

# Juniata Park.

The Future of American Neighborhoods? Minority Upward Mobility in Philadelphia

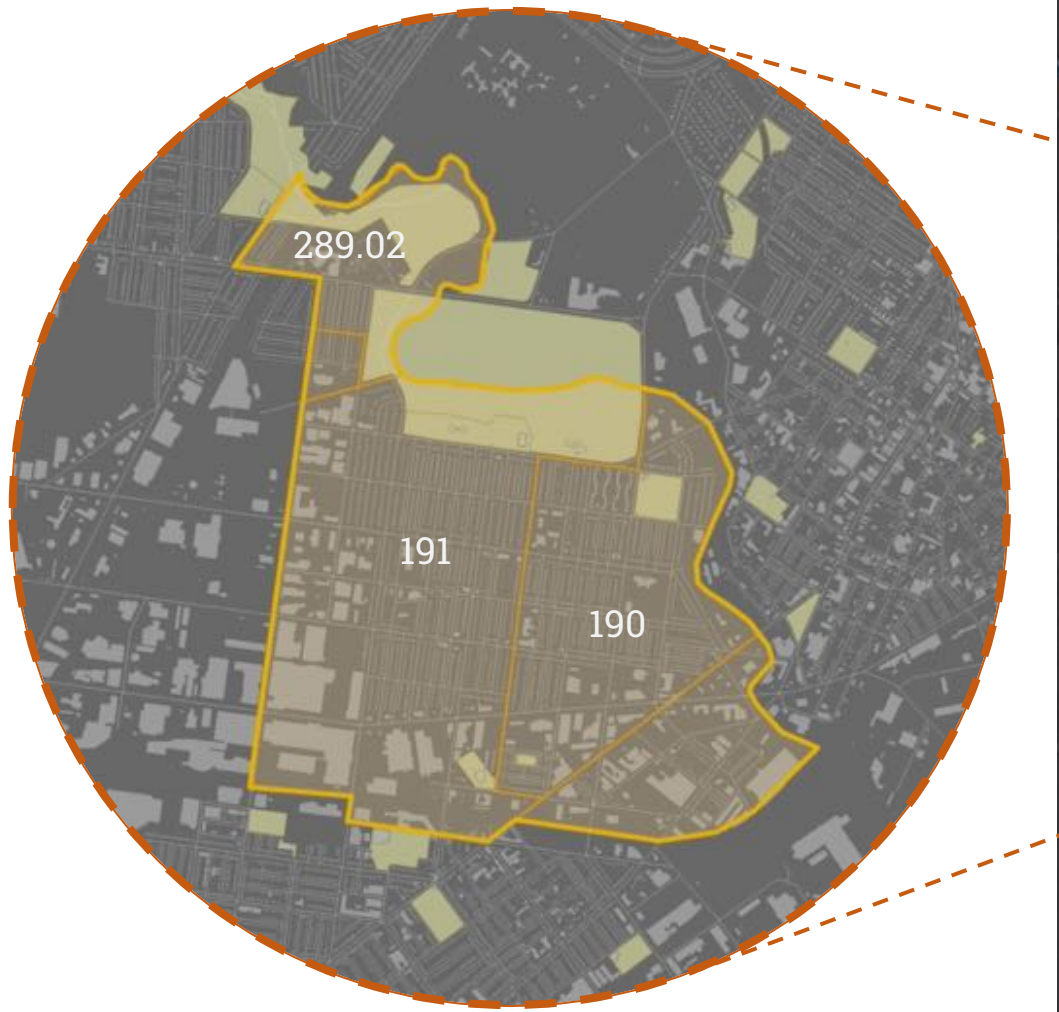
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Kendra Hills, Riddhi Batra, Julian Turley, & Makayla Davis



