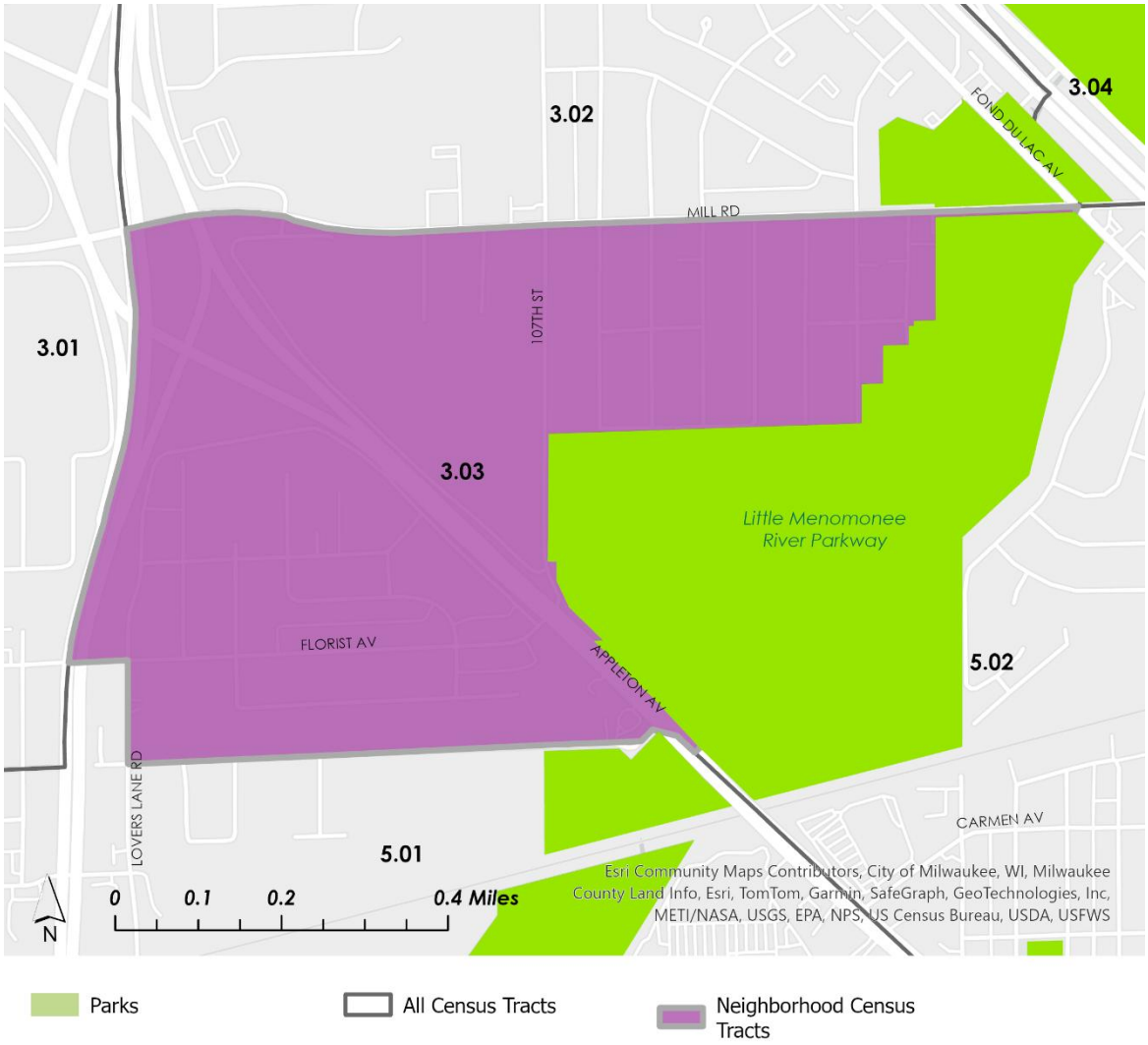

Florist Highlands Neighborhood

Change Over Time Report | Created April 2025

DATA YOU CAN USE

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Introduction and Background

The Change Over Time Report was added to the Neighborhood Portraits project in 2024 after community partners expressed a desire to see how their neighborhoods were changing. The Neighborhood Portraits project uses data gathered by the American Community Survey. This added component examines neighborhood data over the last ten years and attempts to express changes over this period as reliably as possible. In order to better understand the strengths and weaknesses of the data, it is important to know how the data is gathered and calculated by the American Community Survey.

