



Florist Highlands Neighborhood

Data Portrait | Created April 2025

DATA YOU CAN USE



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Introduction and Background

This Neighborhood Portrait data profile was prepared by Data You Can Use with the support of the Community Development Alliance (CDA). The framework is based on input and advice from community organizers working in the neighborhoods supported by Milwaukee's Community Development Block Grant (CDBG) program. The original set of neighborhood portraits were released by Data You Can Use in 2016 using 2010-2014 American Community Survey 5-year estimates. This document is part of the first update to those original Neighborhood Portraits and has been edited in response to community feedback following the release and use of the original portraits.

Data You Can Use and our partners hope that these tables continue to be used by those working in Milwaukee neighborhoods in their work planning, organizing, and funding development work and programming. It is designed to be used with their staff, their partners, their funders, their elected officials, and the residents of their neighborhoods, and can be used to supplement and support the stories and anecdotes of residents to build a case for needed resources, and to identify more questions.

As part of the release of the updated Neighborhood Portraits, related training on the use of census data was conducted and offered to the neighborhood partners. A final draft of each Portrait was reviewed by these same partners, and neighborhood organizers shared the ideas, stories, and strategies that they derived from the data.

With each update to the Neighborhood Portraits, Data You Can Use strives to provide both timely data and improvements to the way data is displayed and/or the topics covered. Data You Can Use actively maintains a "wish list" of hopeful future improvements for the Neighborhood Portraits; please reach out to us if you have any questions, comments, or recommendations for future expansion of this project to new topics or neighborhoods in Milwaukee at connectwithus@datayoucanuse.org.

About the Data and Acknowledgements

Data Sources

This data portrait uses data from the 2019-2023 American Community Survey (ACS) 5-year estimates, which was the most up-to-date data at the time of the writing of this report. Specific source tables from the ACS are cited below each table within this report.

Census tract 3.03 was used to define the Florist Highlands neighborhood for the purposes of this report. These tracts were chosen in consultation with our neighborhood partners. The tables in the report describe the population that live within these census tracts. Please note that the boundaries of these tracts may differ from true neighborhood boundaries.

Data Quality and Reliability

The data found in this report is from the American Community Survey and is some of the best data available that describes the people, households, families, and housing in Milwaukee neighborhoods. The American Community Survey data is collected by the U.S. Census Bureau, which holds its data to high standards.

It is also important to note that numbers and percentages included in this report are considered estimates. This is because the Census Bureau uses a sample of the population when they conduct the survey, which creates some level of uncertainty. The data presented here have a margin of error associated with each data point, which is a measure of the possible variation of the estimate and the true population value of each number. The margin of error helps data users understand the reliability of each data point.

We have chosen not to include margin of error for the estimates in the tables below so that the tables are clearer and easier to use. If you would like more information about data reliability for the tables in this report or would like to know the margin of error for a particular estimate, please reach out to our team at Data You Can Use. If you want to learn more about the American Community Survey, please refer to the [handbook for American Community Survey Data Users](#).

Acknowledgements and Contact

This report was prepared by Data You Can Use in collaboration with community partners and stakeholders working in the Florist Highlands neighborhood in Milwaukee, Wisconsin.

Please reach out to Data You Can Use with questions about this report or the data it contains at connectwithus@datayoucanuse.org.

Section One | Population Characteristics

Table 1: Population by Race

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total Population	1,636	100.0%	569,756	100.0%
Hispanic or Latino	110	6.7%	117,786	20.7%
White Alone (Not Hispanic or Latino)	670	41.0%	183,984	32.3%
Black or African American Alone (Not Hispanic or Latino)	701	42.8%	216,874	38.1%
American Indian and Alaska Native Alone (Not Hispanic or Latino)	24	1.5%	2,331	0.4%
Asian Alone (Not Hispanic or Latino)	82	5.0%	27,314	4.8%
Native Hawaiian and Other Pacific Islander Alone (Not Hispanic or Latino)	-	0.0%	20	0.0%
Some Other Race Alone (Not Hispanic or Latino)	-	0.0%	1,560	0.3%
Two or More Races (Not Hispanic or Latino)	49	3.0%	19,887	3.5%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table B03002

Key Takeaway(s)

- 42.8% of Florist Highlands neighborhood residents identify as Black or African American alone, which is greater than the percentage for the City of Milwaukee as a whole (38.1%).
- 6.7% of Florist Highlands neighborhood residents identify as Hispanic or Latino, less than the City of Milwaukee as a whole (20.7%).