*Photo Source: JuniataNews-Philly*



2019 Census Tracts, Streets, Building Footprints and Hydrology: OpenDataPhilly  
2019 Census Tract boundaries: TigerWeb



# **Who lives in Juniata Park?**

*Photo Source: JuniataNews-Philly*



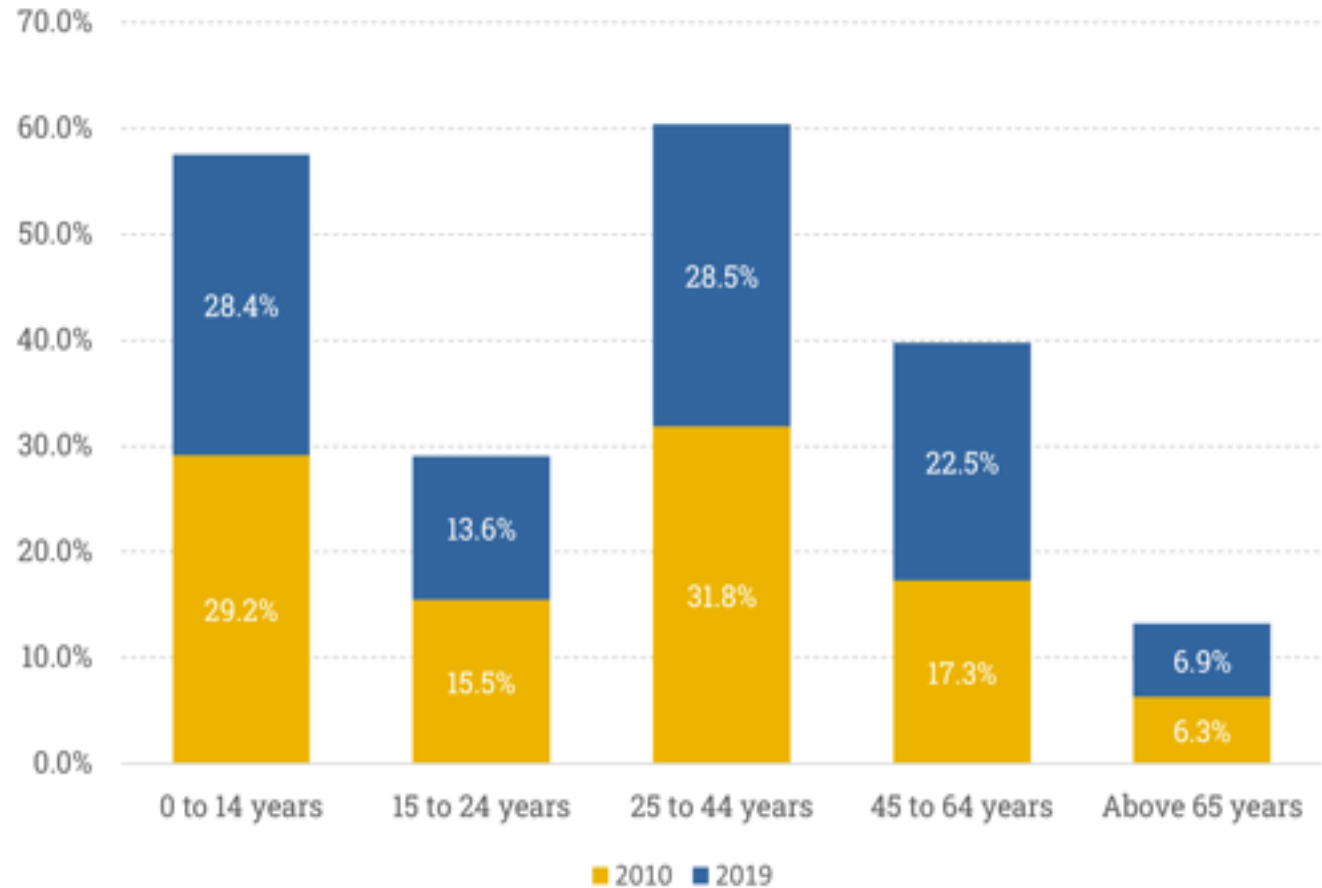
# A Young Vibrant Neighborhood

**28%**  
0 to 14 yrs

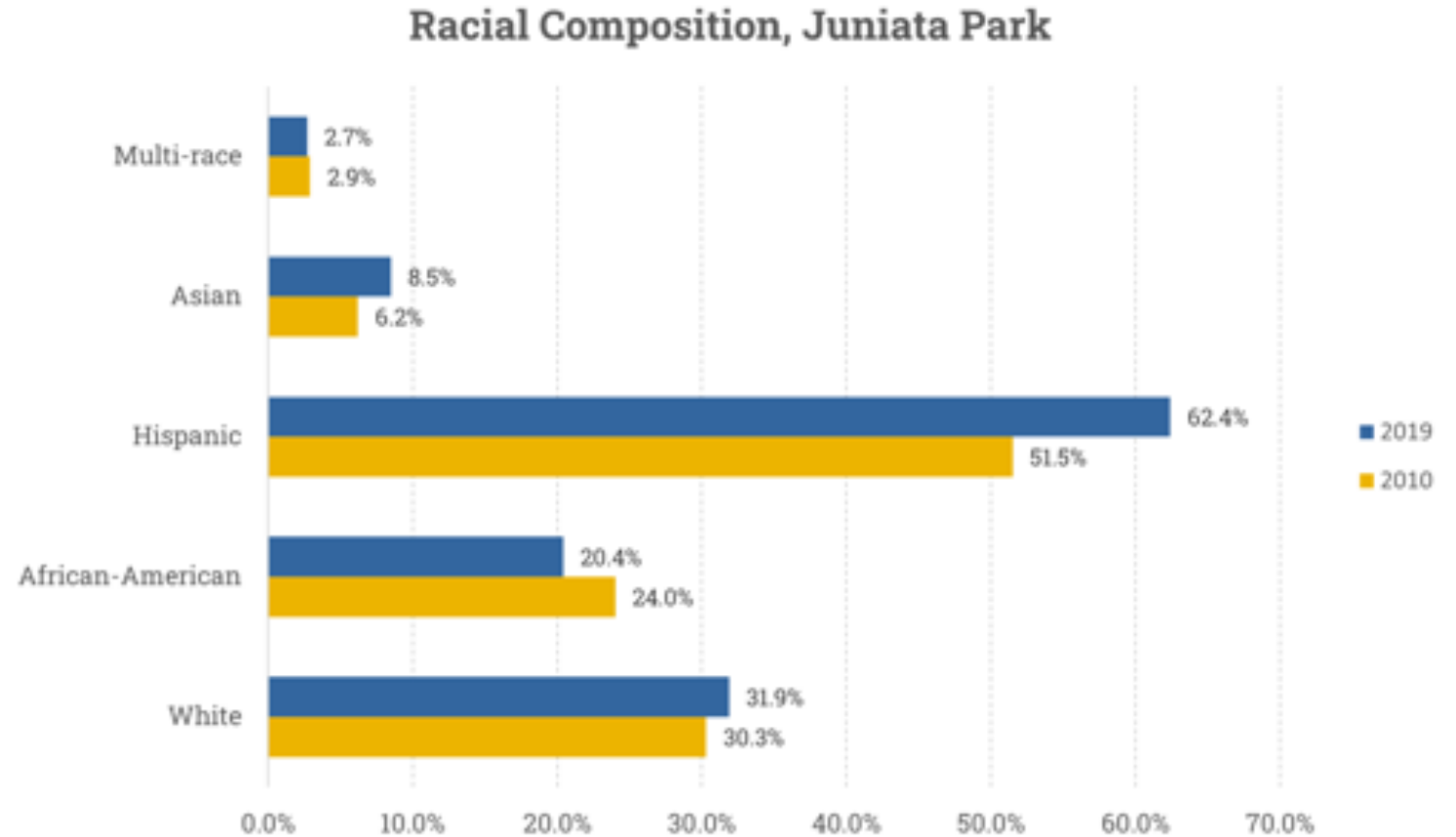
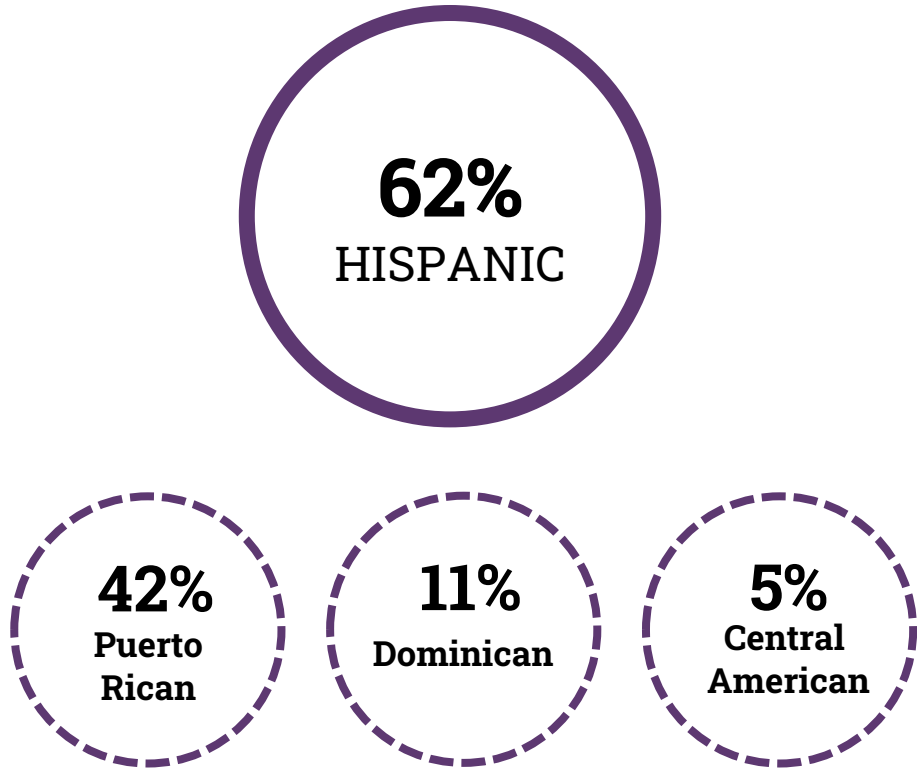
**28%**  
25 to 44 yrs



