

LATINOS IN CENTRAL OREGON

A COMMUNITY PROFILE IN STATISTICS & STORIES

Population Profile



**LATINO COMMUNITY ASSOCIATION
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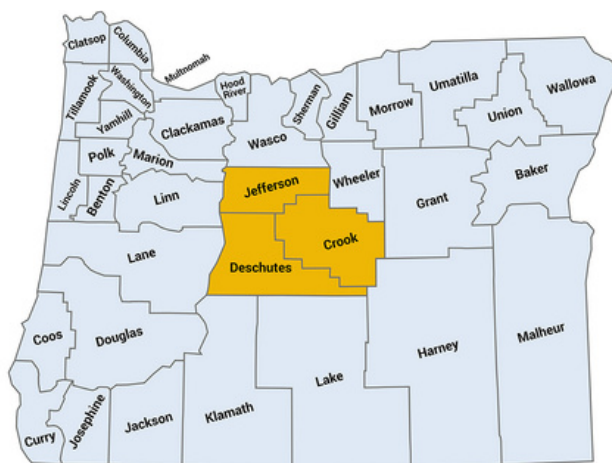
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INTRODUCTION

Webster’s Dictionary describes a baseline as “an initial set of critical observations or data used for comparison; a starting point.” This report is a beginning. It is our attempt to establish a baseline to understand where we are today and measure our progress moving forward. We want to know in which areas our Latino families in Central Oregon are doing well. But we also want to see where opportunities exist to achieve more. We want this report to be a catalyst for change: a tool to measure progress and guide our collective efforts to lower barriers that keep our Latino families from reaching their full potential.

Staff members and volunteers of the Latino Community Association (LCA), a nonprofit organization serving Crook, Deschutes and Jefferson counties in Central Oregon, assembled this report. We received research and review assistance from multiple community partners, to whom we are forever grateful.

We modeled our efforts on the 2016 report, *Latinos in Oregon: Trends and Opportunities in a Changing State*, produced by the Oregon Community Foundation in 2016. We have added the additional subject area of housing and included interviews with families in Bend, Redmond, Madras, Prineville, and surrounding areas. We hope readers find this profile of our Latino community to be informative, insightful and useful for considering programmatic and policy alternatives. Our priority is to ensure that our Latino families have equitable access to opportunities to advance and fully participate in the civic and cultural life that makes Central Oregon a desirable place to call home.





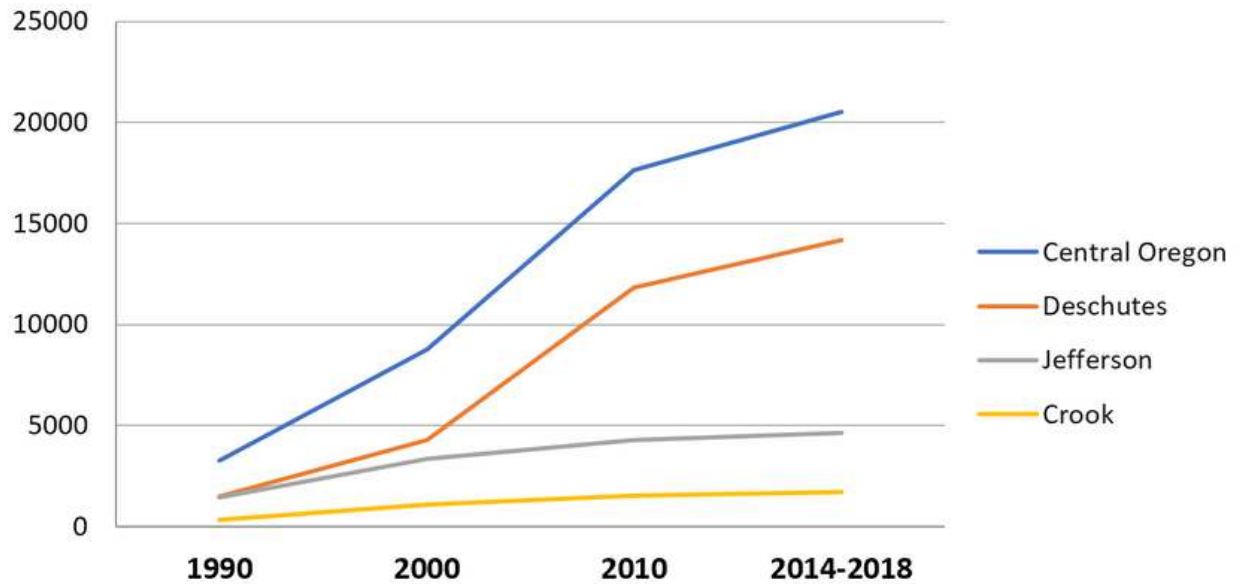
2019 Fourth of July Parade in Madras. Photo by Emily Chavez

