

Norris Square Neighborhood Profile | 2025



PennState
College of Agricultural Sciences

**Center for Economic and
Community Development**

Introductory Letter

January 22, 2025

Dear Norris Square Friends:

Penn State Extension Philadelphia is grateful to the residents and neighborhood organizations of Norris Square for welcoming and partnering with us for over 30 years. We began together at the Las Parcelas Garden in the early 1990s and have continued with nutrition education programs, garden support, 4-H youth mental health programs, student workdays, and community engagement internships.

The Norris Square Neighborhood Profile Project has been embraced enthusiastically by the Norris Square community to provide residents with information and data to collaboratively address daily challenges. This profile is based on a series of community conversations and a community survey which helped in gathering input on neighborhood boundaries, desired profile content, and open-ended feedback on Norris Square experiences.

The purpose of this profile is to serve as a resource for engagement for community members and leaders, reflecting community interests, raising awareness of Norris Square's assets and challenges, and encouraging individuals to share their experiences. The data within the profile is intended to guide community discussions, inform grant applications, and support policy decisions and program development.

The Norris Square Neighborhood Profile is a compilation of demographic and neighborhood attributes in Norris Square, Philadelphia. With support from the Robert Wood Johnson Foundation's Well Connected Communities Program and the Penn State Center for Community Development, Penn State Extension has been able to keep a unique focus in Norris Square over these many years and beyond.

While the Norris Square Neighborhood Profile was guided by those who live and work in Norris Square, the Profile was written by Penn State Extension and Penn State's Center for Economic and Community Development (CECD). On the next page, we present some of the most interesting and remarkable findings from our research.

From there, we explore Norris Square's perceived assets and challenges, languages spoken, population changes by race & ethnicity, age, educational attainment, and median household income. Finally, we center on the neighborhood's overall population changes, housing characteristics, median home values, and housing cost burden.

Please enjoy this dynamic and fascinating story about your wonderful neighborhood.

Sincerely,

Carly, Cristy, John, and Sanaa

*Cover image (previous page): Las Parcelas Garden Mural. Philadelphia Mural Arts 2024.
Photo credit: John Byrnes*

At A Glance

“I think there is a little bit of everything for everybody in Norris Square, depending on where you are at. You could be born here and have your last breath here and there is somewhere to turn to. It is like you are never alone.”

- Jose Spellman-Lopez, former grower and educator with Norris Square Neighborhood Project

The profile includes figures and tables with population, quality of life, and economic information specific to the neighborhood, including possible changes that might have occurred in the neighborhood over time.

This profile covers a wide array of neighborhood interests, including overall population change, change in population by age, race, and ethnicity over time and across the chosen geographies, change in median household income by race and across geographies, change in education attainment by race and across geographies, change in median home value and rent, and change in the percentage of Spanish speakers in Norris Square.

- From 2013 to 2022, in Norris Square, there was a slight decrease in the number of residents age 5 and older who speak Spanish (-3.58%) and increases for residents aged 5 to 17 years (+10.73%) and age 65 and older (+44.0%) who speak Spanish. – [Page 9](#)
- During this time there was a decrease in the number of Spanish speakers in limited English-speaking households. In 2017 (2013-2017), there were 1,986 Spanish speakers in Norris Square in households that speak limited English. In 2022 (2018-2022) there were 1,110 such individuals. – [Page 9](#)
- Approximately 49% of people in Norris Square spoke Spanish in 2022 (2018-2022), compared to 13% in Lower North Philadelphia, 11% in Philadelphia as a whole, and 5% across PA. – [Page 10](#)
- From 2013 to 2022, the overall Hispanic or Latino population in Norris Square decreased by 1,228 residents (13%). During the same time, the White population in Norris Square increased by 314 residents (16%). – [Page 11](#)
- From 2013 to 2022, in Area 6 (the area south of Norris Square Park), the largest population increase by age group was of 1,499 residents aged 25 to 34 years old. In comparison, in Norris Square, the 25 to 34-year-old group decreased by 614 residents during this time. – [Page 15](#)
- In Norris Square in 2022 (2018-2022), the percentage of residents 25 years and older with a high school diploma or higher (68.3%) is lower than both Area 6 (88.2%) and all of Philadelphia (86.9%). – [Page 23](#)
- From 2013 to 2022, in Philadelphia, 54% (209,676 out of 389,827) of White residents with high school diplomas went on to obtain a bachelor’s degree while only 27% (26,888 out of 100,408) of Hispanic or Latino residents with high school diplomas went on to obtain a bachelor’s degree. – [Page 26](#)

