

# Quick Facts about the Latino Population

## Latino Population in Douglas County and City of Omaha: Main Characteristics

### Prepared by:

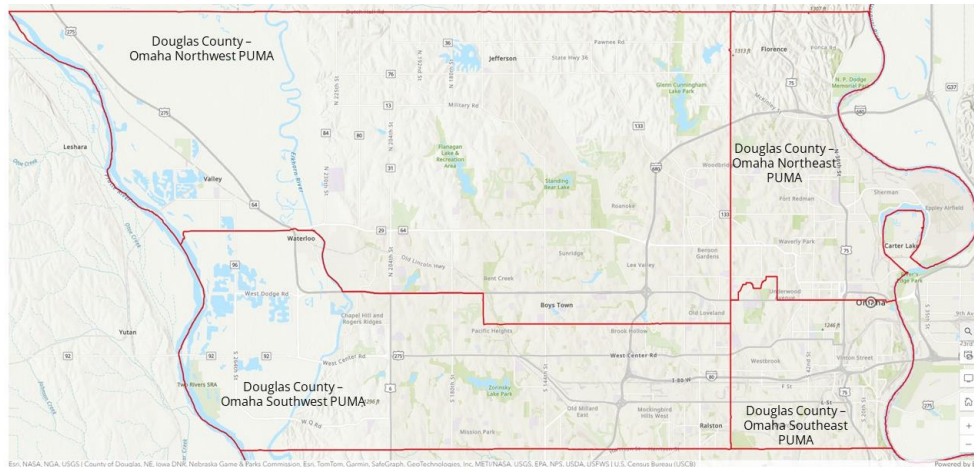
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This report explores the main characteristics of the Latino population in Douglas County, and by extension the city of Omaha,<sup>1</sup> utilizing a U.S. Census Bureau geographical division called *Public Use Microdata Areas* (PUMAs).<sup>2</sup> As is shown in Map 1 below, Douglas County is divided into four PUMAs: Northeast, Northwest, Southeast, and Southwest, roughly using 72nd Street and Dodge Street as the boundaries.

Map 1: Douglas County PUMA boundaries, 2022



Source: Prepared by authors using  
<https://www.arcgis.com/apps/mapviewer/index.htmlb>

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<sup>1</sup> We will be using the terms Douglas County and Omaha interchangeably throughout this report.

<sup>2</sup> Public Use Microdata Areas (PUMAs) are “non-overlapping, statistical geographic areas that partition each state or equivalent entity into geographic areas containing no fewer than 100,000 people each” ([census.gov](https://www.census.gov)) developed by the U.S. Census Bureau. The Omaha Southeast PUMA includes, among others zip codes 68105, 68107, 68108, and 68117.

As Table 1 below shows, the Latino population in Douglas County represents 13% of the total population although this population is not evenly distributed. Over half of the Latino population in Douglas County lives in the Southeast PUMA, which includes the zip codes of 68105, 68107, 68108, and 68117. This area of the city, however, has the least number of people, containing less than a fifth of the total population of Omaha. The rest of the Latino population is similarly distributed in the other three PUMAs with between 15% and 17% of this population living there.

Similar to Douglas County, the proportion of Latinos compared to the total population within each PUMA is not consistent. About one-third of Omaha's Southeast PUMA identifies as Latino, the largest proportion of any PUMA. Latinos in the Northeast currently represent only about 12% of the total population. The two PUMAs in the west side of Douglas County have the lowest proportion of Latinos, representing less than 8% of those living there.

Table 1: Latino Population for Douglas County by Public Use Microdata Areas (PUMAs), 2022

PUMA	Latino Population	Non-Latino Population	Total Population	Latino Population	Non-Latino Population	Total %	Total N
Southeast	51.4	14.3	19.3	35.6	64.4	100.0	112,299
Northeast	17.5	20.3	19.9	11.8	88.2	100.0	115,888
Southwest	15.2	28.4	26.6	7.6	92.4	100.0	155,133
Northwest	15.8	37.0	34.2	6.2	93.8	100.0	199,318
Total %	100.0	100.0	100.0	13.4	86.6	100.0	582,638
N	77,807	504,831	582,638				

Source: U.S. Census Bureau. 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B01001I and Table B01001.

