

REFRESH

NEIGHBORHOOD

DATA PROJECT

DEMOGRAPHICS

From summer 2017 to winter 2018, Broad Community Connections (BCC) led a community-based participatory research study to collect information on the health, wellbeing, wants and needs of residents living near the ReFresh Project. The below information is a synthesis of demographic data collected from 200 door-to-door surveys with adult residents, all living within one-square mile of the ReFresh Project at 300 N Broad Street in New Orleans. The survey area covered parts of the Treme-Lafitte, Tulane-Gravier, Mid-City, and Bayou St. John neighborhoods. BCC also conducted focus groups with key resident demographic groups to augment survey findings.



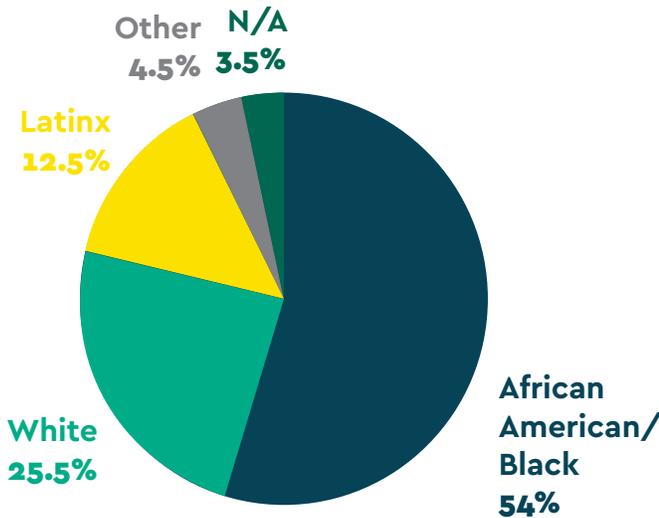
ReFresh
PROJECT

The ReFresh Project is a community health hub and collaborative of cross-sector partners working to achieve health equity in New Orleans neighborhoods along North Broad Street. Through health education programming, community engagement, data collection, information sharing, and systems-change advocacy, we work to ensure that all local residents have the tools, education and supports needed to be healthy and happy.

GENERAL DEMOGRAPHICS

ReFresh neighborhoods are generally home to a diverse mix of older Black or African American* adults with deep roots in the neighborhood, young and childless white adults new to the neighborhood, and young Latinx** immigrant families.

RACE + ETHNICITY

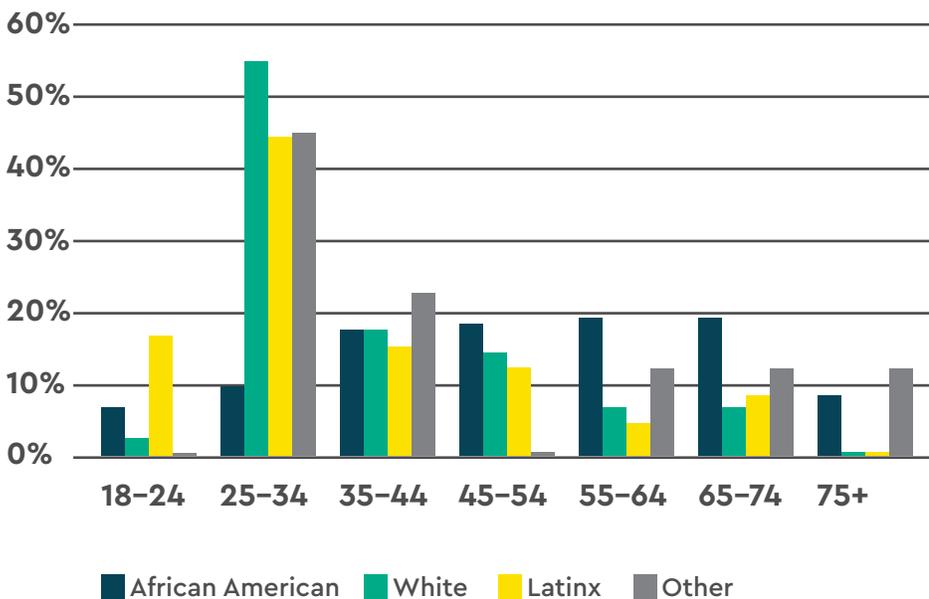


The majority of survey respondents identified as Black (54%), followed by white (25.5%) and Latinx (12.5%), respectively. Approximately 4.5% of survey respondents identified as Native American, Asian, or multi-racial, shown here as "Other". A separate 3.5% of participant responses (seven people total) did not identify as a discernable race or ethnicity. Because we are interested in outcomes across race and ethnicity for this data brief, this group is not included in the remainder of this report.

