

Census/Workforce Briefing

10/18/2021

hispanic collaborative

in conjunction with **MMAC**



A key factor for economic prosperity is a growing working-age population.

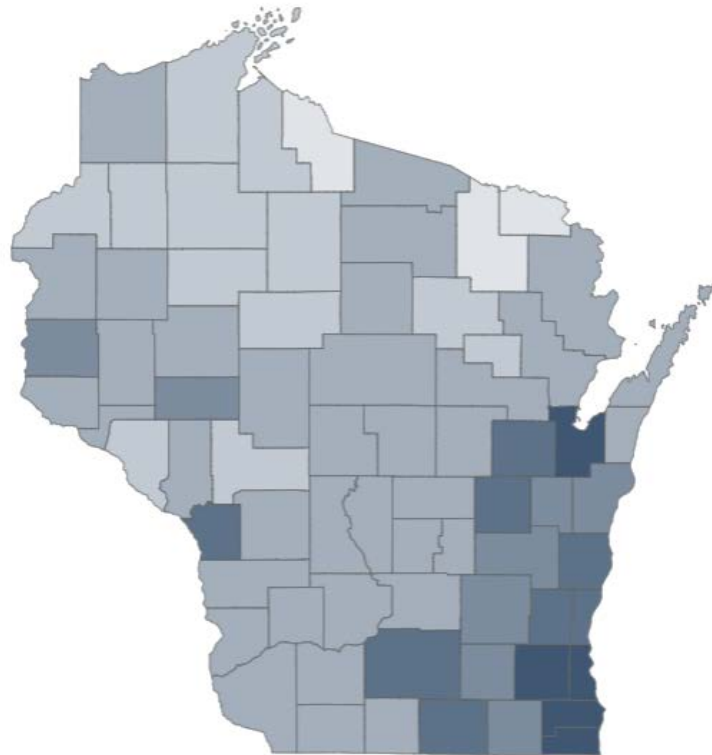


AGENDA

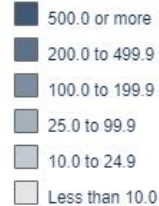
- 7-county region
- National trends
- Hispanic Collaborative
- Opportunities to invest



POPULATION: STATE OF WISCONSIN



People per square mile



WISCONSIN

2010	5,686,986
2020	5,893,718
Net Change	+206,732

<u>Top Three Population Categories</u>	
Caucasian	-104,393
Hispanic	+111,234
African American	+15,610

POPULATION: MILWAUKEE COUNTY



MILWAUKEE

2010	947,735
2020	939,489
Net Change	-8,246

<u>Top Three Population Categories</u>	
Caucasian	-58,438
Hispanic	+26,978
African American	-8,378

POPULATION: KENOSHA COUNTY



KENOSHA

2010	166,426
2020	169,151
Net Change	+2,725

Top Three Population Categories

Caucasian	-7,956
Hispanic	+4,954
African American	+825

POPULATION: OZAUKEE COUNTY



OZAUKEE

2010	86,395
2020	91,503
Net Change	+5,108

<u>Top Three Population Categories</u>	
Caucasian	+721
Hispanic	+1,142
Changed over decade	

POPULATION: RACINE COUNTY



RACINE

2010	195,408
2020	197,727
Net Change	+2,319

<u>Top Three Population Categories</u>	
Caucasian	-10,081
Hispanic	+5,365
African American	+1,319

POPULATION: WASHINGTON COUNTY



WASHINGTON

2010	131,887
2020	136,761
Net Change	+4,874

Top Three Population Categories

Caucasian	-493
Hispanic	+1,442
Changed over decade	

POPULATION: WALWORTH COUNTY



WALWORTH

2010	102,228
2020	106,478
Net Change	+4,250

<u>Top Three Population Categories</u>	
Caucasian	-586
Hispanic	+1,972
Changed over decade	

POPULATION: WAUKESHA COUNTY



WAUKESHA

2010	389,891
2020	406,978
Net Change	+17,087

<u>Top Three Population Categories</u>	
Caucasian	-5,192
Hispanic	+5,712
Asian	+4,941



NATIONAL SNAPSHOT



Populations of US in 2019... [US Census data, 2021]

Total US =	328,239,523	100%
Hispanics =	60,095,000	18.3%
--Mexicans =	37,447,00062.3%	11.4%
--Central Americans =	5,585,0009.3%	1.7%
--Other Hispanics =	5,450,0009.1%	1.7%
--Puerto Rican =	5,156,0008.6%	1.6%
--South Americans =	3,972,0006.6%	1.2%
--Cuban =	2,484,0004.1%	0.8%
African-Americans =	46,800,000	14.3%
Asian-Americans =	18,900,000	5.8%
Undocumented =	10,700,000	3.3%
Native Americans =	6,946,000	2.1%
DACA Members =	880,000	0.2%
LGBTQ =	15,000,000	4.6%

**the LGBTQ estimate is NOT reported by the US Census, rather it's an estimate by various entities and generally based on 18-yr-olds or older

NATIONAL SNAPSHOT

Latinos are the largest minority in the U.S. and in the State of Wisconsin and driving population growth.

