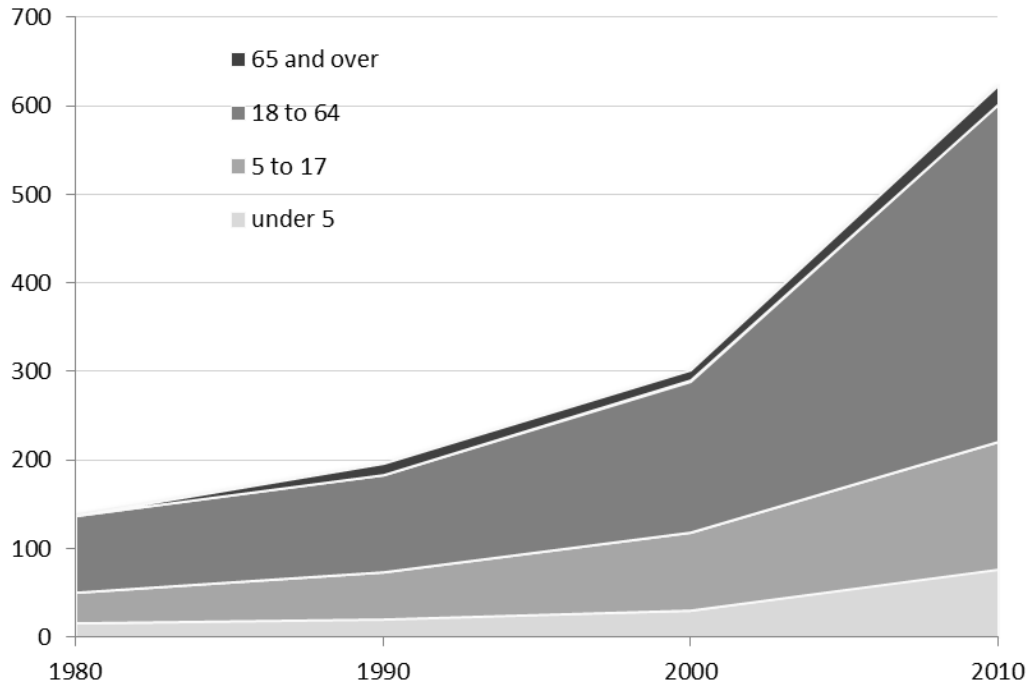


# Pierce County Latino Population Brief

Basic demographic characteristics and changes in the Latino population of Pierce County