### *Age and Sex Structure of the Latino Population*

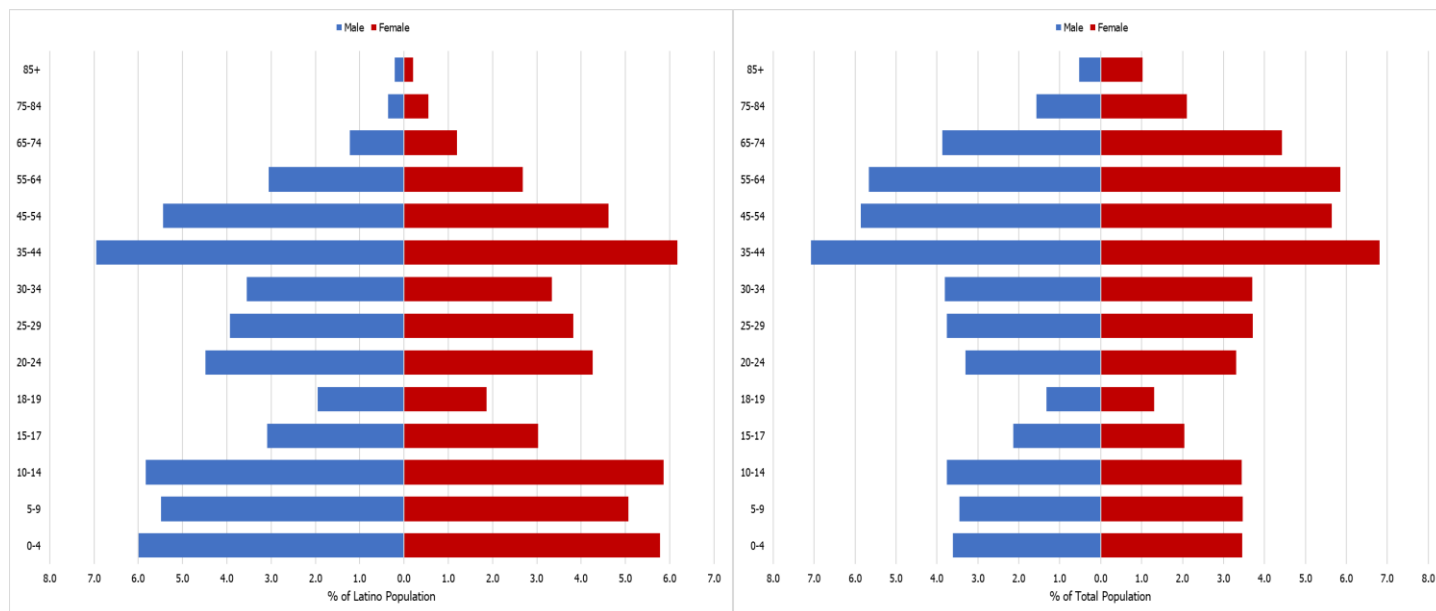
Overall, the Latino population of the city is younger than the overall population. About 40% of the Latino population in Douglas County is under the age of 18, compared to 25% of the total population (Figures 1 & 2 in next page). In contrast, 14% of Douglas County's total population is over the age of 65, whereas only 4% of the Latino population is. This can also be observed by comparing the median ages of both populations with the median age of the total population (35.3 years) being higher than the median age of the Latino population (23.7 years).

With only a few exceptions, there are almost no differences among the age groups between the PUMAs themselves and between the PUMAs and the total population of Omaha. In the case of the Latino population, the Northeast PUMA has the largest proportion of Latinos in what could be called the early working ages (27% between 18 and 29 years) of any PUMA (See Table A.1 in the Annex at the end of

this document). This is significantly larger than the same age group for the total Latinos in Douglas County (20%) and is more than 10 percentage points larger than the PUMA with the smallest proportion in this age group, Omaha Southwest. Overall, these differences, however, have little effect on the median ages of the Latino population in each PUMA and in Omaha. All the median ages are between 22.9 years in the Southwest and 25 years in the Northwest.

Figure 1: Population Pyramid of Douglas County Latino Population, 2022

Figure 2: Population Pyramid of Douglas County Total Population, 2022



Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B01001I and Table B01001.

The total population is even more homogeneous, with nearly every age group between 1.5 percentage points above or below the city percentage (See Table A.2). The main differences are also among those in the early working ages. In this case, and different to what happens with the Latino population, the largest percentage of this age group is in the Southeast (22%). This percentage is likely influenced by the larger proportion of Latinos as described in Table 1, who tend to be younger as shown in Figure 1. This age group is more than 9 percentage points larger than those living in the Southwest, and almost 6 percentage points larger than the total population of Douglas County in this age group. In the case of the total population, these differences, however, do affect the median ages. The Southwest is the oldest, with a median age of 38.3 years, while the Southeast is the younger with a median age of 32.4 years.

