

Profile of the Hispanic/Latino Community in Monroe County

A Demographic and Socioeconomic Analysis of Trends

Updated March, 2019

Prepared for:

Ibero American Action League and La Cumbre



Prepared by:

Erika Rosenberg
Project Director



© CGR Inc. 2019 – All Rights Reserved



Dear Community,

It's with great pleasure that we present to you the 2019 edition of *Profile of the Hispanic Community*, prepared for the Ibero-American Action League and La Cumbre by the ***Center for Governmental Research (CGR)***.

Understanding and being informed of how the Hispanic community is doing in our region is extremely important to everyone. In order to begin addressing the challenges and building on areas of success in our community, we first need to know where we are.

This study offers a statistical snapshot of Hispanics in our area in both urban and suburban areas. It also offers data on origin, gender, age, language, marital status and family structure.

In addition to these demographics, this study also provides information on prenatal care, education and economic development. We encourage you to further explore the results and findings of this report. We are confident that you will have a better understanding of the state of Hispanics in our county.

This study would have not been possible without the support of ***The Rochester Area Community Foundation*** and the work of the ***Center for Governmental Research (CGR)***, specifically, Erika Rosenberg, Project Director. We extend a special thank you to ***The Community Foundation*** for funding this important research study.

Thank you,

A handwritten signature in black ink that reads "Hilda R. Escher".

Hilda R. Escher
President & CEO
Ibero-American Action League, Inc.

A handwritten signature in blue ink that reads "Matricio Riveros".

Matricio Riveros
Chair
La Cumbre

Summary

CGR was engaged by the Ibero American Action League and La Cumbre to develop this Profile of the Hispanic and Latino community in Monroe County. This report updates previous reports from 2000, 2003 and 2012 and is aimed at providing both big-picture and granular information about Hispanic and Latino residents of Monroe County and how they are faring on a variety of socioeconomic indicators. Data from the U.S. Census Bureau and other sources show:

- The Hispanic or Latino community in Monroe County has more than tripled in size since 1980, growing from less than 17,000 to nearly 61,000 people. This is on par with the national growth rate.
- The population is increasingly suburban, though 61% of Hispanic residents of the County reside in the City (down from 79% in 1980).
- A majority of Hispanic residents continue to be of Puerto Rican heritage: 69%.
- Hispanic and Latino residents had the youngest population in Monroe County, with 73% younger than 45.
- A majority of Monroe County Hispanic or Latinos spoke a language other than English, though that share declined from 74% in 2000 to 63% in 2012-16. The share of Hispanic or Latino residents who said they do not speak English “very well” has decreased from 30% in 2000 to 24%.
- 30% of Latino residents in the County were married in 2012-16, down from 47% in 1980 and 39% of Hispanic families in the County were made up of single mothers with children.
- The share of births to Latinas getting early prenatal care has increased 10 points since 2006 to 78% in 2016. However, the percentage of Hispanic babies with low birth weights in Monroe County has increased slightly, from 7% in 2000 to 10% in 2016. The infant mortality rate has fallen, from 11 per 1,000 births in 2007-09 to 7 in 2013-15.
- On state tests in English and math, Latino student performance lagged behind 39% white and Asian students and was generally on par with African American students. For example, in 2018, 22% of Latino 3rd graders passed the state’s reading exam, compared to 18% of African Americans, 56% of whites and 59% of Asians.
- High school graduation rates have improved for Latinos in the County, rising to 67% in 2017, but that was the lowest rate among major racial/ethnic groups. The share of adults with a bachelor’s degree has also increased but more gradually, from 13% in 2000 to 16% in 2012-16.

-
- The County unemployment rate for Hispanic job seekers, 13%, was lower than for Black or African American workers (16%), but more than twice as high as the rates for Asian and White workers (both below 6%).
 - Median household income was \$29,950 for Hispanic or Latino residents of Monroe County in 2012-16, a bit higher than the median for African American households but far below Whites (\$59,930) and Asians (\$55,170).
 - Roughly one in three Hispanic or Latino residents of Monroe County (34%) had incomes below the federal poverty line in 2012-16, unchanged since 2000. This rate was similar to that of Black or African American residents, but more than three times higher than White residents (10%) and also higher than among Asians (18%).
 - About one in three Latino or Hispanic County residents (34%) owned their homes in 2012-16, similar to the rate in 2000 (32%). The rate was similar for Black or African American residents (32%), but about half as high as for White residents (71%).
 - Rental housing was not considered affordable for Latinos in Monroe County in 2012-16, with 38% of household income of renters going to rent (above the 30% considered affordable).
 - A growing share of professionals have Hispanic/Latino backgrounds: 10% of professionals in Rochester, 3% in the suburbs and 5% in the County as a whole. People with occupations traditionally considered “white collar” – including doctors, lawyers, scientists, programmers, managers and office workers – are considered professionals. These shares lag the Latino share of the population as a whole, which is 18% in the City and 8% in the County.
 - A growing share of businesses are owned by Hispanic/Latino people in the City, County and suburbs, though Latino-owned firms still make up a small share of the total.
 - Hispanic/Latino-owned businesses include FM Office Products, with 75 employees, Hazlow Electronics Inc., with 30, and BSV Enterprises, with 27.
 - Hispanic/Latino people made up 6% of board members for 18 nonprofit or corporate organizations that answered our survey. Nearly all respondents said that diversifying their boards was a significant priority.

Acknowledgements

CGR is grateful for the support of the Ibero American Action League and Rochester Area Community Foundation in making this report possible. Ann Johnson from ACT Rochester was an important supporter and adviser. La Cumbre played a critical role in advocating for and shaping this update to previous reports on the local Latino community, specifically Luis Ormaechea, who chaired the Economic Development Committee's "Proyecto Estrella" ("Star Project"); Mauricio Riveros, who chaired the Economic Development Committee and hosted/facilitated regular meetings; Luis Martinez, who assisted with finding volunteers to help with research; and Edgar Colón-Quiñones, who assisted with research. Other participants in the La Cumbre Economic Development Committee included: Abraham Hernandez, Herb Escher, Kelly Mullaney, and Peterson Vazquez.

The goals of La Cumbre for this Economic Development Committee "Proyecto Estrella" included researching the current state of economic development using important economic indicators for the Rochester Area Hispanic/Latino Community, and preparing a dashboard report regarding the current state of important economic metrics in the Rochester Area Hispanic/Latino Community.

Staff Team

This report was authored by Zohar Perla and David Riley. Michael Silva collected and analyzed data.

Table of Contents

Summary	ii
Introduction.....	1
Notes on Methodology	1
Demographics.....	1
Total Population.....	1
City/Suburban Concentrations	2
Population by Origin	3
Language.....	5
Marital Status	6
Family Structure	7
Healthy Start.....	7
Early Prenatal Care	7
Low Birth Weight Babies.....	8
Infant Mortality	9
Rates of Sexually Transmitted Disease	10
Education.....	10
School Enrollment.....	10
Student Performance on State Tests.....	11
Graduation Rate	11
Educational Attainment	12
Economic Security.....	13
Employment.....	13
Occupations.....	14
Professionals	14
Household Incomes	15
Per Capita Income.....	16
Poverty	16
Homeownership	16
Housing Affordability	16

Business Ownership 17

Public Safety 18

Introduction

CGR was engaged by the Ibero American Action League and La Cumbre to develop this Profile of the Hispanic and Latino community in Monroe County. This report updates previous reports from 2000, 2003 and 2012 with additional data and analysis. It is aimed at providing both big-picture and granular information about Hispanic and Latino residents of Monroe County and how they are faring on a variety of socioeconomic indicators.

