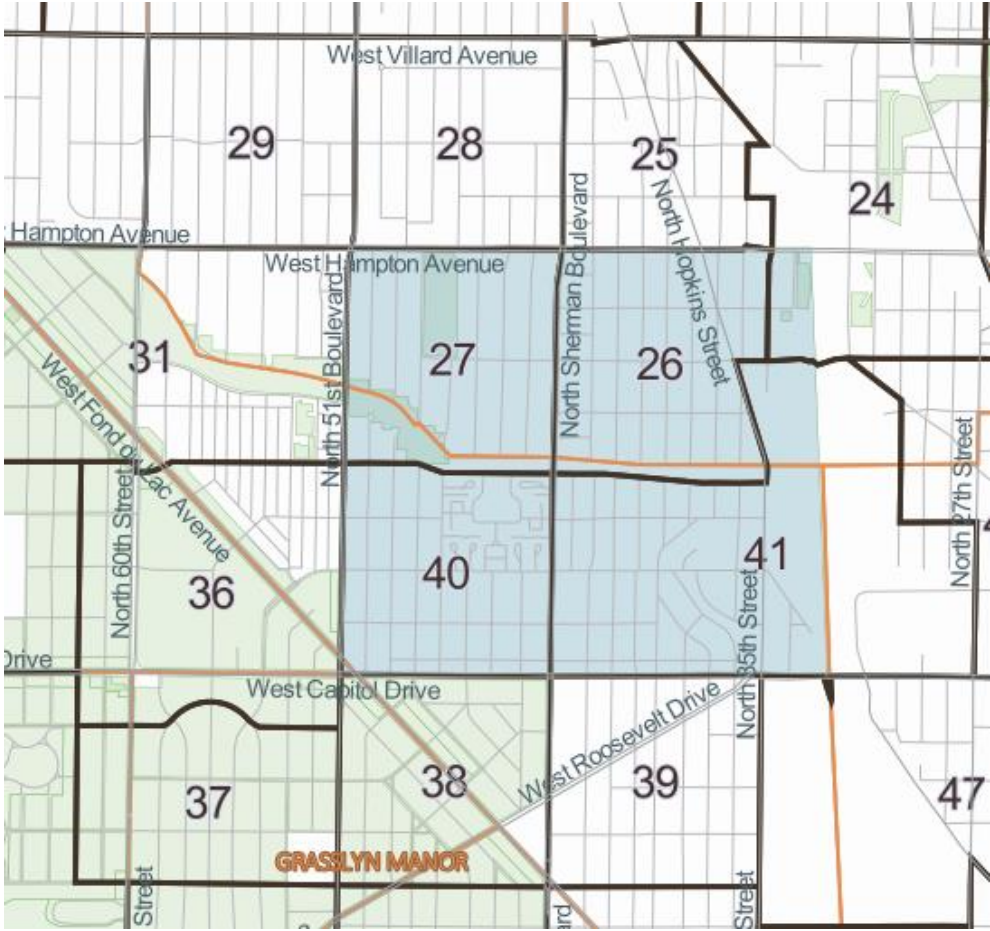


# Parklawn Neighborhood Profile

## Neighborhood Strategic Planning Area #1



September, 2016  
Prepared by Data You Can Use  
with support from the NonProfit Center



Carrie Koss Vallejo, Virginia Carlson and Kathleen Pritchard contributed to this report.  
Please direct questions or comments about this report to:

Carrie Koss Vallejo

[CarrieKV@gmail.com](mailto:CarrieKV@gmail.com)

(414) 301-1733

**Data source used in this analysis:**

American Community Survey 5 year estimates for 2014 were utilized in this report. Note that data are based on *estimates* from the American Fact Finder survey. Margins of error are not readily available but can be calculated as needed for this custom geography.

American Fact Finder tables referenced in this report: B01001, B03002, B08201, B11001, B15001, B17001, B25041, B25063, S2301, S2401 S2501, S2504, and S2506.

[www.Factfinder.census.gov](http://www.Factfinder.census.gov)

Where there is insufficient data it is reported as NA.

**Geography used in this analysis:**

Census areas and NSPs frequently do not have congruent borders. The map on the cover was used to determine which census tracts to include in the following Parklawn NSP analysis.

Census tracts: 26, 27, 40 and 41 were used to define the geographic area for Parklawn in this report.

Boundaries are consistent with NSP boundaries at the time analysis was begun.