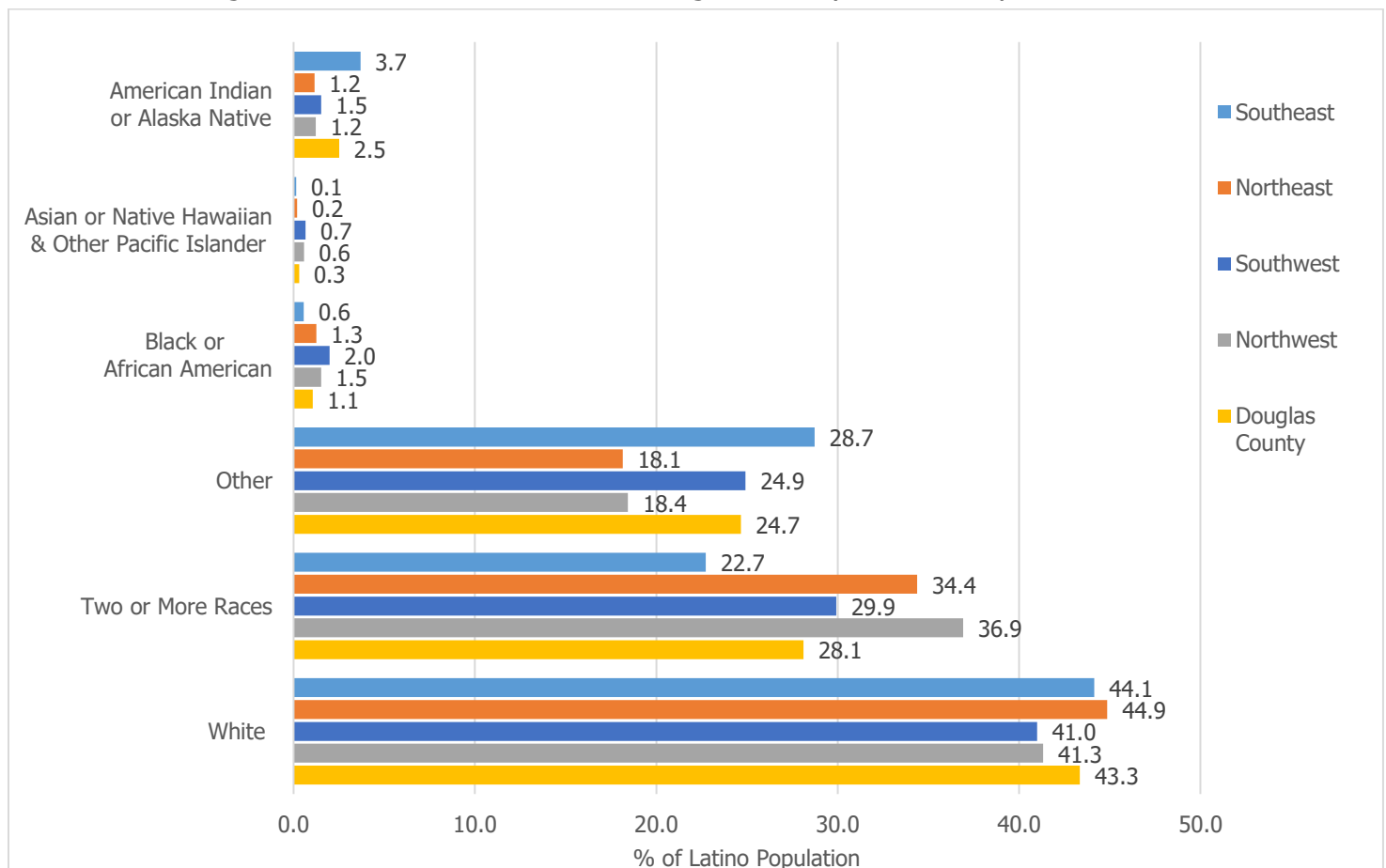
### *Ethnic and Racial Identification of the Latino Population*

The data suggests that the Latino population is overall more diverse than Douglas County's total population. About 43% of Latinos identify as White in Douglas County, with only small differences

between the PUMAs where “White Latinos” range from about 41% in Southwest and Northwest Omaha to close to 45% in Northeast Omaha (Figure 3). Latinos in Douglas County are also following the national and state tendencies of identifying more with “Other Race” (25% in the county and ranging from 18% to 29% among the PUMAs) and with “Two or More Races” (28% in the county and ranging from 23% to 37% in the PUMAs).

Among the Latino population, there are some interesting differences in racial identification that are important to mention. First, while there are a significant number of people with Asian heritage in Latin America, the proportion of Latinos that identify as Asian in Douglas County is negligible (less than 1%). Similarly, the percentage of Latinos who identify as Black is also negligible (less than 2%) even though there is a significant population of people with African origins in Latin America. Lastly, the population that identifies as American Indian or Alaskan Native is proportionally significant when compared to Asian and Black Latinos; 3% of the Latino population of Douglas County identify with this category, with the largest proportion (4%) in Southeast Omaha.