Notes on Methodology

This report makes heavy use of two types of data from the U.S. Census Bureau. The first is from the decennial Census, the bureau's once every 10 years effort to count everyone in America. The second is more detailed information on social and economic characteristics of the population, collecting on an ongoing basis through the bureau's American Community Survey.

This data is used to report on topics such as family structure, poverty, income and education. We generally present data reflecting survey results from 2012-16, the latest currently available. Pooling the results from five years of surveys increases the accuracy of the numbers; however, the numbers are still estimates of rates for the total population based on surveys of a sample of the population. Small changes or differences, therefore, should be viewed with caution, as they may not reflect true changes or differences. It was not possible to report margins of error for all of the estimates in this report, but CGR was cautious in interpreting the data and took into account the imprecise nature of the some of the estimates.

In this report, following the conventions of the U.S. Census Bureau, the terms "Hispanic" and "Latino" are considered ethnicities and not races, and people of all races (black or African American, white, etc.) are included in the Hispanic/Latino group if they consider themselves to be of Hispanic/Latino heritage.

A note on language: We use both the terms "Hispanic" and "Latino" to refer to those of Spanish-speaking origin in this report, in an attempt to be inclusive and respectful of those who may prefer one or the other word.

Demographics

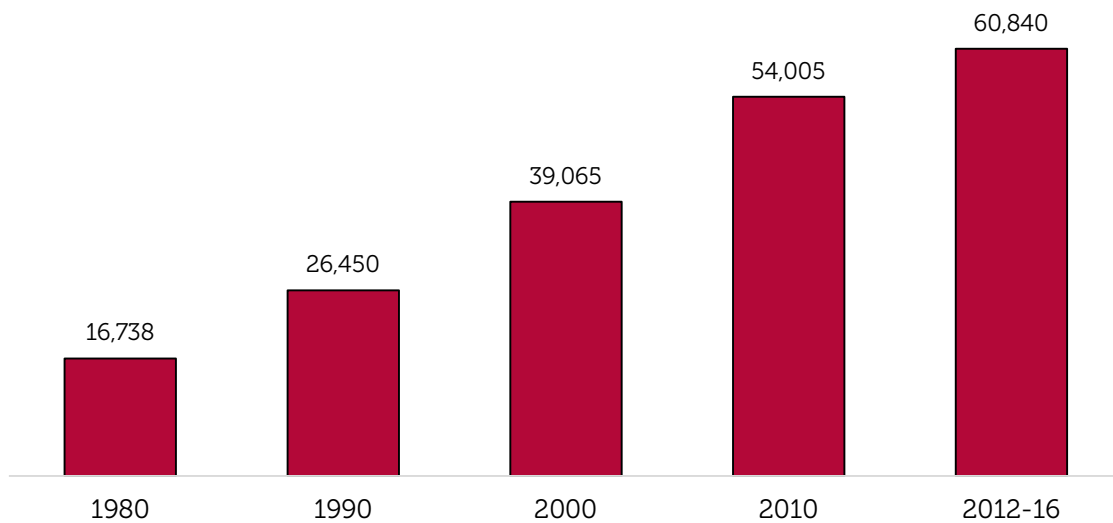
Total Population

Monroe County's Hispanic or Latino population has more than doubled since 1980. The population's growth since 2010 (13%) was greater than at the state (7%) or

national level (9%). The largest growth in population occurred between 2000 and 2010, when Monroe County's Hispanic or Latino population increased by almost 15,000 people. From 2010 to 2012-16, the population added over 6,800 individuals. Note that these figures do not include the estimated 3,400 or more Puerto Ricans who came to Rochester following the damage wreaked by Hurricane Maria on the island in September 2017.

The growth rate of the Latino population in Monroe County between 2000 and 2012-16 of 56% greatly exceeds the county's total population growth rate, which was less than 2%.

Hispanic or Latino Population in Monroe County



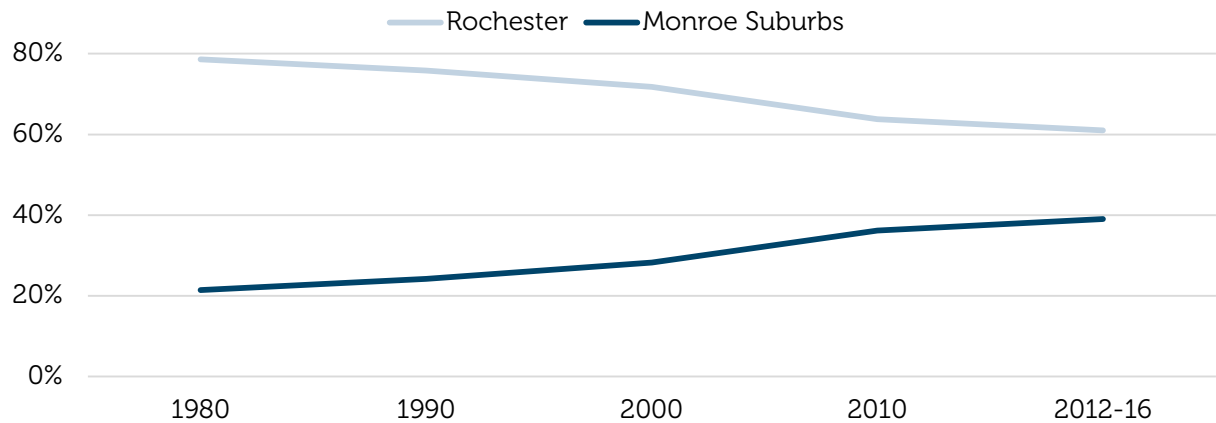
Source: U.S. Census Bureau, Decennial Census and American Community Survey

City/Suburban Concentrations

Monroe County's Hispanic or Latino population has traditionally been more heavily concentrated within Rochester. In 1980, 79% lived in the City while only 21% lived in the rest of the County. As the County's Hispanic or Latino population has grown overall, this concentration has fallen over time, with a particularly sharp fall from 2000 to 2010, when the City's share of the County's Hispanic or Latino population fell from 72% to 64%. The suburban Hispanic or Latino population grew faster than the City population. This trend has continued, and in 2012-16, only 61% of the County's Hispanic or Latino population (roughly 37,000 people) lived in Rochester. This represented a growth of 21% for the suburban population (to a population of slightly

under 24,000) from 2010 to 2012-16, while the City Hispanic or Latino population only grew by 8% in the same time period. As a result, the size of the City and the suburban Hispanic or Latino populations has gotten more similar over time, though there are still roughly 1.6 Hispanic or Latinos in the City for every one living in the suburbs.