# Table of Contents

Selected characteristics for Parklawn and the City of Milwaukee

<b>Introduction.....</b>	<b>4</b>
<b>Population by Race .....</b>	<b>5</b>
<b>Population Sex by Age .....</b>	<b>5</b>
<b>Poverty Status by Age .....</b>	<b>6</b>
<b>Household Characteristics.....</b>	<b>6</b>
<b>Vehicles per Household .....</b>	<b>7</b>
<b>Employment Status by Sex.....</b>	<b>7</b>
<b>Employment Sector by Sex.....</b>	<b>8</b>
<b>Educational Attainment by Sex and Age.....</b>	<b>9</b>
<b>Occupancy Characteristics .....</b>	<b>10</b>
<b>Occupied Housing Unit Structures.....</b>	<b>10</b>
<b>Occupant Bedrooms .....</b>	<b>11</b>
<b>Year Housing Units Built .....</b>	<b>11</b>
<b>Rent Paid by Renters.....</b>	<b>12</b>
<b>Mortgage Costs for Owner Occupied Housing .....</b>	<b>13</b>

## Introduction

This report was prepared by Data You Can Use with the support of the Nonprofit Center. It is the result of input and advice from community organizers working in the neighborhoods supported by Milwaukee's Community Development Block Grant program. Nine Neighborhood Strategic Planning areas were chosen for the development of this profile and partners met to describe the data they wanted –data that would be useful to them in their planning, organizing, and fund development work. They also helped guide the format. Two early prototypes were developed, discussed and adapted to provide this report. Related training (on the use of census data from the American Fact Finder Survey and open source mapping) was conducted and offered to the neighborhood partners. A final draft was reviewed and neighborhood organizers shared the ideas, stories and strategies that they derived from the data.

This *is* “data you can use” they concluded. It can be used with their staff, their partners, their funders, their elected officials and the residents of their neighborhoods. It 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.

Each of the nine reports are posted on our [website](#). Plans are underway to expand this effort to additional neighborhoods and to explore how the data can be made interactive. There is also an identified “wish list” for additional data that would help the organizers tell their story. The content and format are better because of the input of the neighborhood organizations and organizers who contributed. Thank you. In particular, we would like to acknowledge the persistence and stewardship of Joyce Mallory of the Nonprofit Center of Milwaukee. Without Joyce’s efforts, this project would not have come to fruition.

## Population by Race

African Americans make up 89% of Parklawn residents, compared to 39% citywide.

Population by Race	Parklawn		City of Milwaukee	
	Count	Share	Count	Share
Population	9,682	100.0%	598,078	100.0%
White alone	719	7.4%	218,611	36.6%
Black or African American alone	8,576	88.6%	232,196	38.8%
American Indian and Alaska Native alone	0	-	2,690	0.4%
Asian alone	11	0.1%	21,986	3.7%
Some other race	280	-	666	0.1%
Two or more races	0	0.0%	15,665	2.6%
Hispanic or Latino	96	1.0%	106,086	17.7%

## Population Sex by Age

The percentage of males age 10-14 is almost twice the citywide percentage in this age group.

Population Sex by Age	Parklawn		City of Milwaukee	
	Count	Share	Count	Share
Total:	9682		598,078	
<b>Male:</b>	<b>4,266</b>	<b>44.1%</b>	<b>287,843</b>	<b>48.1%</b>
Under 5 years	457	10.7%	24,253	8.4%
5 to 9 years	368	8.6%	22,920	8.0%
10 to 14 years	592	13.9%	21,362	7.4%
15 to 17 years	139	3.3%	12,572	4.4%
18 and 19 years	173	4.1%	11,119	3.9%
20 years	42	1.0%	5,859	2.0%
21 to 24 years	230	5.7%	21,211	7.4%
25 to 34 years	491	11.5%	47,754	16.6%
35 to 54 years	873	20.5%	70,186	24.4%
55 to 66 years	555	13.0%	32,103	11.2%
67 years and older	346	8.1%	18,504	6.4%
<b>Female:</b>	<b>5,416</b>	<b>55.9%</b>	<b>310,235</b>	<b>51.9%</b>
Under 5 years	317	5.9%	23,503	7.6%
5 to 9 years	399	7.4%	21,163	6.8%
10 to 14 years	444	8.2%	21,053	6.8%
15 to 17 years	357	6.6%	12,867	4.1%
18 and 19 years	95	1.8%	11,001	3.5%
20 years	52	1.0%	5,998	1.9%
21 to 24 years	308	5.7%	22,753	7.3%
25 to 34 years	835	15.4%	52,031	16.8%
35 to 54 years	1,538	28.4%	75,693	24.4%
55 to 66 years	723	13.3%	35,410	11.4%
67 years and older	348	6.4%	28,763	9.3%

## Poverty Status by Age

The percentage of Parklawn residents with income below the poverty level (32%) is slightly higher than the citywide rate (29%).