Figure 3: Racial Identification of Douglas County’s Latino Population, 2022

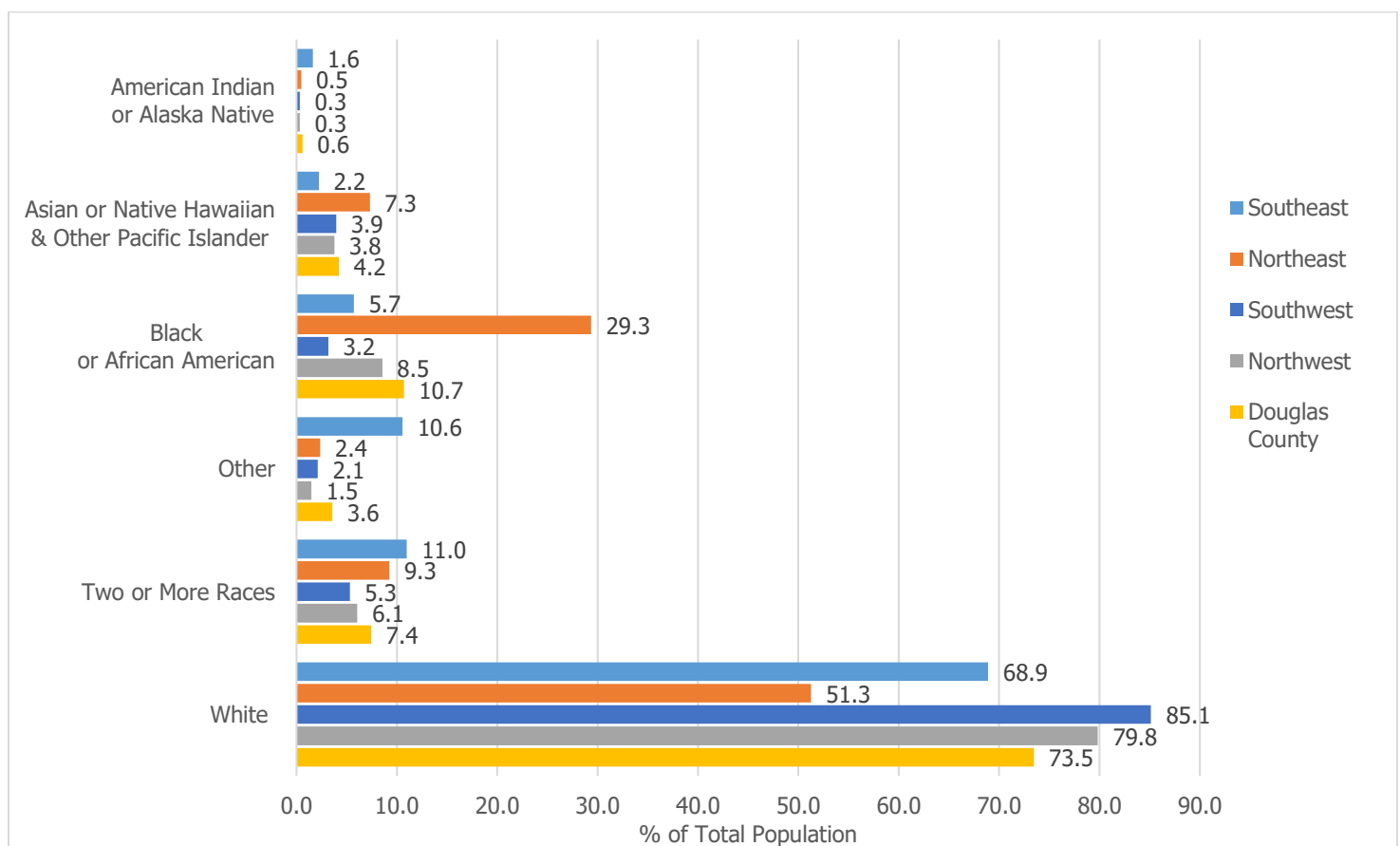


Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B03002

The description of the racial identification of the total population of Douglas County will be presented in comparison to that of Latinos to highlight the differences between both groups.

The total population seems to be less diverse than Latinos as a clear majority identify with one racial group (Figure 4). Almost 74% of the people residing in Douglas County identify as White. Between the PUMAs, this percentage ranges from about 51% in Omaha’s Northeast (the more diverse PUMA in the county) to close to 85% in the Southwest. Unlike the case of Latinos, only a small percentage of the total population identifies as “Other Race” or “Two or More Races,” ranging from about 2% to 11% and from close to 5% to 11%, respectively.