Table 2: Population by Age and Sex

	Florist Highlands				City of Milwaukee			
	Total		Male	Female	Total		Male	Female
	Estimate	%			Estimate	%		
Total	1,636		738	898	569,756		275,637	294,119
Under 5 years	170	10.4%	5.3%	14.6%	39,541	6.9%	7.3%	6.6%
5 to 9 years	97	5.9%	3.7%	7.8%	39,906	7.0%	7.5%	6.6%
10 to 14 years	108	6.6%	6.9%	6.3%	42,729	7.5%	7.9%	7.2%
15 to 19 years	138	8.4%	8.9%	8.0%	43,781	7.7%	8.0%	7.4%
20 to 24 years	116	7.1%	8.7%	5.8%	46,073	8.1%	8.2%	8.0%
25 to 29 years	67	4.1%	3.1%	4.9%	51,041	9.0%	8.9%	9.0%
30 to 34 years	92	5.6%	2.7%	8.0%	45,800	8.0%	8.1%	7.9%
35 to 39 years	169	10.3%	9.2%	11.2%	38,949	6.8%	6.7%	7.0%
40 to 44 years	150	9.2%	13.0%	6.0%	35,365	6.2%	6.1%	6.3%
45 to 49 years	60	3.7%	5.4%	2.2%	30,440	5.3%	5.2%	5.4%
50 to 54 years	118	7.2%	5.1%	8.9%	29,964	5.3%	5.1%	5.4%
55 to 59 years	50	3.1%	1.9%	4.0%	31,055	5.5%	5.3%	5.6%
60 to 64 years	101	6.2%	9.5%	3.5%	28,148	4.9%	4.9%	4.9%
65 to 69 years	53	3.2%	4.5%	2.2%	24,180	4.2%	4.0%	4.5%
70 to 74 years	49	3.0%	1.9%	3.9%	17,879	3.1%	3.1%	3.2%
75 to 79 years	40	2.4%	3.0%	2.0%	10,141	1.8%	1.6%	1.9%
80 to 84 years	4	0.2%	0.0%	0.4%	7,016	1.2%	1.0%	1.4%
85 years and over	54	3.3%	7.2%	0.1%	7,748	1.4%	0.9%	1.8%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table B01001

Key Takeaways

- 45.1% of the residents in the Florist Highlands neighborhood are male and 54.9% are female.
- 31.3% of the residents in the Florist Highlands neighborhood are under 20 years old compared to 29.1% in the City of Milwaukee overall.
- 12.1% of the residents in the Florist Highlands neighborhood are aged 65 or over compared to 11.7% in the City of Milwaukee overall.

Table 3: Residents Living in Poverty by Age

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total Population *	1,636		555,150	
Income in the past 12 months below poverty level	192	11.7%	129,368	23.3%
Under 5 years	56	29.2%	13,179	10.2%
5 years	4	2.1%	2,770	2.1%
6 to 11 years	35	18.2%	17,009	13.1%
12 to 14 years	29	15.1%	7,257	5.6%
15 years	-	0.0%	2,245	1.7%
16 and 17 years	-	0.0%	4,185	3.2%
18 to 24 years	6	3.1%	17,351	13.4%
25 to 34 years	13	6.8%	18,908	14.6%
35 to 44 years	16	8.3%	13,025	10.1%
45 to 54 years	6	3.1%	10,430	8.1%
55 to 64 years	16	8.3%	12,094	9.3%
65 to 74 years	-	0.0%	7,091	5.5%
75 years and over	11	5.7%	3,824	3.0%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table B17001. Note: The total population number for this table does not match the total population number that can be seen in the previous tables. This is because this table is showing data for the total population for whom poverty status can be determined – in this case, slightly fewer people from the neighborhood.

How to interpret this table

The Census Bureau defines the poverty threshold differently for each person or family. Thresholds vary by the size of the family and the age of the members and are updated for inflation on an annual basis. [Read more about poverty thresholds here.](#)

Key Takeaways

- 11.7% of Florist Highlands neighborhood residents live in households with incomes below the poverty line, compared to 23.3% in the City of Milwaukee overall.