Nationally, Latinos account for 80% of the growth in the American Workforce. In the Milwaukee MSA, they have accounted for 100% of the Population Growth and the Job Growth.

NATIONAL FERTILITY RATE REQUIRED TO MAINTAIN POPULATION = 2.1

Current National Fertility Rate	1.76
U.S. Latino	2.10
Black	1.82
White	1.66
Asian	1.59

Year	White*	Black	Hispanic	Asian	Multiple Races
2020	59.7%	12.5%	18.7%	5.8%	2.3%
2025	57.7%	12.7%	19.9%	6.3%	2.6%



NATIONAL OUTLOOK

Latinos on average are about 10 years younger than the rest of the population.

Nationally, 31.6% of the Latino population are under the age of 18 and in Milwaukee County that percentage is 36.7%.

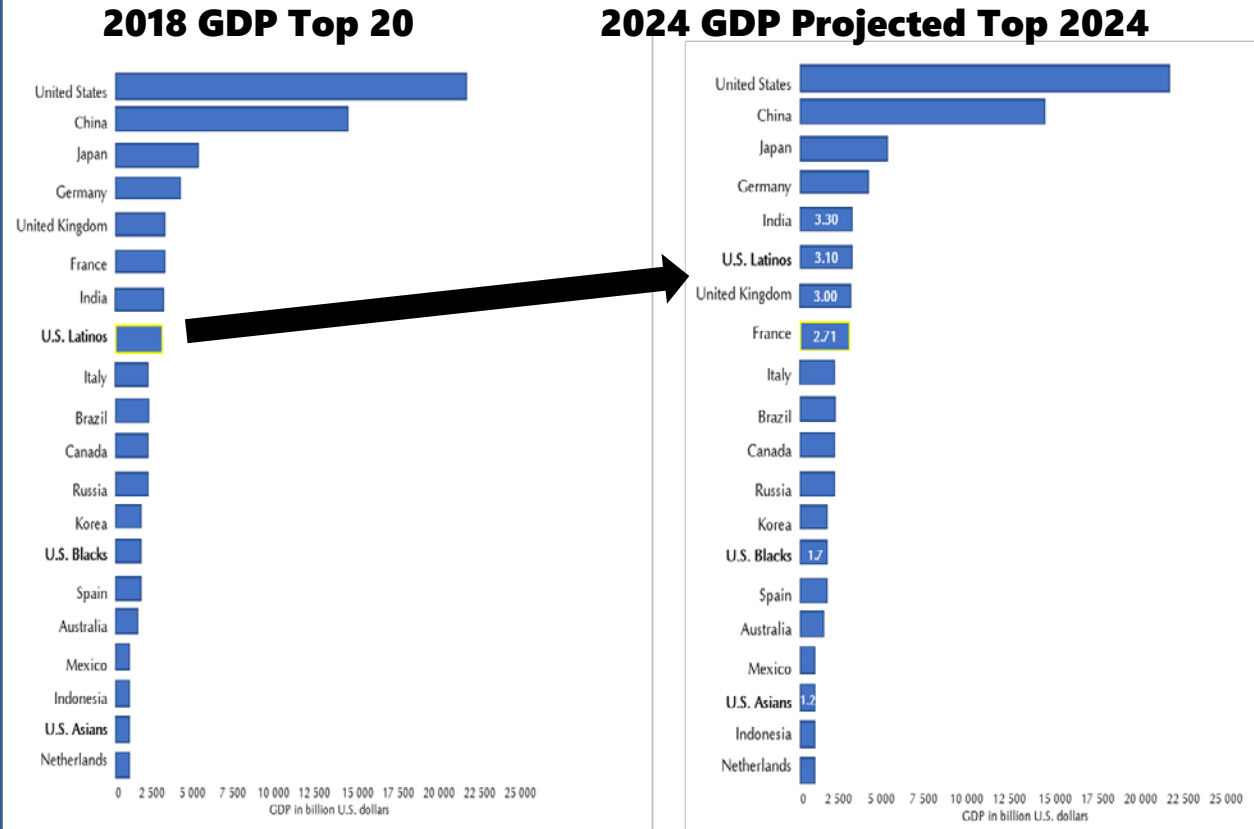
US race-ethnic profiles of major generations, 2018

	White*	Black*	Asian	AIAN**	2+ Races*	Hispanic	TOTAL
Gen Z	50.9	13.8	5.3	0.8	4.1	25.0	100.0
Millennials	55.1	13.8	7.2	0.8	2.2	20.9	100.0
Gen X	59.7	12.6	6.9	0.7	1.4	18.8	100.0
Baby Boomers	71.6	11.0	5.0	0.7	1.0	10.8	100.0
Earlier Gens	78.0	8.4	4.4	0.5	0.7	8.0	100.0



NATIONAL OUTLOOK

If Latinos in the U.S. were an independent country, U.S. Latinos GDP would be tied for the 7th largest in the world. It is on track to be the 6th largest by 2024.