Figure 4: Racial Identification of Douglas County’s Total Population, 2022



Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B02001

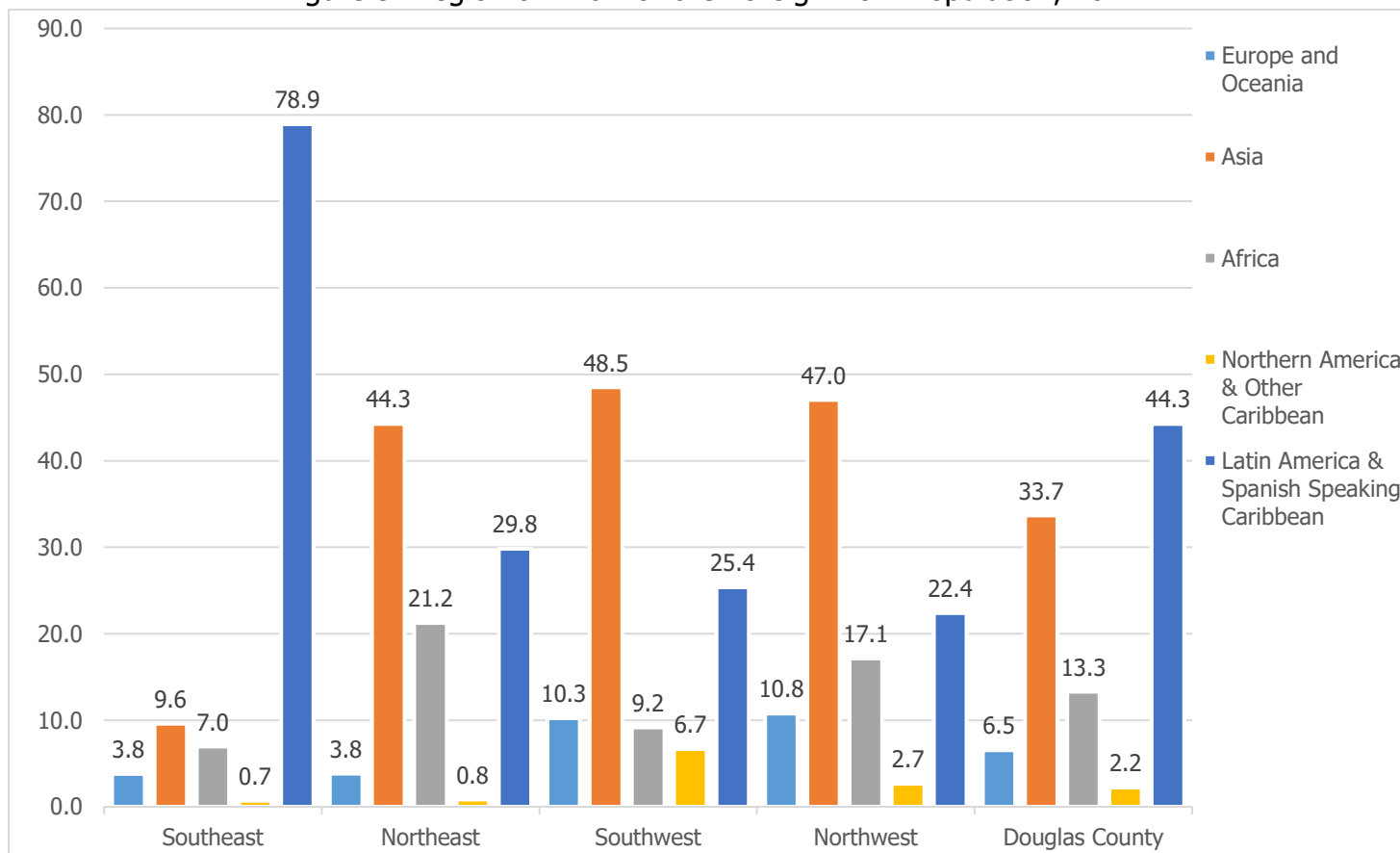
As mentioned, in the case of the total population, Omaha Northeast is the most diverse PUMA in Douglas County. While 11% of the total population of the county identified as Black, a significantly larger percentage than in the case of Latinos, this group represents 29% of the Northeast PUMA. Furthermore, the majority of Omaha’s African American population (close to 55%) resides there. This PUMA is also home to the largest proportion of Asian or Native Hawaiian and Other Pacific Islander (7%) and the second largest for people that identify as “Two or More Races” (9%) and “Other Race”

(2%) after the Southeast PUMA. Lastly, only 0.6% of the county's total population identified as American Indian or Alaska Native which is significantly less than the 3% of the Latino population described above. It is possible to hypothesize that the reason why Latinos are more likely to identify as American Indian or Alaska Native is because they can trace their origins back to an indigenous group in Latin America. As there are no categories in the ACS or the Census for Latin American indigenous groups, they could prefer to identify with the American Indian category than with any other racial category.

### *Immigrant Origins of the Latino Population*

Figure 5 shows the regions of birth of the foreign-born population in Douglas County. Overall, 44% of the immigrant population in Omaha was born in Latin America or the Spanish speaking Caribbean. The second largest group is those born in Asia (34%).

