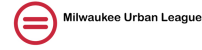




**GREATER DOWNTOWN
ACTION AGENDA**



KEY FINDINGS

Who Lives In, Works In and Visits the Greater Downtown

RESIDENTIAL POPULATION

1. 74,500 people live in the Greater Downtown neighborhoods.
2. Since 2000, Greater Downtown overall has gained population, but half of the neighborhoods actually lost population. Downtown and Historic Third Ward gained the most while Walker Square, Walker's Point, and Lindsay Heights/Fondy-North lost the most.
3. Approximately 13% (74.5K) of city residents live in the Greater Downtown. Downtown, Lower East Side, Avenues West, and Lindsay Heights/Fondy-North together make up over two-thirds of Study Area population.

RACIAL DIVERSITY

4. The racial diversity of greater downtown mirrors the racial diversity of the city, but each of the 11 neighborhoods lack racial diversity.
5. The Greater Downtown is losing (small number of) Black or African American households while the rest of City is losing significant numbers of white households.

AGE

6. Greater downtown has significantly more 18 to 24 and 25 to 34 year olds compared to the rest of the city, county and state.
7. Greater Downtown is the only geography to actually gain population in the 25 to 44 age category.
8. Black or African Americans householders in this age group, however, actually declined in the Greater Downtown by about 25%.
9. The number of 45 to 64 year olds in the Greater Downtown increased more than in the rest of the city.

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HOUSEHOLD SIZE

10. Household sizes have decreased significantly in the Greater Downtown compared to city. Single and two-person households have grown dramatically in the Greater Downtown compared to the rest of the city. Likely driven by young, singles + couples without children and changing real estate product in the study area.
11. 2 and 4 person households have grown in the Greater Downtown while declining in the rest of the city. Growth for these household sizes in the Greater Downtown have actually outpaced the region and the US state.
12. Walker's Point, Clarke Square, Lindsay Heights/Fondy North, Walkers Point and King Drive / Bronzeville have more households with children, suggesting the presence of families, than other neighborhoods in the Greater Downtown.
13. Single mother households decreasing more significantly for African Americans households in the Greater Downtown compared to white households but are increasing for Hispanic households.

INCOMES

14. Historic Third Ward (\$79,600), Downtown (\$42,700) and Lower East Side (50,700) are the only neighborhoods within the Greater Downtown with median household incomes well above the study area and city average. 6 of the 10 neighborhoods have median household incomes below the study area and city average.
15. Median household Income declined more in the rest of the city compared to the region, state, and nation across all racial groups. The Greater Downtown, driven by increases in white median household income, actually increased since 2000. Median household income decreased by less in the Study Area for Blacks or African Americans and Hispanics compared to the region and state.

POVERTY

16. Poverty rate is higher in the Greater Downtown compared to the rest of the city. Only the Downtown, Historic Third Ward, and Lower East Side have lower poverty rates than the rest of the city.

WORKER POPULATION

17. Greater downtown today is home to 108,000 of the city's 254,000 private sector jobs. This represents 42% of the city's jobs.
18. Between 2004 and 2014, Greater Downtown added 22,100 jobs while the rest of the city lost a similar number of jobs. Outside of the study area, the region lost 6,100 jobs.

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19. Greater Downtown has about 8X the job density of the rest of the city; Downtown job density is about 2X the other neighborhoods.
20. Number of employed residents in the greater downtown has increased 13% while declining in the rest of the city.

UNEMPLOYMENT

21. Unemployment in the Greater Downtown is lower than the rest of the city, but the proportion of not employed residents are similar.

EDUCATIONAL ATTAINMENT

22. The Greater Downtown is home to higher proportion of high school dropouts, but also significantly higher percent of residents with a Bachelor's degree or higher compared to the rest of the city. Percent of residents with a HS diploma or less varies from as little as 10% up to 82% across the Greater Downtown neighborhoods.

SOURCES

1. (Source: US Census Bureau, Mass Economics Analysis)
2. (Source: US Census Bureau, Mass Economics Analysis)
3. (Source: US Census Bureau, Mass Economics Analysis)
4. (Source: ACS, Mass Economics Analysis)
5. (Source: ACS, Mass Economics Analysis)
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8. (Source: ACS, Mass Economics Analysis)
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10. (Source: US Census Bureau, Mass Economics Analysis)
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12. (Source: US Census Bureau, Mass Economics Analysis)
13. (Source: US Census Bureau, Mass Economics Analysis)
14. (Source: ACS, Mass Economics Analysis)
15. (Source: ACS, Mass Economics Analysis)
16. (Source: ACS, Mass Economics Analysis)
17. (Source: ACS, Mass Economics Analysis)
18. (Source: LEHD-OTM, Mass Economics Analysis)
19. (Source: LEHD-OTM, Mass Economics Analysis)
20. (Source: ACS, Mass Economics Analysis)
21. (Source: ACS, Mass Economics Analysis)
22. (Source: ACS, Mass Economics Analysis)