Monroe County City/Suburban Concentrations of Hispanic or Latino Population



Source: U.S. Census Bureau, Decennial Census and American Community Survey

Population by Origin

In 2012-16, 69% of Monroe County's Hispanic or Latino population was of Puerto Rican descent, a slight decrease from 73% in 2007-11. The share of Hispanic or Latino residents who identify as originating from somewhere other than Mexico, Cuba, or Puerto Rico as grown from 16% of the population in 2007-11 to 19% in 2012-16.

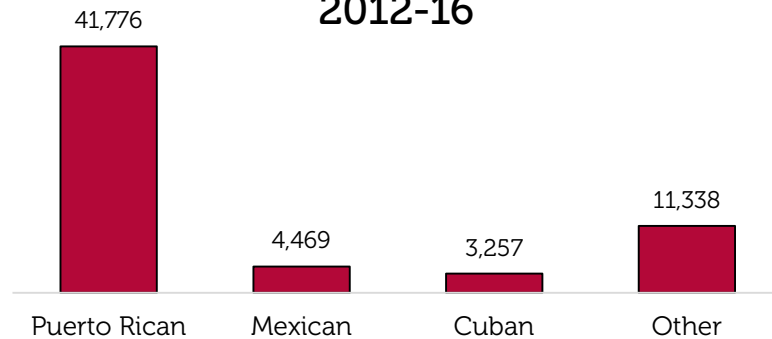
Between 2000 and 2012-16, 66% of the growth of Monroe County's Hispanic or Latino population can be attributed to the growth in the Puerto Rican population. The growth in the Mexican population makes up another 10% of the growth in that time period.

The suburban populations of Puerto Rican, Cuban, and Mexican origins all more than doubled between 2000 and 2012-16. The suburban Puerto Rican population increased by over 7,000 residents in this time period (and increase of almost 130%). The City populations grew at a slower pace, with the City Puerto Rican population increasing by roughly 6,000 residents in the same time period (an increase of 32%).

Despite the large increases in the suburban Puerto Rican population, the majority (69%) of the County's Puerto Rican residents still live in the City. In contrast, the majority (74%) of the County's Mexican residents live in the suburbs.

Fewer than 8,000 of Monroe County's 60,000 Hispanic and Latino residents were foreign born, or 12.7%.

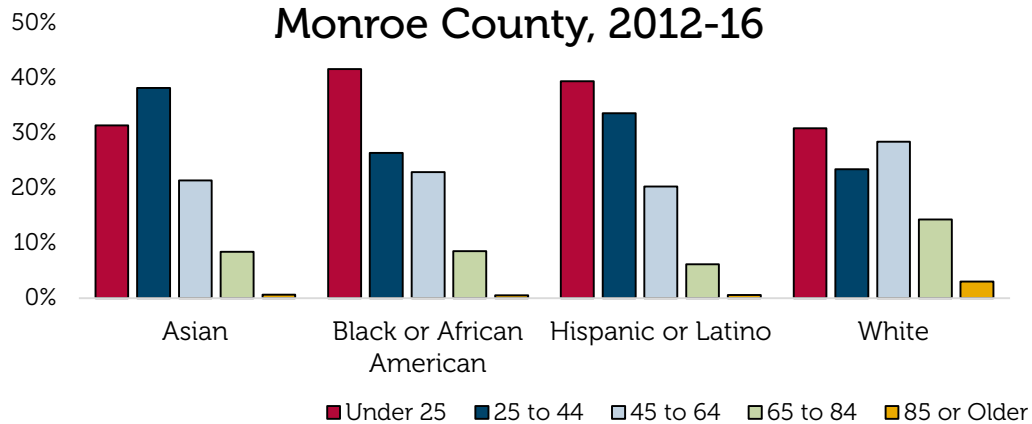
Origin of Hispanic or Latino Population in Monroe County, 2012-16



Source: U.S. Census Bureau, Decennial Census and American

Hispanic and Latino residents had the youngest population in Monroe County, with 73% younger than 45, compared to 68% for African Americans, 70% for Asians and 54% of Whites.

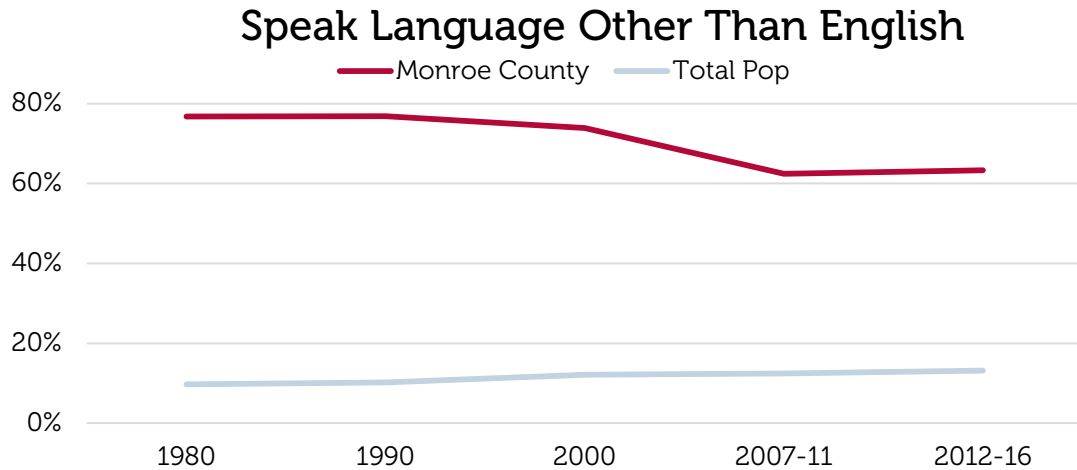
Share of Population by Age Group, Monroe County, 2012-16



