

The background of the slide features a large, light blue watermark of the Malden City Seal. The seal is circular and contains the text "MALDEN CITY 1836" at the top and "MYSTIC SIDE TOWN 1649" at the bottom. In the center of the seal is a shield with a figure holding a staff and a banner.

Malden Counts: 2020 Census Results

October 19, 2021

Alex Pratt
Community Development Director
Office of Strategic Planning & Community Development

Community-wide effort

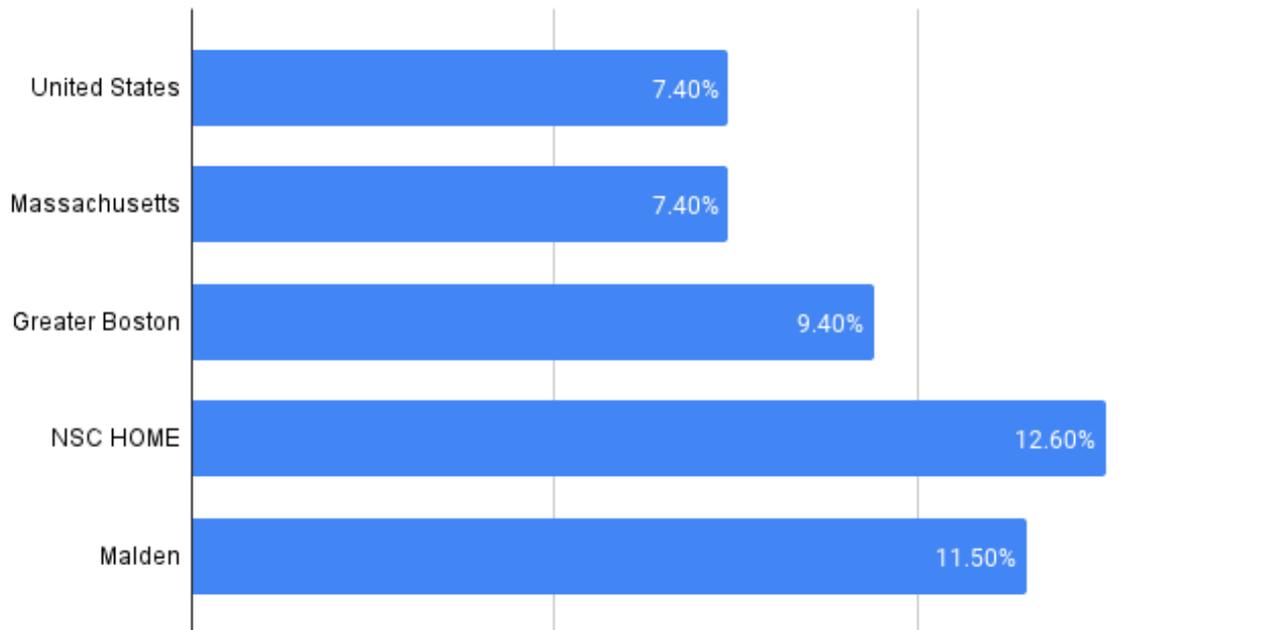
- 2020 Complete Count Committee
 - Co-led by Kathleen Manning Hall, Administrative Officer, Mayor's Office
- Community groups, churches, businesses, non-profits
- More Malden residents responded despite challenges
- Analysis has been a team effort:
 - Evan Spetrini, Senior Planner & Policy Manager, OSPCD
 - Bybiose LaRochelle, Diversity, Equity, and Inclusion Coordinator, Mayor's Office

2020 Decennial Census

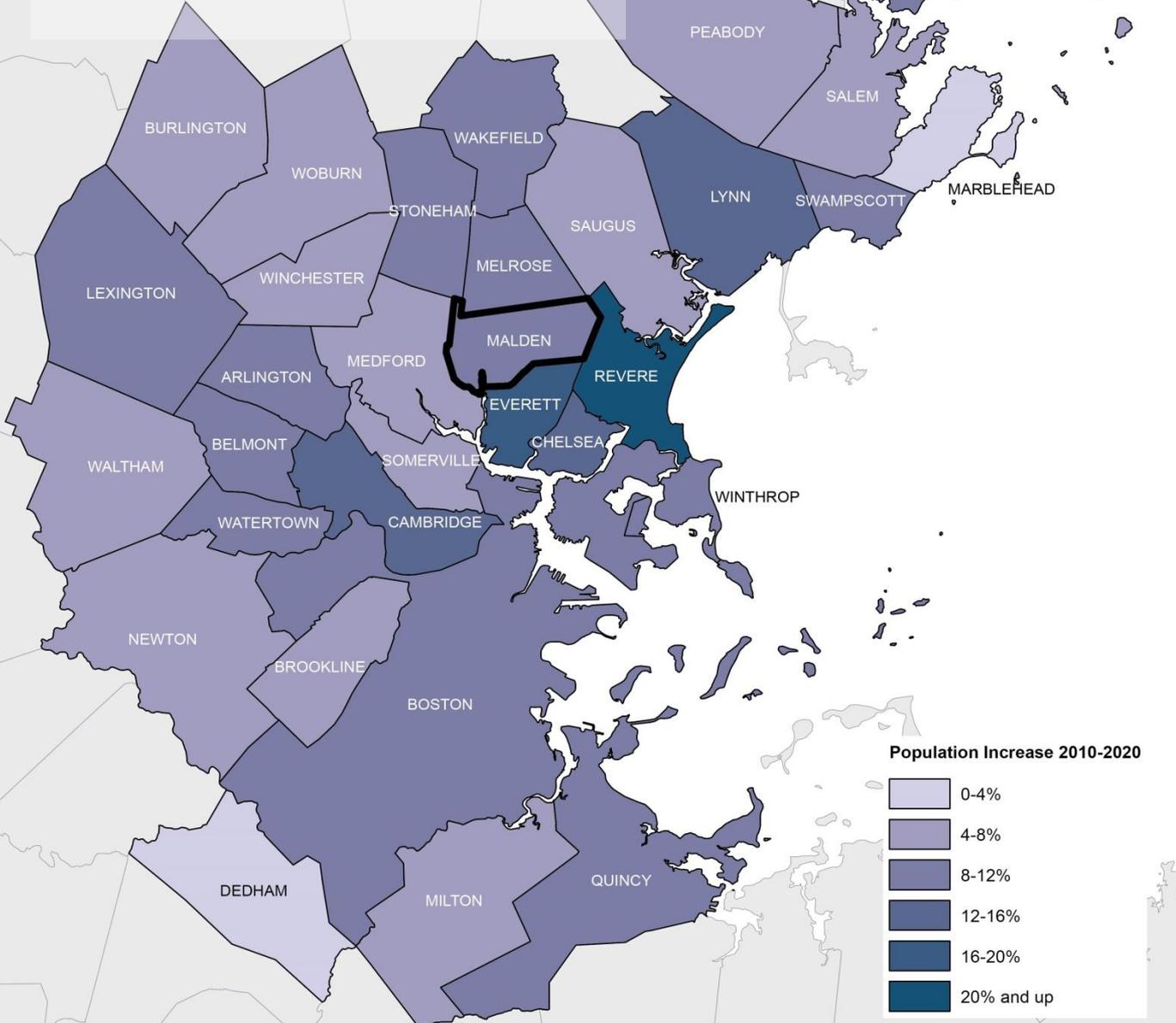
- Collects data from each person:
 - Age
 - Sex
 - Race
 - Ethnicity
 - Household tenure (owner or renter)
 - Vacancy rate
- Data released in phases
 - Race, ethnicity data published in August for redistricting
 - Full results available in 2022 - analysis is limited until then