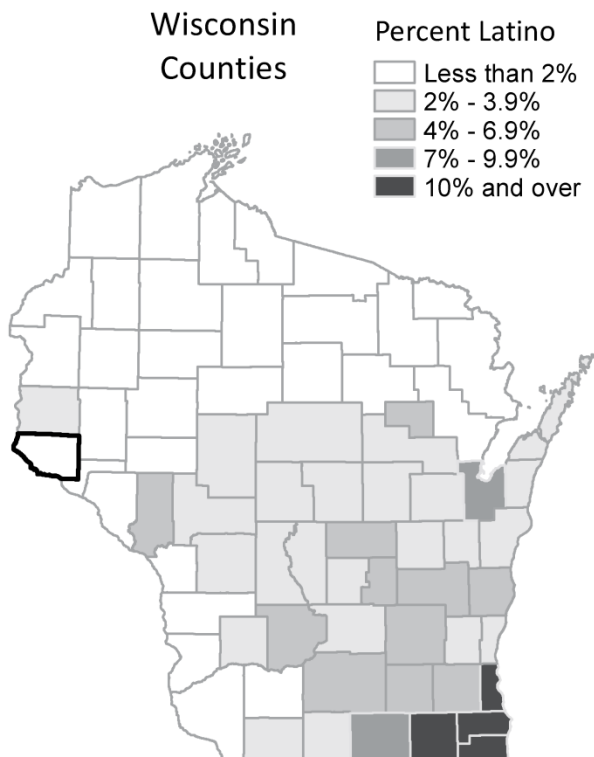
Chart 1. Latino Population by Age



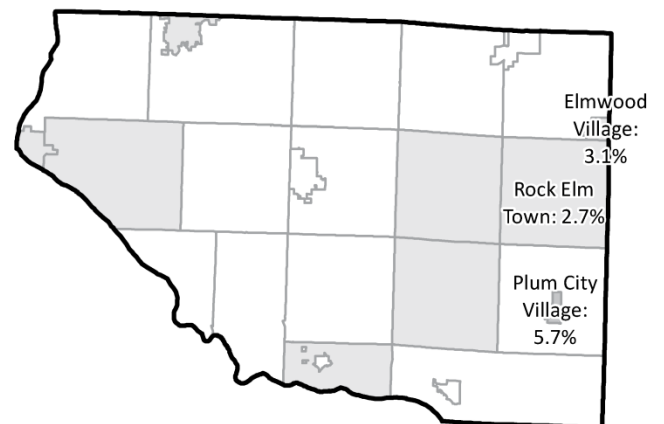
This chart shows trends by stacked age categories for the Latino population in the county from 1980 to 2010.

Statewide, the Latino population increased from 62,603 in 1980 to 336,056 in 2010.

Chart 2. Percent Latino, 2010 Census



Pierce County Municipalities



1.5% of Pierce County's population identified as Latino

## Pierce County Latino Population Brief

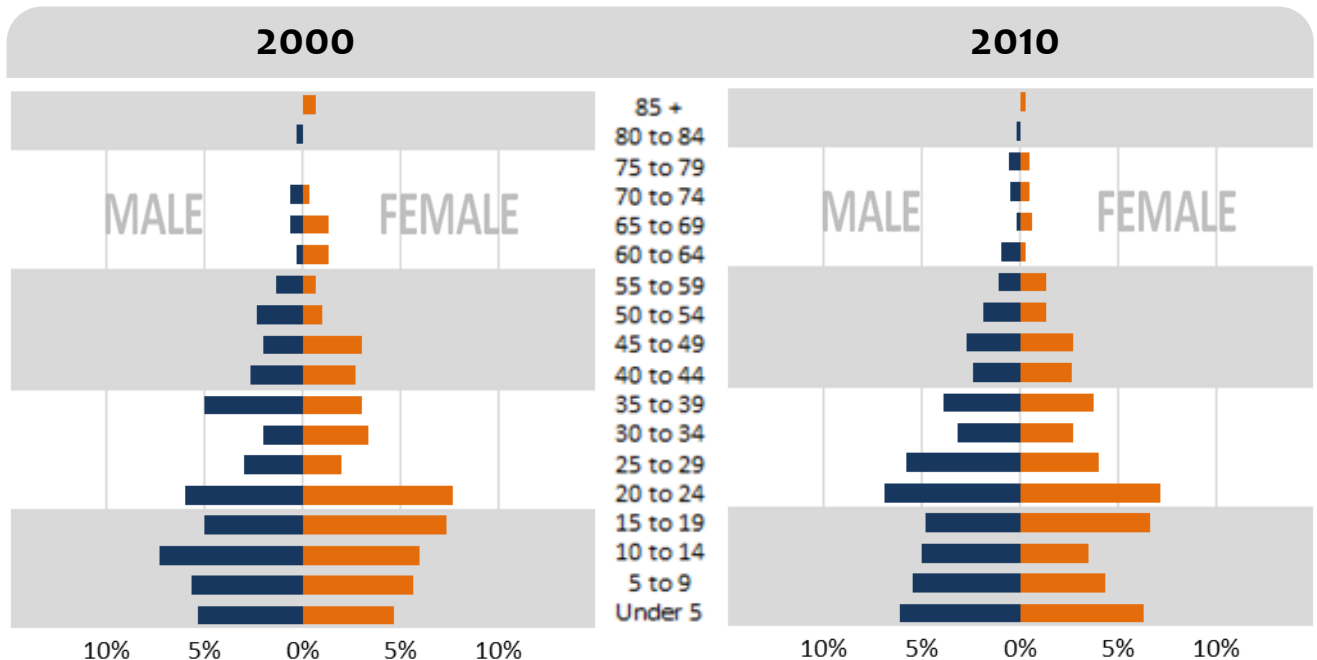
**Table 1. Total and Latino Population for Pierce County Municipalities,  
2000 Census and 2010 Census**