POPULATION PROFILE

Our Latino population in Central Oregon has grown dramatically over the past few decades from 3,267 in 1990 to an estimated 20,512 in 2018. As Chart 1 illustrates, most of the growth has happened in Deschutes County. It illustrates clearly that whereas there was once a similar number of Latinos in Jefferson and Deschutes counties back in 1990, today the number of Latinos living in Deschutes County exceeds the number in other counties. The continued growth in our Latino population, even during the national recession (2007-2009), strongly suggests a vital and stable community.

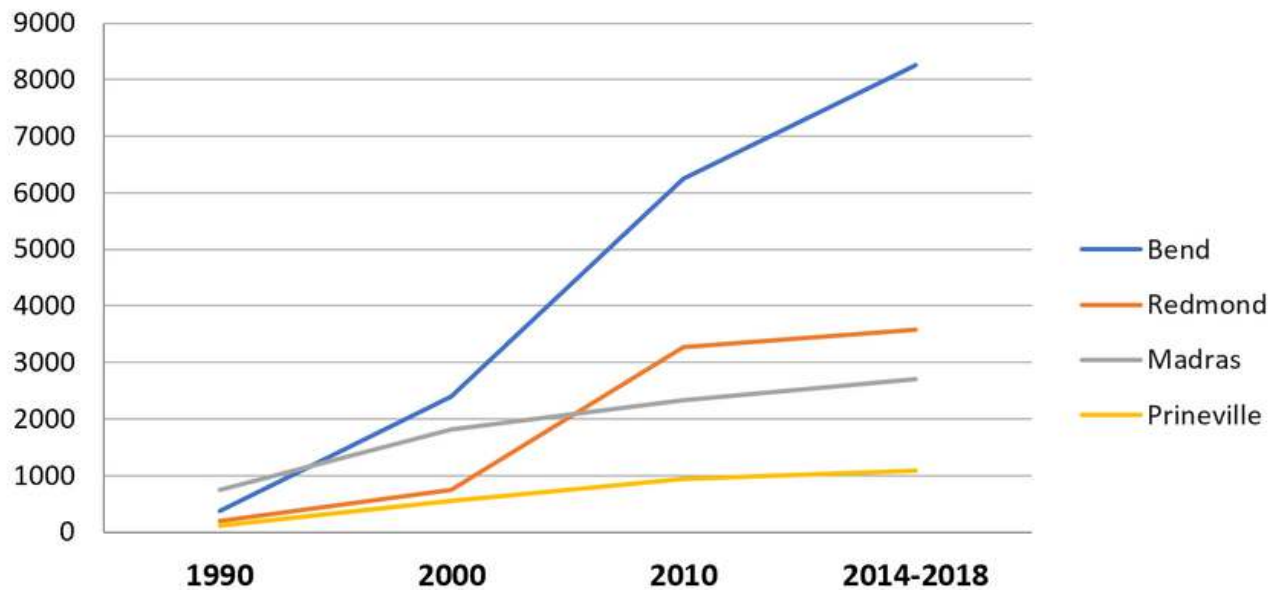
Chart 2 looks at the city level within each of our counties and clearly shows that a significantly greater number of Latinos have been settling in Bend than any other Central Oregon community.

Chart 1
Change in Central Oregon Latino Population by County
from 1990 to 2018



Source: US Census 1990, 2000 and 2010 Decennial Census, Table DP-1; American Community Survey 2014-2018, Table DP05

Chart 2
Change in Central Oregon Latino Population by City
from 1990 to 2018



Source: US Census 1990, 2000 and 2010 Decennial Census, Table DP-1; American Community Survey 2014-2018, Table DP05

According to the most recent estimates, (ACS 2014-2018), Latinos make up 9 percent of the population of Central Oregon. Nearly 85 percent of the region’s population is white. In contrast, ACS data from the same period shows that Latinos make up 12.8 percent of Oregon’s total population.