Source: U.S. Census Bureau, Decennial Census and American Community Survey

Language

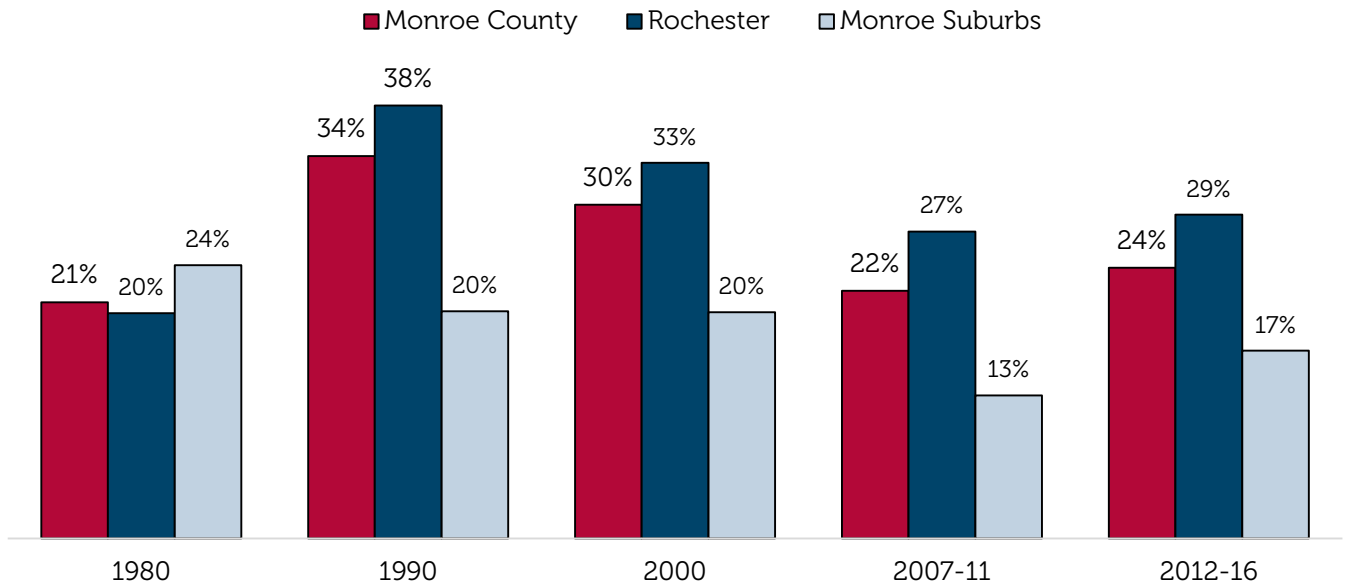
A majority of Monroe County Hispanic or Latinos spoke a language other than English, though that share declined from 74% in 2000 to 62% in 2007-11. It has stayed relatively flat since then and was at 63% in 2012-16.



Source: U.S. Census Bureau, Decennial Census and American Community Survey

The share of Hispanic or Latino residents who said they do not speak English “very well” has decreased since 2000 across Monroe County. In 2000, 30% of Hispanic or Latino people in the County indicated that they did not speak English “very well”. By 2007-11, the rate had declined to 22%. It then increased slightly, to 24%, as of 2012-16. This rate followed a similar pattern during the same period in both the City and the suburbs, though the share of Hispanic or Latino residents that do not speak English “very well” was far higher in 2012-16 in the City (29%) than in the suburbs (17%).

Hispanic or Latino Residents in Monroe County Indicating They Do Not Speak English "Very Well"



Source: U.S. Census Bureau, Decennial Census and American Community Survey

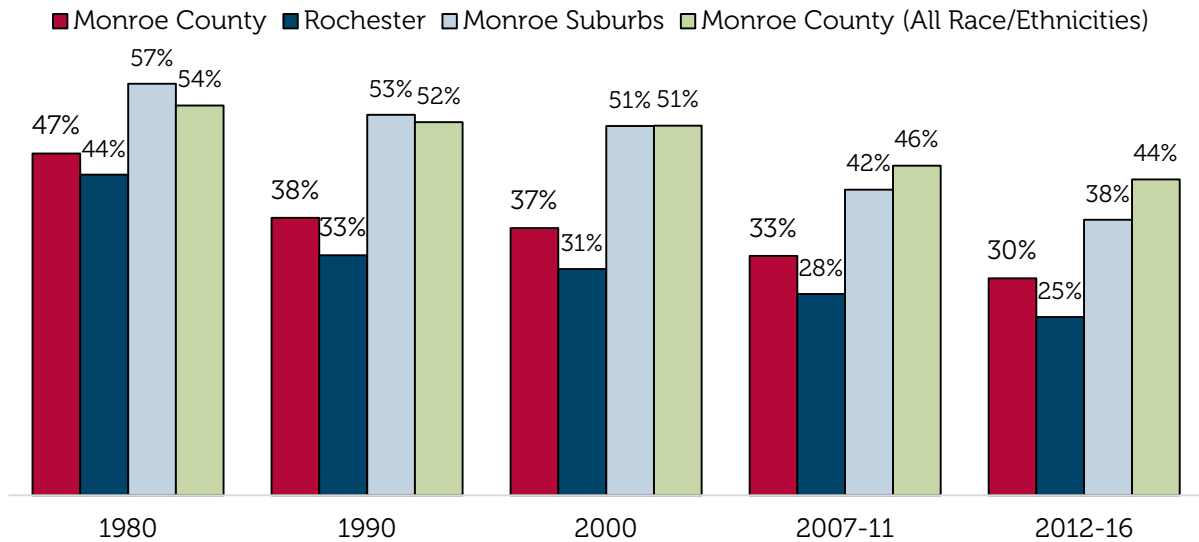
Marital Status

The share of the local Hispanic or Latino population that was married decreased from 2000 to 2012-16, particularly in the suburbs. Overall, 30% of the County Hispanic or Latino population was married in 2012-16, down 7 percentage points from 2000. This was lower than the married share of the general population in the County, 44%, which had also declined at a similar rate.

The City Hispanic or Latino population had a lower rate than the Hispanic or Latino population in the County as a whole (25%), and had decreased at a similar pace.

Compared to the City, a larger percentage of the Hispanic or Latino population in the County's suburbs was married in 2012-16 (38%). This was a decrease of 13 percentage points since 2000. The marriage rate for the general population of the suburbs was quite a bit higher (51%), but it also had declined 8 points since 2000.

Marriage Rate for Hispanic or Latino Residents in Monroe County



Source: U.S. Census Bureau, Decennial Census and American Community Survey

Family Structure

In 2012-16, 39% of Hispanic or Latino families in Monroe County were single mothers with children (roughly 4,800 families). This was fairly similar to the share in 2000, but represented an increase of roughly 1,600 Hispanic or Latino single mother families with children across the County. Of Hispanic or Latino families with children, roughly 60% are single mothers.

In 2012-16, 22% of all Hispanic or Latino families were married couple families with children (roughly 2,700 families), down from 32% in 2000. In Monroe County, roughly a third of Hispanic or Latino families with children are married couple families.

Over two-thirds of Hispanic or Latino families with children in the County live in the City of Rochester.

Healthy Start

Early Prenatal Care

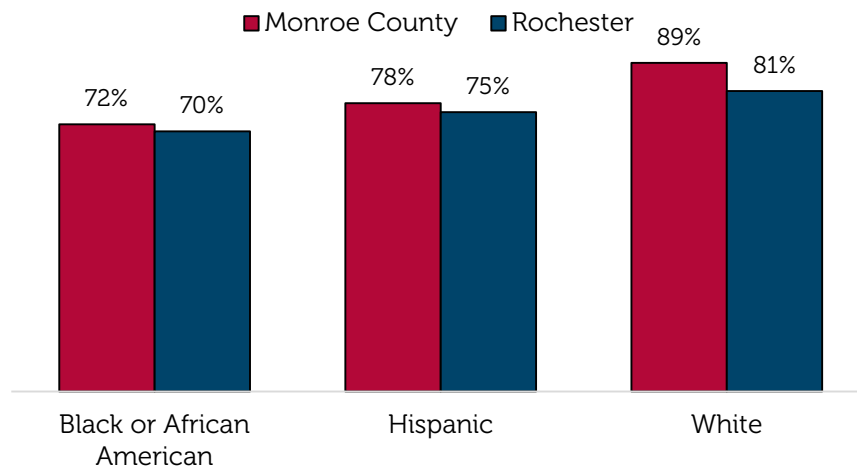
In 2016, 78% of Hispanic or Latino births in Monroe County were to mothers who received prenatal care starting in the first trimester of pregnancy, which can reduce risks for complications and improve birth outcomes. That was up from 68% in 2006

and slightly higher than the rate for births to Hispanic mothers within the City alone, at 75%.