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- In 2022 (2018-2022), the median household income in Area 6 (\$131,027) was much higher than in Norris Square (\$44,100) and all of Philadelphia (\$57,537). – [Page 29](#)
- In 2022 (2018-2022), while the median household income of all Norris Square households was \$44,100 (Figure 17), the median household income of Hispanic or Latino Norris Square households was lower at \$28,656. – [Pages 29 and 30](#)
- Between 2008 and 2022, there was about a 233% increase in housing structures with 10 or more units in Norris Square, which mirrored closely to Area 6's 272% increase in such housing structures. This sharply contrasts with Philadelphia's roughly 29% rise in housing structures with 10 or more units over the same time frame. – [Page 33](#)
- Based on data from 2022 (2018-2022 estimates), we can see that compared to Area 6, more homes in Norris Square were built 80 or more years ago. In Norris Square, 56.8% of structures were built in 1939 or earlier. In Area 6, 31.8% of structures were built during this timeframe. – [Page 36](#)
- From 2008 to 2022, median home values in Norris Square increased 163%, a similar rate to Area 6 (+169%), and at a much higher rate than all of Philadelphia (+51%). In 2022, median home values in Norris Square (\$210,575) closely resembled those of all of Philadelphia (\$215,500). During this time, the median home value in Area 6 (\$445,700) was more than double the median home value for all of Philadelphia. – [Page 38](#)
- From 2018 to 2022, in Norris Square about 56% of households spent 30% or more of household income on gross rent as compared to 52% of households in Philadelphia and around 30% of households in Area 6. However, in all three geographic areas, the percentage of households that spend 30% or more of their income on gross rent decreased over time. – [Page 39](#)

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About this Project

In what ways has the neighborhood of Norris Square changed over time? What assets and challenges do people in Norris Square most recognize and value? How are these similar or different from those identified by youth in their neighborhood?

We at Penn State Extension Philadelphia are grateful visitors to Norris Square. We are indebted to community members and leaders for allowing us to benefit from a long-term and varied commitment to Norris Square – beginning over 30 years ago (1990) with gardening assistance offered to the Las Parcelas Garden to our current community engagement internships.

This profile originated from community conversations. We were graciously accepted into partner offices, neighborhood member homes, and area park benches. It became clear that many community members we spoke with wished for a common language and more information about the neighborhood to assist with neighborhood improvements, grant writing, and program planning.

The aim and purpose of the profile is to offer information and data that community members can interact with to find ways to work together to address their day-to-day challenges. We value the knowledge, skills, experience, and expertise that every person brings to this project.

We intend to demonstrate this project's potential to help strengthen and empower the Norris Square community. In addition, Penn State Extension intends to utilize the collective learning process of the Norris Square profile to develop an instructional guide for other interested communities and colleagues.

“My interest is having the kids in the neighborhood realize the value of the neighborhood and say, ‘Wow, I think I’ll stay here.’”

- Patricia De Carlo, former Director of Norris Square Community Alliance (now Xiente), and Norris Square resident



Norris Square Community Alliance Harvest Festival
Photo credit: Eliezer Vila

Introduction

The backbone of this profile is made of community conversations that uncovered assets: cultural and civic pride, availability of services needed to thrive, and neighborhood empowerment. They also brought to light challenges: hunger, having to move out of the neighborhood due to gentrification, and lack of resources for collaboration amongst neighborhood nonprofits due to limited time and capacity.

In addition to community conversations and listening sessions, the Norris Square Neighborhood profile has been built on a survey that was distributed throughout the neighborhood. The survey was completed by 81 participants, 51% of whom live in Norris Square and 69% of whom work in the neighborhood, between the ages of 13 and 88.

The survey asked participants questions about how they defined the neighborhood boundaries, what information they felt should be included in the profile, the likelihood that they would use the profile, and open-ended questions about their experience in Norris Square.