While Central Oregon functions as a cohesive region based on social, economic and environmental factors, each city and county differs in significant ways. For this reason, it is always useful to look at data on a county-by-county and city-by-city basis. The U.S. Census Bureau estimates that in 2018, Latinos comprised 7.9 percent of the population of Deschutes County, 7.6 percent of Crook County, and 20 percent of Jefferson County.

Table 1, which aligns with Chart 1 above, shows the growth in the Latino population since the year 1990 for all three counties in real numbers and as a percentage of the overall population:

Table 1
Change in Central Oregon Latino Population by County 1990-2018

	<u>1990</u>	<u>%</u>	<u>2000</u>	<u>%</u>	<u>2010</u>	<u>%</u>	<u>2014-2018</u>	<u>%</u>
Deschutes	1,476	2.0	4,304	3.7	11,827	7.5	14,199	7.9
Jefferson	1,433	10.5	3,372	17.7	4,286	19.7	4,622	20
Crook	358	2.5	1,082	5.6	1,544	7.4	1,691	7.6
Central Oregon	3,267	3.2	8,758	5.7	17,657	8.8	20,512	9.1

*Source: US Census 1990 (Table CP-2-39) and 2000 and 2010 Decennial Census, Table DP-1
American Community Survey 2014-2018, Table DP05*

The data shows significant growth in the Latino community and our share of the overall population of Deschutes County between 1990 and the present. More modest growth occurred in Jefferson and Crook counties over the same period. Table 2, which aligns with Chart 2 above, shows the growth of the Latino population in Central Oregon’s larger cities.

These findings back up the conclusions of an unpublished analysis of population data that the Latino Community Association conducted in 2014. That analysis looked at the effect of the national recession on the Latino community in Central Oregon, and stated in part:

“Most recent data available indicates that the Latino population in Central Oregon has remained constant despite recession-era contractions in key economic sectors in which large numbers of Latinos participate. In fact, as a percentage of the overall population, Latinos increased their share; however, this appears to be due more to drops in the overall population than to an influx of new Latino arrivals.”

Table 2
Change in Latino Population by City 1990-2018

	<u>1990</u>	<u>%</u>	<u>2000</u>	<u>%</u>	<u>2010</u>	<u>%</u>	<u>2014-2018</u>	<u>%</u>
Bend	377	1.8	2,396	4.6	6,256	8.2	8,257	9.1
Redmond	188	2.6	739	5.5	3,275	12.5	3,577	12.2
Madras	740	21.5	1,815	35.7	2,330	38.5	2,700	40.5
Prineville	108	2.0	546	7.4	934	10.1	1,087	11.2

*Source: US Census 1990 (Table CP-2-39) and 2000 and 2010, Table DP-1
American Community Survey 2014-2018, Table DP05*

Recent birth statistics show that Latinos will likely continue to increase in number and as a percentage of the regional population even without immigration. The percentages of births to Latina mothers exceed the proportion of Latinos in the overall population in all three counties. According to the Oregon Health Authority Center for Health Statistics (2015-2017):

- Crook County's Latino population is 7.6 percent and births to Latinas represent 10.7 percent of all births in the county.
- Deschutes County's Latino population is 7.9 percent and births to Latinas represent 13 percent of all births in the county.
- Jefferson County's Latino population is 19.8 percent and births to Latinas represent 25 percent of all births in the county.



Amiguitos summer youth program at Smith Rock 2018. Photo by Yalid Fuentes

MEDIAN AGE OF LATINOS

The differences in median age between the white and Latino populations, both statewide and in Central Oregon, are striking. As Table 3 shows, statewide, the median age for Latinos is 25.6, compared to 43.6 for the white population. It shows an even greater difference in median age here in our region, especially in Jefferson County.

Table 3
Median Age by Ethnicity and County 2018

County	White	Latino
Crook	50.6	28.2
Deschutes	44.7	26.4
Jefferson	51.5	22.9
Oregon	43.6	25.6

Source: U.S. Census ACS 2018 5-year estimates
Tables B01002H and B010021

“A young and growing Latino population means that Latinos ... have the potential to make an impact on the next presidential election.”

Latinos in Oregon: Trends and Opportunities in a Changing State, Oregon Community Foundation, 2016

Table 4 breaks down this same data based on gender. Here we see that our youngest group is Latina women in Jefferson County, which is also the community with the oldest white population with a median age of 53 for white women. No matter how you look at this data, it is crystal clear that our Latinos in Central Oregon, on average, are much younger than our white neighbors.

