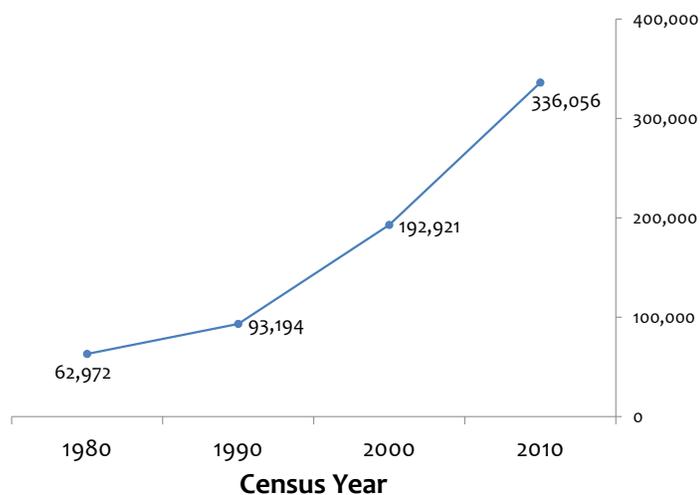


A New Portrait of Latinos in Wisconsin

Between 2000 and 2010 the Latino population in Wisconsin grew by 74%, faster than any other race or ethnic group (see **Figure 1**). Needless to say this had far-reaching effects on many Wisconsin communities, small and large. In Wisconsin's urban areas Latinos have often been a key component of economic and population growth. In many rural counties Latino immigrants along with native-born Latinos have moved in and stemmed population decline and filled gaps in the labor market created by young non-Hispanic whites moving out (see **Figure 2**).

Figure 1 Latino Population in Wisconsin: 1980-2010

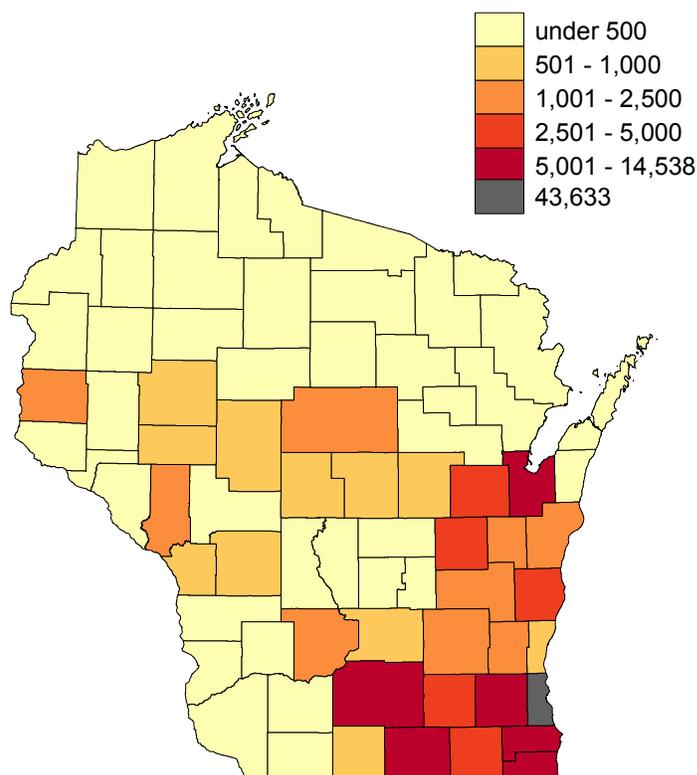


Drivers of Latino Population Change

Rapid growth in Wisconsin's Latino population is due in part to US migration and immigration. Simply put, the employment opportunities and other social conditions in Wisconsin relative to those elsewhere have produced a net in-migration of Latinos from other places.

In addition to migration, a significant share of Latino population growth is also due to what demographers call natural increase (the number of births among Wisconsin Latinos minus the number of deaths). Because a larger share of the Latino population is of child bearing years and, on average, Latinos tend toward larger families, rates of natural increase are faster than for the population as a whole. The large proportion of young people in the Latino population created the wide base of the Latino age pyramid shown on the next page in **Figure 3**. In contrast, the widest segments of Wisconsin's total population were in older categories, between 45 and 54.