*The survey asked residents to identify their race from a list of options taken from the U.S. Census Bureau. One option was "Black or African American." For the sake of brevity and the desire to be inclusive of people of African descent from countries other than the United States, the term "Black" is used for the remainder of this brief when referencing residents who chose this option.

** "Latinx" is a gender-neutral term sometimes used in lieu of "Latino" or "Latina". For the purposes of this brief, "Latinx" is used to describe the residents who responded "Yes" to the survey question "Do you consider yourself Latino?".

AGE BY RACE + ETHNICITY



The majority of Black respondents were aged 45 or older (66%), while three quarters of Latinx (76%) and white respondents (75%) were under age 45.

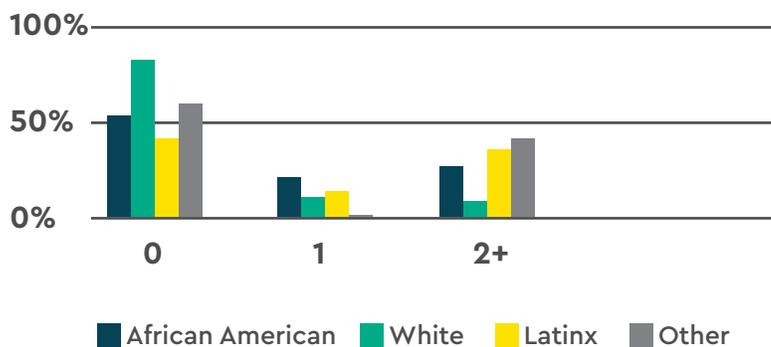
Sixty percent of white respondents were between ages 25-34, making this the most concentrated age bracket for any race or ethnic group in the area.



ReFresh Neighborhood Data Project

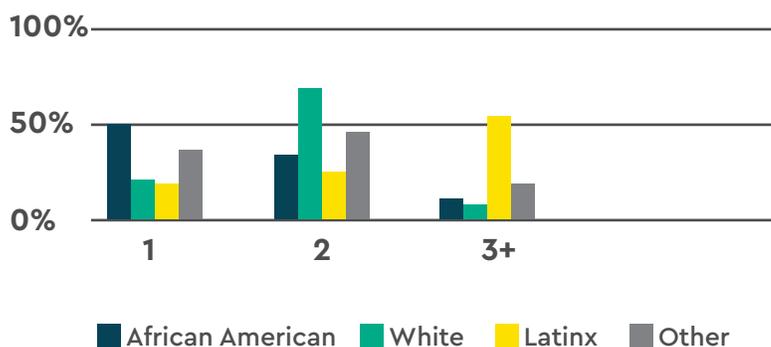
Visit refreshnola.org for the complete set of data briefs, including an explanation of our data collection methodology. For more information on the ReFresh Project, email info@refreshnola.org or call 504.444.2890.

CHILDREN IN THE HOME



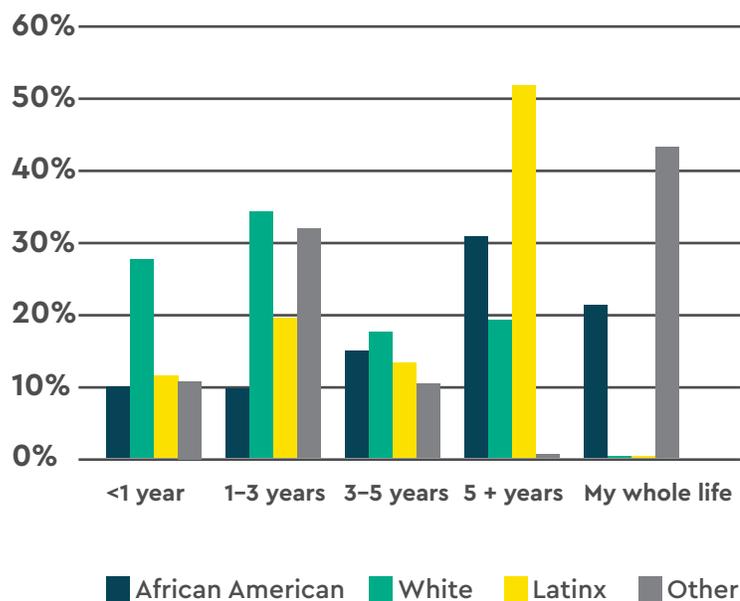
Just over half of Latinx-led (56%) homes have children living in them or regularly there. Approximately half of Black-led (52%) homes do not have children living in them or regularly there while the other half (48%) do. The majority of white-led (78%) homes do not have children living in them or regularly there.