Data You Can Use and our partners hope that this report will 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 staff, partners, funders, elected officials, and the residents of their neighborhoods. This report 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 Change Over Time Report, related training on the use of census data was conducted and offered to the neighborhood partners. A final draft of each Report 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 project, 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 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey (ACS) 5-year estimates. Comparisons were made using these data sets because comparisons cannot be made between ACS estimates with overlapping years. These three were the most recent data sets five years apart 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 (MOE) associated with each data point, which is a measure of the range of variability surrounding an estimate. The margin of error helps data users understand the reliability of each data point.

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.

How to Interpret this Report

Margin of Error

Because the ACS data is gathered from only a sample of the population, calculations need to be made to make a best guess of what that data looks like when applied to the entire population being surveyed. Each data point has a "margin of error" which is a probable range in which the actual value lies. A large sample size means you have a smaller margin of error because it's easier to make an accurate guess with more information. When there is a small sample size, it's much harder to determine an accurate estimate and so the margin of error range will be large.

For example, an estimate of owner-occupied households for a given neighborhood in a given year may be listed as 886 (±154). In this example, the estimate is 886 and the margin of error is 154. This means that 886 is the best estimate based on the sample surveyed, but it could be as few as 732 (886-154) or as many as 1,040 (886+154).

On the graphs in this report, the margin of error is illustrated by the vertical bars around each point.

Significant Difference

The last column in each table of this report details significance of the difference between two estimates. This is important to highlight as simply taking the difference between two estimates does reliably illustrate if an actual change has occurred, as the margin of error needs to be considered.

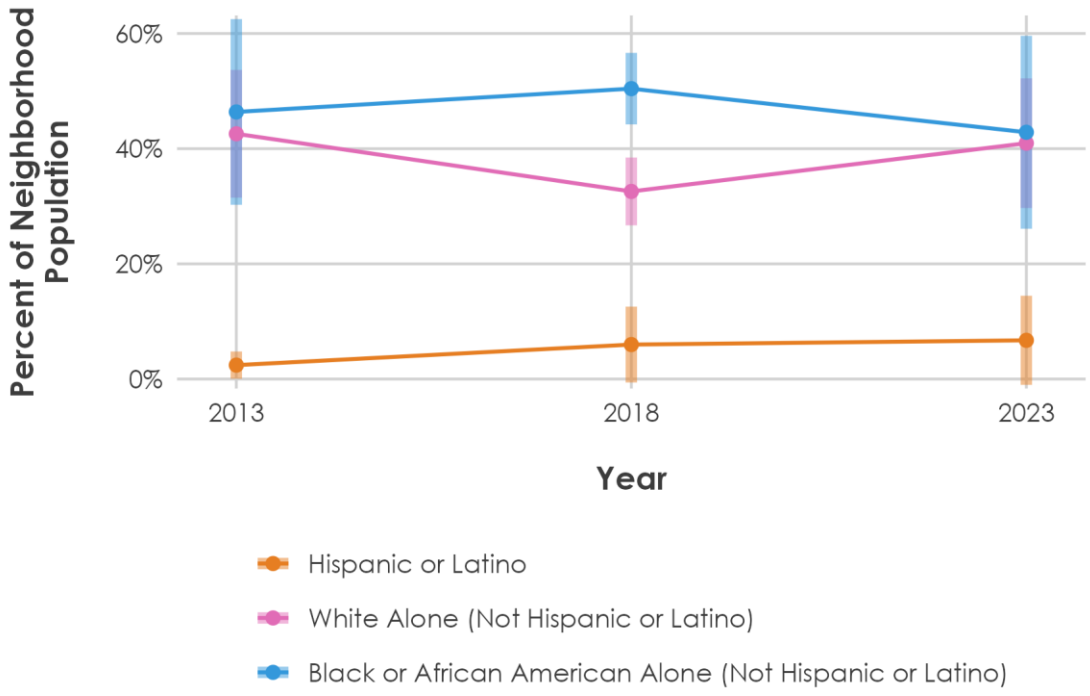
Continuing the example of owner-occupied units for the previous section, pretend the estimate of owner-occupied households for a given neighborhood is 886 (±154) in one year, and 1,076 (±135) in another year. From the margins of error, the true value of the estimates are between 732 – 1,040 (886 ±154) and 941 – 1,211 (1,076 ±135). Both estimates have margins of error that overlap (941 – 1,040), meaning that it is inaccurate to say that there is a statistically significant difference between the two estimates. If there is no overlap between the margins of error between two estimates, the difference would be considered to be statistically significant.