The geography used to represent Norris Square neighborhood was determined through neighborhood survey responses. Six census tracts, small, relatively permanent parts of a county or similar entity, were selected to represent Norris Square neighborhood. Shown on the map below are the six census tracts and their locations:

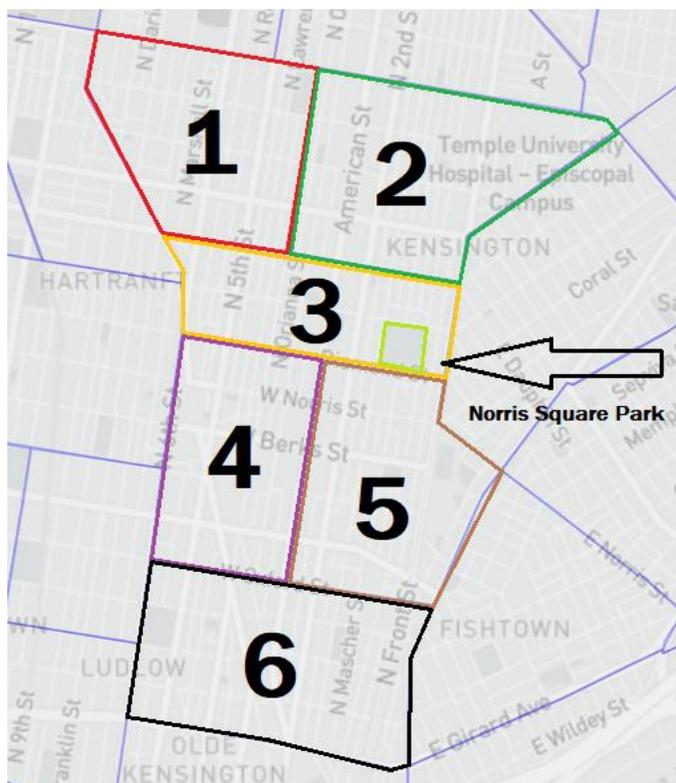


Table A. Six Census Tracts Used in Norris Square Neighborhood Profile

Area 1	Dauphin Street to Lehigh Avenue + Germantown Avenue to 4th Street
Area 2	Dauphin Street to Lehigh Avenue + 4th Street to Kensington Avenue
Area 3	Diamond Street to Dauphin Street + Germantown Avenue to Front Street
Area 4	Oxford Street to Diamond Street + 6th Street to American Street
Area 5	Oxford Street to Diamond Street + American Street to Front Street
Area 6	Girard Avenue to Oxford Street + 6th Street to Frankford Avenue

Area 6 (Girard Avenue to Oxford Street + 6th Street to Frankford Avenue) was identified by only 16% of survey respondents as being a part of Norris Square Neighborhood. The data used to represent Norris Square includes Areas 1, 2, 3, 4, and 5. Area 6 is not included when Norris Square is compared to Lower North Philadelphia, all of Philadelphia¹, and Pennsylvania. Area 6 remains in this neighborhood profile to compare its changes to Norris Square.

¹ “All of Philadelphia” includes only the city itself, not surrounding counties.

American Community Survey

The information used in this profile also comes from the US Census American Community Survey (ACS). The American Community Survey is an ongoing questionnaire that provides information about Americans each year (3.5 million U.S. residents each year are surveyed). The ACS samples the population every month of every year and asks more detailed questions than the US Census ten-year (decennial) survey, with topics focusing on education, employment, transportation, language, and others.

This profile uses five-year estimates which the ACS converts into data that is averaged over five-year periods. When comparing change over time in the profile, two five-year estimates are used: 2017 (which includes 2013 through 2017) and 2022 (which includes 2018 through 2022).



Norris Square Neighborhood Project - Las Parcelas Garden | Photo credit: John Byrnes

Volume 1: Culture and Demographics

Spanish Speakers

The majority of neighborhood survey respondents were interested in learning more about languages spoken at home in Norris Square.

Norris Square’s largest population includes Hispanic or Latino residents, with Puerto Rican residents making up the largest total share of the population. Table 1 shows how the number of Spanish speakers in Norris Square has changed by age, over time.

You can see the change in Spanish-speaking residents and the change in residents who speak only English over time, as well.