Age Distribution, Juniata Park



# Demographic Composition: A Latin Enclave



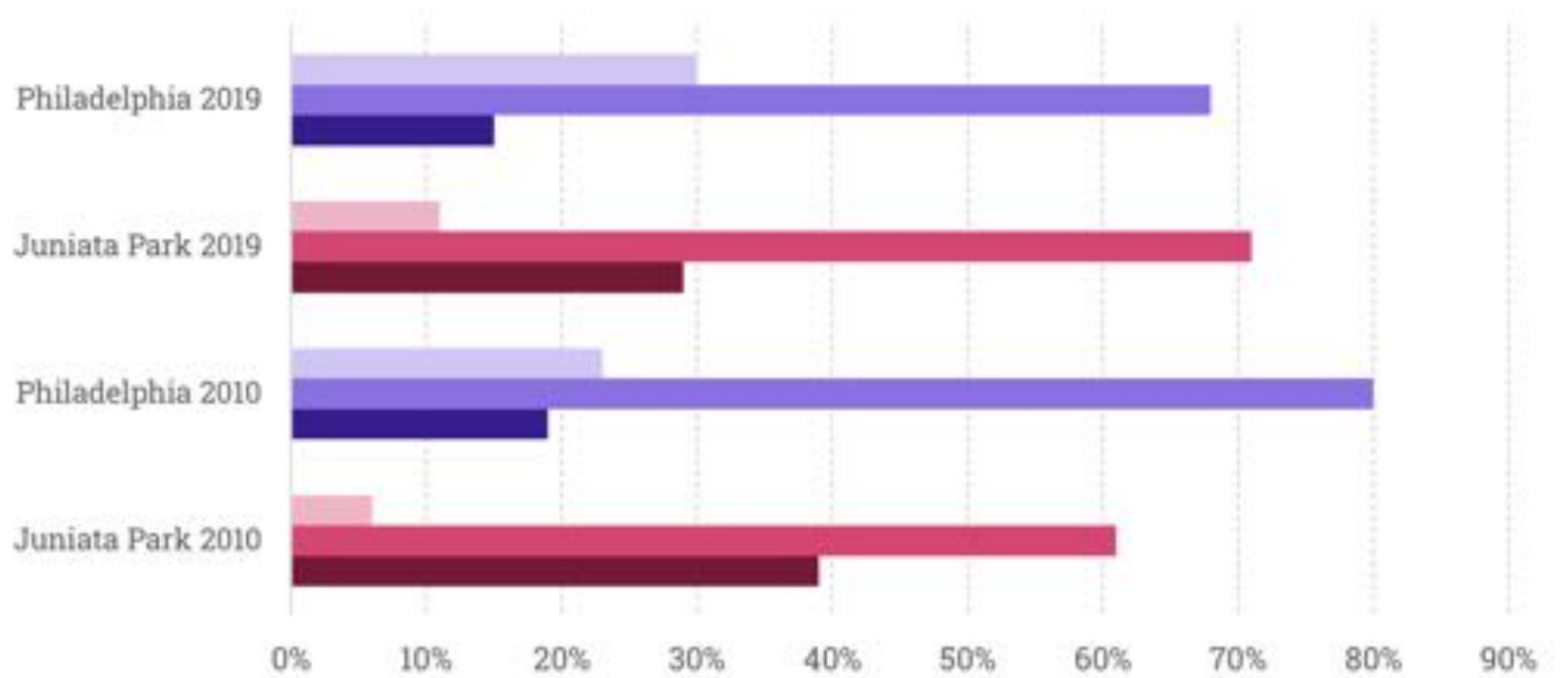
# Education

**15%**  
Philadelphia  
County

**29%**  
Juniata Park

\*Percentage of population with less than a high school education

### Educational Attainment (25 years and older)



# Education Systems & Youth Population

**Juniata Park Academy, ranked by *US News***

**95%** minority enrollment  
**20%** Math proficiency  
**39%** Reading proficiency



**Percentage of Population under 18**

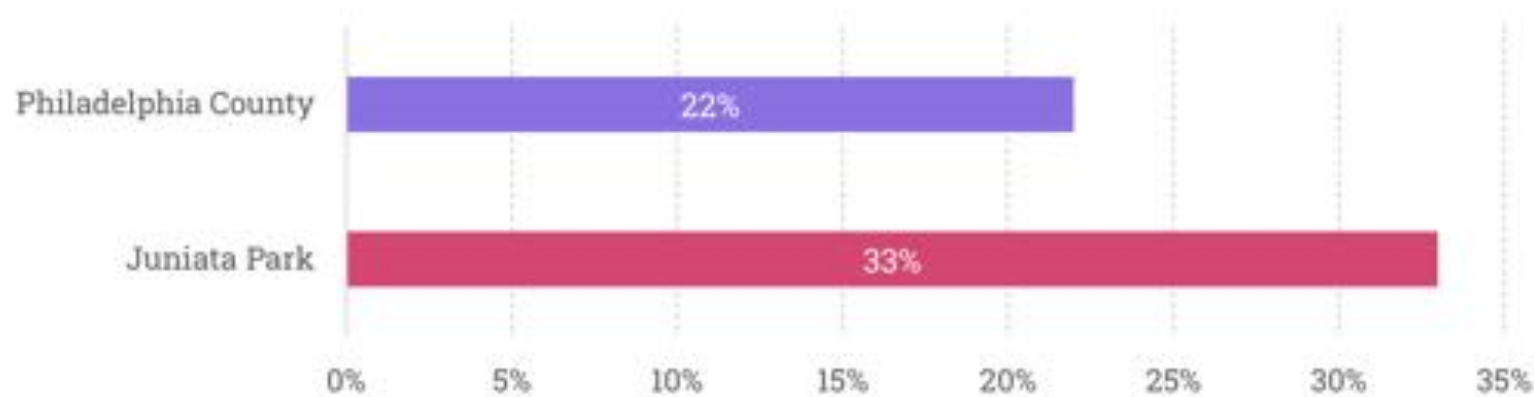


Photo Source: *JuniataNews-Philly*

ACS 2010 and 2019, United States Census Bureau

# Education



Photo Sources: authors



# Household Income

While household incomes have risen since 2010, Juniata Park has consistently been below national and county levels.