Table 4: Household Characteristics

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total	632		231,084	
Family households	426	67.4%	118,965	51.5%
Married couple family	270	42.7%	59,089	25.6%
Family with male householder, no spouse present	38	6.0%	14,028	6.1%
Family with female householder, no spouse present	118	18.7%	45,848	19.8%
Non-family Households	206	32.6%	112,119	48.5%
Householder living alone	195	30.9%	89,354	38.7%
Householder not living alone	11	1.7%	22,765	9.9%
Average Household Size	2.59		2.40	

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, tables B11001 and S1101.

How to interpret this table

The Census Bureau defines a family as “a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.”

Key Takeaways

- 30.9% of households in the Florist Highlands neighborhood are occupied by individuals living alone, less than the rate for the City of Milwaukee (38.7%).
- The estimated average household size for the Florist Highlands neighborhood is 2.59 people per household, which is greater than the average household size for the City of Milwaukee as a whole (2.40).

Table 5: Vehicles per Household

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total Households	632		231,084	
No vehicle available	31	4.9%	37,805	16.4%
1 vehicle available	283	44.8%	105,514	45.7%
2 vehicles available	190	30.1%	64,698	28.0%
3 vehicles available	99	15.7%	17,582	7.6%
4 or more vehicles available	29	4.6%	5,485	2.4%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table B08021

Key Takeaways

- Approximately 4.9% of households in the Florist Highlands neighborhood do not have access to a vehicle, a smaller percentage than the rate of the City of Milwaukee as a whole (16.4%).

Table 6: Employment Status by Sex

	Florist Highlands					City of Milwaukee				
	Estimate	Labor Force Participation Rate	Employment/Population Ratio	Unemployment Rate	Not Working	Estimate	Labor Force Participation Rate	Employment/Population Ratio	Unemployment Rate	Not Working
Population Age 20-64 Years	923	90.5%	90.5%	0.0%	9.5%	336,835	76.0%	71.5%	5.9%	28.5%
Male	433	91.9%	91.9%	0.0%	8.1%	161,998	78.2%	72.9%	6.6%	27.0%
Female	490	89.2%	89.2%	0.0%	10.8%	174,837	74.1%	70.2%	5.2%	29.8%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table S2301

How to interpret this table

- The **labor force participation rate** refers to the proportion of the population age 20-64 that is either working or actively looking for work.
- The **employment/population ratio** is the proportion of the population age 20-64 that is working.
- **Unemployment rate** is the percentage of those in the labor force who are not working.
- In this table, **not working** refers to the combined percentage of people who are not in the labor force and those who are in the labor force but are unemployed.

Key Takeaways

Employment status is separated by sex to identify and study gender disparities in the workforce, specifically to understand how employment opportunities, rates, and job types differ between men and women.

- 90.5% of Florist Highlands neighborhood residents aged 20-64 are participating in the labor force by working or actively looking for work, greater than the rate for the City of Milwaukee (76%).
- 0.0% of the labor force from the Florist Highlands neighborhood is unemployed and looking for work, less than the City of Milwaukee (5.9%).

Table 7: Commute Method and Time to Work

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
COMMUTE METHOD				
Total workers 16 and over	906		259,913	
Drove alone in car, truck, or van	633	69.9%	176,329	67.8%
Carpooled in car, truck, or van	113	12.5%	25,886	10.0%
Public transportation	25	2.8%	13,928	5.4%
Taxicab	-	0.0%	797	0.3%
Motorcycle	-	0.0%	84	0.0%
Bicycle	-	0.0%	1,252	0.5%
Walked	-	0.0%	10,276	4.0%
Other means	-	0.0%	2,127	0.8%
Worked from home	135	14.9%	29,234	11.2%
COMMUTE TIME				
Total workers 16 and over who did not work from home	771		230,679	
Less than 10 minutes	91	11.8%	24,425	10.6%
10 to 19 minutes	234	30.4%	83,524	36.2%
20 to 29 minutes	283	36.7%	61,058	26.5%
30 to 39 minutes	42	5.4%	38,412	16.7%
40 to 59 minutes	33	4.3%	12,884	5.6%
60 to 89 minutes	40	5.2%	6,632	2.9%
90 minutes or more	48	6.2%	3,744	1.6%
Mean travel time to work (minutes)	28.6		22.4	

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, tables B08301 and B08303. Mean travel time to work is taken from table S0801.

Key Takeaways

- 69.9% of Florist Highlands neighborhood working residents ages 16 and over drive alone in a car, truck, or van to work, a larger percentage than the City of Milwaukee overall (67.8%).
- The mean travel time to work in the Florist Highlands neighborhood is 28.6 minutes, compared to 22.4 minutes in the City of Milwaukee.