Table 1. Change in Spanish Speaking Residents by Age: Norris Square, 2013-2022

Population	2017 (2013-2017)	2022 (2018-2022)	# Change	% Change
All residents (5 years and older), Spanish Speaking	6,261	6,037	-224	-3.58%
5 to 17 years, Spanish Speaking	727	805	78	10.73%
18 to 64 years, Spanish Speaking	4,827	4,214	-613	-12.70%
65 and older, Spanish Speaking	707	1,018	311	43.99%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

From 2013 to 2022, in Norris Square, there was a slight decrease in the number of residents age 5 and older who speak Spanish (-3.58%) and increases for residents aged 5 to 17 years (+10.73%) and age 65 and older (+44.0%) who speak Spanish.

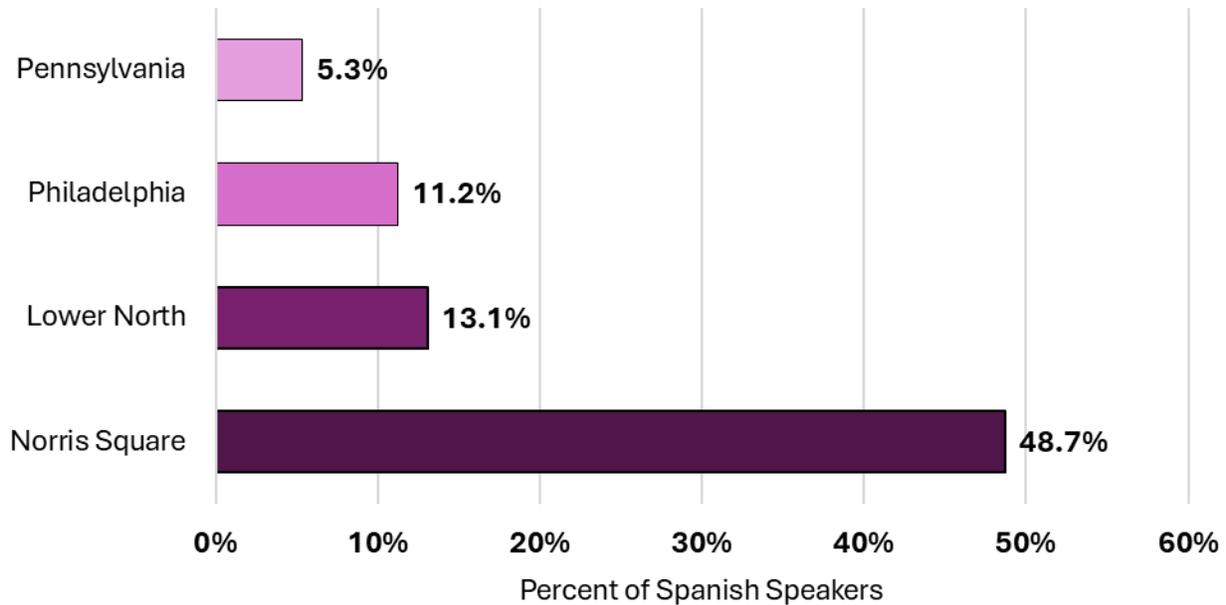
However, during this time there was a decrease in the number of Spanish speakers in limited English-speaking households. In 2017 (2013-2017), there were 1,986 Spanish-speakers in Norris Square in households that speak limited English². In 2022 (2018-2022) there were 1,110 such individuals.

² The Census defines ‘limited English proficient’ individuals as “the population 5 years or older who self-identify as speaking English less than ‘very well.’”

Norris Square Neighborhood Profile

Figure 1 below shows how the Spanish-speaking population in Norris Square compares to Lower North Philadelphia, all of Philadelphia, and Pennsylvania. The bars shown in the figure represent the percentage of Spanish-speaking residents in each geography, with the percent representing data averaged from 2018-2022.

Figure 1. Percent of Residents 5 Years and Older that Speak Spanish: 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Approximately 49% of people in Norris Square spoke Spanish in 2022 (2018-2022), compared to 13% in Lower North Philadelphia, 11% in Philadelphia as a whole, and 5% across PA.