Residents Living Below Poverty	Parklawn		City of Milwaukee	
	Count	Percent	Count	Percent
Total residents:	9,602	100.0%	581,847	100.0%
Residents with income in the past 12 months below poverty level:	3,065	31.9%	170,943	29.4%
Under 5 years	413	13.5%	21,527	12.6%
5 years	74	2.4%	4,307	2.5%
6 to 11 years	461	15.0%	22,591	13.2%
12 to 14 years	276	9.0%	10,157	5.9%
15 years	65	2.1%	3,162	1.8%
16 and 17 years	60	2.0%	6,161	3.6%
18 to 24 years	239	7.8%	28,399	16.6%
25 to 34 years	468	15.3%	24,038	14.1%
35 to 44 years	301	9.8%	16,830	9.8%
45 to 54 years	353	11.5%	15,408	9.0%
55 to 64 years	245	8.0%	11,094	6.5%
65 to 74 years	92	3.0%	3,879	2.3%
75 years and over	18	0.6%	3,390	2.0%

## Household Characteristics

Households headed by single females make up 41% of Parklawn households, nearly double the citywide rate (22%).

Population Households	Parklawn		City of Milwaukee	
	Units		Units	
Total:	3,768		230,181	
Family households:	2,595		129,516	
Married-couple family	773		64,282	
Other family:	1,822		65,234	
Male householder, no wife present	276		14,118	
Female householder, no husband present	1,546		51,116	
Nonfamily households:	1,173		100,665	
Householder living alone	1,033		80,465	
Householder not living alone	140		20,200	
<b>Households by Sex</b>	<b>Units</b>	<b>Percent</b>	<b>Units</b>	<b>Percent</b>
Male householder	276	7.3%	14,118	6.1%
Female householder	1,546	41.0%	51,116	22.2%

## Vehicles per Household

In the Parklawn neighborhood 22% of households have no vehicle available, more than the 18% citywide percentage.

	Parklawn		City of Milwaukee	
	Units	Percent	Units	Percent
Total:	3,768	100.0%	230,181	100.0%
No vehicle available	845	22.4%	42,428	18.4%
1 vehicle available	1,835	48.7%	104,003	45.2%
2 vehicles available	839	22.3%	64,654	28.1%
3 vehicles available	182	4.8%	14,780	6.4%
4 or more vehicles available	67	1.8%	4,316	1.9%

## Employment Status by Sex

The unemployment rate in Parklawn is 17%, compared to the city rate of 12%.

	Parklawn				City of Milwaukee			
	Total	In labor force	UnR*	Not working	Total	In labor force	UnR*	Not working
Age 20 to 64 years	5,448	69.6%	17.3%	47.7%	360,980	76.1%	12.4%	36.3%
SEX								
Male	2,094	57.3%	22.7%	65.5%	173,389	78.0%	13.8%	35.8%
Female	3,354	77.3%	14.6%	37.3%	187,591	74.3%	11.0%	36.7%
With children <6 years	565	85.8%	19.6%	33.7%	32,570	75.6%	17.3%	41.7%

\*UnR stands for "Unemployment Rate," or percentage of the labor force that is unemployed and actively seeking employment.

## Employment Sector by Sex

Nearly one third (29%) of Parklawn residents work in the service industry with median earnings of \$20,236. This is slightly less than the citywide percentage (24%) employed in the service industry.

Employed Population by Occupation	Parklawn					City of Milwaukee				
	Total	Percent Employed	Male	Female	Median earnings	Total	Percent Employed	Male	Female	Median earnings
Civilian employed population 16 years and over:	3,470	100.0%	31.3%	68.7%	NA	257,610	100%	48.3%	51.7%	\$27,285
Management, business, science, and arts occupations:	853	24.6%	29.7%	70.3%	\$37,524	77,758	30.2%	41.8%	58.2%	\$44,288
Service occupations:	996	28.7%	19.3%	80.7%	\$20,236	62,232	24.1%	41.1%	58.9%	\$17,061
Sales and office occupations:	892	25.7%	18.5%	81.5%	NA	59,235	23.0%	33.9%	66.1%	\$25,144
Natural resources, construction, and maintenance occupations:	123	3.5%	NA	NA	NA	14,357	5.6%	93.7%	6.3%	\$31,440
Production, transportation, and material moving occupations:	606	17.5%	62.9%	37.2%	\$18,396	44,028	17.1%	74.4%	25.6%	\$26,075



## Educational Attainment by Sex and Age

Among those Parklawn residents age 18-24, 39% of males and 14% of females are high school graduates, compared to City rates of 21% and 13% respectively.