**Median Household Income**  
(2019 inflation-adjusted dollars)

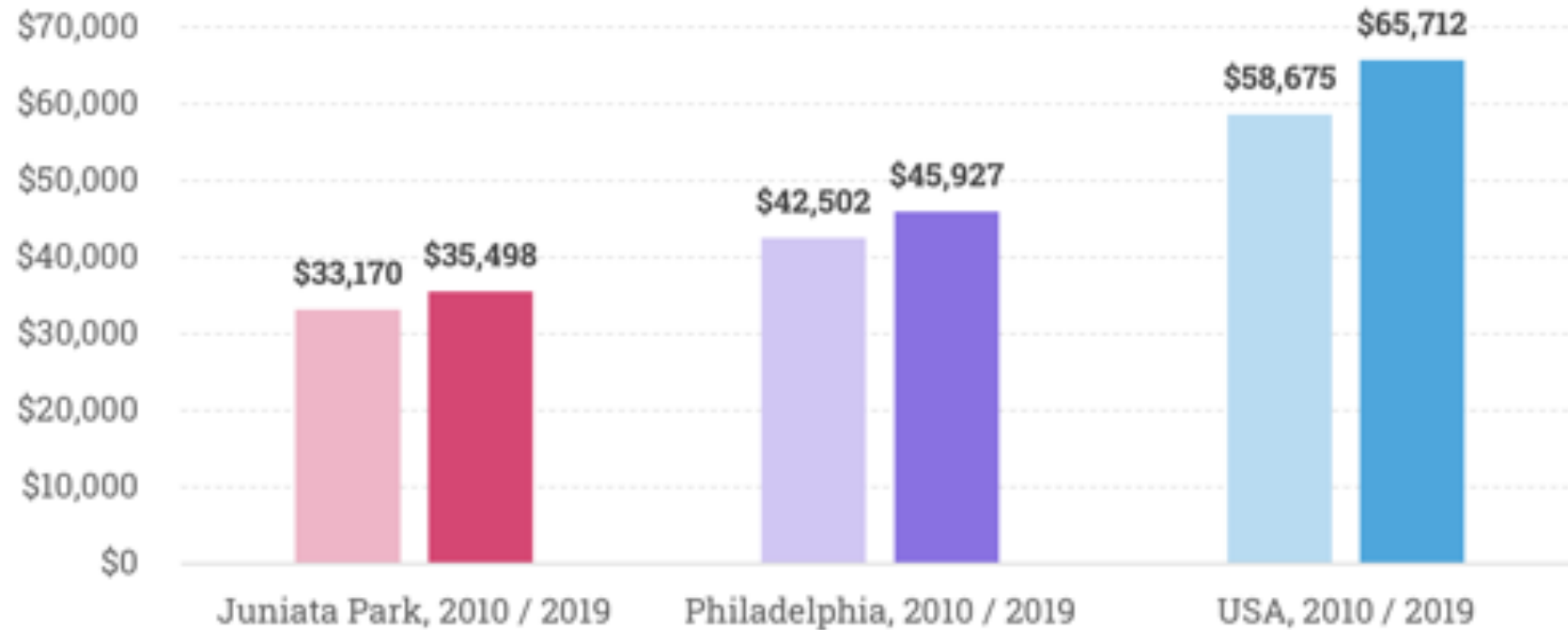
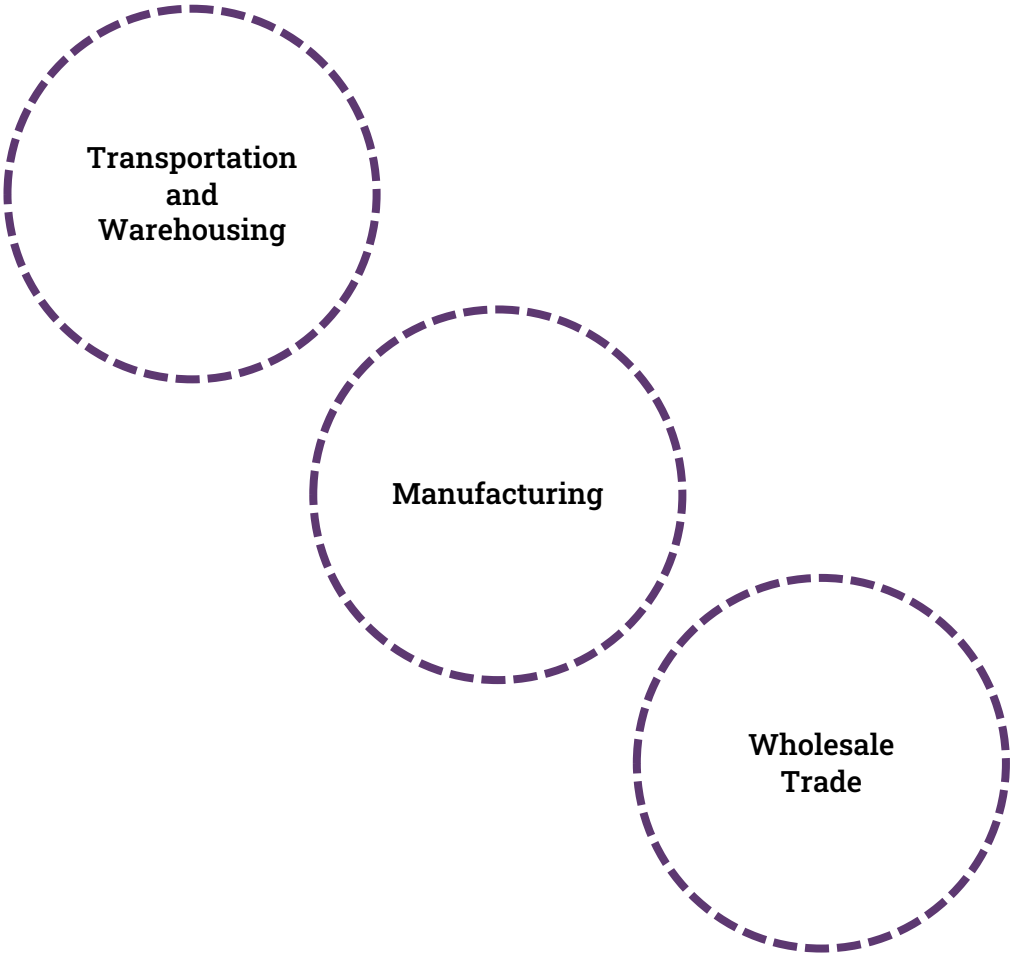