Population Growth

- 66,263 residents, compared to 59,450 in 2010
 - 11.5% growth (about 1.2% annually)
- Population growth by comparison:

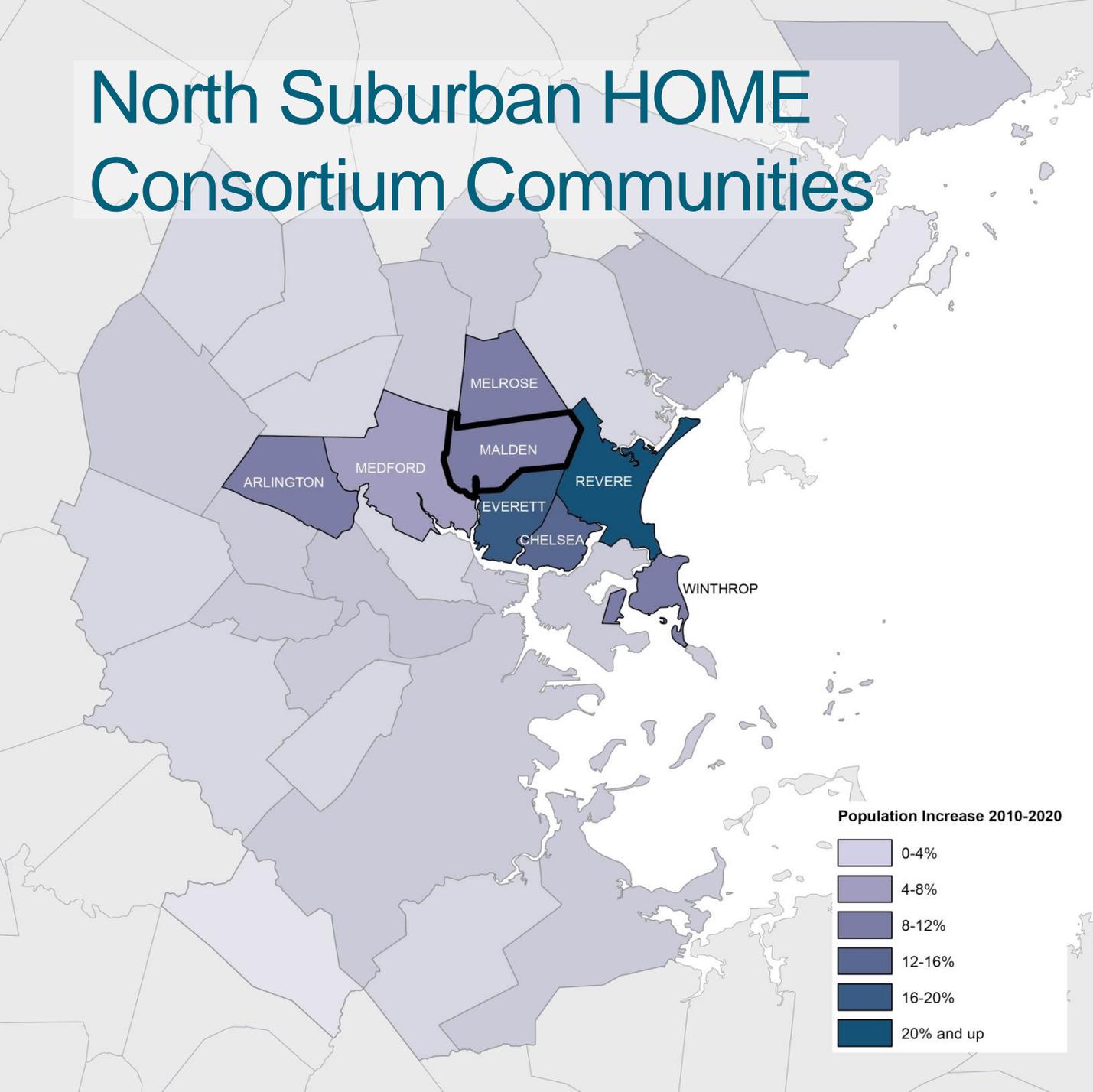


Greater Boston



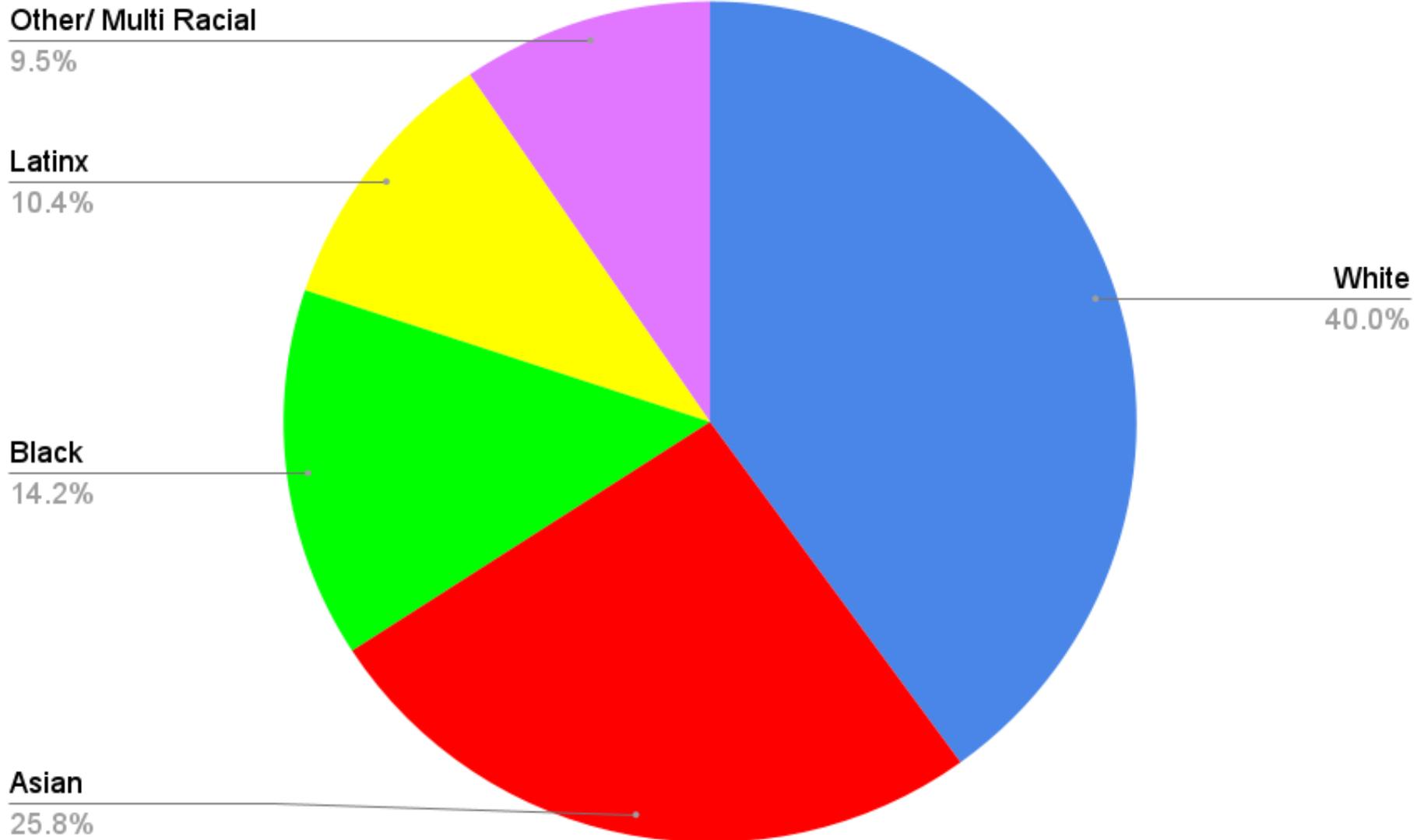
City	Increase
Arlington	8.1%
Belmont	10.4%
Beverly	8.0%
Boston	9.4%
Brookline	7.6%
Burlington	7.7%
Cambridge	12.6%
Chelsea	15.9%
Dedham	2.6%
Everett	17.8%
Lexington	9.7%
Lynn	12.1%
Malden	11.5%
Marblehead	3.2%
Medford	6.2%
Melrose	10.5%
Milton	6.0%
Newton	4.4%
Peabody	6.3%
Quincy	10.1%
Revere	20.2%
Salem	7.6%
Saugus	7.5%
Somerville	7.0%
Stoneham	8.4%
Swampscott	9.6%
Wakefield	8.7%
Waltham	7.6%
Watertown	10.7%
Winchester	7.5%
Winthrop	10.4%
Woburn	7.2%