Figure 5: Region of Birth for the Foreign-Born Population, 2022



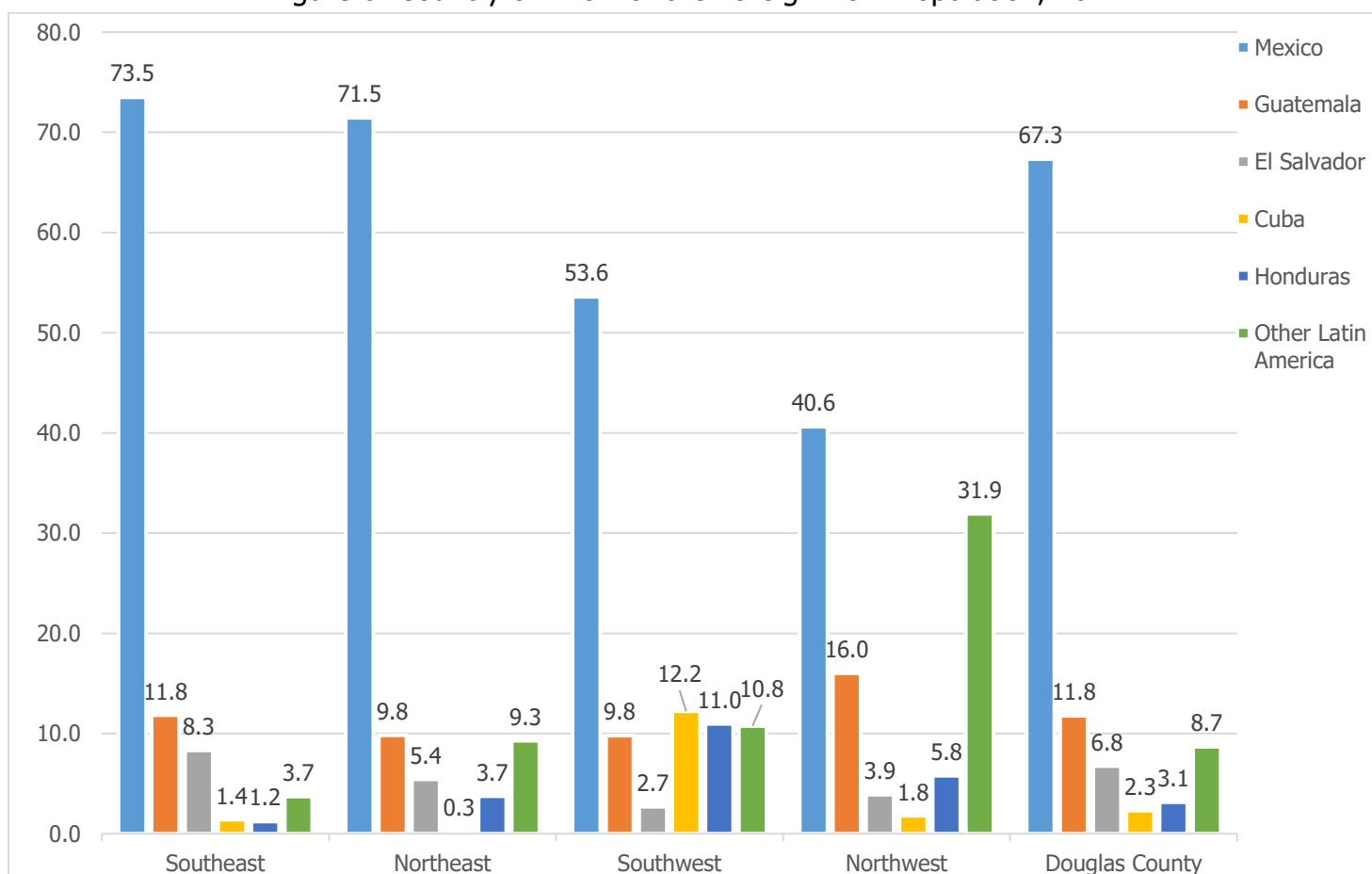
Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B05006

There are, however, significant differences between the PUMAs. As expected, those born in Latin America or the Spanish speaking Caribbean represent almost 79% of all immigrants in Omaha's Southeast PUMA. On the other hand, the largest immigrant groups in the other three PUMAs are those

born in Asia (between 44% and 49%). Northeast Omaha also has the largest African born population (21%) among the PUMAs in Douglas County.

Among the Latin American foreign-born population, Figure 6 reveals that the majority of the county's immigrants were born in Mexico (67%), with those born in Central America's Northern Triangle (Guatemala, El Salvador, Honduras) representing almost 22%. While still a majority, only in Northwest Omaha those born in Mexico represent less than half of immigrants from Latin America (41%). There, immigrants from the Northern Triangle represent 26% of Latin American immigrants. This area of Omaha is also the more heterogenous; 32% of Latin American immigrants were born in one of the other 13 Latin American nations.