Notation

Throughout the tables in this report, shading in the significance column will indicate a statistically significant increase, and shading in the significance column will indicate a statistically significant decrease.

Neighborhood Change Over Time

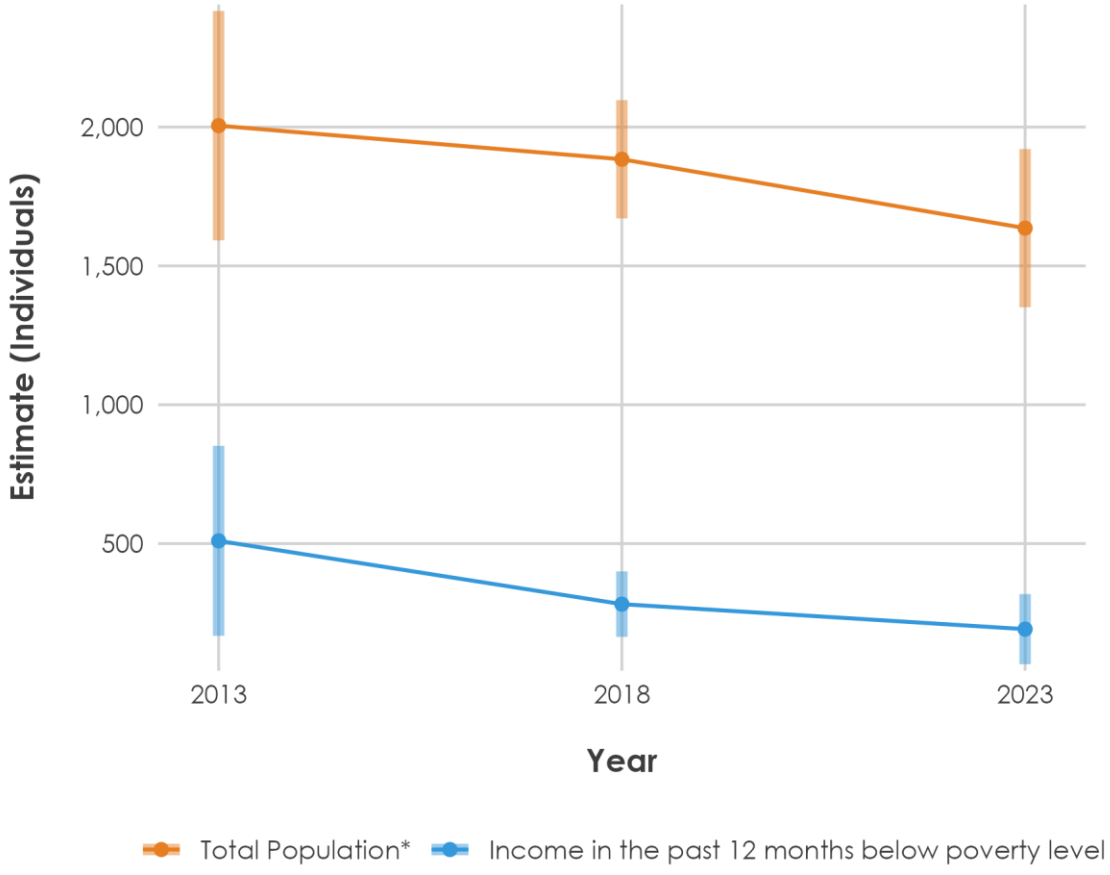
Population by Race



	2013	2018	2023	Is 2013 - 2023 Difference Significant?
Total Population	2,029 ± 417	1,888 ± 213	1,636 ± 285	No
Hispanic or Latino	2.4% ± 2.4%	6.0% ± 6.6%	6.7% ± 7.7%	No
White Alone (Not Hispanic or Latino)	42.6% ± 11.1%	32.6% ± 5.9%	41.0% ± 11.3%	No
Black or African American Alone (Not Hispanic or Latino)	46.4% ± 16.1%	50.4% ± 6.2%	42.8% ± 16.7%	No
American Indian and Alaska Native Alone (Not Hispanic or Latino)	0.0% ± 0.4%	1.0% ± 1.3%	1.5% ± 1.6%	No
Asian Alone (Not Hispanic or Latino)	3.8% ± 5.3%	3.2% ± 3.3%	5.0% ± 6.1%	No
Native Hawaiian and Other Pacific Islander Alone (Not Hispanic or Latino)	0.0% ± 0.4%	0.0% ± 0.5%	0.0% ± 0.6%	No