North Suburban HOME Consortium Communities



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Saugus	7.5%
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Race and Ethnicity in Malden (2020)

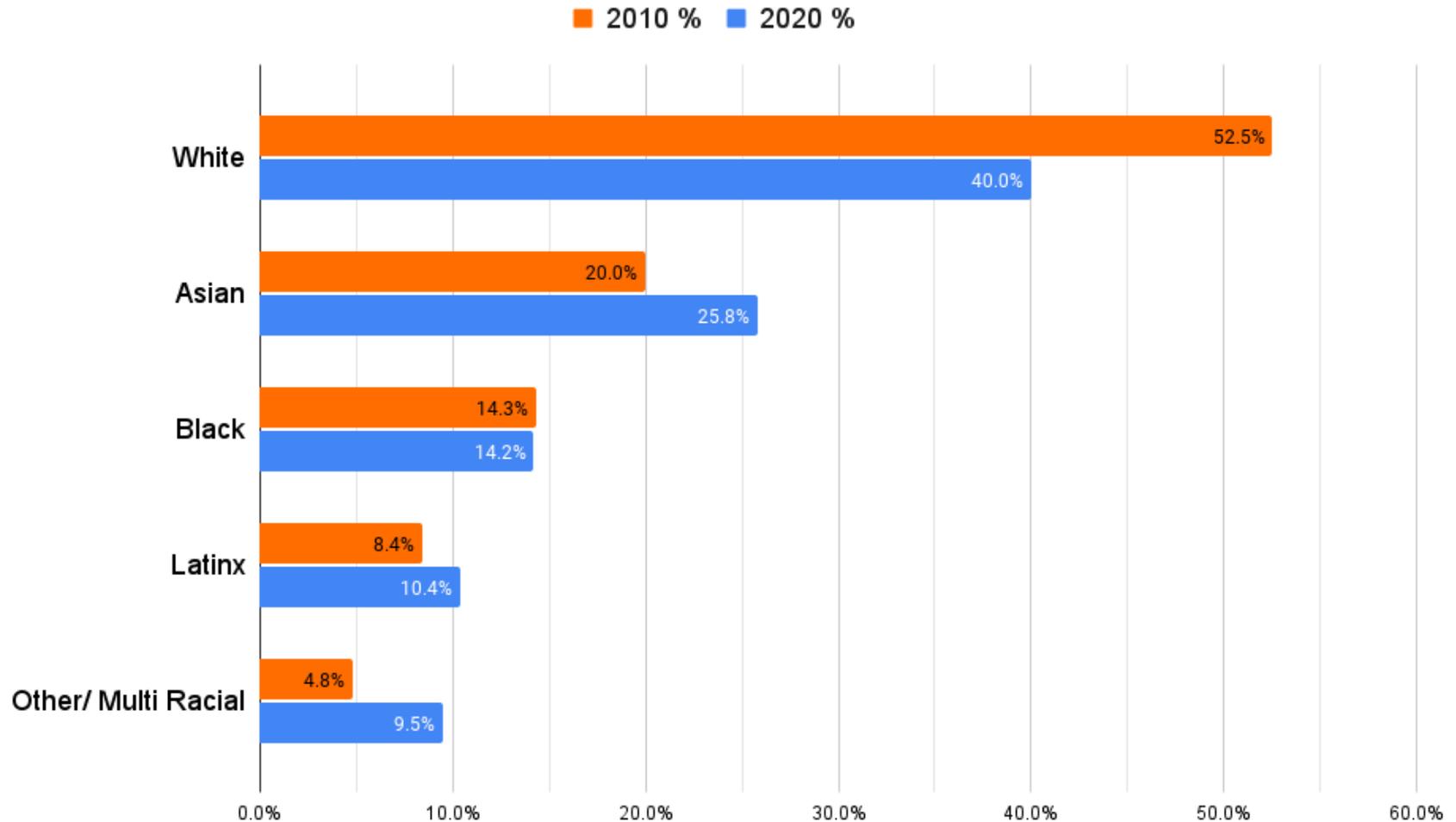


Demographic Changes in Malden

- Malden became more diverse between 2010 and 2020
 - 1 in 4 residents is Asian (compared to 1 in 5 in 2010)
 - 3 in 5 residents are people of color (compared to 1 in 2 in 2010)