Figure 6: Country of Birth for the Foreign-Born Population, 2022



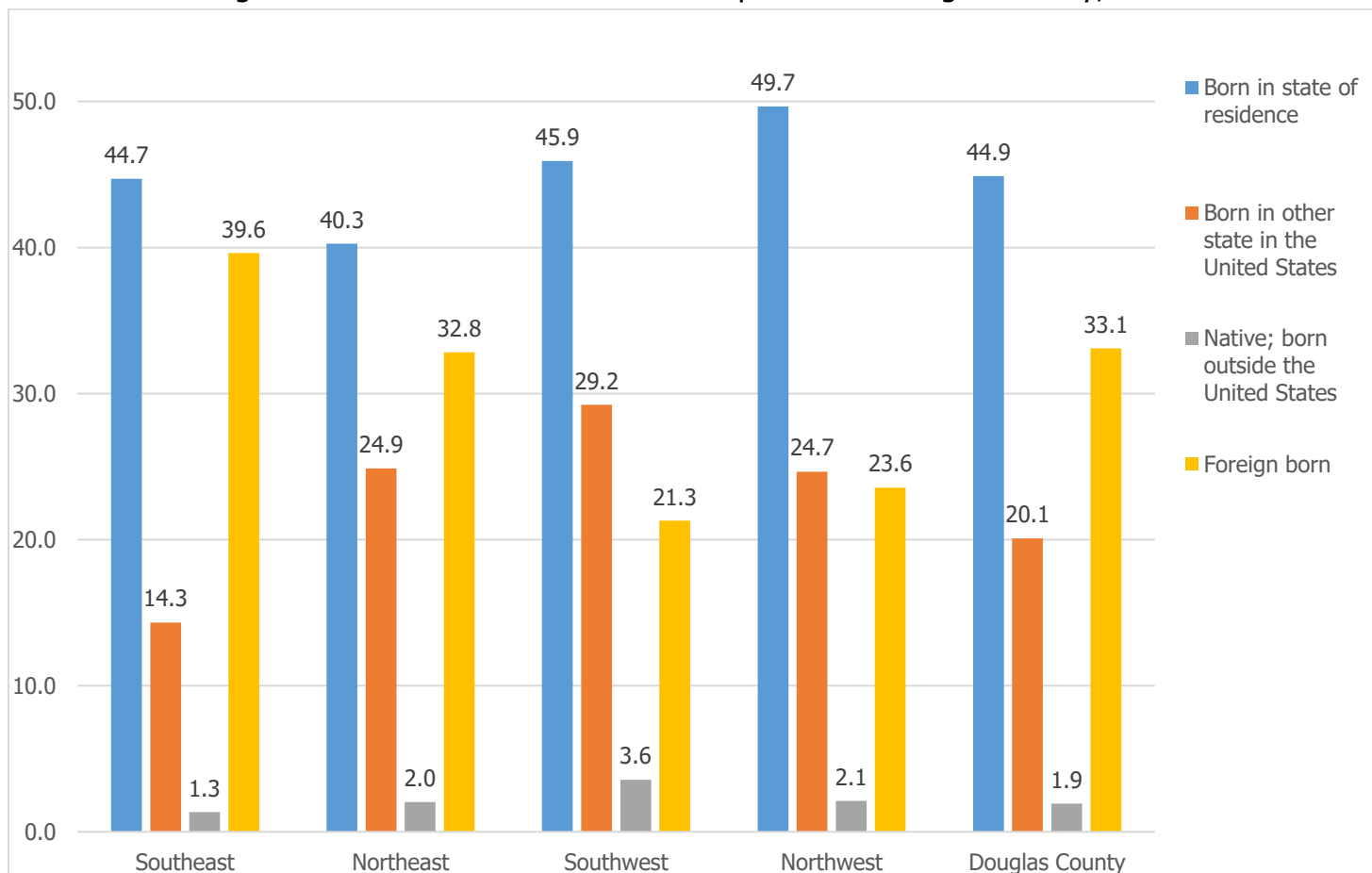
Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B05006

### *Places of Birth of the Latino Population*

Similarly to what is happening at the state level, most Latinos in Douglas County were born in the United States (65%), with almost 45% having been born in Nebraska as shown in Figure 7. There are some interesting differences between the PUMAs that are worth describing. Northwest Omaha has the

highest percentage of Latinos born in the state; almost half of Latinos residing there were born in Nebraska. Three of every four Latinos residing in the two western PUMAs are U.S.-born. The Southwest PUMA has the largest percentage of Latinos who were born in the U.S., came to live in Nebraska from another state with close to 30%. Southeast Omaha has the lowest percentage of U.S.-born Latinos (close to 59%), the lowest percentage of Latinos born in a different U.S. state (14%), and the largest foreign-born Latino population 40% of any PUMA in Douglas County.

Figure 7: Place of Birth of the Latino Population in Douglas County, 2022



Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B06004I.