Table 8: Employment Sector by Sex

	Florist Highlands				City of Milwaukee			
	Total		Male	Female	Total		Male	Female
	Estimate	%			Estimate	%		
Civilian employed population 16 years and over	914		446	468	264,398		129,887	134,511
Management, business, science, and arts occupations	329	36.0%	28.3%	43.4%	90,892	34.4%	29.3%	39.3%
Service occupations	236	25.8%	20.6%	30.8%	57,165	21.6%	17.1%	26.0%
Sales and office occupations	139	15.2%	9.4%	20.7%	47,300	17.9%	12.8%	22.8%
Natural resources, construction, and maintenance occupations	45	4.9%	10.1%	0.0%	15,782	6.0%	11.4%	0.7%
Production, transportation, and material moving occupations	165	18.1%	31.6%	5.1%	53,259	20.1%	29.4%	11.2%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table S2301

Key Takeaways

- The most common employment sectors for Florist Highlands neighborhood residents are management, business, science, and arts occupations, which accounts for 36.0% of the employed population in the Florist Highlands neighborhood.
- 51.2% of the civilian employed population in the Florist Highlands neighborhood is female, compared to 50.9% in the City of Milwaukee.

Table 9: Educational Attainment

	Florist Highlands				City of Milwaukee			
	Total		Male	Female	Total		Male	Female
	Estimate	%			Estimate	%		
Population 18 to 24 years	148		90	58	66,266		32,587	33,679
Less than high school graduate	13	8.8%	7.8%	10.3%	8,551	12.9%	15.2%	10.6%
High school graduate (includes equivalency)	96	64.9%	48.9%	89.7%	24,780	37.4%	39.0%	35.9%
Some college or associate's degree	39	26.4%	43.3%	0.0%	26,158	39.5%	37.6%	41.3%
Bachelor's degree or higher	-	0.0%	0.0%	0.0%	6,777	10.2%	8.2%	12.2%

Population 25 years and over	1,007		491	516	357,726		168,808	188,918
Less than 9th grade	12	1.2%	2.4%	0.0%	20,819	5.8%	6.5%	5.2%
9th to 12th grade, no diploma	50	5.0%	6.7%	3.3%	30,951	8.7%	9.1%	8.2%
High school graduate (includes equivalency)	313	31.1%	41.3%	21.3%	110,313	30.8%	32.7%	29.2%
Some college, no degree	234	23.2%	22.6%	23.8%	74,613	20.9%	20.5%	21.2%
Associate's degree	67	6.7%	5.7%	7.6%	26,030	7.3%	6.6%	7.9%
Bachelor's degree	248	24.6%	14.7%	34.1%	61,503	17.2%	16.4%	17.9%
Graduate or professional degree	83	8.2%	6.5%	9.9%	33,497	9.4%	8.2%	10.4%
High school graduate or higher	945	93.8%	90.8%	96.7%	305,956	85.5%	84.4%	86.5%
Bachelor's degree or higher	331	32.9%	21.2%	44.0%	95,000	26.6%	24.6%	28.3%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table S1501

Key Takeaways

- In the Florist Highlands neighborhood, 93.8% of residents over 25 years old have graduated from high school or higher, a larger percentage than the City of Milwaukee overall (85.5%).

Section Two | Housing and Household Characteristics

Table 10: Housing Occupancy and Tenure

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total Housing Units	703		257,973	
Vacant Housing Units	71	10.1%	26,889	10.4%
Occupied Housing Units	632	89.9%	231,084	89.6%
Owner-occupied housing units	400	63.3%	95,890	41.5%
Renter-occupied housing units	232	36.7%	135,194	58.5%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table DP04

Key Takeaways

- Of the occupied housing units in the Florist Highlands neighborhood, 63.3% are owner-occupied, which is greater than the City of Milwaukee rate (41.5%).
- 10.1% of housing units in the Florist Highlands neighborhood are vacant, compared to 10.4% in the City of Milwaukee as a whole.