Access to prenatal care among Hispanic and Latina mothers was higher than some racial and ethnic groups and lower than others. At the County level, the prenatal care rate for Hispanic births was higher than for Black or African American births (72%), but quite a bit lower than for Whites (89%). Within the City, rates for all groups were a bit lower, but disparities persisted: the prenatal care rate for Hispanic or Latina births was higher than for Black or African American births (70%) and lower than Whites (81%).

Despite uneven access to prenatal care, rates have been improving for all ethnic groups in Monroe County, including Hispanic and Latina mothers. Between 2006 and 2016, the share of births to Hispanic or Latina mothers who accessed prenatal care increased 10 percentage points. The share for Black or African American births increased 14 points, while there was a smaller 7-point increase for White births.

Births to Mothers Who Received Early Prenatal Care, Monroe County and Rochester, 2016



Source: New York State Department of

Low Birth Weight Babies

Low birth-weight infants are more likely than normal birth-weight infants to experience long-term developmental and neurological disabilities. In 2016, 10% of babies born to Hispanic or Latina mothers in Rochester had low birth weights (less than 5.5 pounds), compared to 13% of Black or African American mothers and 6% of

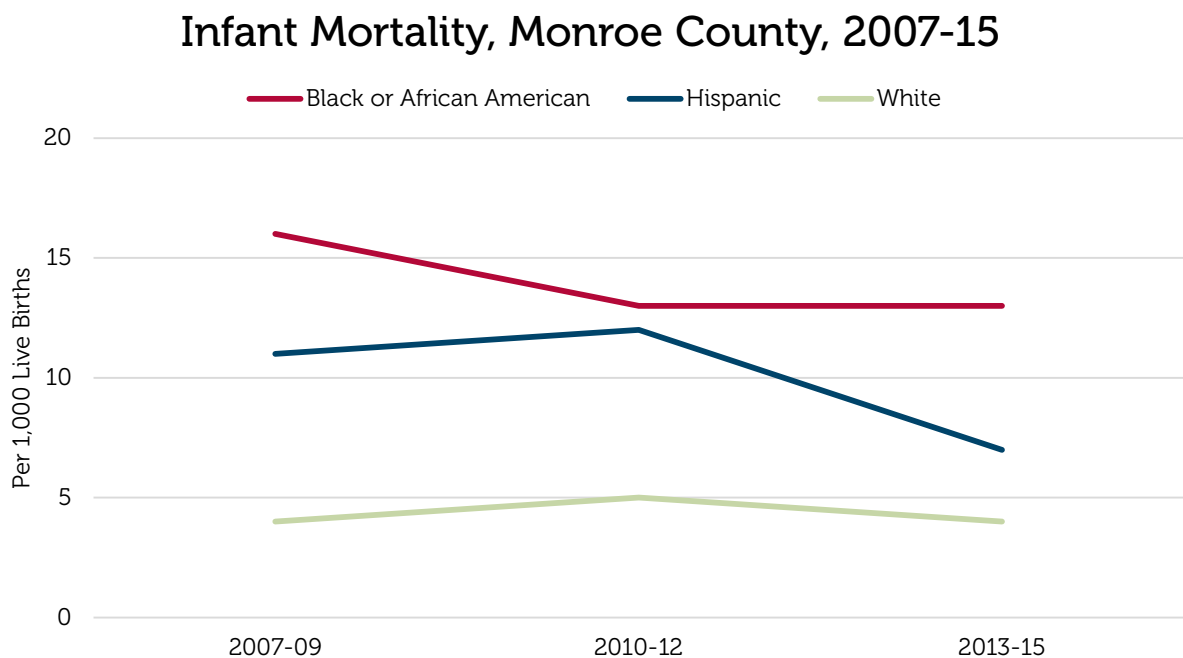
white mothers. The Black and Hispanic rates were similar in the City of Rochester, while the White rate was slightly higher, at 8%.

Since 2000, the percentage of Hispanic or Latino babies born with low birth weights in Monroe County increased slightly, from 7% to 10%. The rate was flat for White infants (6%) and decreased slightly for Black or African Americans, from 15% to 13%.

Infant Mortality

The three-year infant mortality rate for 2013-15 among Hispanic or Latino babies in Monroe County was 7 per 1,000 live births. This was lower than the rate for Black or African American babies (13), but quite a bit higher than the rate for White babies (4) during the same period.

The three-year rate for Hispanic or Latino babies had decreased since 2007-09, when it was 11 per 1,000 live births. The African American rate also declined from 16 per 1,000 in 2007-09, but it has remained consistently higher than other racial and ethnic groups. The rate for White infants was essentially flat during this period.



Source: Monroe County Department of Public Health

Rates of Sexually Transmitted Disease

Latinos in Monroe County have tended to have higher rates of STDs than whites but lower than African Americans. In 2017, for example, the rate of chlamydia infection was 1,103 per 10,000 Latino residents in Monroe, compared to 213 for whites and 2,051 for African Americans. Similarly, the rate of people living with HIV was 312 per 100,000 Latino residents, compared to 54 for whites and 349 for African Americans.