Name <i>Ranked in order of 2010 Latino population count</i>	2000 Census			2010 Census			Latino Population	
	Latino Population	Total Population	Latino Percentage	Latino Population	Total Population	Latino Percentage	Numeric Change	Percent Change
River Falls City *	94	10,242	0.9%	218	11,851	1.8%	124	132%
Prescott City	46	3,764	1.2%	87	4,258	2.0%	41	89%
Ellsworth Village	33	2,909	1.1%	48	3,284	1.5%	15	45%
Oak Grove Town	10	1,522	0.7%	35	2,150	1.6%	25	250%
Plum City Village	1	574	0.2%	34	599	5.7%	33	3300%
Elmwood Village	12	841	1.4%	25	817	3.1%	13	108%
River Falls Town	29	2,304	1.3%	23	2,271	1.0%	-6	-21%
Clifton Town	7	1,657	0.4%	21	2,012	1.0%	14	200%
Spring Valley Village *	7	1,187	0.6%	18	1,346	1.3%	11	157%
El Paso Town	12	690	1.7%	17	681	2.5%	5	42%
Rock Elm Town	0	504	0.0%	13	485	2.7%	13	NA
Martell Town	3	1,070	0.3%	11	1,185	0.9%	8	267%
Salem Town	4	505	0.8%	11	510	2.2%	7	175%
Trimbelle Town	6	1,511	0.4%	10	1,679	0.6%	4	67%
Gilman Town	3	772	0.4%	9	959	0.9%	6	200%
Trenton Town	14	1,737	0.8%	8	1,829	0.4%	-6	-43%
Union Town	0	618	0.0%	8	609	1.3%	8	NA
Isabelle Town	5	315	1.6%	7	281	2.5%	2	40%
Hartland Town	3	814	0.4%	4	827	0.5%	1	33%
Maiden Rock Town	5	589	0.8%	4	589	0.7%	-1	-20%
Spring Lake Town	1	550	0.2%	4	563	0.7%	3	300%
Bay City Village	0	465	0.0%	3	500	0.6%	3	NA
Diamond Bluff Town	2	479	0.4%	2	469	0.4%	0	0%
Ellsworth Town	3	1,064	0.3%	2	1,146	0.2%	-1	-33%
Maiden Rock Village	1	121	0.8%	1	119	0.8%	0	0%
County Total	301	36,804	0.8%	623	41,019	1.5%	322	107%

\* Cities and villages marked with an asterisk are contained within more than one county. The counts and percentages shown in the table above reflect only the portions of these municipalities contained within the county of interest for this report.