As in the case of country of birth, three-quarters of Latinos identify Mexico as their place of origin, regardless of where they were from, as can be seen in Table 2a on the next page. There are some interesting differences between the PUMAs. The proportion that identifies as Mexican is the largest in Southeast Omaha (83%) and the lowest in Northwest Omaha (58%). Overall, the second largest community is Guatemalans, followed by Salvadoran and Puerto Ricans.

There are also some differences in the second largest place of origin between the PUMAs for the Latino population. In Northwest Omaha, more than 13% of Latinos identify “Other Latin American” as their



place of origin. Puerto Ricans are the second largest origin of Latinos in Southwest Omaha (7%), Guatemalans in Northeast Omaha (6%), and Salvadorans in Southeast Omaha (5%).

Table 2a: Hispanic or Latino Origin by Specific Origin, 2022

Hispanic or Latino Origin by Specific Origin	Douglas County PUMAs				Douglas County
	Southeast	Northeast	Southwest	Northwest	
Mexican	82.5	75.2	70.3	57.7	75.4
Guatemalan	4.5	5.9	3.0	7.8	5.0
Salvadoran	5.1	2.1	1.3	2.9	3.6
Puerto Rican	1.2	4.2	7.3	5.5	3.3
Cuban	0.5	0.4	5.3	1.9	1.5
Honduran	0.7	3.9	2.5	1.8	1.7
Other Latin American	2.0	4.3	5.9	13.1	4.7
Other Hispanic or Latino	3.5	4.0	4.3	9.2	4.6
Total	%	100.0	100.0	100.0	100.0
	N	40,022	13,640	11,818	77,807

Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B03001.

Comparing between the PUMAs (Table 2b), Mexicans (56%) and Salvadorans (72%) are the only groups for which a majority live in Southeast Omaha. Almost 46% of Guatemalans live in South Omaha, but also close to one-in-five live in the Northeast and one-in-four in the Northwest. Hondurans are mostly in Northeast Omaha (close to 40%) and almost equal percentages in Southeast and Southwest Omaha (close to 22% in each case). The largest group of Puerto Ricans live in the Southwest (34%) with similar percentages in the Northeast (22%) and the Northwest (26%). Lastly, Cubans are more likely to live in Southwest Omaha (56%) and “other Latin Americans” in the Northwest (44%).

Table 2b: Hispanic or Latino Origin by Specific Origin, 2022

Hispanic or Latino Origin by Specific Origin	Douglas County PUMAs				Douglas County	
	Southeast	Northeast	Southwest	Northwest	%	N
Mexican	56.2	17.5	14.1	12.1	100.0	58,687
Guatemalan	45.9	20.5	9.1	24.5	100.0	3,929
Salvadoran	72.0	10.0	5.4	12.6	100.0	2,832
Puerto Rican	18.1	22.1	33.7	26.1	100.0	2,579
Cuban	18.5	4.7	55.6	21.2	100.0	1,133
Honduran	21.9	39.7	21.5	16.9	100.0	1,347
Other Latin American	21.4	15.8	19.0	43.7	100.0	3,688
Other Hispanic or Latino	39.1	15.1	14.2	31.6	100.0	3,612
Total	51.4	17.5	15.2	15.8	100.0	77,807

Source: U.S. Census Bureau. 2022. American Community Survey, ACS 5-Year Estimates Detailed Tables: Table B03001.

## Annex

Table A.1: Latino Population for Douglas County by Public Use Microdata Areas (PUMAs), 2022

Age groups		Douglas County PUMAs				Douglas County
		Southeast	Northeast	Southwest	Northwest	
0 – 10 years		21.8	23.1	23.3	22.2	22.3
10 – 17 years		18.1	15.2	19.1	18.4	17.8
18 – 29 years		19.9	27.0	16.9	17.4	20.3
30 – 44 years		20.9	17.4	18.6	21.4	20.0
45 – 64 years		15.9	14.9	16.6	15.6	15.8
65+ years		3.2	2.4	5.6	5.0	3.7
Total	%	100.0	100.0	100.0	100.0	100.0
	N	40,022	13,640	11,818	12,327	77,807

Source: U.S. Census Bureau. 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B01001I and Table B01001.

Table A.2: Total Population for Douglas County by Public Use Microdata Areas (PUMAs), 2022

Age groups		Douglas County PUMAs				Douglas County
		Southeast	Northeast	Southwest	Northwest	
0 – 10 years		13.2	14.3	13.5	14.6	14.0
10 – 17 years		10.7	11.2	11.8	11.5	11.4
18 – 29 years		22.4	20.2	13.2	14.2	16.7
30 – 44 years		21.1	20.2	21.1	22.5	21.4
45 – 64 years		20.8	22.4	24.6	23.3	23.0
65+ years		11.8	11.7	15.8	13.8	13.5
Total	%	100.0	100.0	100.0	100.0	100.0
	N	112,299	115,888	155,133	199,318	582,638

Source: U.S. Census Bureau. 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B01001I and Table B01001.