Education

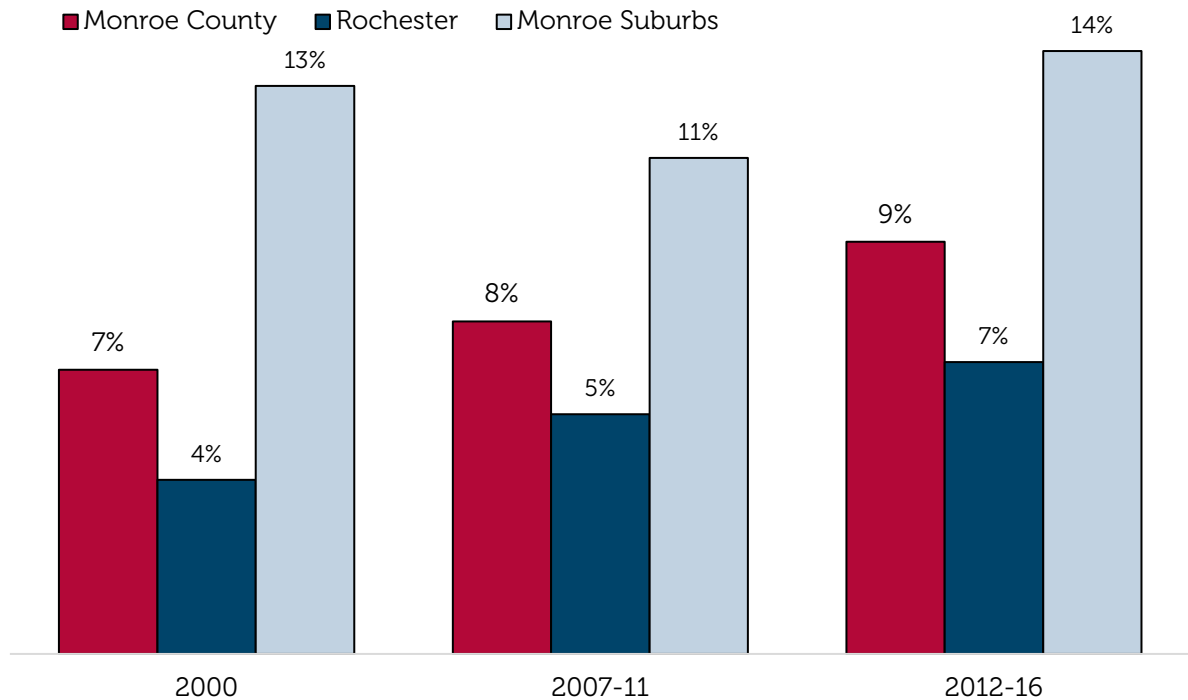
School Enrollment

In 2012-16, 39% of the Hispanic or Latino population above age 3 in Monroe County was enrolled in some type of school, including pre-kindergarten programs, elementary and high schools, and colleges and universities. This share was similar to Hispanic or Latino students in the City of Rochester, at 38% (or about 13,290 students). The enrollment rate was slightly higher in the County's suburbs (42%), where another 9,220 Hispanic or Latino students live.

The overall percentage of enrolled Hispanic students at the County level has been fairly steady since 1980. In the City, the share increased from 35% in 1980 to 40% in 2000 before dropping slightly, to 37%, in 2007-11. In the suburbs, Hispanic school enrollment has decreased five percentage points since 1980.

Prekindergarten enrollment among Hispanic children in Monroe County peaked in 2000 at 5.5% before declining to 2.2% in 2012-16. College enrollment increased from 5.7% in 1980 to 9.4% in 2012-16. The college enrollment rate for Hispanic residents of the City improved, increasing from 3.3% in 1980 to 6.7% in 2012-16, but the share in the suburbs has consistently been higher (at 14% in 2012-16).

Share of Hispanic or Latino Residents Enrolled in College



Source: U.S. Census Bureau, Decennial Census and American Community Survey

Student Performance on State Tests

On state tests in English and math, Latino student performance lagged behind white and Asian students and was generally on par with African American students. For example, in 2018, 28% of Latino 3rd graders in Monroe County passed the state's reading exam, compared to 23% of African Americans, 59% of whites and 54% of Asians. The same pattern was evident in 3rd grade math, with 28% of Latino students passing, 25% of African Americans, and 64% of both whites and Asians.

Graduation Rate

In 2017, about two-thirds of Hispanic or Latino students in Monroe County (67%) graduated from high school on time (within four years). This was slightly lower than the percentage of Black or African American students (69%) and much lower than the rates for Asian (85%) and White (92%) students.

Within the City, graduation rates for all groups were significantly lower than in the County, but racial and ethnic disparities remained. The 2017 Hispanic graduation rate for the City, at 52%, was significantly lower than the rate for Latino students in the County as a whole. Nonetheless, this was the highest graduation rate for Hispanic or Latino students in the City in at least 10 years. The Hispanic or Latino rate in the City was similar to Asian students (51%) and lower than students who were Black (59%) or White (61%).

By contrast, the 2017 share of suburban Hispanic or Latino students who graduated on time was much higher, at 86%. Still, the Hispanic rate lagged behind African Americans (88%), Whites (93%) and Asians (96%).

Despite some year-to-year fluctuations, the Hispanic graduation rate in the County improved in the 10-year period between 2008 and 2017. After dropping to a low of 53% in 2009, the rate had increased to 67% as of 2017. The graduation rate for Black or African American students followed a similar trajectory during this period. While the rate for Asian American students fluctuated, it remained consistently higher than those of Black and Hispanic students. The White graduation rate remained consistently highest, never dropping below 87%.

Educational Attainment

In 2012-16, 27% of Hispanic or Latino adults in Monroe County had earned a high school diploma, similar to 2000. Another 28% had completed some college or earned an associate's degree, up from 21% in 2000. A similar percentage (29%) had not graduated from high school, but this was down from 39% in 2000. A smaller share (16%) had earned a bachelor's or graduate degree, up slightly from 2000 (13%).

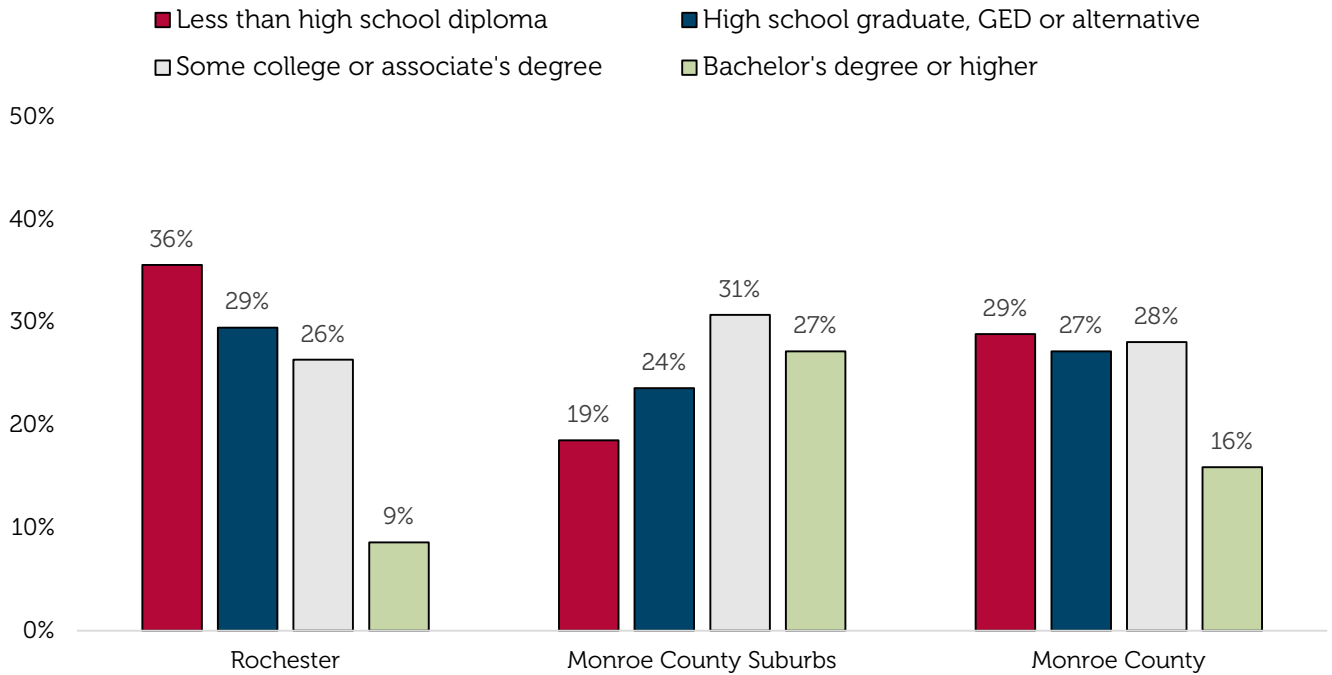
Compared to Hispanic or Latino adults in 2012-16, larger shares of Black or African American adults in Monroe County had earned high school diplomas (32%) or completed some college (33%), and a smaller share had yet to complete high school (21%). Far larger shares of Asian and White adults had earned bachelor's or graduate degrees, at 54% and 40%, respectively.