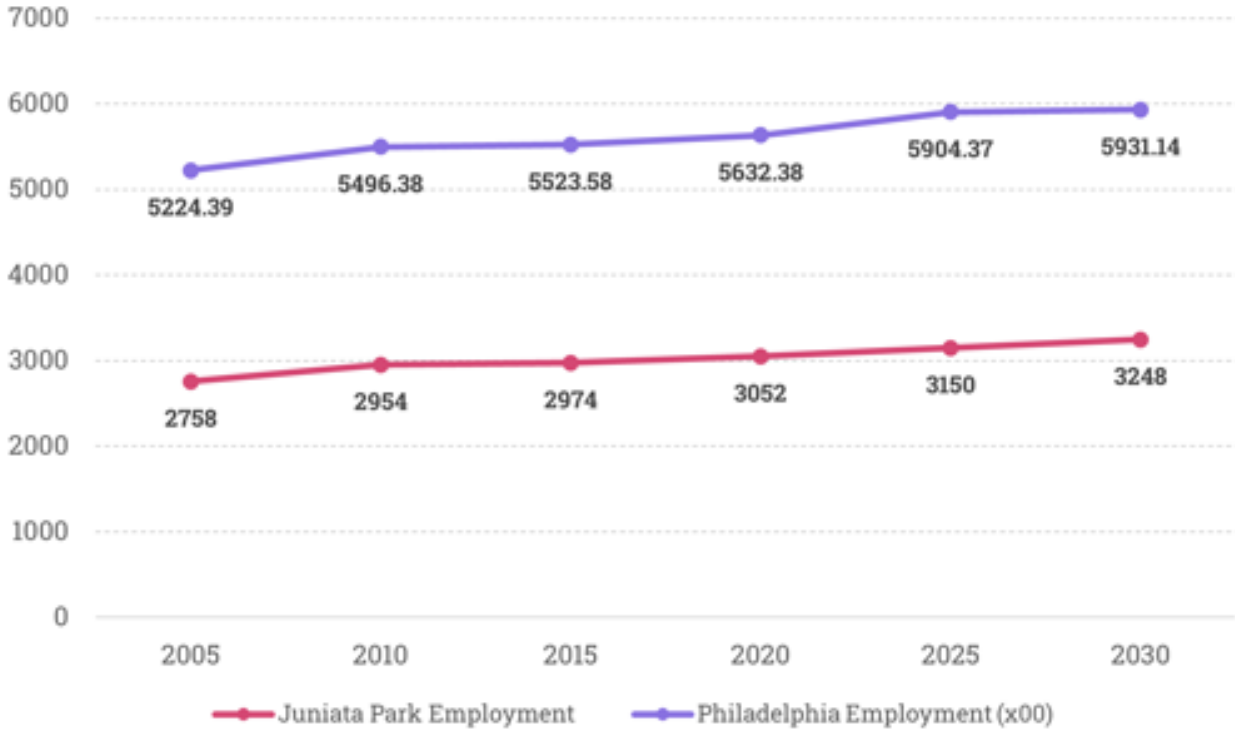


Photo Source: JuniataNews-Philly

# Employment Projections



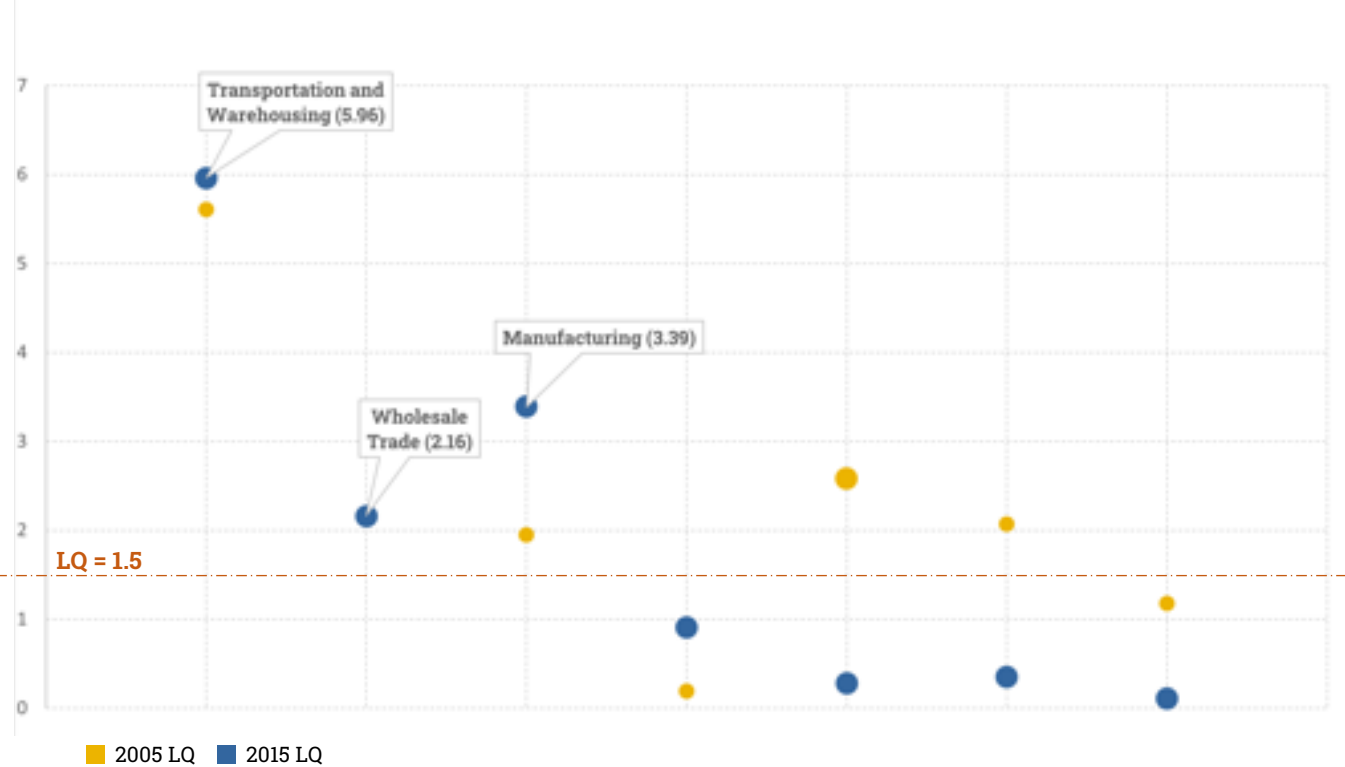
### Employment Projections, Juniata Park vs. Philadelphia



Simple Trend Projections based on:  
Employment Data 2005 and 2015, OnTheMap

# Employment Industries

Location Quotients, Juniata Park vs. Philadelphia County



| Industry by 2-digit NAICS Code   | 2005 LQ: Juniata Park vs. Philadelphia County | 2015 LQ: Juniata Park vs. Philadelphia County |
|--|---|---|
| Transportation and Warehousing   | 5.61  | 5.96  |
| Wholesale trade  | 2.12  | 2.16  |
| Manufacturing  | 1.95  | 3.39  |
| Health care and social assistance  | 0.19  | 0.91  |
| Administrative and Support and Waste Management and Remediation Services | 2.58  | 0.28  |
| Finance and insurance  | 2.07  | 0.35  |
| Construction   | 1.18  | 0.11  |