The youthfulness of our Latino population is a huge asset in terms of supplying prime-working-age people to a regional and state economy that currently struggles to fill hundreds of job openings. The youthfulness and higher birth rates predict that Latinos will comprise a growing share of the students enrolled in our schools.

Table 4
Median Age by Ethnicity, Gender and County 2018

	White Men	Latino Men	White Women	Latina Women
Crook	50.1	27.8	50.9	28.3
Deschutes	43.6	26.2	45.7	26.5
Jefferson	50.1	23.4	53	22.4

Source: U.S. Census American Community Survey 2014-2018
Tables B01002H and B010021

The Oregon Community Foundation report referenced earlier states: “A young and growing Latino population means that Latinos play an increasingly important role in Oregon’s future. Most immediately, they have the potential to make an impact on the next presidential election (2016), and more long term, today’s Latino youth are tomorrow’s community members, workers and leaders.” (Latinos in Oregon: Trends and Opportunities in a Changing State, 2016, p. 27)

Table 5 illustrates another aspect of our youthfulness. Within our Latino community in Central Oregon, individuals under 18 years of age make up a significantly larger proportion of Latinos overall (36%-41%) than the youth under 18 in the overall population (20%-24%).

Table 5
Population under 18 in Central Oregon by Ethnicity and County 2018

	<u>Crook County</u>	<u>Deschutes Co.</u>	<u>Jefferson Co.</u>
Total population	22,337	180,640	23,143
Under 18 population	4,438	37,537	5,463
Share of under 18 population	20%	21%	24%
Latino population	1,691	14,199	4,622
Under 18 Latino population	606	5,181	1,876
Share of under 18 Latino population	36%	36%	41%

*Source: US Census American Community Survey 2018 5-year estimates
Tables DP05 and B05003*

LATINOS BY NATIVITY AND COUNTRY OF ORIGIN

Because immigration shapes our Latino community in Central Oregon, it is valuable to take a look at where our families came from—for most, just one or two generations ago. It might surprise some people that a significant majority of Oregon Latinos were born in the United States.

As seen in Table 6, Census estimates from 2014-2018 show that approximately three-fourths of Central Oregon Latino residents were born in the United States. Many of our families have mixed nativity within our households. In many cases, young or adult children were born in the U.S. to immigrant parents. The other common scenario is second-generation children born to first generation U.S.-born adult children of immigrant parents. It is typically our parents and grandparents who have roots in, or most strongly identify culturally with, their countries of origin.



Table 6
Place of Birth (Nativity) for Central Oregon Latinos by County
2014-2018

	Crook Co.	%	Deschutes	%	Jefferson	%
Born in the US	1,295	77	10,718	75	3,401	74
Foreign-born	396	23	3,481	25	1,221	26
Total	1,691	100	14,199	100	4,622	100

Source: US Census, American Community Survey 2014-2018, Table B06004I

While most of our Latino immigrants here in Central Oregon were born in Mexico, smaller percentages of Latinos living here were born in, or identify with, Central America, Puerto Rico, and South America, as shown in Table 7 below. These numbers include people born in Latin American countries, as well as people born in the U.S. who may or may not identify culturally with their family's country and/or culture of origin. We were unable to locate estimates for the undocumented population in Central Oregon, but the Pew Research Center provides a report for the whole state of Oregon. See Appendix.

A number of foreign-born Latinos have become U.S. citizens through the naturalization process. Others remain non-citizens, in large part because our current immigration laws do not allow them to adjust their status. These non-citizens are unable to cast a vote to choose their representatives or weigh in on local or state bond measures and referendums that impact their lives. There is also ample evidence generally that non-citizens are more likely to be uninsured, earn less income, achieve lower levels of education and experience less economic mobility. It is in the best interest of our communities to work to help all immigrants achieve citizenship.