Table 11: Units in Structure for Occupied Housing Units

	Florist Highlands			City of Milwaukee		
	Occupied Housing Units Estimates	Owner-Occupied Housing Units	Renter-Occupied Housing Units	Occupied Housing Units Estimates	Owner-Occupied Housing Units	Renter Occupied Housing Units
Occupied housing units	632	400	232	231,084	95,890	135,194
Occupied housing units %		63.3%	36.7%		41.5%	58.5%
UNITS IN STRUCTURE						
1, detached	413	98.0%	9.1%	95,604	75.8%	17.0%
1, attached	35	0.8%	13.8%	9,414	3.9%	4.2%
2 apartments	69	1.2%	27.6%	48,141	12.7%	26.6%
3 or 4 apartments	16	0.0%	6.9%	16,325	1.1%	11.3%
5 to 9 apartments	45	0.0%	19.4%	13,241	0.8%	9.2%
10 or more apartments	24	0.0%	10.3%	47,421	5.3%	31.4%
Mobile home or other type of housing	30	0.0%	12.9%	938	0.5%	0.3%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table S2504

Key Takeaways

- Of the owner-occupied housing units in the Florist Highlands neighborhood, 1.2% are duplexes (2 apartments) compared to 12.7% in the City of Milwaukee.
- 10.3% of renter-occupied units in the Florist Highlands neighborhood are buildings with 10 or more apartments, compared to 31.4% in the City of Milwaukee as a whole.

Table 12: Housing Unit Bedrooms and Year Built

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total housing units	703		257,973	
BEDROOMS				
No bedroom	8	1.1%	10,189	3.9%
1 bedroom	-	0.0%	42,249	16.4%
2 bedrooms	165	23.5%	89,035	34.5%
3 bedrooms	444	63.2%	86,249	33.4%
4 bedrooms	72	10.2%	24,636	9.5%
5 or more bedrooms	14	2.0%	5,615	2.2%
YEAR STRUCTURE BUILT				
Built 2014 or later	-	0.0%	865	0.3%
Built 2010 to 2013	-	0.0%	8,912	3.5%
Built 2000 to 2009	22	3.1%	9,624	3.7%
Built 1990 to 1999	30	4.3%	9,050	3.5%
Built 1980 to 1989	74	10.5%	9,701	3.8%
Built 1970 to 1979	216	30.7%	23,773	9.2%
Built 1960 to 1969	97	13.8%	29,874	11.6%
Built 1950 to 1959	66	9.4%	48,618	18.8%
Built 1940 to 1949	89	12.7%	28,114	10.9%
Built 1939 or earlier	109	15.5%	89,442	34.7%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table DP04

Key Takeaways

- 0.0% of the housing units in the Florist Highlands neighborhood have only one bedroom, compared with 16.4% in the City of Milwaukee.
- Of all the housing units in the Florist Highlands neighborhood, 15.5% were built in 1939 or earlier, compared to 34.7% in the city overall.

Table 13: Gross Rent and Gross Rent as a Percentage of Household Income

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
GROSS RENT				
Occupied units paying rent	232		131,926	
Less than \$500	27	11.6%	9,220	7.0%
\$500 to \$999	38	16.4%	52,291	39.6%
\$1,000 to \$1,499	157	67.7%	50,434	38.2%
\$1,500 to \$1,999	10	4.3%	14,154	10.7%
\$2,000 to \$2,499	-	0.0%	3,120	2.4%
\$2,500 to \$2,999	-	0.0%	1,261	1.0%
\$3,000 or more	-	0.0%	1,446	1.1%

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME				
Occupied units paying rent*	232		127,208	
Less than 15.0 percent	43	18.5%	17,567	13.8%
15.0 to 19.9 percent	12	5.2%	15,199	11.9%
20.0 to 24.9 percent	84	36.2%	15,630	12.3%
25.0 to 29.9 percent	24	10.3%	14,178	11.1%
30.0 to 34.9 percent	36	15.5%	10,508	8.3%
35.0 percent or more	33	14.2%	54,126	42.5%
Not computed	-		7,986	

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table DP04. *Note: This table excludes units for which gross rent as a percentage of household income cannot be calculated.

Key Takeaways

- 29.7% of Florist Highlands neighborhood households paying rent paid 30 percent or more of their household income towards rent, compared to 50.8% of the City of Milwaukee as a whole. Households that spend 30 percent or more of their household income on rent or housing expenses are considered cost burdened.