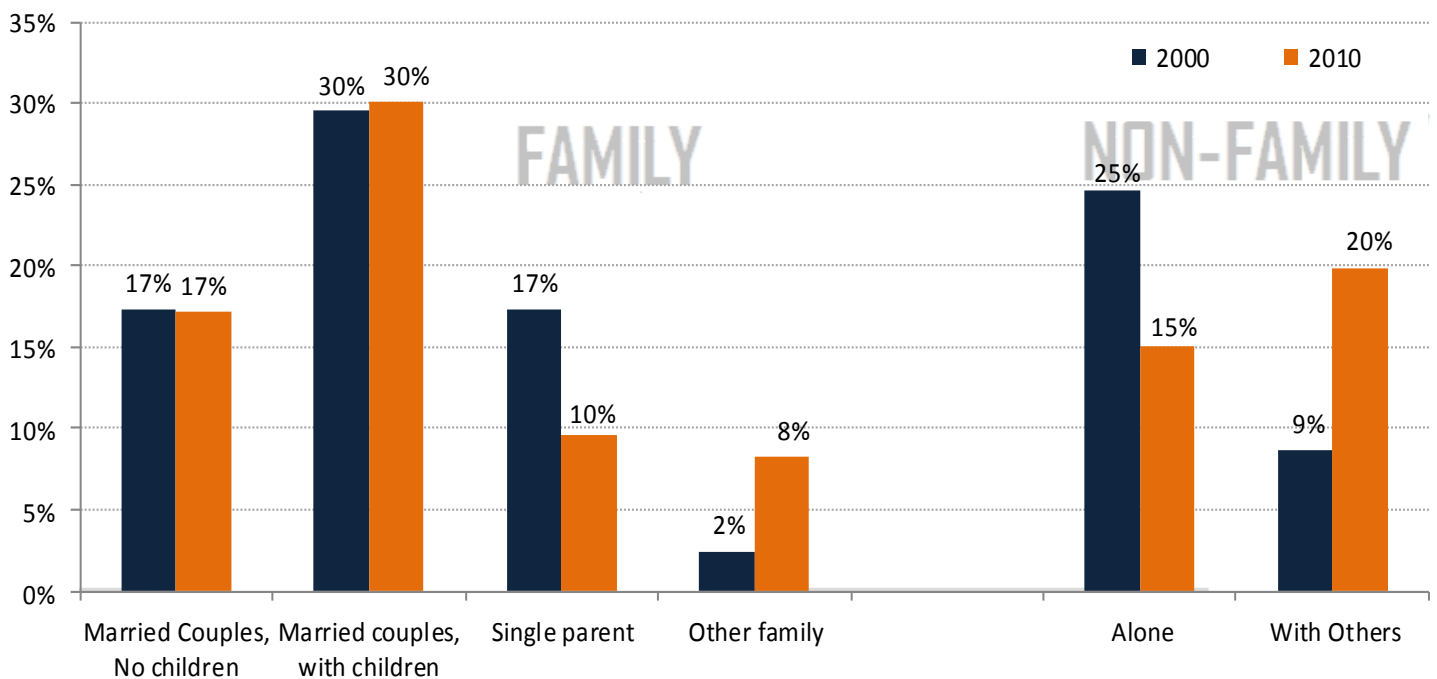
## Pierce County Latino Population Brief

Chart 3. Latino Population  
by Detailed Age Categories



Population pyramids are used to identify the proportions of the Latino population that are within each sex/age category. Compared with the total population statewide, Latinos have a greater proportion of the population in the younger age groups.

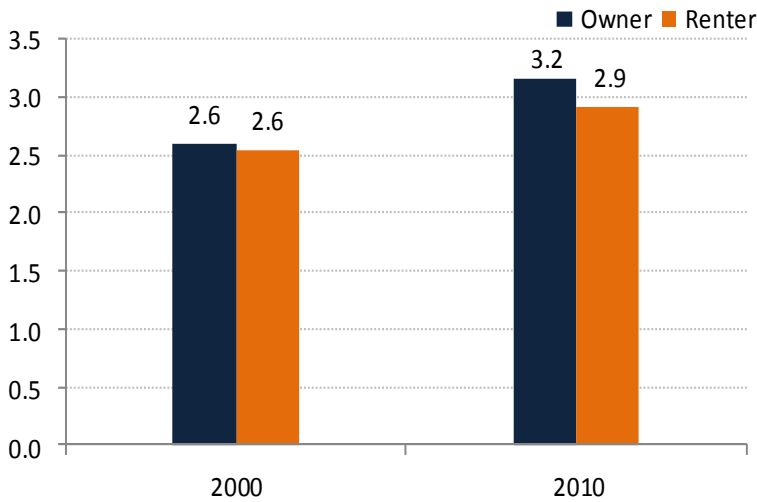
Chart 4. Types of Family and Non-Family Household Living Arrangements



The chart above shows the county proportion of all Latino households in each of the categories for 2000 and 2010. Statewide, the Latino population is more likely than the total population to live in family households.