Within the City of Rochester in 2012-16, a slightly larger share of Hispanic and Latino adults had earned high school diplomas (29%) than at the County level. A larger share, however, had yet to complete high school (36%), but this was a marked improvement from 2000 (47%). Nearly half as many had earned college degrees (9%) and about the same share had completed some college (26%) compared to the County level.

Educational attainment among Hispanic and Latino adults was quite a bit higher in 2012-16 in the County's suburbs, where 27% had earned at least a bachelor's degree,

24% had completed high school, 31% had attended some college and 19% had yet to finish high school.

Educational Attainment for Hispanic or Latino Adults, 2012-16



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

Economic Security

Employment

In 2012-16, the unemployment rate for Hispanic or Latino people in Monroe County who were able, available and seeking work was 12.5%, similar to the rate in 2000. This was higher than the rates for Hispanic or Latino workers at the state (9.7%) and national (8.7%) levels, both of which had declined since 2000.

The County unemployment rate for Hispanic job seekers was lower than for Black or African American workers (16.3%), but more than twice as high as the rates for Asian (5.7%) and White (5.6%) workers.

Within the City of Rochester, unemployment rates were higher for all racial and ethnic groups than at the County level, but still reflected disparities. For Hispanic or Latino

workers, the rate was 16.9%, compared to 18.9% among Black or African American workers, 9.4% among Asians and 8.4% among Whites. City unemployment rates had increased for all groups except Asians since 2000.

Hispanic or Latino workers fared better in the suburbs, with an unemployment rate of 7% in 2012-16. This was lower than among Black job seekers (9.8%), but higher than among White (5%) and Asian workers (4.3%).

Occupations

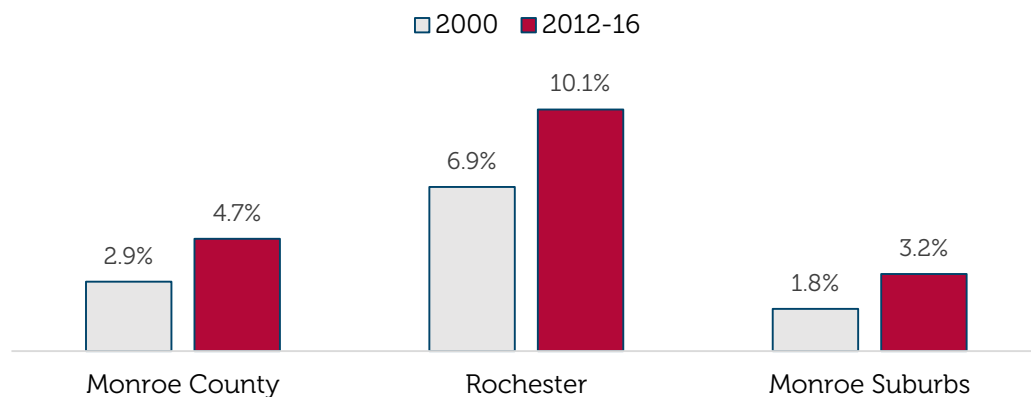
For the roughly 23,000 Hispanic or Latino residents employed in Monroe County in 2012-16, the most common occupations were management, business, science and arts (26%), service occupations (26%), and sales and office positions (25%).

The number of Hispanic or Latino residents working in the service industry in Monroe County has grown by 94% since 2000, but the growth in this occupation among Hispanic residents in the suburbs has been over 240%.

Professionals

A growing share of professionals have Hispanic/Latino backgrounds: 10% of professionals in Rochester, 3% in the suburbs and 5% in the County as a whole. People with occupations traditionally considered “white collar” – including doctors, lawyers, scientists, programmers, managers and office workers – are considered professionals. These shares lag the Latino share of the population as a whole, which is 18% in the City and 8% in the County.

Share of Professionals who are Hispanic/Latino



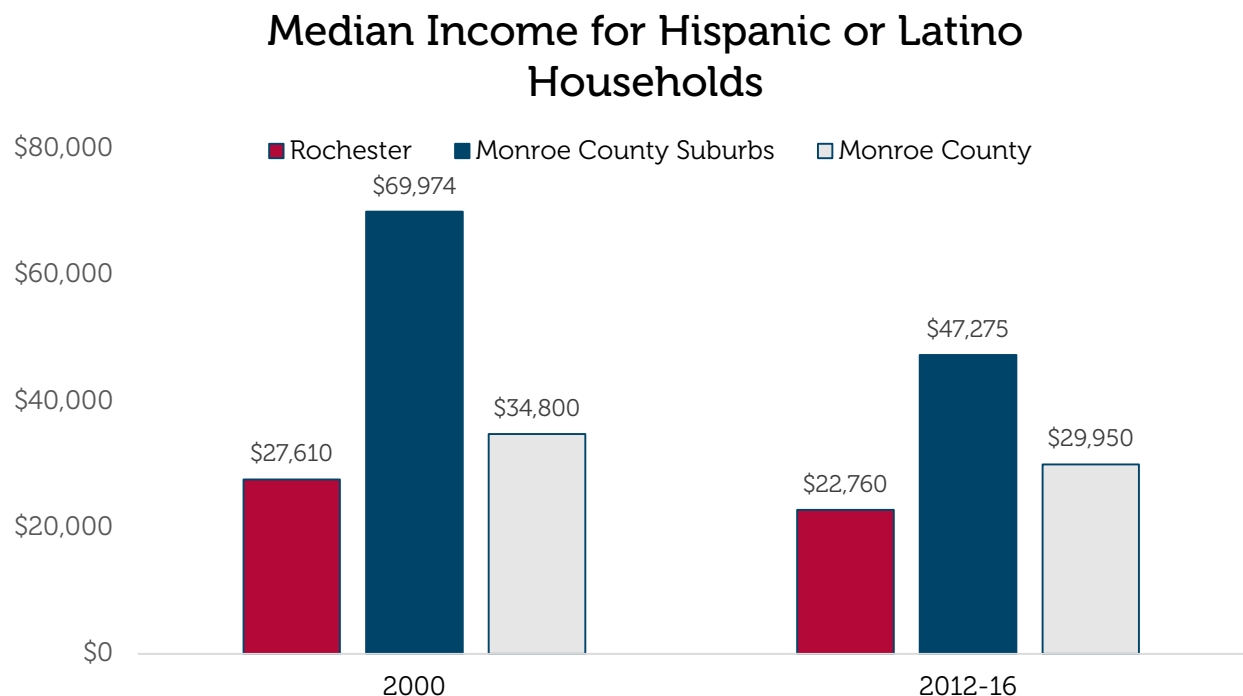
Source: U.S. Census Bureau, Public Use Microdata Sample

Household Incomes

Median household income was \$29,950 for Hispanic or Latino residents of Monroe County in 2012-16. After adjusting for inflation, this represents a decrease of 14% from \$34,800 in 2000. Median income was a bit lower among Black or African American households in the County (\$28,560) but twice as high for Whites (\$59,930) and also higher among Asians (\$55,170). (All figures have been adjusted to 2016 dollars.)