Discussion Questions:

1. What changes in the age of Spanish speakers have occurred in Norris Square?
2. Are these results a surprise to you? If so, how are they surprising?
3. What could explain the increase of Spanish speakers in older age groups? Does this suggest what type of people are moving into Norris Square?
4. How does the percentage of Spanish speakers 5 years and older in Norris Square compared to other geographies?

Population By Race and Ethnicity

“People have been pushed away and the identity that has been established for the last 40 years in this neighborhood is disappearing little by little. It is a cycle, there are plenty of good things here, but the reality is it’s changing. It could be for good, for bad, we will know better in the future.”

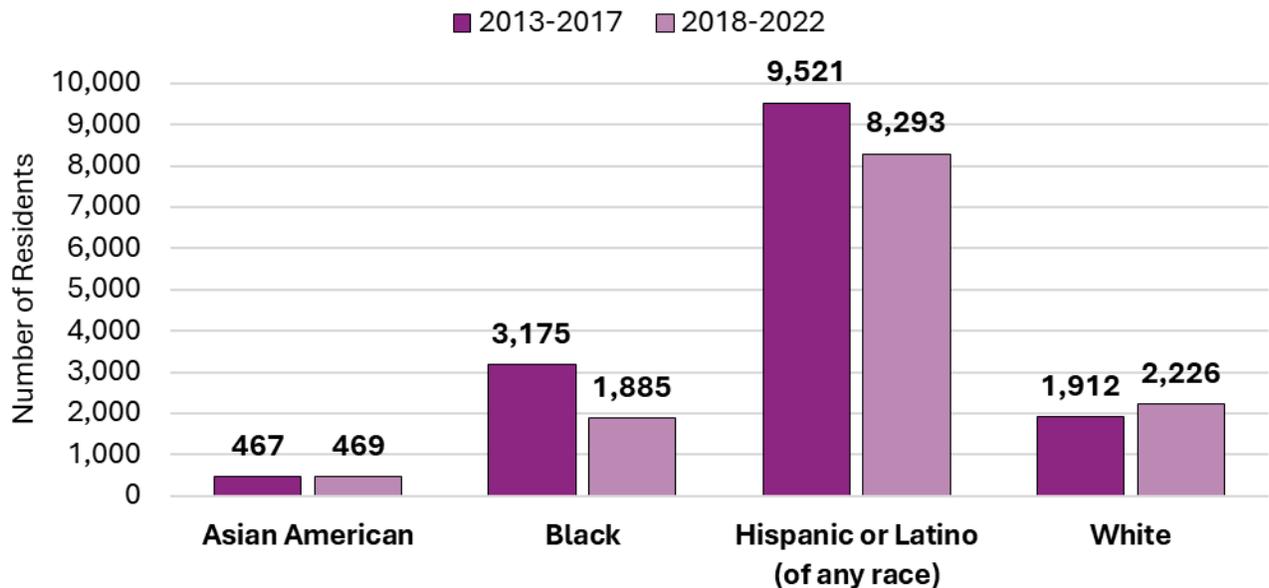
– Eliezer Vila, Director of Compliance, Norris Square Community Alliance (now Xiente)

Conversations with neighborhood members and neighborhood survey responses demonstrated that Norris Square residents are proud of the ethnic diversity of their neighborhood. 78% of survey respondents reported that this aspect of Norris Square makes their neighborhood stronger.

A breakdown of the most populous races and ethnicities in Norris Square are represented by Figures 2 and 3 and include the number of individuals in 2017 (2013-2017) and 2022 (2018-2022). These bar chart demonstrate the change in population for the four most populous races and ethnicities in Norris Square (Figure 2). The following categories of race and ethnicity are non-overlapping, meaning that the Asian American, Black, and White residents included in the profile did not identify themselves as Hispanic or Latino in the Census ACS. Residents identified as Hispanic or Latino are of any race.

From 2013 to 2022, the overall Hispanic or Latino population in Norris Square decreased by 1,228 residents (-13%). During the same time period, the White population in Norris Square increased by 314 residents (+16%).