Table 7
Family Origin of Central Oregon Latinos by County 2018
 (estimates by major regions)

	Crook	Deschutes	Jefferson
All Latinos	1,691	14,199	4,622
Mexico	1,441 (85%)	11,466 (81%)	4,175 (90%)
Puerto Rico	54	400	101
Cuba	6	207	0
Dominican Republic	0	12	0
Central America	78	1,040	58
South America	0	476	64
Other	112	598	224

Source: U.S. Census ACS 2014-2018, Table B03001

Table 8
Central Oregonians born in Latin America by Citizenship 2014-2018

	Crook	Deschutes	Jefferson
Foreign-born	396	3,707	1,223
Naturalized U.S. citizen	11%	30%	38%
Not a U.S. citizen	89%	70%	62%

Source: U.S. Census, ACS 2014-2018, Table B05002

*These figures include non-Latinos born in Latin America

The figures in Tables 8 and 9 come from a small sample of the foreign-born population and have wide margins of error. Please interpret as estimates, not exact figures. Latinos represent the largest group of foreign-born residents in Central Oregon, but immigrants from other continents also live in Crook, Deschutes and Jefferson counties.

Table 9
Foreign-born Residents of Central Oregon by Continent of Origin 2018
 (estimates by major regions)

	Crook Co.		Deschutes		Jefferson	
Total population	22,337	%	180,640	%	23,143	%
Total foreign-born	613	2.7	8,120	4.5	1,483	6.4
Latin America	396	64.6	3,707	45.7	1,223	82.5
Europe	44	7.2	1,667	20.5	65	4.4
Asia	82	13.4	1,833	22.6	115	7.8
North America	41	6.7	673	8.3	71	4.8
Oceania	35	5.7	143	1.8	2	0.1
Africa	15	2.4	97	0.2	7	0.5

Source: U.S. Census, ACS 2014-2018, Table B05002

*Continent % is share of all foreign-born living in each county from that continent.

POPULATION SUMMARY

- Latinos make up about 9 percent of the total population in Central Oregon
- Latinos are a much younger population than the white population
- Our Latino population has a higher proportion of youth under 18
- Three-fourths of Central Oregon Latinos were born in the United States
- The majority of Central Oregon Latinos trace their family heritage to Mexico



El Salvador booth at Latino Fest 2018. Photo: Jason Blackman

SOURCES FOR FURTHER READING

Links to data sources utilized for this report:

EXECUTIVE SUMMARY

<https://oregoncf.org/community-impact/research/latinos-in-oregon-report/>
https://oregonencyclopedia.org/articles/hispanics_in_oregon/#.XImRVCJKjIU
<https://research.newamericaneconomy.org/report/power-of-the-purse-how-hispanics-contribute-to-the-u-s-economy/>

POPULATION

The American Community Survey (ACS) is a survey of randomly selected households the Census Bureau conducts yearly between the official 10-year Census counts. Because it is based on a sample, rather than the entire population, the ACS produces estimates. To aid data users, the Census Bureau calculates and publishes a margin of error for every estimate. For guidance on making comparisons, please visit data.census.gov

EMPLOYMENT

Estimates of Migrant and Seasonal Farmworkers 2018 update
<https://www.ohdc.org/uploads/1/1/2/4/11243168/05-24-18-awhft-oregon-msfw-enumeration-study.pdf>

HEALTH

Data on lack of health insurance comes from the U.S. Census American Community Survey 2014-2018, accessed from the Communities Reporter Tool on Jan. 29, 2020.
<https://oe.oregonexplorer.info/rural/CommunitiesReporter/>

Mosaic Medical:

<file:///G:/My%20Drive/Marketing/REPORT%20%20Latinos%20in%20Central%20Oregon/HEALTH/2017%20Mosaic%20Medical%20Health%20Center%20Profile.html>

Volunteers in Medicine:

https://www.vim-cascades.org/file_download/inline/39f45056-9e0c-47ad-81eb-b87b5b9e821f

EDUCATION

<https://www.oregon.gov/ode/educator-resources/assessment/Pages/Kindergarten-Assessment.aspx>

To view a profile and test scores for a particular school district, visit:

<https://www.ode.state.or.us/data/reportcard/reports.aspx>

<https://www.oregon.gov/ode/reports-and-data/students/Pages/Cohort-Graduation-Rate.aspx>
Select School Year 2018-2019, Cohort Graduation Rate 2018-2019 Media File

HOUSING

From the Regional Housing Needs Assessment, 2019, page 3

<https://coic2.org/wp-content/uploads/2019/04/housing-for-all-april-2019-materials-packet.pdf>

From the 2016-2019 Central Oregon Regional Health Improvement Plan, page 38

https://www.deschutes.org/sites/default/files/fileattachments/health_services/page/1863/rhip_2016-2019.pdf