The decline in median household income for Hispanic or Latino residents since 2000 was more pronounced in the County's suburbs (32%) than the City (18%). (Note that 2000 median income for suburban residents was estimated based on weighted averages, and so is not as precise as we might like, but we do believe there was a significant decline.) This is likely connected to the fact that the suburban Latino population more than doubled over this time period.

Despite the drop, household income remained significantly higher in 2012-16 for Hispanic residents of the suburbs, at \$47,275, compared to the City, at \$22,760. Median income for Hispanic or Latino households in the City also was lowest in 2012-16 compared to Black or African American (\$25,150), Asian (\$31,030) and White (\$38,960) households.



Source: U.S. Census Bureau, Decennial Census and American Community Survey

Per Capita Income

Per capita income measures average income per person in a geographic area. It is a way to measure the income earned by individuals, rather than households.

Latino or Hispanic residents of Monroe County earned an average \$15,300 per person in 2012-16 in 2016 dollars. This represents a decline of 7% from 2000. In 2012-16, Hispanic or Latino resident per capita incomes were higher in the suburbs than in the City (roughly \$20,000 in the suburbs and \$12,300 in the City). The suburban per capita incomes have seen the largest decline, falling by 23% since 2000.

Poverty

Roughly one in three Hispanic or Latino residents of Monroe County (34%) had incomes below the federal poverty line in 2012-16, unchanged since 2000. This rate was similar to that of Black or African American residents, but more than three times higher than White residents (10%) and also higher than among Asians (18%).

The poverty rate was more than twice as high for Latino or Hispanic residents of the City (43%) than the suburbs (20%). The suburban rate had increased 5 percentage points since 2000, while the City rate was essentially flat. Racial disparities also were sharpest in the suburbs, where the White poverty rate was 7%.

In 2018, the poverty threshold was an annual income of \$12,140 for a single person, \$16,640 for a family of two and \$25,100 for a family of four.

Homeownership

In Monroe County, about one in three Latino or Hispanic residents (34%) owned their homes in 2012-16, similar to the rate in 2000 (32%). The rate was similar for Black or African American residents (32%), but about half as high as for White residents (71%). For County residents of Asian heritage, the rate was 51%.

Within the City, the share of Hispanic residents who owned their homes (27%) in 2012-16 was lower than at the County level and up slightly since 2000 (25%).

Housing Affordability

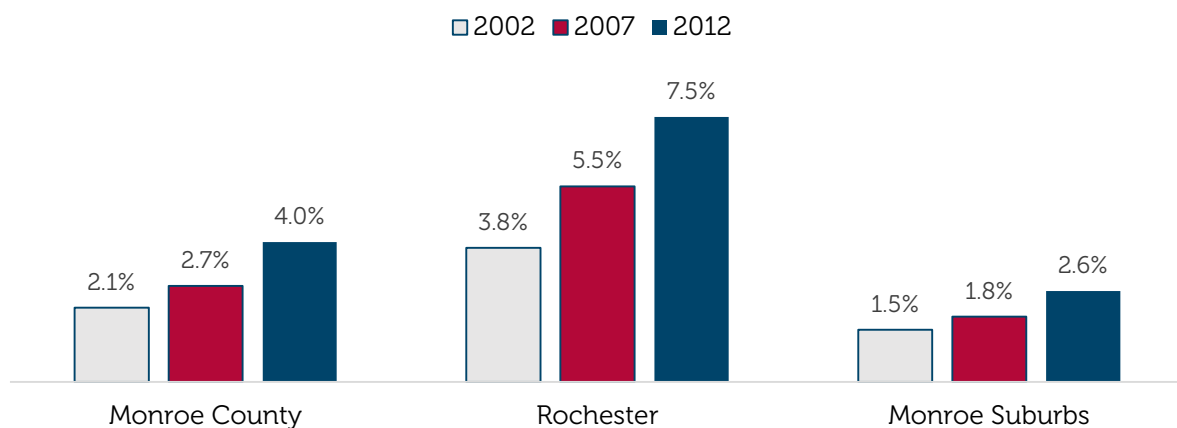
Rental housing was not considered affordable for Latinos in Monroe County in 2012-16, with 38% of household income of renters going to rent (above the 30% considered affordable). The level was a bit higher in the City of Rochester, at 40%. This was higher than the share of income going to rent for whites and Asians (both 29% in the county) but lower than the share for African Americans (45% in the county). Owning a home

was more affordable for all groups. For Latino Monroe County residents, the ratio of their home value to median income was 1.5, below the 2-3 considered affordable.

Business Ownership

A growing share of businesses are owned by Hispanic/Latino people in the City, County and suburbs, though Latino-owned firms still make up a small share of the total.

Share of Firms with Hispanic/Latino Owners



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

Top 10 Hispanic/Latino Companies

The largest Latino-owned companies with a Monroe County presence are listed below. This list was compiled from various sources, including the City of Rochester's Minority- and Women-Owned Business Directory, the Rochester Business Journal's Minority-Owned Businesses list.

Company	Employees
FM Office Products	75
Hazlow Electronics Inc.	30
BSV Enterprises	27
D'Mangu Restaurant	20
Arm Rochester, Inc.	15
Robert F. Hyland & Sons, LLC	12
A Consulting Inc.	9
Caribbean Liquid Sugar Global Services	9
JR Language Translation Services	8
Minoritech, Inc.	6
OSO Inc.	6

Community

Leadership

Hispanic/Latino residents made up 6% of board members reported by 18 nonprofits or companies that responded to a survey on board diversity. African Americans made up 9% and whites 78%. The share of board members who were Latino ranged from a low of 0% to a high of 23%. The range for African Americans was 0% to 28% and for whites, 50% to 100%.

Of 18 respondents, 17 said they had white presidents or chief executive offices, and one did not respond to the question. The survey went to the 116 largest nonprofits and companies in our region. With only 18 organizations responding, despite multiple reminders, the response rate was low at 16%.

All but one of the 18 respondents said board and leadership diversity was a significant priority for their organization, and the other said it was a moderate priority. Respondents described a number of efforts to increase diversity, including general recruitment and outreach; tapping into United Way of Greater Rochester's African American and Hispanic Leadership Development Programs (mentioned by five); training senior staff in cultural competency, diversity and inclusion; establishing a specific goal for diversity with each incoming board class; and shifting away from a historic practice of inviting only CEOs to join the board.

Public Safety

Arrest and incarceration rates were higher for Latino residents than for whites but lower than African Americans. In 2017, the arrest rate for Latinos in Monroe County was 31 per 10,000 residents, compared to 10 for whites and 63 for African Americans. The incarceration rate was 31 for Latinos, 9 for whites, and 69 for African Americans.