	Parklawn		City of Milwaukee	
	Count	Percent	Count	Percent
<b>Total:</b>	6,609		438,385	
<b>Male:</b>	<b>2,710</b>		<b>206,736</b>	
18 to 24 years:	445		38,189	
Less than high school diploma	175	39.3%	8,038	21.0%
High school graduate (includes equivalency)	209	47.0%	11,131	29.1%
Some college, no bachelor's degree	61	13.7%	15,855	41.5%
Bachelor's degree or higher	0	-	3,165	8.3%
25 to 34 years:	491		47,754	
Less than high school diploma	45	9.2%	7,259	15.2%
High school graduate (includes equivalency)	226	46.0%	13,362	28.0%
Some college, no bachelor's degree	181	36.9%	13,860	29.0%
Bachelor's degree or higher	39	7.9%	13,273	27.8%
35 to 64 years:	1,331		98,565	
Less than high school diploma	225	16.9%	18,588	18.9%
High school graduate (includes equivalency)	637	47.9%	32,930	33.4%
Some college, no bachelor's degree	366	27.5%	27,311	27.7%
Bachelor's degree or higher	103	7.7%	19,736	20.0%
65 years and over:	443		22,228	
Less than high school diploma	142	32.1%	6,145	27.6%
High school graduate (includes equivalency)	186	42.0%	7,557	34.0%
Some college, no bachelor's degree	100	22.6%	4,500	20.2%
Bachelor's degree or higher	15	3.4%	4,026	18.1%
<b>Female:</b>	<b>3,899</b>		<b>231,649</b>	
18 to 24 years:	455		39,752	
Less than high school diploma	67	14.7%	5,194	13.1%
High school graduate (includes equivalency)	205	45.1%	9,910	24.9%
Some college, no bachelor's degree	178	39.1%	20,725	52.1%
Bachelor's degree or higher	5	1.1%	3,923	9.9%
25 to 34 years:	835		52,031	
Less than high school diploma	121	14.5%	6,524	12.5%
High school graduate (includes equivalency)	239	28.6%	11,435	22.0%
Some college, no bachelor's degree	409	49.0%	17,736	34.1%
Bachelor's degree or higher	66	7.9%	16,336	31.4%
35 to 64 years:	2,159		106,809	
Less than high school diploma	311	14.4%	18,504	17.3%
High school graduate (includes equivalency)	567	26.3%	31,011	29.0%
Some college, no bachelor's degree	1001	46.4%	33,762	31.6%
Bachelor's degree or higher	280	13.0%	23,532	22.0%
65 years and over:	450		33,057	
Less than high school diploma	203	45.1%	8,674	26.2%
High school graduate (includes equivalency)	120	26.7%	12,620	38.2%
Some college, no bachelor's degree	67	14.9%	6,646	20.1%
Bachelor's degree or higher	60	13.3%	5,117	15.5%

## Occupancy Characteristics

In Parklawn and across the city, 43% of housing units are owner occupied.

Housing Status	Parklawn		City of Milwaukee	
	Units	Percent	Units	Percent
Total housing units	4,224		257,965	
Owner and renter	3,768	89.2%	230,181	89.2%
Owner occupied	1,632	43.3%	99,034	43.0%
Renter occupied	2,136	56.7%	131,147	57.0%

## Occupied Housing Unit Structures

93% of the Owner Occupied units in Parklawn are single attached units, compared to 77% citywide.

	Parklawn			City of Milwaukee		
	Total Units	OO Units	Rented Units	Total Units	OO Units	Rented Units
Occupied units	3,768	1,632 (43.3%)	2,136 (56.7%)	230,181	99,034 (43.0%)	131,147 (57.0%)
UNITS IN STRUCTURE						
1, detached	61.7%	93.4%	37.4%	42.1%	76.6%	16.0%
1, attached	9.2%	4.1%	13.0%	6.8%	5.6%	7.7%
2 apartments	12.4%	2.5%	20.1%	19.3%	10.8%	25.8%
3 or 4 apartments	6.2%	-	11.0%	7.3%	1.1%	12.0%
5 to 9 apartments	3.0%	-	5.3%	5.9%	0.8%	9.7%
10 or more apartments	7.4%	-	13.2%	18.3%	4.5%	28.6%
Mobile home/other	-	-	-	0.4%	0.6%	0.2%

## Occupant Bedrooms

Nearly half (48%) of Parklawn housing units have two bedrooms, compared to 36% citywide.