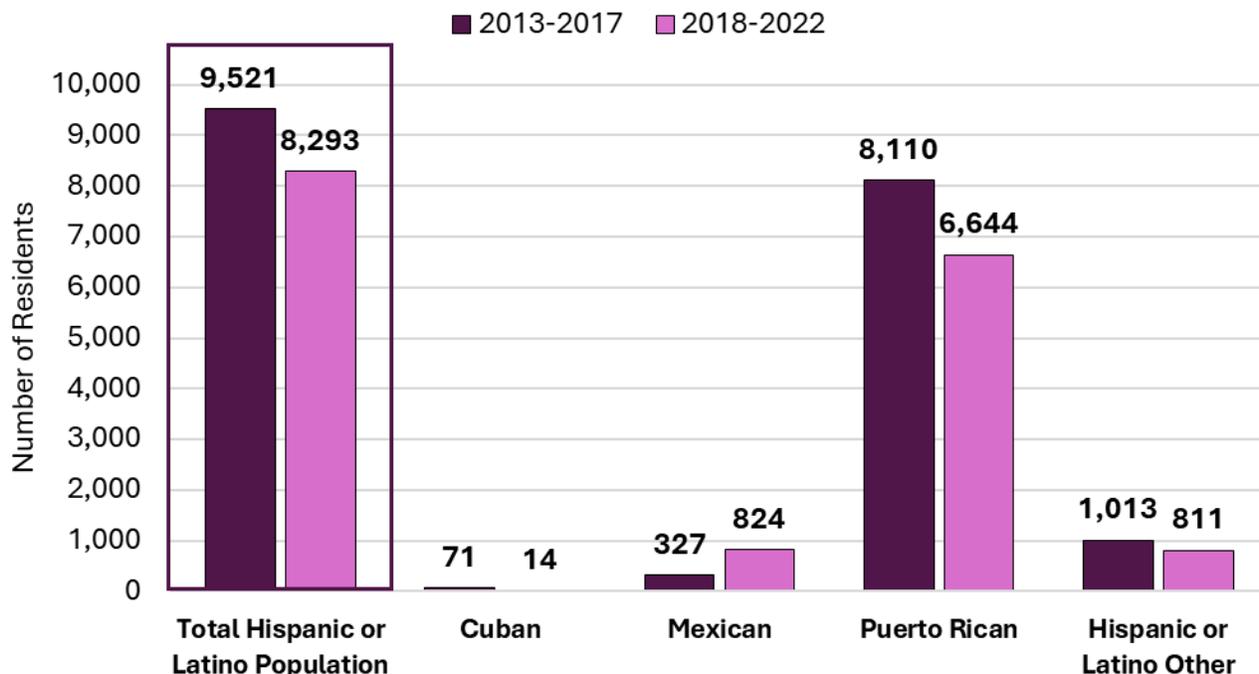
Figure 2. Population by Race and Ethnicity: Norris Square, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

To understand how the Hispanic or Latino population has changed in Norris Square over time, we can see how the number of Cuban, Mexican, Puerto Rican, and other Hispanic or Latino³ residents in Norris Square have changed (see Figure 3).

Figure 3. Change in Hispanic or Latino Population: Norris Square, 2013-2022



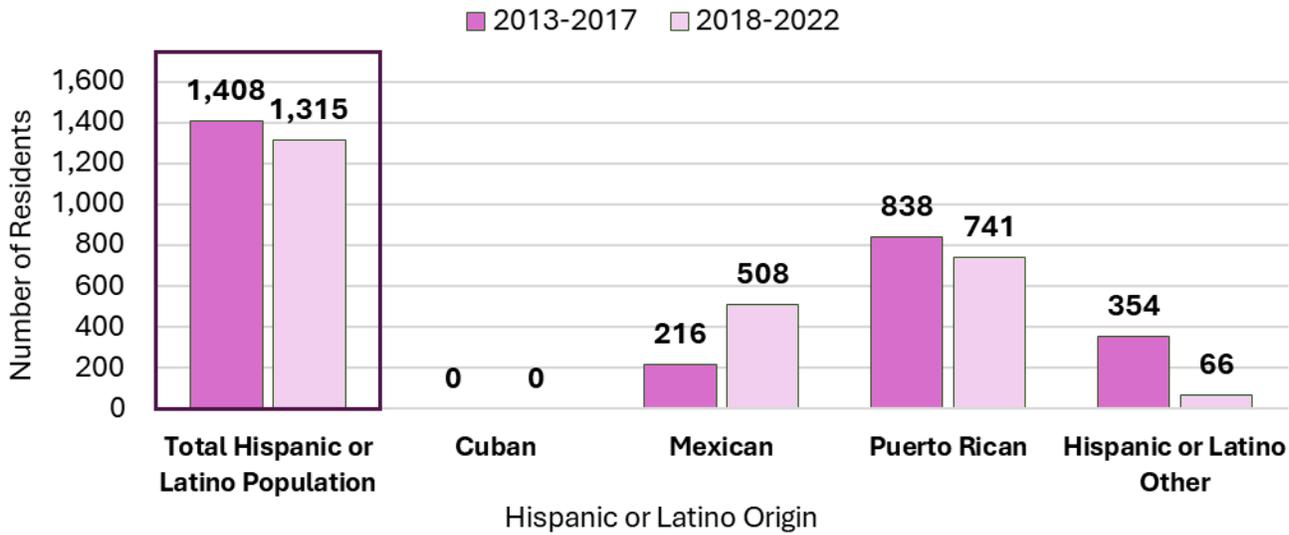
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