Some Other Race Alone (Not Hispanic or Latino)	0.0% ± 0.4%	0.7% ± 1.1%	0.0% ± 0.6%	No
Two or More Races (Not Hispanic or Latino)	4.8% ± 3.1%	6.1% ± 4.0%	3.0% ± 3.2%	No

Data Source: 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey 5-Year Estimates, table B03002. Significance is calculated at 90% level.

Residents Living in Poverty



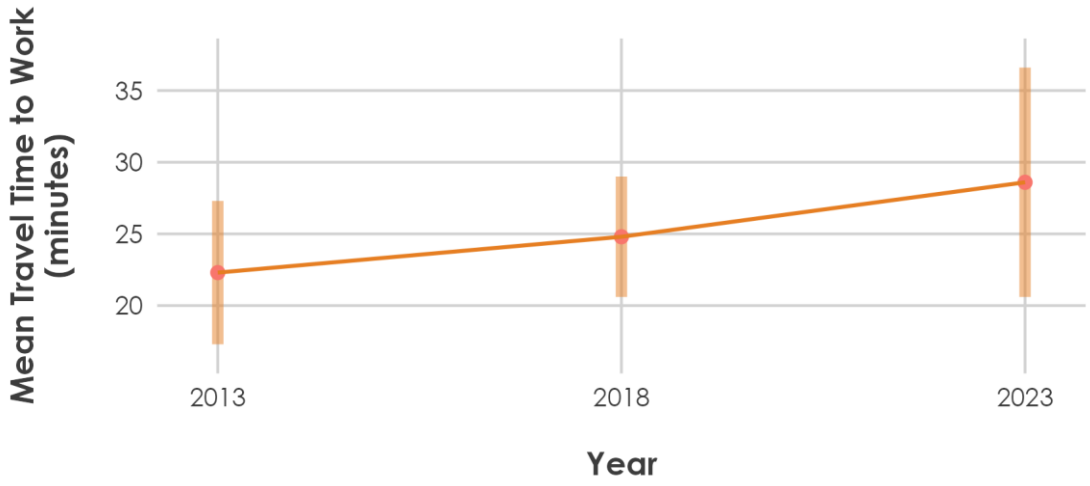
	2013	2018	2023	Is 2013 - 2023 Difference Significant?
Total Population*	2,005 (± 413)	1,884 (± 213)	1,636 (± 285)	No
Income in the past 12 months below poverty line	510 (± 342)	282 (± 118)	192 (± 126)	No

Data Source: 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey 5-Year Estimates, table B17001. *Note: The total population number for this table shows for the total population for whom poverty status can be determined – in this case, slightly fewer people from the neighborhood. Significance is calculated at 90% level.

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.