Figure 2 Latino Population Growth by County: 2000 to 2010



New Portraits of Wisconsin Latinos

Appreciating the critical role Latinos play in Wisconsin's economy, alongside an awareness of the needs in housing, education and health domains, means taking stock of a wide variety of measures from a range of sources. APL has created what we hope are informative, digestible data resources for organizations and individuals seeking to understand conditions among Latinos in Wisconsin.

The first of these reports, *Latinos in Wisconsin: A Statistical Overview*, is a demographic portrait that attempts to capture the most important characteristics of and changes to Wisconsin's Latino population. These data are presented throughout the report, often juxtaposed with the data from previous decades and characteristics of Wisconsin's total population.

Local Perspectives on Latino Population Change

This year, to meet the growing need for more localized data, APL has also published a companion series of reports at the county level called the Latino Population Briefs. Due to smaller sample sizes of the American Community Survey, the county level estimates for Latinos' socio-economic characteristics are not as reliable or as readily available as the statewide estimates that draw on the American Community Survey. Nonetheless, the county briefs utilize the decennial censuses to depict a number of important changes in Latino population at the county level, including counts, age structure, tenure and other household characteristics. We hope that the county briefs will be useful for those working on planning, programming, or provision of services that acknowledge the growing presence of Latinos in Wisconsin communities. The county level briefs can be accessed through this web page:

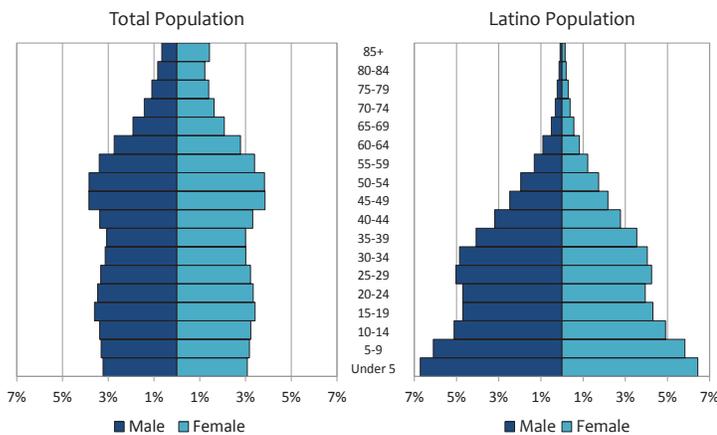
http://www.apl.wisc.edu/latino_briefs.php

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To find out more information about this and other APL projects visit our website at: www.apl.wisc.edu

Figure 3 Population Shares by Age & Sex, Wisconsin 2010



Latinos in Wisconsin draws heavily on data from the decennial censuses and the American Community Survey to form the backbone of the report; it also includes supplementary data from the Wisconsin Department of Health Services and the Department of Public Instruction. The full report can be viewed here:

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



APL News

In June, the Applied Population Laboratory welcomed to its staff cartographer and web developer, Rashauna Mead. Rashauna is skilled in GIS, HTML5, JavaScript, and geo-database management and will be a great asset as the APL builds new data access and mapping tools. As a master's student in Cartography and GIS at UW-Madison, Rashauna has been researching the usability of online maps and the learnability of neocartographic interfaces. She successfully defended her thesis at the end of August. Congrats Rashauna!

Ongoing at the APL

- Follow the APL on Twitter by clicking here [@AppliedPopLab](#) or by searching for UW-APL on Twitter
- For information about recent APL publications and projects, please visit: <http://www.apl.wisc.edu/publications.php>
- The US Counties Net Migration site (www.netmigration.wisc.edu) was named the best "Map App" by the Wisconsin Land Information Association at the 2014 annual meetings.
- Sarah Kemp's research on statewide school enrollment trends was recently highlighted in Wisconsin School News: http://www.wasb.org/websites/wisconsin_school_news/File/April_2014/population_trends_April_2014.pdf
- David Egan-Robertson participated in a working group meeting organized by the U.S. Global Change Research Program. Along with colleagues, David will be exploring relatively uncharted territory to try to develop approaches for making population projections for different climate change scenarios.



The Applied Population Laboratory (APL) is a research and outreach unit within the Department of Community and Environmental Sociology at the University of Wisconsin-Madison. Please contact us at:

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