As you can see in Figure 3, between 2013 and 2022 there was an 18% decrease in the number of Puerto Rican residents in Norris Square (from 8110 residents to 6644 residents) and a 151% increase in the neighborhood’s Mexican population (from 327 residents to 824 residents).

On the next page, Figure 4 shows how the Hispanic or Latino population has changed in Area 6, the area of the neighborhood south of Norris Square. Figure 5 shows how this population has changed in Area 3, the area that includes Norris Square Park.

³ Hispanic or Latino Other: Another Hispanic, Latino, or Spanish origin (for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.)

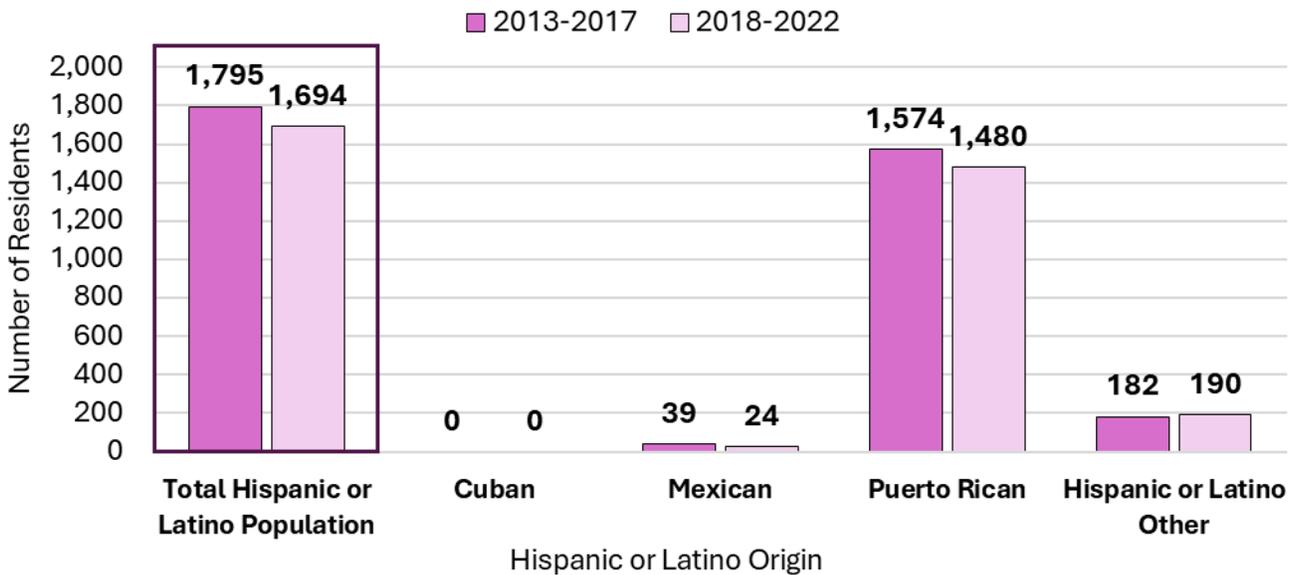
Figure 4. Change in Hispanic or Latino Population: Area 6, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Figure 4 shows that from 2013 to 2022, in Area 6, the neighborhood south of Norris Square, the Hispanic or Latino population decreased by 93 persons (-7%). The Puerto Rican population in Area 6 decreased by 97 persons (-12%). The Mexican population increased by 292 (+135%).