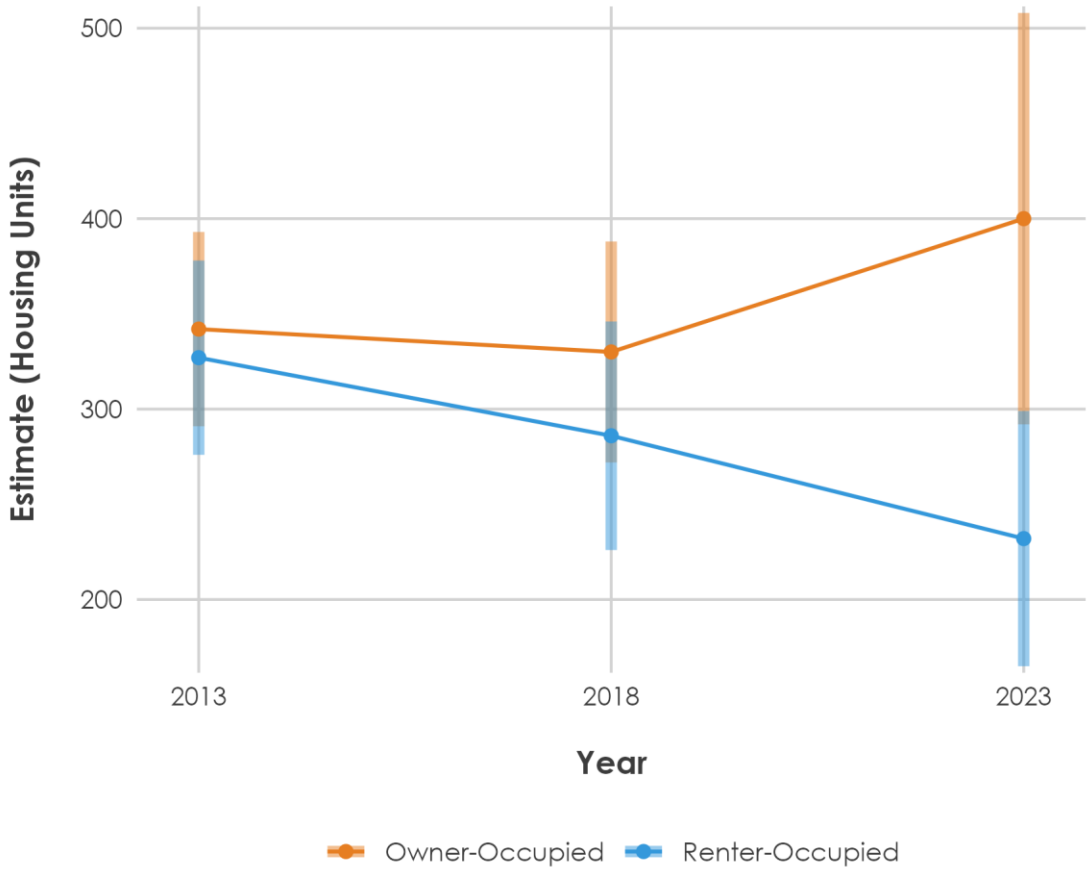
Commute Method and Time to Work



	2013	2018	2023	Is 2013 - 2023 Difference Significant?
COMMUTE METHOD				
Total workers 16 and over	844 (± 119)	820 (± 134)	906 (± 199)	No
Drove alone in car, truck, or van	680 (± 103)	705 (± 126)	633 (± 130)	No
Carpooled in car, truck, or van	140 (± 72)	60 (± 38)	113 (± 94)	No
Public transportation	12 (± 14)	51 (± 47)	25 (± 27)	No
Taxicab	0 (± 9)	0 (± 9)	0 (± 10)	No
Motorcycle	0 (± 9)	0 (± 9)	0 (± 10)	No
Bicycle	12 (± 18)	0 (± 9)	0 (± 10)	No
Walked	0 (± 9)	0 (± 9)	0 (± 10)	No
Other means	0 (± 9)	0 (± 9)	0 (± 10)	No
Worked from home	0 (± 9)	4 (± 7)	135 (± 95)	**Yes ↑**
COMMUTE TIME				
Total workers 16 and over who did not work from home	844 (± 119)	816 (± 134)	771 (± 156)	No
Less than 10 minutes	180 (± 73)	62 (± 53)	91 (± 58)	No
10 to 19 minutes	266 (± 84)	271 (± 89)	234 (± 94)	No
20 to 29 minutes	193 (± 64)	206 (± 72)	283 (± 101)	No
30 to 39 minutes	120 (± 61)	150 (± 62)	42 (± 59)	No
40 to 59 minutes	56 (± 48)	66 (± 47)	33 (± 35)	No
60 to 89 minutes	7 (± 11)	36 (± 31)	40 (± 53)	No
90 minutes or more	22 (± 24)	25 (± 21)	48 (± 33)	No
Mean travel time to work (minutes)	22.3 (± 5.0)	24.8 (± 4.2)	28.6 (± 8.0)	No

Data Source: 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey 5-Year Estimates, tables B08301, B08303, and S0801.