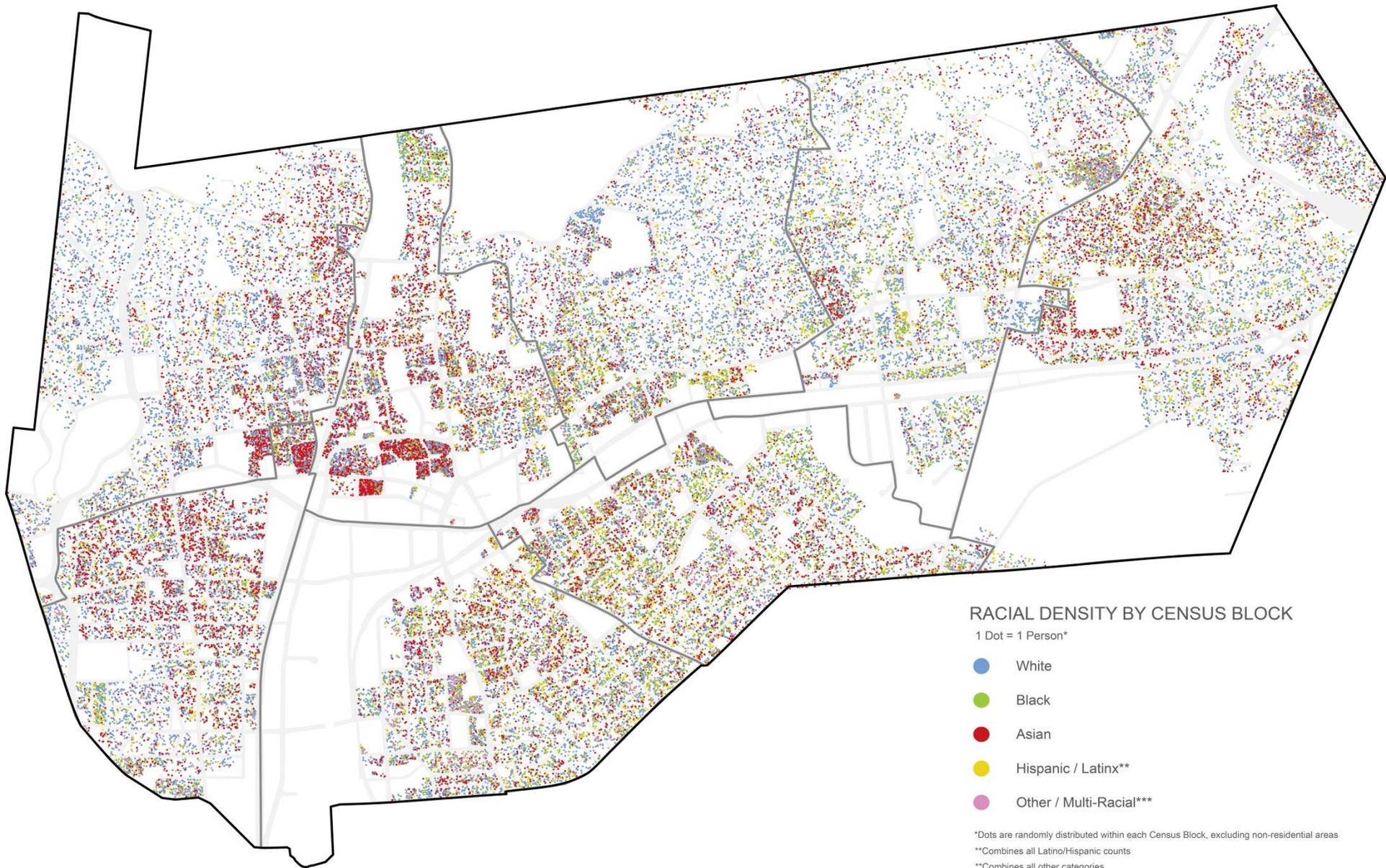
Race/ Ethnicity	2010 #	2010 %	2020 #	2020 %	% Change
White	31,211	52.5%	26,511	40.0%	-15.1%
Asian	11,898	20.0%	17,120	25.8%	43.9%
Black	8,483	14.3%	9,428	14.2%	11.1%
Latinx	4,992	8.4%	6,891	10.4%	38.0%
Other/ Multiracial	2,866	4.8%	6,313	9.5%	120.3%
Total	59,450	100%	66,263	100%	11.5%

Changes in Racial Makeup as Percent of Total Population, 2010-2020



Racial Dot Map

- Shows geographic distribution of Malden's population by race
- Each dot represents a person
- Draws on block-level Census data – dots are randomly assigned within 1-3 blocks of where each person lives
- Inspired by the Weldon Cooper Center racial dot map, recreated for Malden by Evan Spetrini

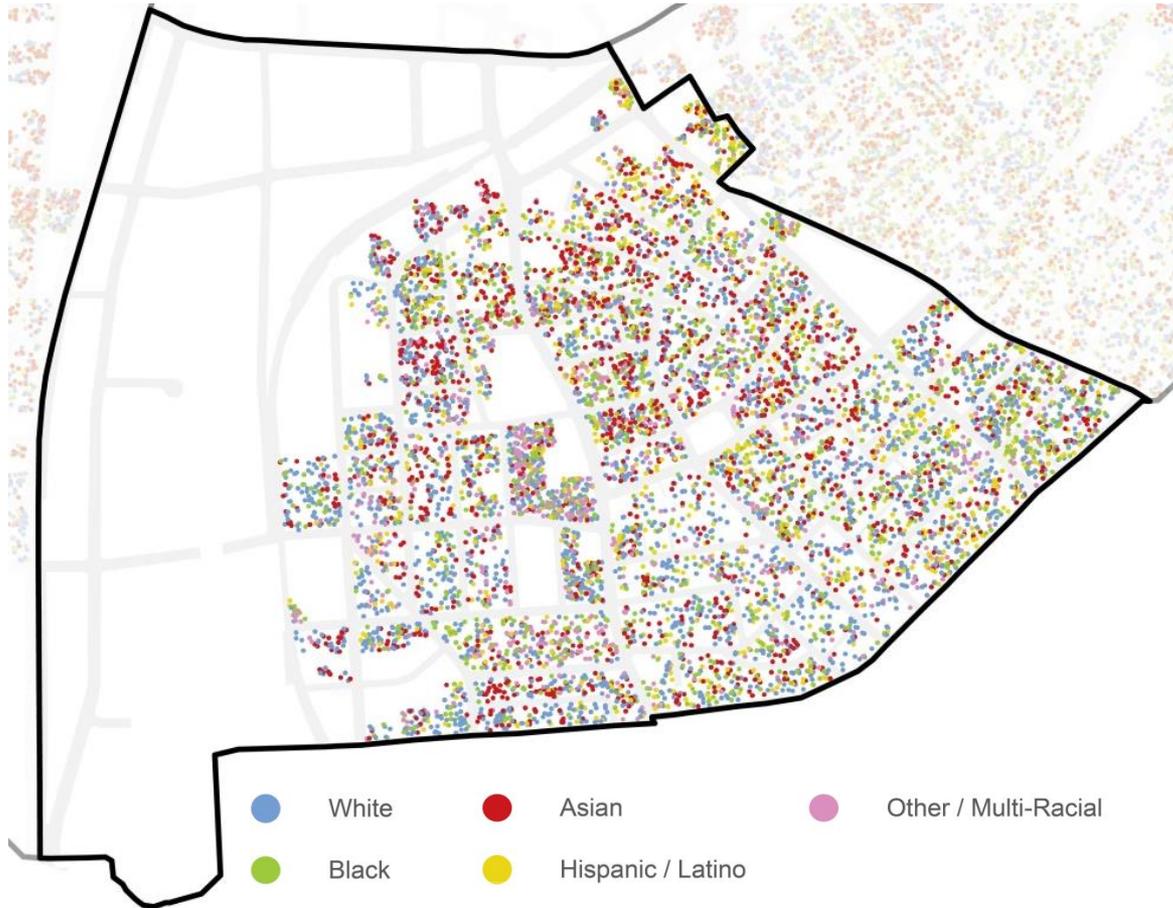


*Dots are randomly distributed within each Census Block, excluding non-residential areas