ADULTS IN THE HOME



Eighty percent of Latinxs reported two or more adults living in the home, the highest percentage of any group. Additionally, 52% percent of Latinx respondents had three or more adults living in the home, with some reporting upwards of six adults living in the home. Seventy-eight percent of white households housed two or more adults with two adults being the most popular answer among this group (65%). Half of surveyed Black adults lived alone, which is more than any other group.

NEIGHBORHOOD TENURE



Black and "Other" residents have the deepest roots in the ReFresh neighborhoods, followed by Latinxs, then white newcomers. Fifty-four percent of Black respondents had lived in the neighborhood for at least five years, with 22% having lived in the neighborhood their whole life or "close to it". Forty-four percent of residents identifying as "Other" reported living in the neighborhood their whole life or "close to it". Fifty-two percent of Latinx respondents had lived in the neighborhood for five years or more, yet none had lived there for their whole life. No white respondents had lived in the neighborhood their whole lives, and 81% had moved into the neighborhood within the past five years.



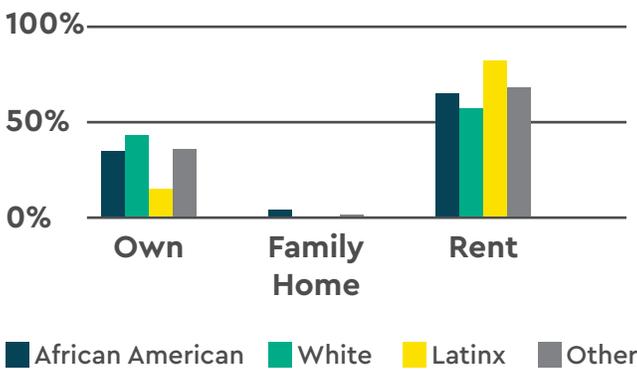
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DEMOGRAPHICS & DISPARITIES

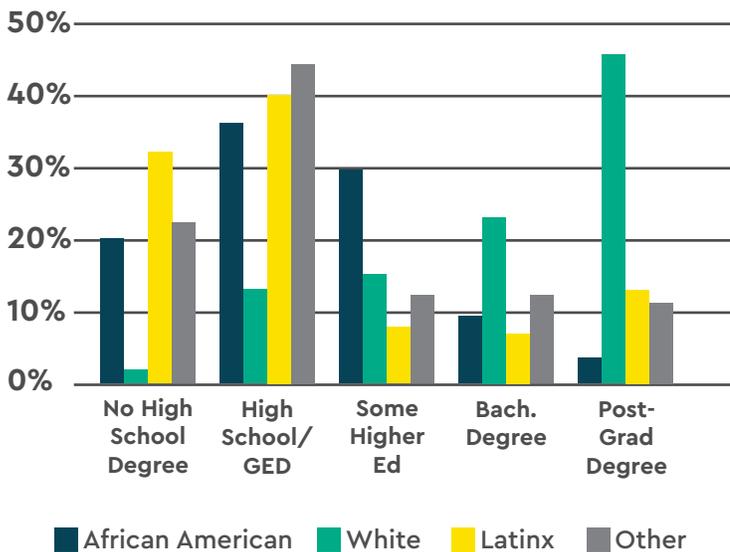
While data shows ReFresh neighborhoods are richly diverse in terms of race, ethnicity, age, and time living in the neighborhood, a deeper look highlights significant disparities, or differences, in life circumstances between racial and ethnic groups. These types of disparities are rooted in discriminatory laws, policies, and practices at the national and local levels which keep power and resources in white communities while denying communities of color an equitable opportunity to thrive.

HOMEOWNERSHIP



The majority of respondents in each racial and ethnic group rented their home. Despite being the newest group to ReFresh neighborhoods, white respondents led other racial and ethnic groups in homeownership at 43%. Of Black residents, 32% owned their home or lived in a family-owned home, followed by 16% of Latinx respondents. In follow-up focus group discussions, many Black homeowners reported owning their homes for a long time with some living in homes passed from generation to generation.