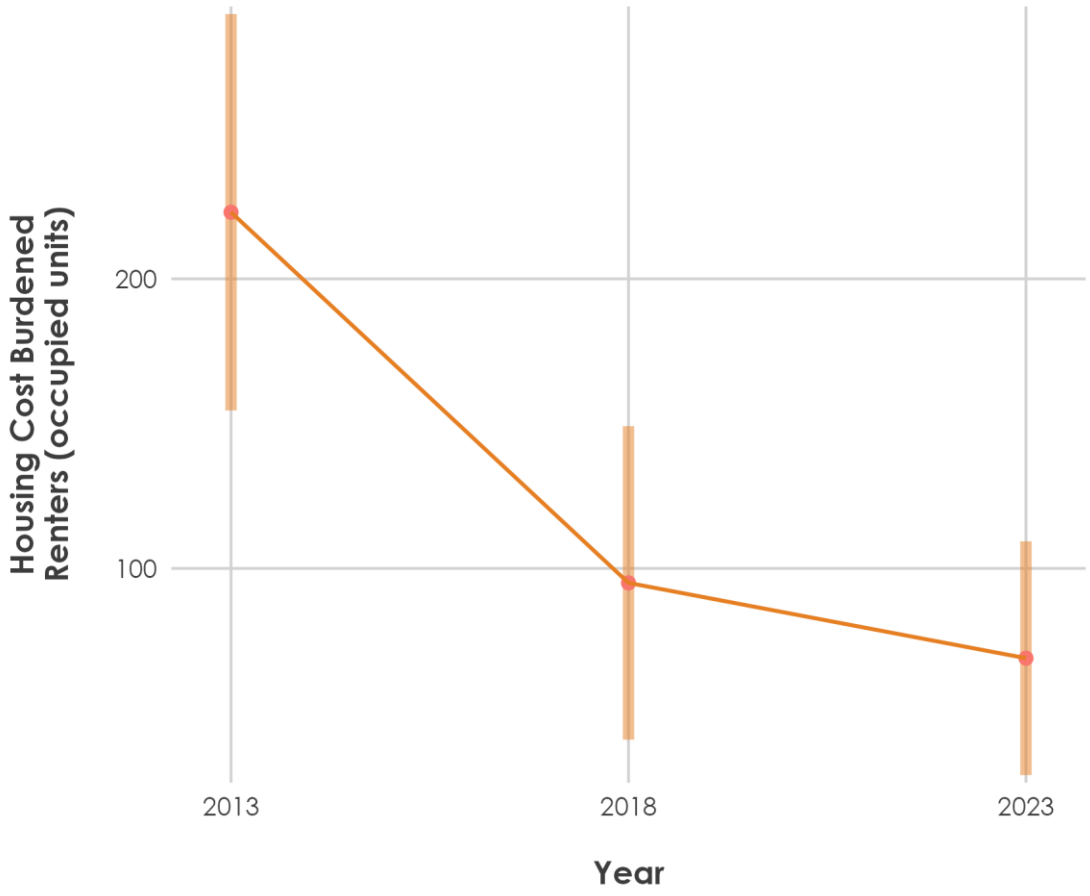
Housing Occupancy and Tenure



	2013	2018	2023	Is 2013 - 2023 Difference Significant?
Total Housing Units	700 (± 17)	700 (± 38)	703 (± 107)	No
Vacant Housing Units	31 (± 35)	84 (± 42)	71 (± 51)	No
Occupied Housing Units	669 (± 38)	616 (± 59)	632 (± 111)	No
Owner-Occupied Housing Units	342 (± 51)	330 (± 58)	400 (± 108)	No
Renter-Occupied Housing Units	327 (± 51)	286 (± 60)	232 (± 67)	**Yes ↓**

Data Source: 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey 5-Year Estimates, table DP04. Significance is calculated at 90% level.