**Combines all Latino/Hispanic counts

***Combines all other categories

Ward 1

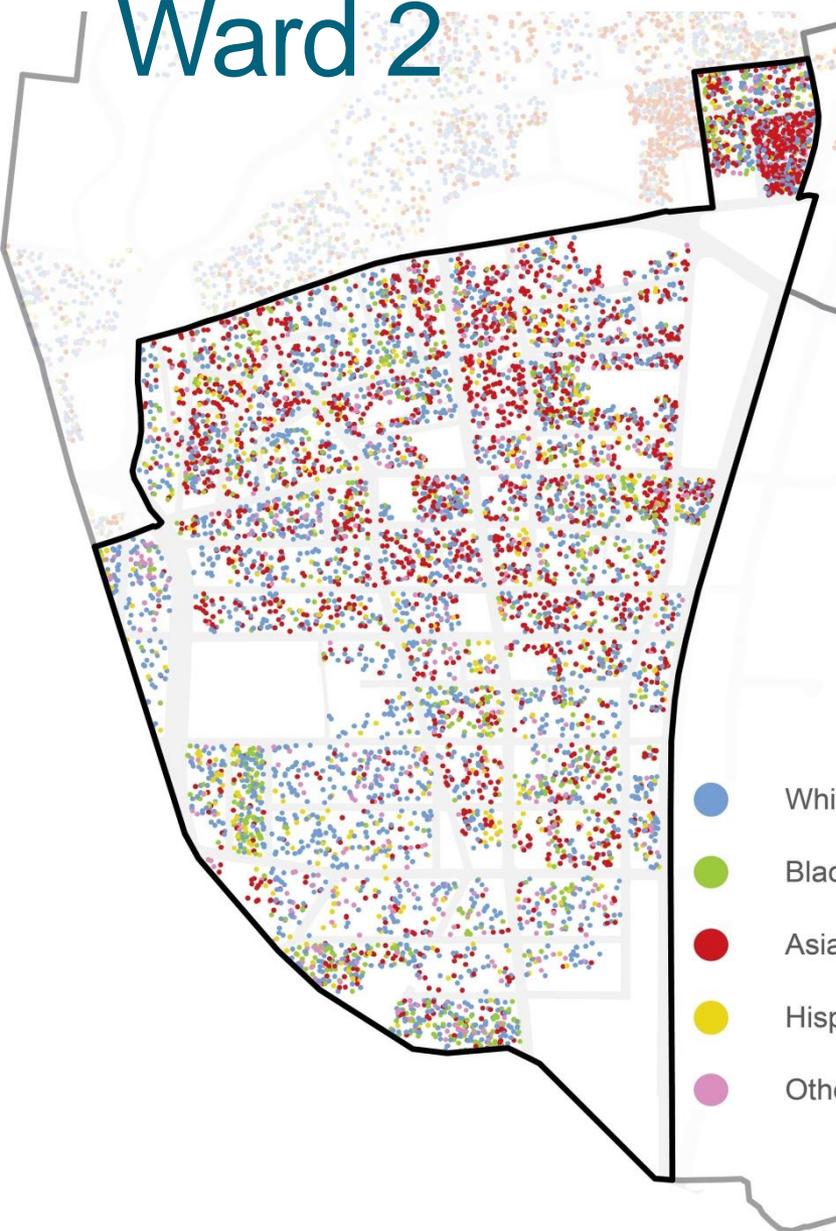


Race/ Ethnicity	Ward 1	Ward 1 %	Malden %
White	2,831	34.9%	40.0%
Asian	1,831	22.6%	25.8%
Black	1,393	17.2%	14.2%
Latinx	1,067	13.2%	10.4%
Other/ Multi-Racial	991	12.2%	9.5%
Total	8,113	100%	100%

Higher Black, Latinx, and Other/Multi-Racial population than citywide

Note: Ward boundaries shown are those in effect 2012-2021. New boundaries are being developed for 2022-2031.

Ward 2



Race/ Ethnicity	Ward 2	Ward 2 %	Malden %
White	2,997	38.9%	40.0%
Asian	2,609	33.9%	25.8%
Black	824	10.7%	14.2%
Latinx	626	8.1%	10.4%
Other/ Multi-Racial	644	8.4%	9.5%
Total	7,700	100%	100%

2nd highest Asian population
in the city

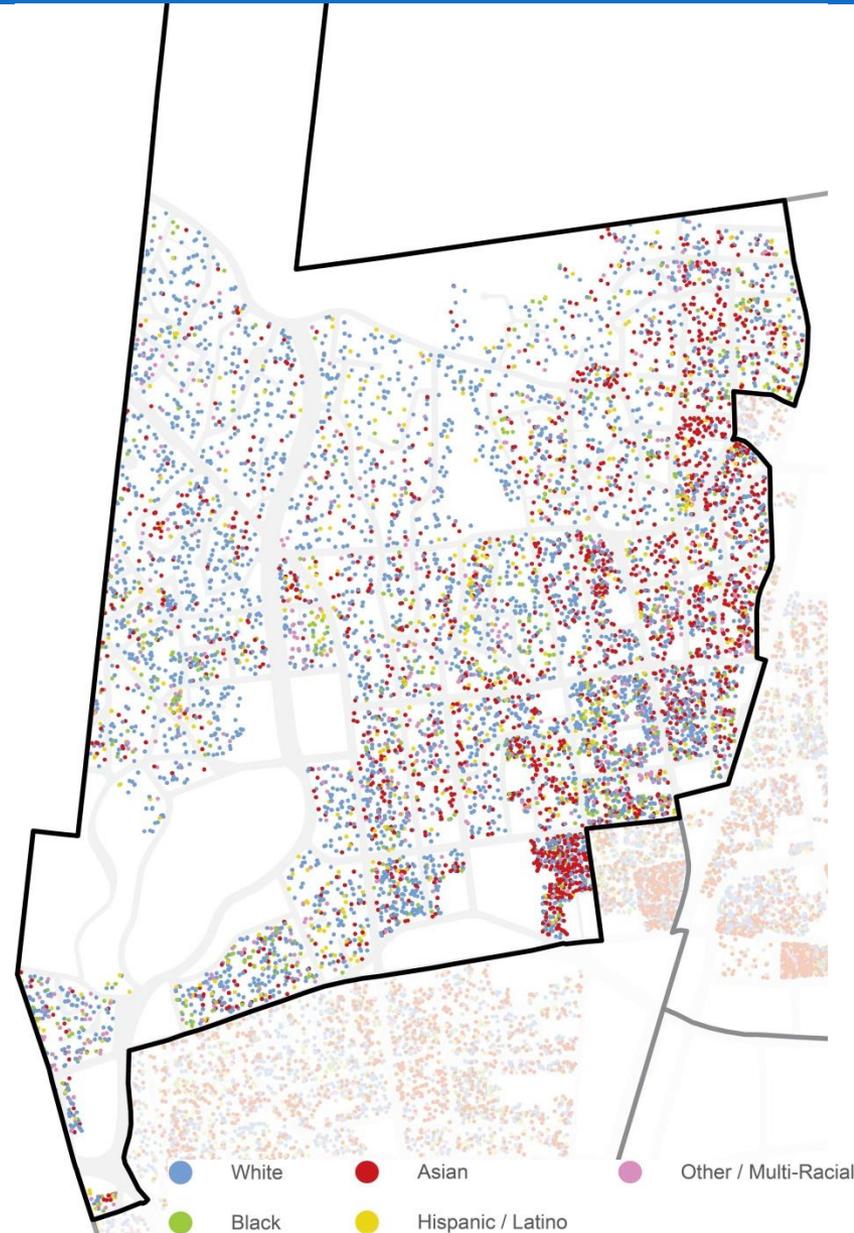
Note: Ward boundaries shown are those in effect 2012-2021.
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Ward 3

Race/ Ethnicity	Ward 3	Ward 3 %	Malden %
White	4,053	49.8%	40.0%
Asian	2,236	27.5%	25.8%
Black	573	7.0%	14.2%
Latinx	615	7.6%	10.4%
Other/ Multi- Racial	660	8.1%	9.5%
Total	8,137	100%	100%

Highest white pop. and lowest Black population in the city; people of color concentrated on eastern, southern border of Ward

Note: Ward boundaries shown are those in effect 2012-2021. New boundaries are being developed for 2022-2031.