Occupant Bedrooms	Parklawn		City of Milwaukee	
	Count	Percent	Count	Percent
Total:	4,224		257,965	
No bedroom	53	1.3%	7,930	3.1%
1 bedroom	459	10.9%	42,557	16.5%
2 bedrooms	2,044	48.4%	92,693	35.9%
3 bedrooms	1,203	28.5%	85,613	33.2%
4 bedrooms	409	9.7%	22,826	8.8%
5 or more bedrooms	56	1.3%	6,346	2.5%

## Year Housing Units Built

Over 50% of the owner occupied housing stock in Parklawn was built between 1940 to 1959, compared to 32% in the city.

	Parklawn			City of Milwaukee		
	Total Units	OO Units	Rented Units	Total Units	OO Units	Rented Units
Occupied housing units	3,768	1,632	2,136	230,181	99,034	131,147
Year Structure Built						
2010 or later	-	-	-	0.4%	0.2%	0.6%
2000 to 2009	1.4%	2.1%	0.8%	3.5%	3.6%	3.5%
1980 to 1999	3.1%	3.8%	2.6%	7.1%	4.4%	9.1%
1960 to 1979	20.5%	7.4%	30.6%	19.7%	16.6%	22.0%
1940 to 1959	50.7%	65.1%	39.7%	32.3%	40.0%	26.5%
1939 or earlier	24.3%	21.6%	26.4%	37.0%	35.2%	38.3%

## Rent Paid by Renters

In Parklawn the most common monthly rental rate is between \$1,000 - \$1,249, compared to \$800- \$899 in the City of Milwaukee.

Rent Paid	Parklawn		City of Milwaukee	
	Units	Percent	Units	Percent
Total	2,136	100.0%	131,147	100.0%
With cash rent:	2,097	98.2%	128,661	98.1%
Less than \$100	-	0.0%	546	0.4%
\$100 to \$149	-	0.0%	404	0.3%
\$150 to \$199	-	0.0%	742	0.6%
\$200 to \$249	51	2.4%	2,951	2.3%
\$250 to \$299	16	0.7%	1,519	1.2%
\$300 to \$349	103	4.8%	1,740	1.3%
\$350 to \$399	52	2.4%	2,018	1.5%
\$400 to \$449	66	3.1%	2,038	1.6%
\$450 to \$499	71	3.3%	2,934	2.2%
\$500 to \$549	176	8.2%	5,250	4.0%
\$550 to \$599	91	4.3%	6,869	5.2%
\$600 to \$649	117	5.5%	7,848	6.0%
\$650 to \$699	172	8.1%	10,403	7.9%
\$700 to \$749	123	5.8%	11,619	8.9%
\$750 to \$799	197	9.2%	10,931	8.3%
\$800 to \$899	193	9.0%	19,448	14.8%
\$900 to \$999	211	9.9%	12,896	9.8%
\$1,000 to \$1,249	339	15.9%	17,361	13.2%
\$1,250 to \$1,499	115	5.4%	6,448	4.9%
\$1,500 to \$1,999	4	0.2%	3,321	2.5%
\$2,000 or more	-	0.0%	1,375	1.0%
No cash rent	39	1.8%	2,486	1.9%

## Mortgage Costs for Owner Occupied Housing (with a mortgage)

On owner occupied housing, 40% of mortgages in Parklawn are between \$1,000 - \$1,249 per month. Citywide the most common range is higher \$1,500 - \$1,999.

	Parklawn		City of Milwaukee	
	Units	Percent	Units	Percent
Total	1,220	100.0%	69,753	100.0%
Less than \$200	-	0.0%	-	0.0%
\$200 to \$299	-	0.0%	-	0.0%
\$300 to \$399	22	1.8%	209	0.3%
\$400 to \$499	-	0.0%	279	0.4%
\$500 to \$599	12	1.0%	837	1.2%
\$600 to \$699	25	2.0%	1,814	2.6%
\$700 to \$799	91	7.5%	2,790	4.0%
\$800 to \$899	91	7.5%	3,488	5.0%
\$900 to \$999	153	12.5%	4,883	7.0%
\$1,000 to \$1,249	493	40.4%	14,718	21.1%
\$1,250 to \$1,499	241	19.7%	14,648	21.0%
\$1,500 to \$1,999	49	4.0%	17,508	25.1%
\$2,000 or more	43	3.5%	8,510	12.2%