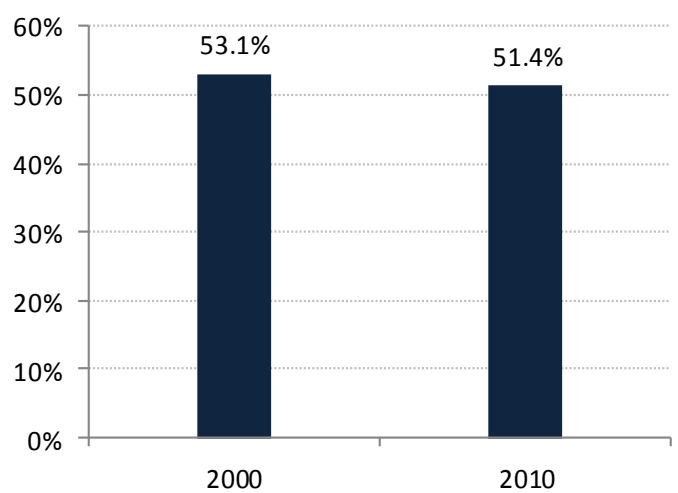
## Pierce County Latino Population Brief

**Chart 5. Average Latino Household Size by Tenure**



The chart above shows average household size for the county's Latinos in 2000 and 2010. Statewide, Latino households declined in size over the ten year span.

**Chart 6. Homeownership Among Latino Households**



The chart above shows homeownership rates for Latino households in the county. Statewide, there was a slight decrease in owner occupancy between 2000 and 2010.

### Data Sources for this Report:

- An explanation of Hispanic or Latino Origin classification and how it relates to race categories is provided in the Census brief titled *Overview of Race and Hispanic Origin 2010*: [www.census.gov/prod/cen2010/briefs/c2010br-02.pdf](http://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf)
- 2010 County Profiles of General Population and Housing Characteristics: [factfinder2.census.gov/bkmk/table/1.0/en/DEC/10\\_SF2/SF2DP1/0400000US55.05000/popgroup~400](http://factfinder2.census.gov/bkmk/table/1.0/en/DEC/10_SF2/SF2DP1/0400000US55.05000/popgroup~400)
- 2000 County Profiles of General Demographic Characteristics: [factfinder2.census.gov/bkmk/table/1.0/en/DEC/00\\_SF2/DP1/0400000US55.05000/popgroup~400](http://factfinder2.census.gov/bkmk/table/1.0/en/DEC/00_SF2/DP1/0400000US55.05000/popgroup~400)
- 1980 & 1990 Census: [www.nhgis.org](http://www.nhgis.org)

### Other Sources of Data about Latinos:

- The US Census Bureau offers a wealth of Census and American Community Survey (ACS) data about the Latino population through its web portal, [factfinder2.census.gov](http://factfinder2.census.gov).
- APL's web mapping and data extraction tool, [www.getfacts.wisc.edu](http://www.getfacts.wisc.edu), allows users to access race and ethnic population data and maps for a wide range of Wisconsin geographic scales.
- Net Migration data for all US Counties, including breakouts for the Latino population, can be found here: [www.netmigration.wisc.edu](http://www.netmigration.wisc.edu)
- Wisconsin Department of Public Instruction also offers some insight on Latino students in Wisconsin schools through their data portal: [data.dpi.state.wi.us/data/](http://data.dpi.state.wi.us/data/)

### Reports and Publications about Latinos in Wisconsin:

- Wisconsin Counties' 2010 Latino Population Briefs are available here: [www.apl.wisc.edu/latino\\_briefs.php](http://www.apl.wisc.edu/latino_briefs.php)
- State level data on Latinos in Wisconsin can be found in these APL reports: *Latinos in Wisconsin, 2010*; *Wisconsin's Hispanic Population, 2000*; *Hispanics in Wisconsin, 1980*
- Pew Research Hispanic Center produces a variety of reports detailing trends in the Hispanic population at both the state and national level: [www.pewhispanic.org](http://www.pewhispanic.org)