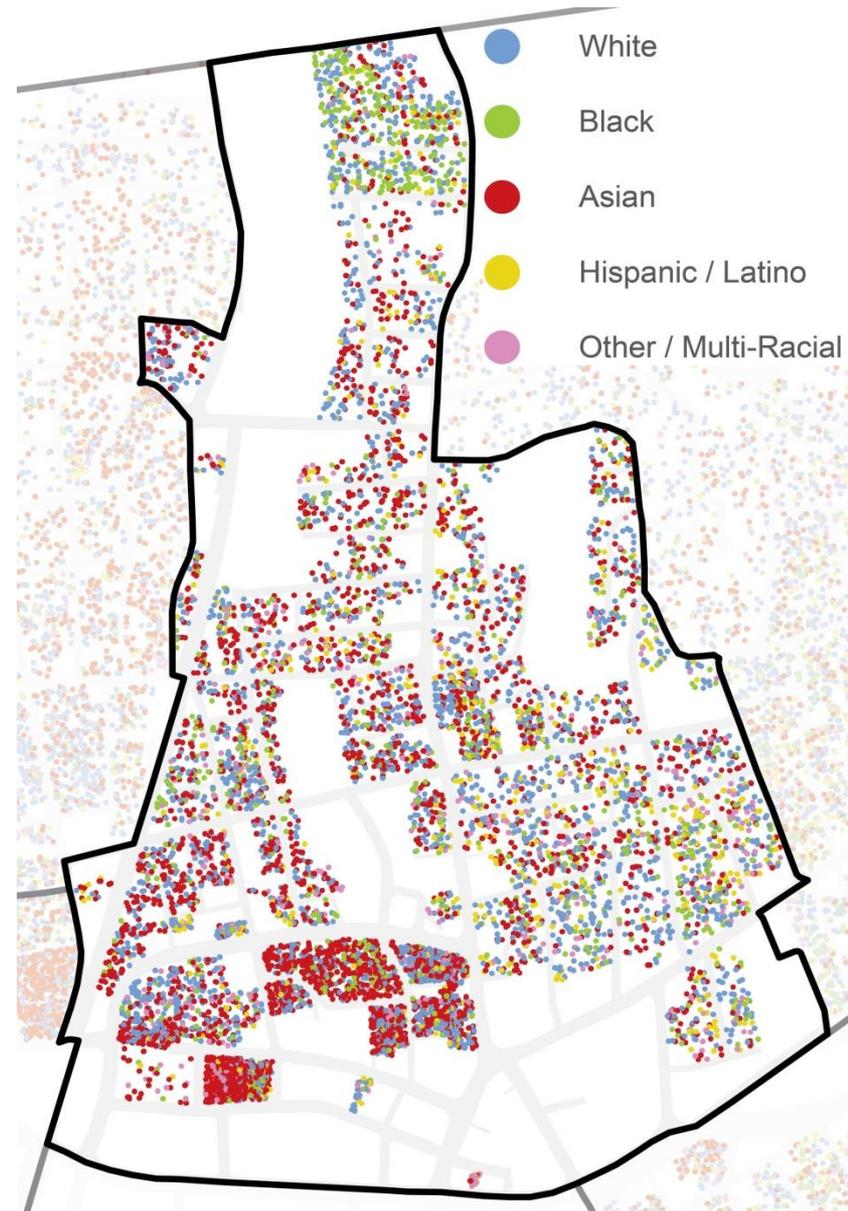


Ward 4

Race/ Ethnicity	Ward 4	Ward 4 %	Citywide %
White	2,901	33.1%	40.0%
Asian	3,661	41.8%	25.8%
Black	991	11.3%	14.2%
Latinx	630	7.2%	10.4%
Other/ Multi- Racial	584	6.7%	9.5%
Total	8,767	100%	100%