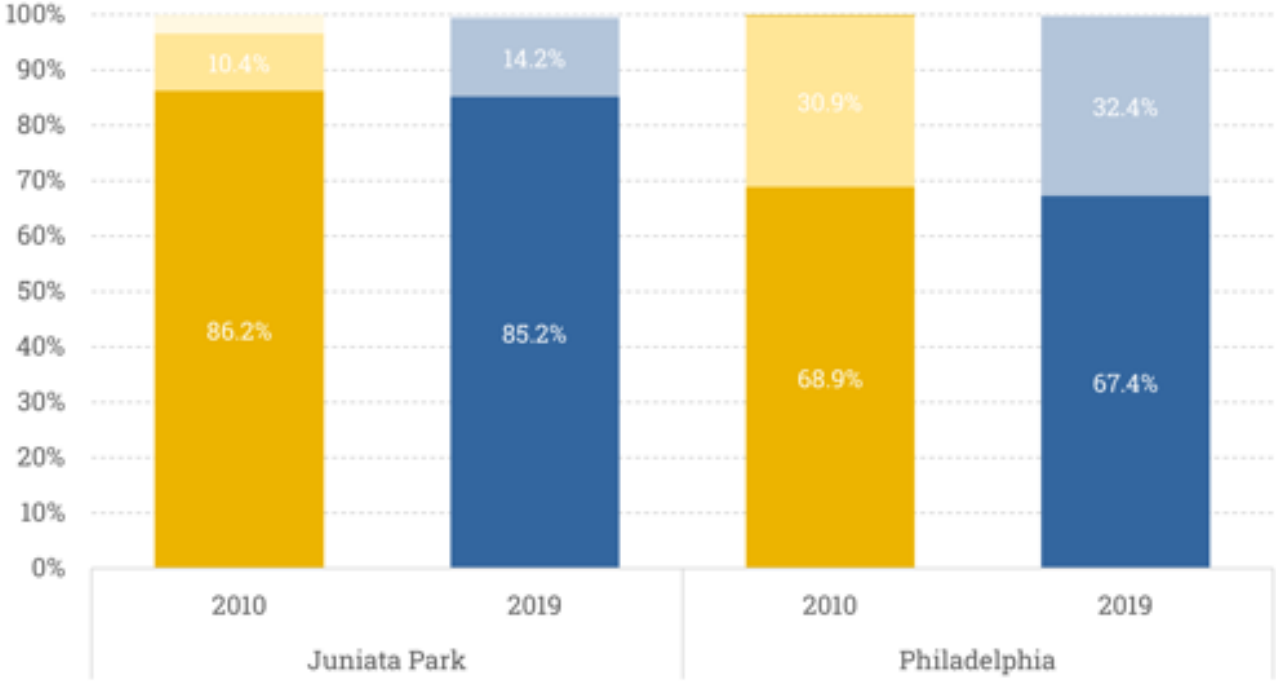
# Entrepreneurial Drive



# Households



### Types of Housing Units



■ 1-unit structures ■ 2-or-more-unit structures ■ Mobile homes and other types

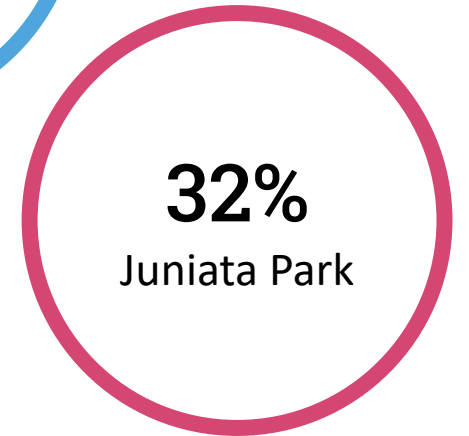
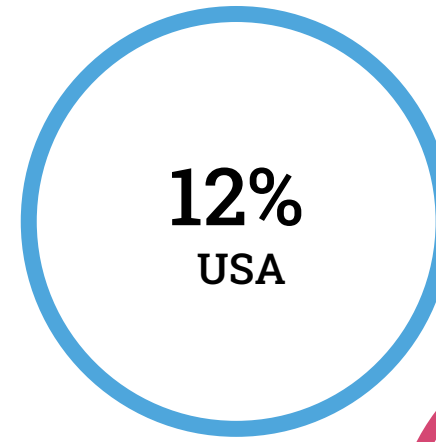
Photo Source: JuniataNews-Philly



# **Which areas require attention?**

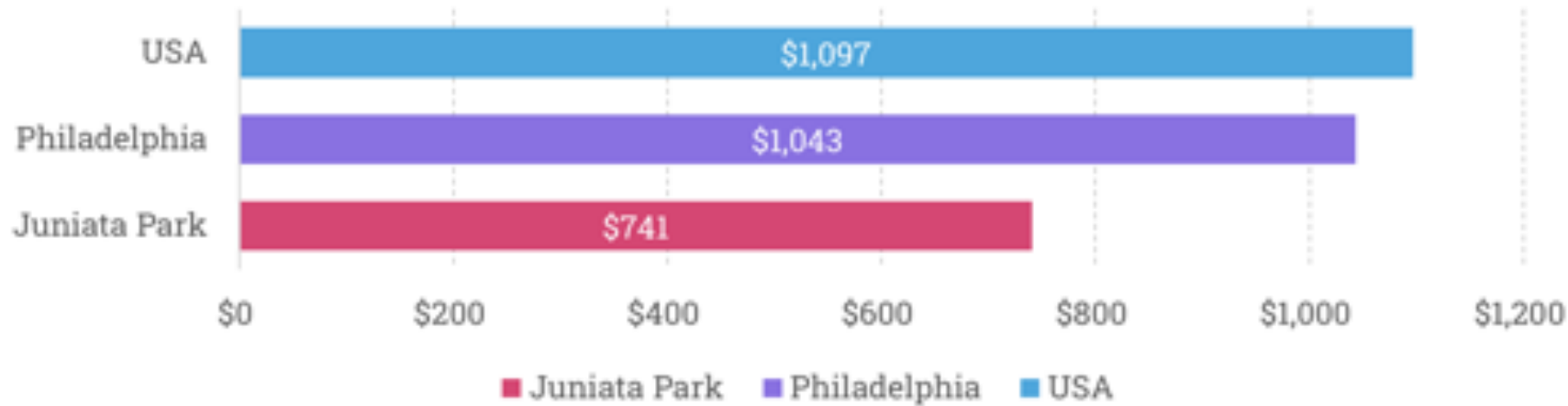
# Poverty

Relative to Philadelphia and the United States, the cost of living in Juniata Park is very low.



*\*Percentage of population "under poverty"*

### 2019 Median Rent Cost





# Crime and Disinvestment

**1.6%**  
*of*  
Philadelphia's  
crime count  
(as of 2020)

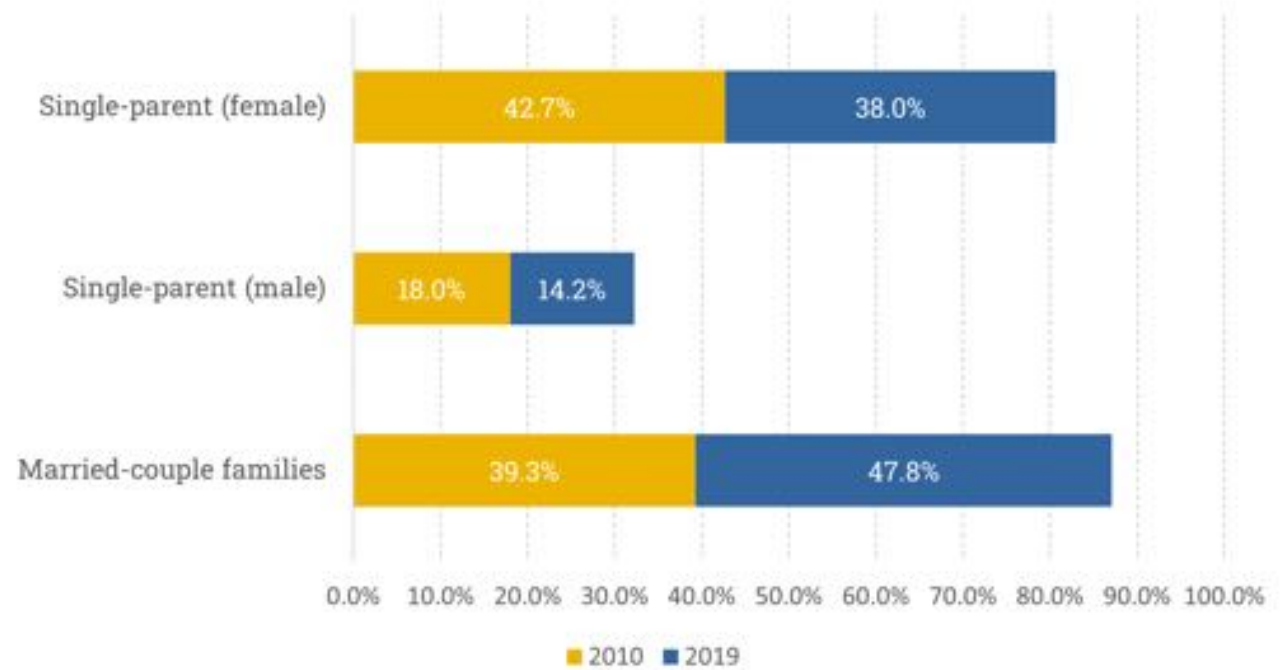
- Theft, Burglaries and Robberies
- Assault
- Rape
- Misc. (Vandalism, Arson, Narcotics, Fraud)