Table 14: Mortgage Status and Cost (Owner-Occupied Units)

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
MORTGAGE STATUS				
Owner-occupied units	400		95,890	
Housing units with a mortgage	248	62.0%	62,416	65.1%
Housing units without a mortgage	152	38.0%	33,474	34.9%
SELECTED MONTHLY OWNER COSTS				
Housing units with a mortgage	248		62,416	
Less than \$500	-	0.0%	112	0.2%
\$500 to \$900	22	8.9%	7,555	12.1%
\$1,000 to \$1,499	107	43.1%	23,888	38.3%
\$1,500 to \$1,999	73	29.4%	18,731	30.0%
\$2,000 to \$2,499	24	9.7%	6,664	10.7%
\$2,500 to \$2,999	17	6.9%	2,616	4.2%
\$3,000 or more	5	2.0%	2,850	4.6%
Housing units without a mortgage	152		33,474	
Less than \$250	-	0.0%	680	2.0%
\$250 to \$399	46	30.3%	2,864	8.6%
\$400 to \$599	14	9.2%	10,154	30.3%
\$600 to \$799	49	32.2%	10,787	32.2%
\$800 to \$999	5	3.3%	4,873	14.6%
\$1,000 or more	38	25.0%	4,116	12.3%

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table DP04

Key Takeaways

- Of all owner-occupied houses in the Florist Highlands neighborhood, 62.0% have a mortgage, compared to 65.1% in the City of Milwaukee.

Table 15: Mortgage Cost as a Percentage of Household Income
(Owner-Occupied Units)

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Housing units with a mortgage*	248		61,649	
Less than 20.0%	106	42.7%	26,751	43.4%
20.0 to 24.9%	51	20.6%	9,098	14.8%
25.0 to 29.9%	21	8.5%	6,589	10.7%
30.0 to 34.9%	3	1.2%	4,465	7.2%
35.0% or more	67	27.0%	14,746	23.9%
Not computed	-		767	
Housing units without a mortgage*	152		32,782	
Less than 10.0%	27	17.8%	11,062	33.7%
10.0 to 14.9%	42	27.6%	6,717	20.5%
15.0 to 19.9%	49	32.2%	4,513	13.8%
20.0 to 24.9%	5	3.3%	2,567	7.8%
25.0 to 29.9%	-	0.0%	1,881	5.7%
30.0 to 34.9%	4	2.6%	1,116	3.4%
35.0% or more	25	16.4%	4,926	15.0%
Not computed	-		692	

Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table DP04. *Note: This table excludes households where selected monthly owner costs as a percentage of household income (SMOCAPI) could not be calculated.

Key Takeaways

- Over a quarter (27.0%) of all owner-occupied units with a mortgage in the Florist Highlands neighborhood pay 35 percent or more of their household income towards housing costs, greater than the City of Milwaukee as a whole (23.9%).
- Over a third (42.7%) of all owner-occupied units with a mortgage in the Florist Highlands neighborhood pay less than 20 percent of their household income towards housing costs, compared to 43.4% in the City of Milwaukee as a whole.

Table 16: Household Income in the Past 12 Months and Median Income

	Florist Highlands		City of Milwaukee	
	Estimate	%	Estimate	%
Total	632		231,084	
Less than \$10,000	6	0.9%	18,168	7.9%
\$10,000 to \$14,999	28	4.4%	15,286	6.6%
\$15,000 to \$19,999	4	0.6%	9,909	4.3%
\$20,000 to \$24,999	36	5.7%	12,464	5.4%
\$25,000 to \$29,999	78	12.3%	12,773	5.5%
\$30,000 to \$34,999	15	2.4%	11,338	4.9%
\$35,000 to \$39,999	11	1.7%	10,688	4.6%
\$40,000 to \$44,999	28	4.4%	11,103	4.8%
\$45,000 to \$49,999	24	3.8%	10,068	4.4%
\$50,000 to \$59,999	77	12.2%	19,588	8.5%
\$60,000 to \$74,999	36	5.7%	22,036	9.5%
\$75,000 to \$99,999	154	24.4%	27,699	12.0%
\$100,000 to \$124,999	43	6.8%	18,575	8.0%
\$125,000 to \$149,999	22	3.5%	10,731	4.6%
\$150,000 to \$199,999	32	5.1%	11,555	5.0%
\$200,000 or more	38	6.0%	9,103	3.9%

Median Household Income	\$65,192	\$51,888
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Data Source: 2019 - 2023 American Community Survey 5-Year Estimates, table B19001. Median Household Income is taken from table S1901.

Key Takeaways

- Approximately 21.4% of households in the Florist Highlands neighborhood make \$100,000 or more per year, which is a similar percentage to the City of Milwaukee as a whole (21.5%).
- The median household income in the Florist Highlands neighborhood is \$65,192, greater than the median household income for the City of Milwaukee as a whole (\$51,888).