Highest Asian population in the City – more than 2 in 5 residents is Asian

Concentration downtown means some dots may be covered by other dots

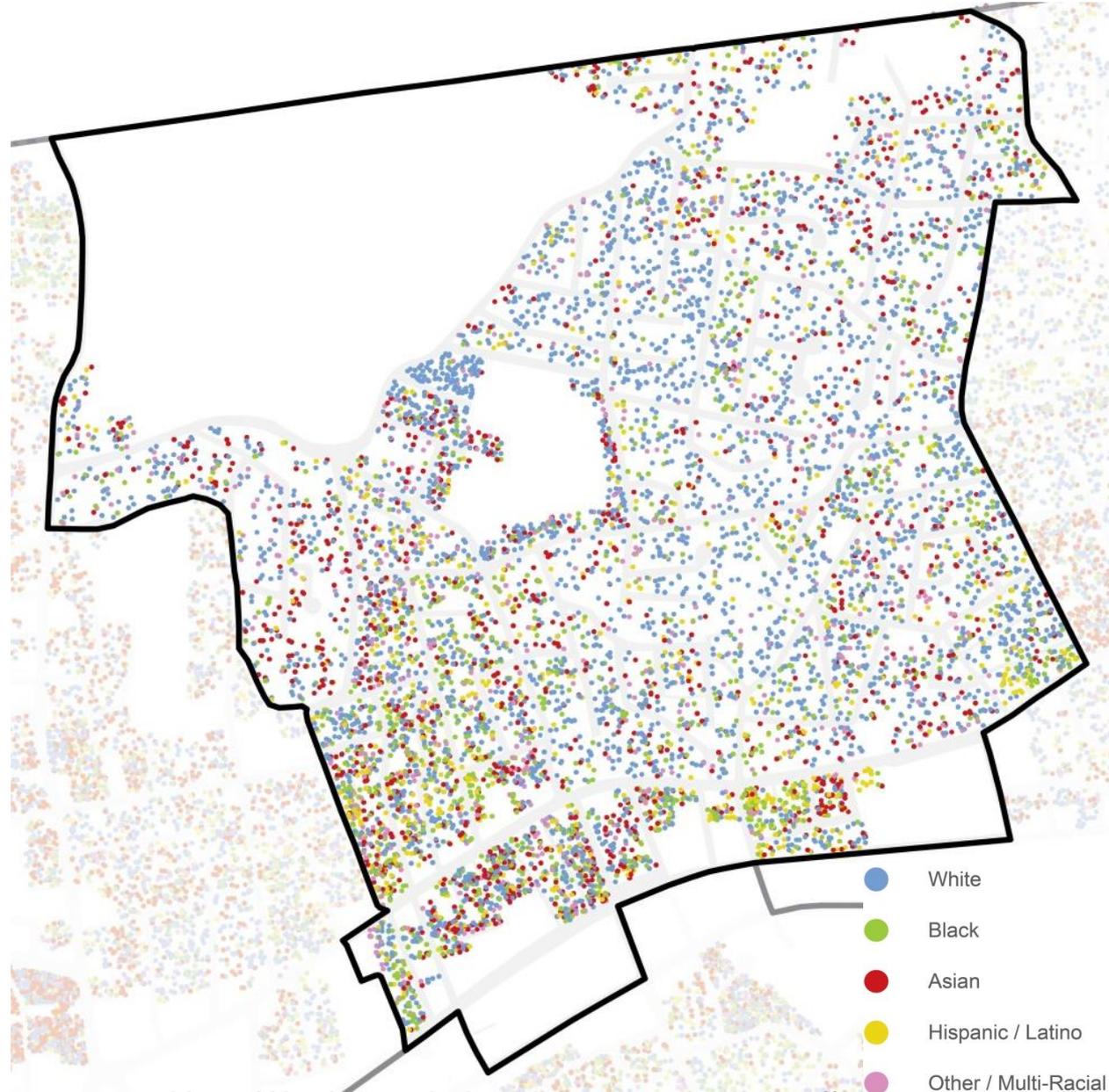


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Ward 5

Race/ Ethnicity	Ward 5	Ward 5 %	Malden %
White	3,814	48.1%	40.0%
Asian	1,346	17.0%	25.8%
Black	1,263	15.9%	14.2%
Latinx	781	9.9%	10.4%
Other/ Multi- Racial	719	9.1%	9.5%
Total	7,923	100%	100%

2nd highest white population,
higher than average Black
population



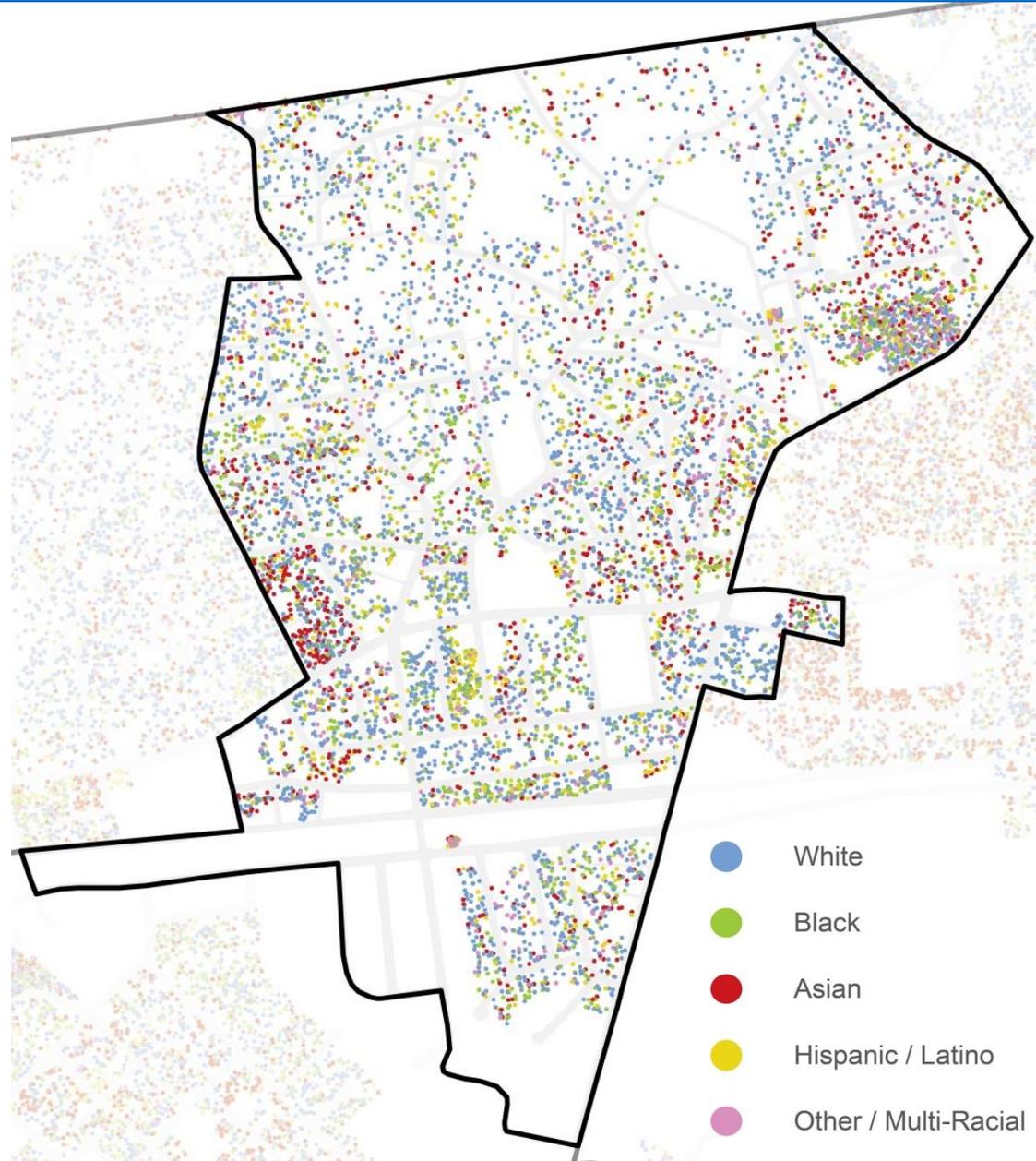
Note: Ward boundaries shown are those in effect 2012-2021.
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Ward 6

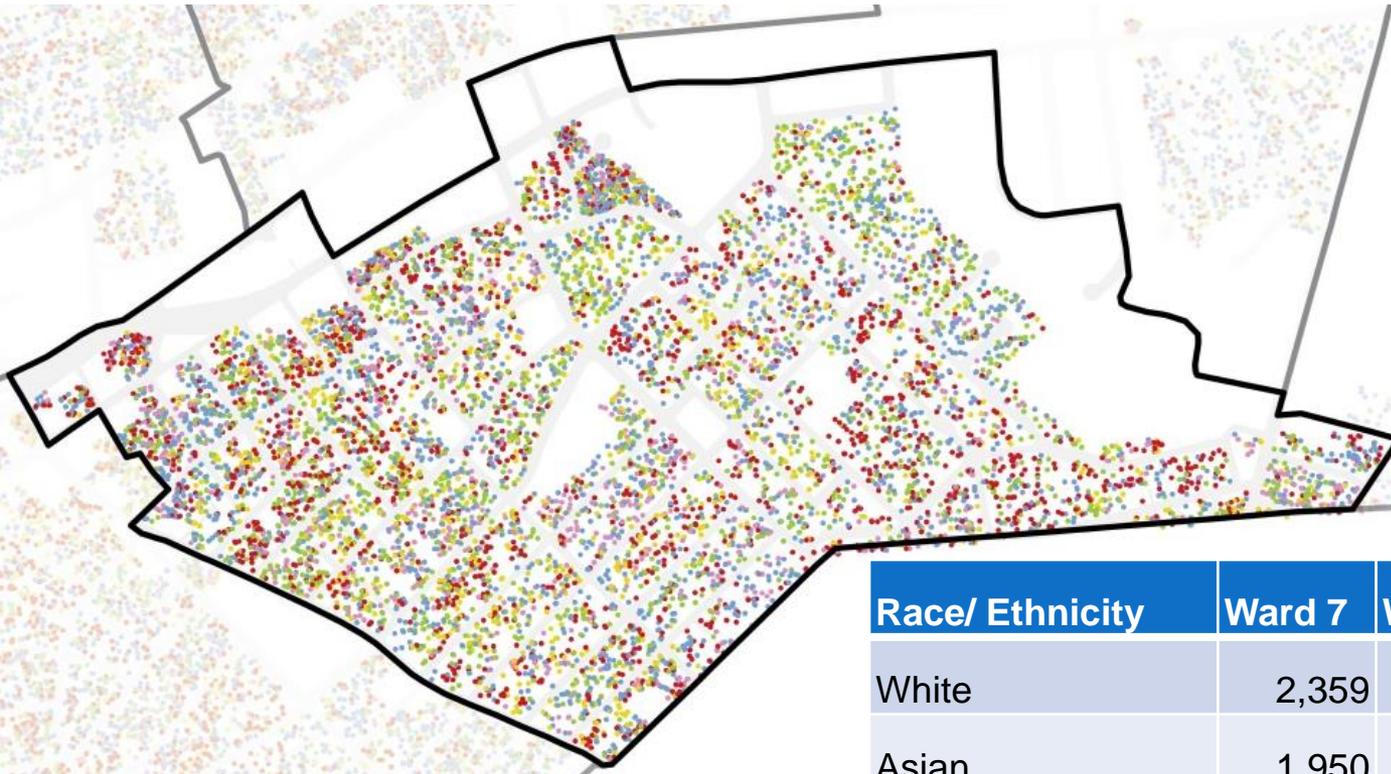
Race/ Ethnicity	Ward 6	Ward 6 %	Malden %
White	3,780	47.0%	40.0%
Asian	1,179	14.7%	25.8%
Black	1,273	15.8%	14.2%
Latinx	961	12.0%	10.4%
Other/ Multi- Racial	843	10.5%	9.5%
Total	8,036	100%	100%