Gross Rent as a Percentage of Household Income



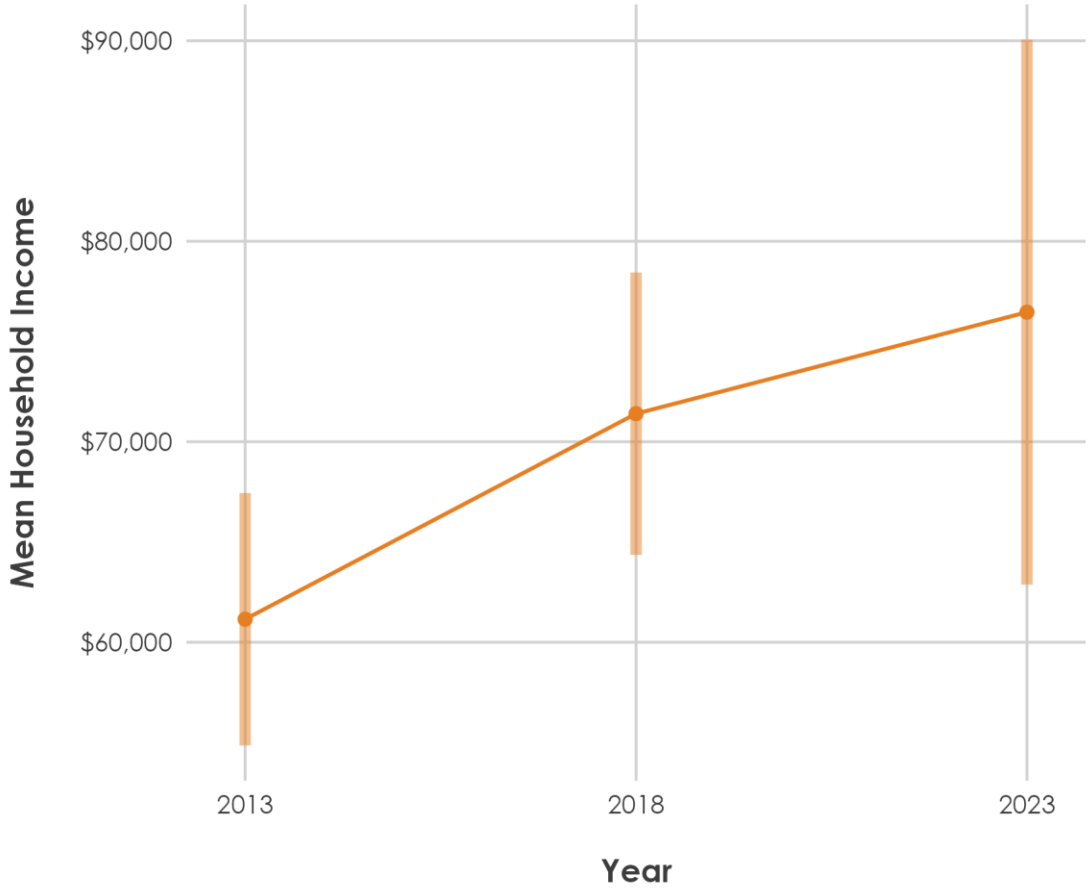
	2013	2018	2023	Is 2013 - 2023 Difference Significant?
Occupied units paying rent*	317 (± 52)	276 (± 64)	232 (± 67)	**Yes ↓**
Housing Cost Burdened	223 (± 68)	95 (± 54)	69 (± 40)	**Yes ↓**

Data Source: 2009 - 2013, 2014 - 2018, and 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. Significance is calculated at 90% level.

How to interpret this table

Households that spend 30 percent or more of their household income on rent or housing expenses are considered cost burdened.

Household Income in the Past 12 Months



	2013	2018	2023	Is 2013 - 2023 Difference Significant?
Mean Household Income	$61,147 (± $6,293)	$71,400 (± $7,041)	$76,462 (± $13,590)	**Yes ↑**

Data Source: 2009 - 2013, 2014 - 2018, and 2019 - 2023 American Community Survey 5-Year Estimates, table S1901. All values are in 2023 inflation-adjusted dollars. Significance is calculated at 90% level.

How to interpret this table

The mean used here is the most accurate way to show change in income within a neighborhood or city but is generally not reflective of a "typical" household in the neighborhood or city. A few very high household incomes or very low household incomes can impact this value. Usually, mean income is higher than median income for a neighborhood or city due to a few high earners. We recommend referencing median household income in the Neighborhood Portraits at both the neighborhood and city scale to understand a typical household.