EDUCATIONAL ATTAINMENT



The majority of people not identifying as white had a high school degree or less as their highest level of formal education completed. Latinx respondents had the least formal education, with 72% reporting they had a high school degree or less, and 32% of total Latinx respondents not having finished high school at all. Two-thirds of residents in "Other" reported having a high school degree or less as their highest educational attainment. The majority of Black residents (57%) had a high school degree or less, with 20% of total respondents not having finished high school at all. By contrast, 69% of white respondents had a Bachelor's degree or higher with a Postgraduate degree or higher being the most common level of educational attainment (45%).

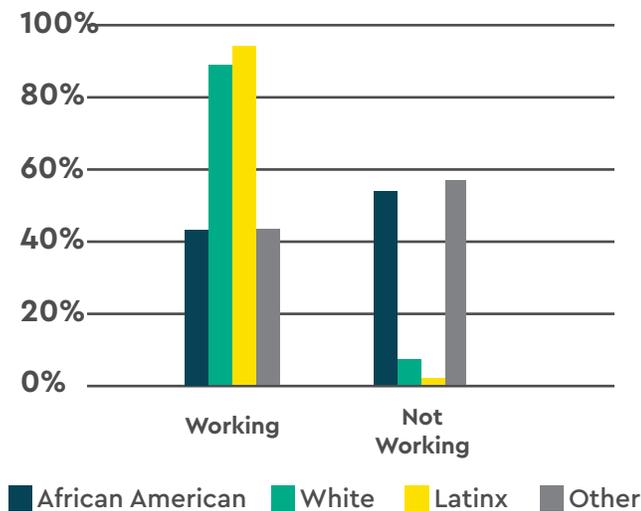
"Some Higher Ed" includes "some college, no degree", "Associates Degree", and "Certificate or Technical Degree"
 "Postgraduate Degree" includes "Master's Degree", "Professional Degree" (e.g. JD), and "Doctoral Degree"



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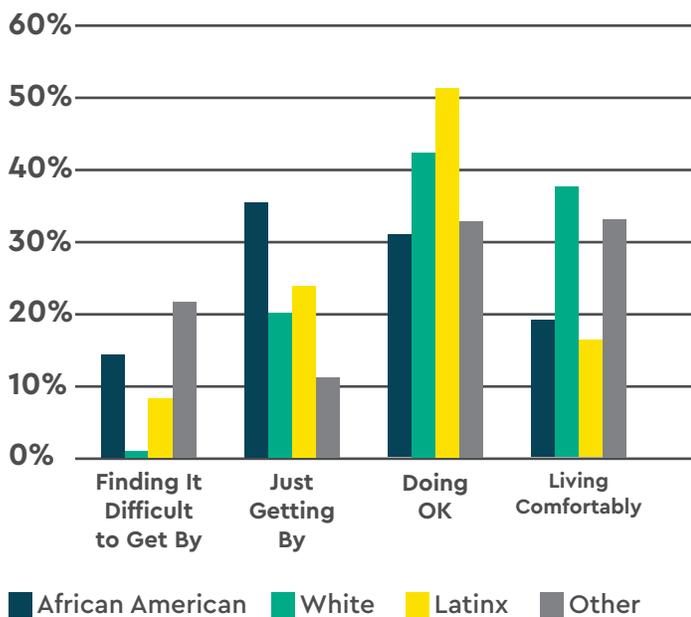
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EMPLOYMENT STATUS



Of all racial and ethnic groups, Latinxs and whites had the highest rate of employment, with 96% and 90% reporting they were currently working, respectively. In contrast, only 44% of Black and Other respondents stated they were currently working. For Black respondents, this low percentage may in part be due to this group being older in general. Of people working, however, Black respondents felt the most stable in their employment overall, while Latinxs felt the least stable.

FINANCIAL STATUS



When asked to think about their finances and rate themselves as "Living comfortably," "Doing okay," "Just getting by," or "Finding it difficult to get by," the vast majority (80%) of white respondents reported that they were either "Doing okay" or "Living comfortably." Despite reporting some financial comfort, however, most white focus group participants cited finances as a main source of stress; they noted the high cost of living in New Orleans, student debt, and little upward mobility in the local professional job market as contributing factors. Approximately two-thirds of Latinxs (68%) and "Other" (66%) residents selected these same responses, while only half of Black respondents noted they were "Living comfortably" or "Doing okay."



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