Lowest Asian population;
other groups relatively similar
to citywide numbers

Note: Ward boundaries shown are those in effect 2012-2021. New boundaries are being developed for 2022-2031.



Ward 7



Highest Black & Latinx populations, lowest white population

Race/ Ethnicity	Ward 7	Ward 7 %	Malden%
White	2,359	29.0%	40.0%
Asian	1,950	24.0%	25.8%
Black	1,782	21.9%	14.2%
Latinx	1,098	13.5%	10.4%
Other/ Multi-Racial	948	11.7%	9.5%
Total	8,137	100%	100%

- White
- Asian
- Other / Multi-Racial
- Black
- Hispanic / Latino

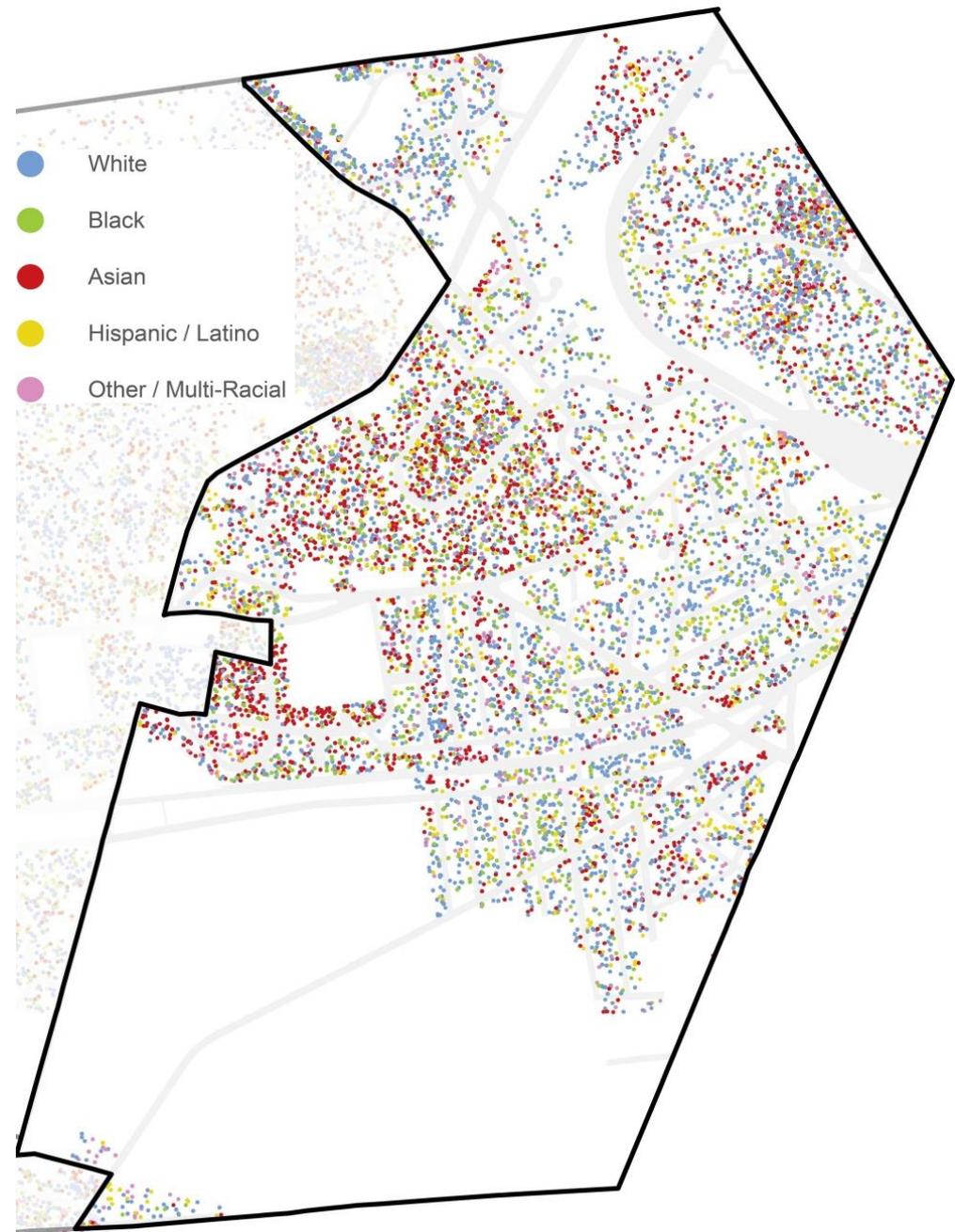
Note: Ward boundaries shown are those in effect 2012-2021. New boundaries are being developed for 2022-2031.

Ward 8

Race/Ethnicity	Ward 8	Ward 8 %	Malden %
White	3,776	40.0%	40.0%
Asian	2,308	24.4%	25.8%
Black	1,329	14.1%	14.2%
Latinx	1,113	11.8%	10.4%
Other/ Multi-Racial	924	9.8%	9.5%
Total	9,450	100%	100%

Almost identical to overall city population in terms of racial makeup

Note: Ward boundaries shown are those in effect 2012-2021. New boundaries are being developed for 2022-2031.



Key Takeaways

- Our region is growing faster than the state overall
- Malden is a majority people of color
- Many different groups of people of color in Malden
 - Categories like “Asian” and “African” are oversimplified
 - Different groups have different needs, traits, preferences
- City will continue to improve communication with communities of color – a national issue
 - Examples: 2020 Census outreach; vaccine efforts; COVID relief

Why This Matters

- Estimated \$2,000+ per person per year in federal dollars
- Redistricting (both number of people and race/ ethnicity)
- Helps us know more about the community

Questions?