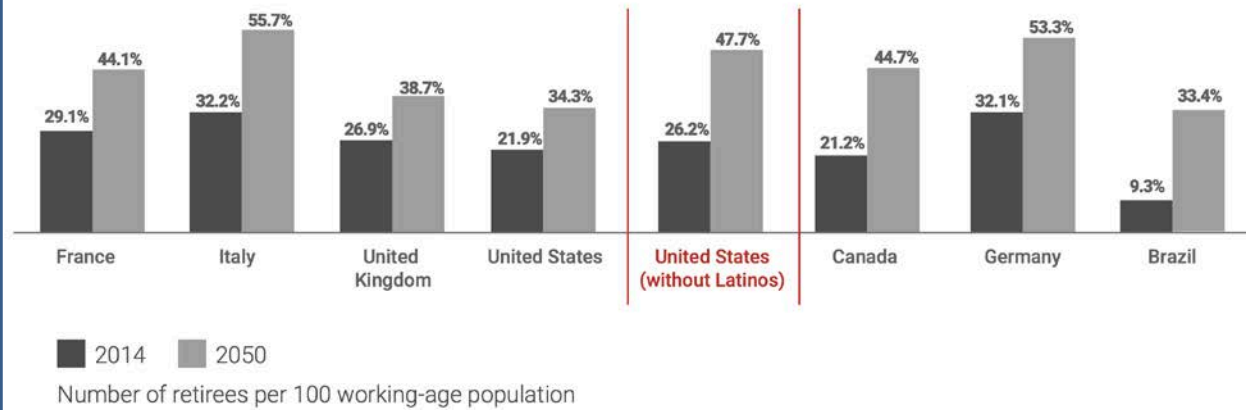


NATIONAL OUTLOOK

Statistics show us that young Latino Workers will support U.S. Retirees.

Looking forward to 2050, our workforce will support 34.3 retirees per 100 workers.

Without Latinos, that number would jump to 47.7 retirees per 100 workers.





LOCAL PICTURE





- #1 San Jose**
- #2 San Francisco**
- #3 Virginia Beach**
- #4 Seattle**
- #5 Washington DC**
- #6 Baltimore**
- #7 Austin**
- #8 Salt Lake City**
- #9 Denver**
- #10 San Diego**

#44 Milwaukee

LOCAL PICTURE

20 variables covering income, wealth, employment and health give us the Hispanic Well Being Index. Milwaukee dropped from an initial ranking of 39th to a ranking of 44th out of 50 metros.



**LATINO MALE
EMPLOYMENT
20-24**



**LATINO MALE
EMPLOYMENT
25-54**



**LATINO FEMALE
EMPLOYMENT
20-24**



**LATINO FEMALE
EMPLOYMENT
25-54**

LOCAL PICTURE EMPLOYMENT

Male employment dropped drastically over the last data period, especially 20-24 age group. Closing the gap with the top city in this category alone would mean an **additional 1400 Latinos** in the workforce. Across all categories, it would be over an **additional 7000 diverse workers today.**



**REAL
HOUSEHOLD
INCOME**



POVERTY RATE



**% LIVING IN
CONCENTRATED
POVERTY**



**% RECEIVING
SNAP BENEFITS**

LOCAL PICTURE INCOME

We saw these similar levels of high poverty levels in the first data set, prior to the decline in male employment numbers. 80% of the local Latino workforce is concentrated in a few low-skilled, low-paying industries.

Upskilling/reskilling the workforce to improve outcomes for 10,000 Latino households is a key priority for the Hispanic Collaborative.



HOMEOWNERSHIP



BUSINESS OWNERSHIP /PER 1K POP



TEEN BIRTH RATE

LOCAL PICTURE

OTHER

Closing the gap with Top performing cities in these categories would produce:

-10,000 Latino owner occupied homes

-9,000 Latino owned businesses

-50 less births to teen mothers

- Data show 2 decades of decline in variables
- Top cities show what is possible/attainable

While Milwaukee is “powered” by the Latino demographic, we are leaving a lot of opportunity on the table.



Areas to Invest

- HPGM: connecting Latino professionals and Latino students (www.hpgm.org)
- Mexican Fiesta/WHSF: Educational Forum (www.mexicanfiesta.org)
- Hispanic Collaborative: Workforce Database





QUESTIONS?

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