413	3,985
Total	10,260	13,942	34,175	52,694

Table 10. Geographical Mobility in the Past Year among Persons One Year and Over, Wisconsin: 2010

	Total		Latino	
	Number	Percent	Number	Percent
Same County	520,015	9.2%	47,557	14.4%
Different County	171,577	3.1%	8,641	2.6%
Different State	93,065	1.7%	7,351	2.2%
Different Country	14,494	0.3%	2,464	0.7%
Total Population	5,623,196	100.0%	329,494	100.0%

Table 11. Population by Age and Sex, Wisconsin: 2010

Age Group	Total		Latino	
	Male	Female	Male	Female
Under 5	183,391	175,052	22,576	21,635
5-9 years	188,286	180,331	20,498	19,585
10-14 years	192,232	183,695	17,182	16,496
15-19 years	204,803	194,406	15,789	14,486
20-24 years	196,897	189,655	15,812	13,259
25-29 years	189,349	182,998	16,894	14,274
30-34 years	178,120	171,277	16,327	13,590
35-39 years	174,619	170,709	13,681	11,912
40-44 years	191,738	188,600	10,719	9,314
45-49 years	218,539	219,088	8,321	7,320
50-54 years	218,303	217,823	6,578	5,839
55-59 years	192,952	193,034	4,417	4,108
60-64 years	155,756	158,069	3,043	2,769
65-69 years	109,168	117,861	1,703	1,890
70-74 years	81,067	92,400	1,067	1,291
75-79 years	62,181	79,071	758	990
80-84 years	47,549	69,512	467	667
85+	37,450	81,055	299	500
All Ages	2,822,400	2,864,636	176,131	159,925

Table 12. Types of Family and Non-Family Household Living Arrangements, Wisconsin: 2010				
Living Arrangement	Total Households		Latino Households	
	Number	Percent	Number	Percent
Family				
Married Couples, No Children	687,000	30.1%	12,239	14.3%
Married Couples, With Children	443,396	19.4%	27,881	32.7%
Single Parent	204,076	9.0%	17,598	20.6%
Other Family	133,497	5.9%	7,692	9.0%
Non-Family				
Live Alone	642,507	28.2%	13,238	15.5%
With Others	168,344	7.4%	6,688	7.8%

Table 13. Percent Female Householders within Selected Categories, Wisconsin: 2000						
	Total			Latino		
	All House- holders	Female Headed Householders		All House- holders	Female Headed Householders	
	Number	Number	Percent	Number	Number	Percent
All Families	1,468,917	233,948	15.9%	65,410	16,030	24.5%
Families with related children under 18 years	647,472	146,288	22.6%	45,479	12,213	26.9%
Families with related children under 6 years only	149,338	33,430	22.4%	11,201	2,992	26.7%

Table 14. Language Spoken at Home for Latinos Age 5 and Over, Wisconsin: 2010		
Language	Persons	Percent
Speak only English	100,568	34%
Speak Spanish and...	191,380	66%
Speak English very well	98,262	34%
Speak English well	42,636	15%
Speak English not well	39,336	13%
Speak English not at all	11,146	4%
Speak other language	1,208	0%
Total	293,156	100%

Household Income	Total		Latinos	
	Number	Percent	Number	Percent
\$0-\$24,999	549,905	24%	27,291	34%
\$25,000-\$49,999	608,450	27%	26,739	33%
\$50,000-\$74,999	456,952	20%	14,929	18%
\$75,000-\$99,999	292,914	13%	6,964	9%
\$100,000-\$124,999	166,568	7%	2,849	4%
\$125,000-\$149,999	84,695	4%	820	1%
\$150,000-\$199,999	66,454	3%	776	1%
\$200,000 or more	53,594	2%	850	1%
Total	2,279,532	100%	81,218	100%

	Number
Construction	913
Other services (except public administration)	748
Admin. and support and waste mgmt. and remediation svcs.	595
Retail Trade	580
Professional, scientific, and technical services	490
Accommodation and food services	440
Transportation and warehousing	341
Arts, Entertainment, Recreation	259
Real Estate and rental leasing	198
Finance and Insurance	174
Wholesale Trade	167
Manufacturing	89
Information	47
Utilities	3
Total	5,044

Note: counts were not available for Latino firms in the following categories:
Agriculture, forestry, fishing and hunting; Educational services