# Drivers of Crime

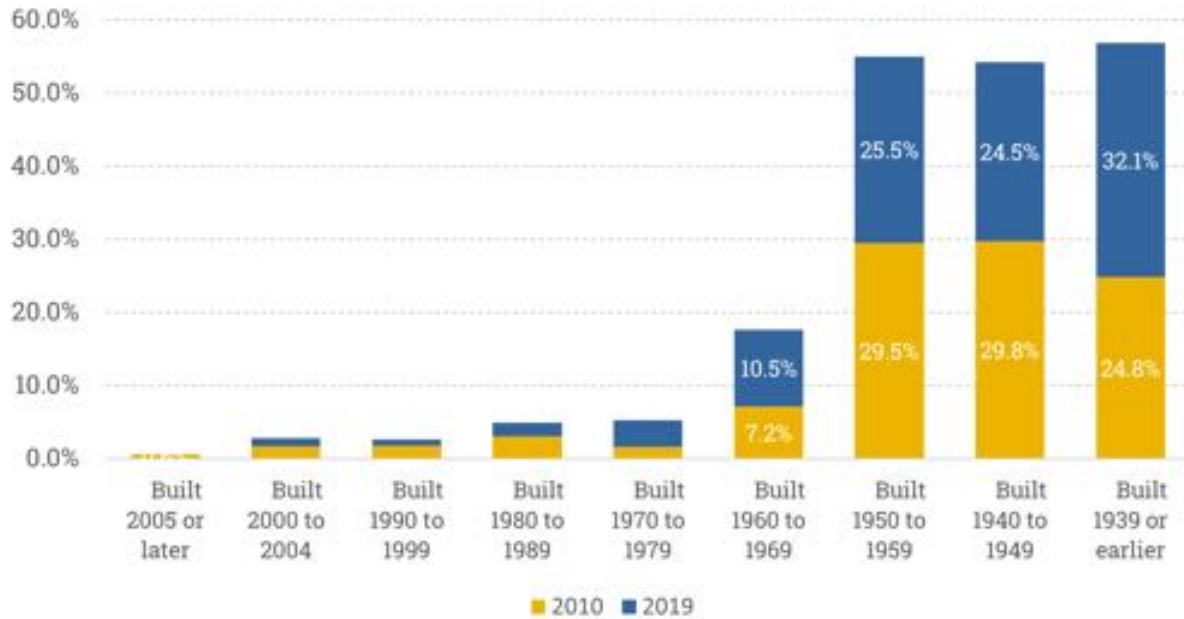


### Family Composition, Juniata Park

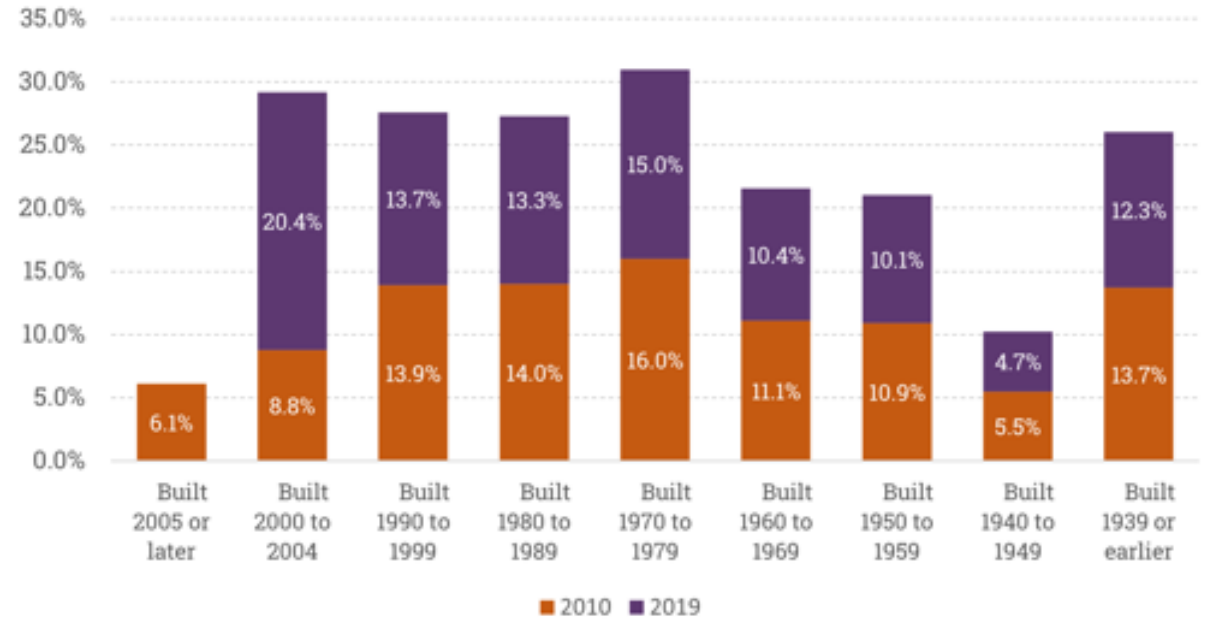


# Drivers of Crime

## Age of Housing Structures, Juniata Park

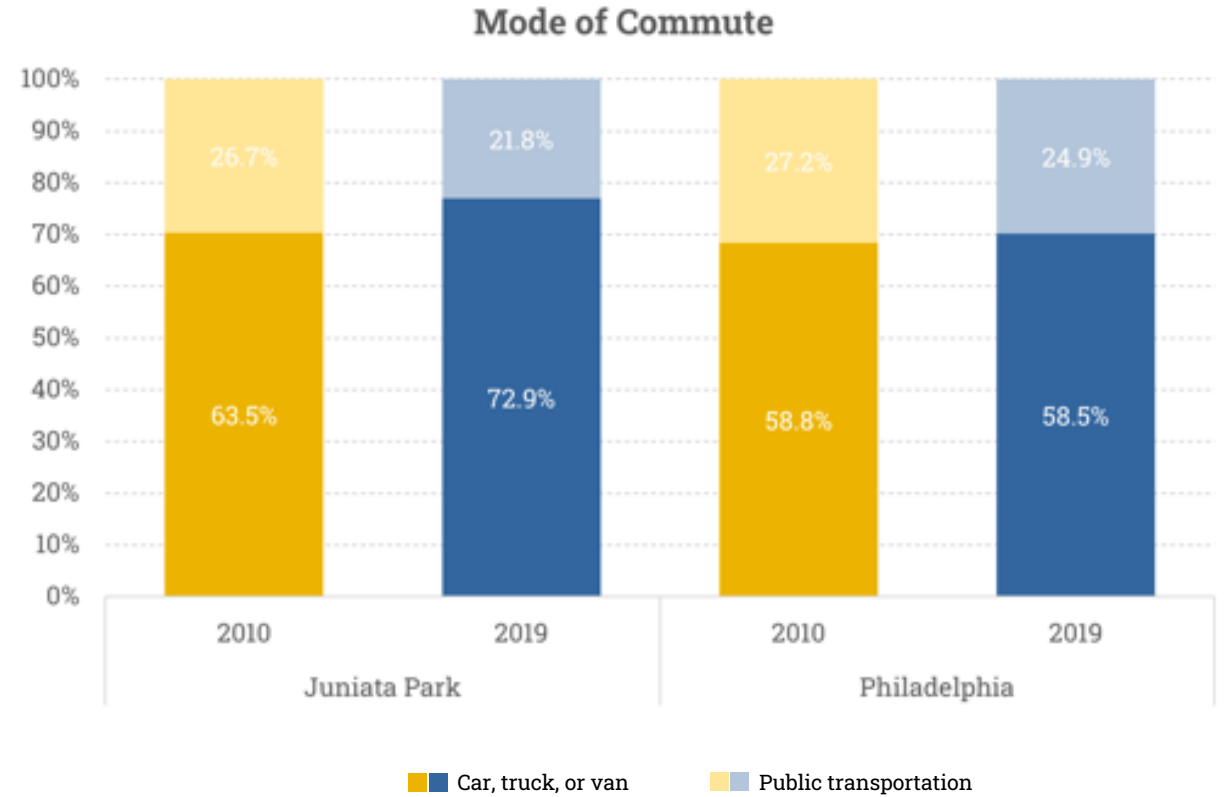


## Age of Housing Structures, USA





# Transportation



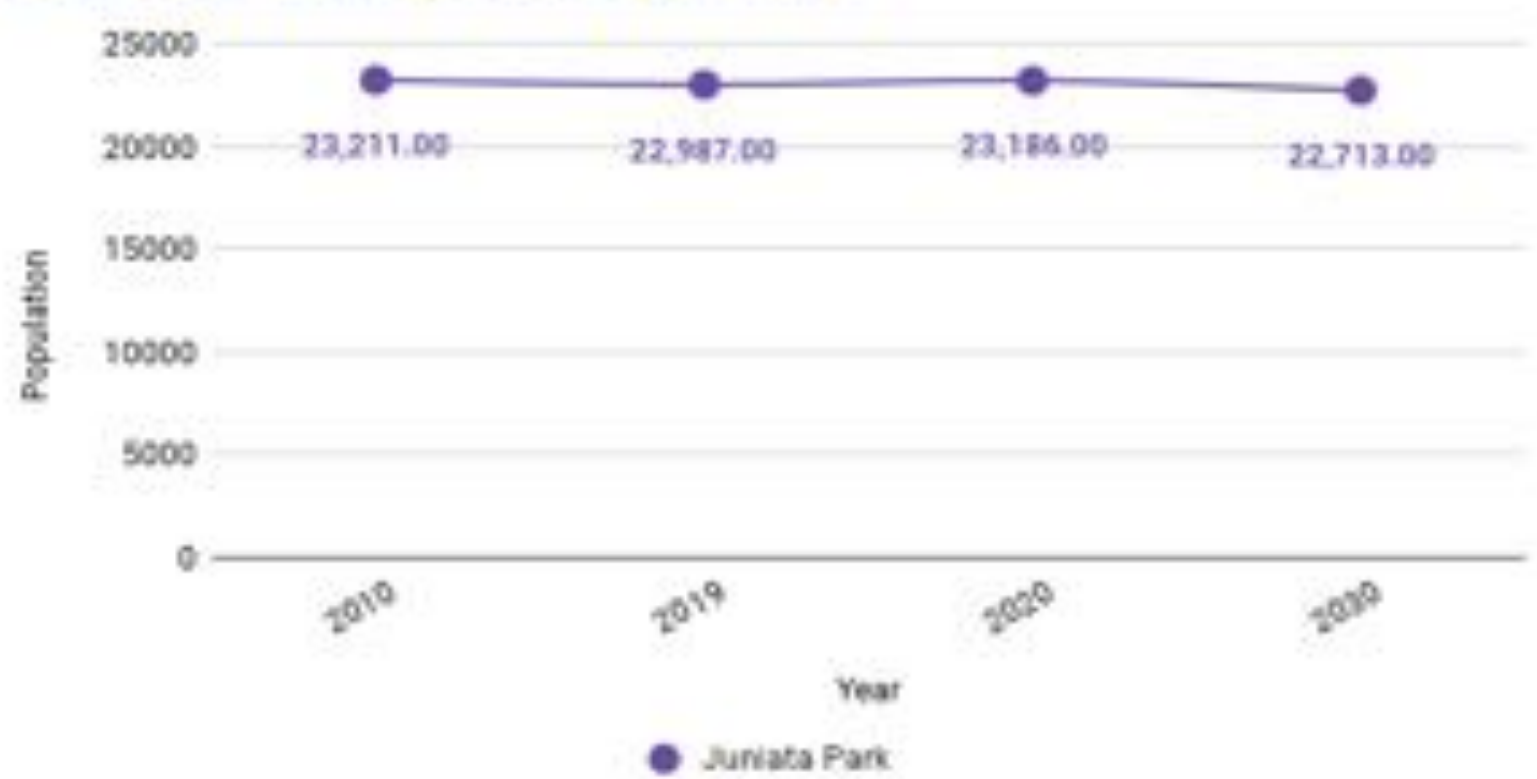




**Looking  
Ahead**

# Projecting the Future

Juniata Park Projected Population



Simple Trend Projections based on:  
ACS 2010 and 2019, United States Census Bureau

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Business

## Juniata Park's new supermarket is proof of Latino growth and prosperity in the Philadelphia region

The new 40,000 square-foot facility on the 800 block of East Locust Street used to be an abandoned warehouse.



## City Council outlines funding breakdown for \$400 million Neighborhood Preservation Initiative

This is the "largest, single investment" ever made in Philadelphia's neighborhoods, President Camell Clarke says

By KENNAN SARKIS  
Philadelphia Inquirer



The Neighborhood Preservation Initiative will provide for the largest investment in programs designed to promote housing production and preservation, according to a plan unveiled Wednesday by City Council.

## A new supermarket is a big hit in Juniata Park

By The Philadelphia Inquirer  
December 7, 2021



## Juniata Park gets cleaned of litter

By The Philadelphia Inquirer  
December 7, 2021



## Philadelphia's Second Mass COVID-19 Vaccination Center Opens In Juniata Park Neighborhood



PHILADELPHIA (AP) — The COVID-19 vaccine rollout continues in Philadelphia. The city's second mass vaccination site opened Tuesday morning in the Juniata Park neighborhood. Philadelphia Mayor Kenney is seen here.

Get the COVID-19 vaccine

Find a location

Get the COVID-19 vaccine