Figure 5. Change in Hispanic or Latino Population: Area 3, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Figure 5 shows that from 2013 to 2022, the Hispanic or Latino population in Area 3, which includes Norris Square Park, decreased by 101 persons (-6%). The Puerto Rican population in that area decreased by 94 persons (-6%). The Mexican population decreased by 15 persons (-39%).

Discussion Questions

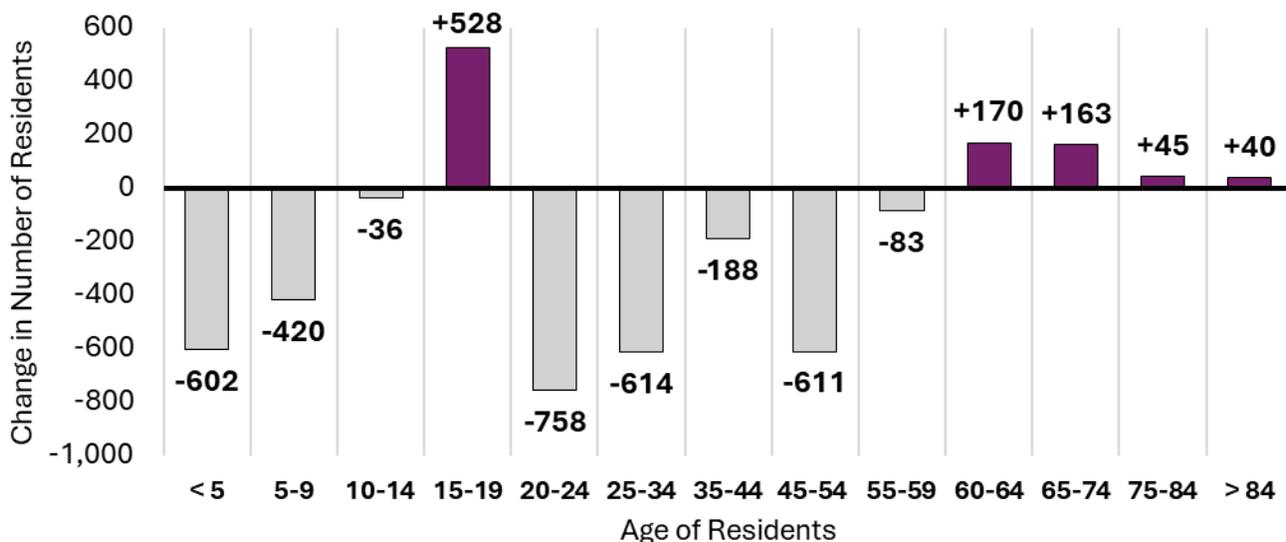
1. In what ways has the race and ethnic composition of Norris Square residents changed over the past ten years (Figure 2)? What might have led to any changes that you see?
2. Which Latino or Hispanic groups had the most significant increase and decrease of residents in Norris Square (Figure 3)?
 - a. How does this compare to changes that occurred in Area 6 and Area 3 (Figures 3, 4, & 5)?
 - b. What might explain any similarities or differences that you see?
3. What do you think the race and ethnic makeup of Norris Square residents will look like in 5 years? 10 years? Why do you think that?
4. Most neighborhood survey respondents feel that diversity in Norris Square makes the neighborhood stronger. How do you think the population changes in Figures 2-5 might affect diversity within the neighborhood?
 - a. In your experience, has the neighborhood culture or sense of neighborhood changed over time? What has been gained (if anything), and what has been lost (if anything)?
5. How is the neighborhood adapting or responding to changing cultures and identities within the neighborhood? What opportunities do you see? What challenges might exist?

Change in Population by Age

Figures 6 and 7 show the change in the number of residents between the two five-year estimates, 2017 (2013-2017) and 2022 (2018-2022), in Norris Square and Area 6⁴.

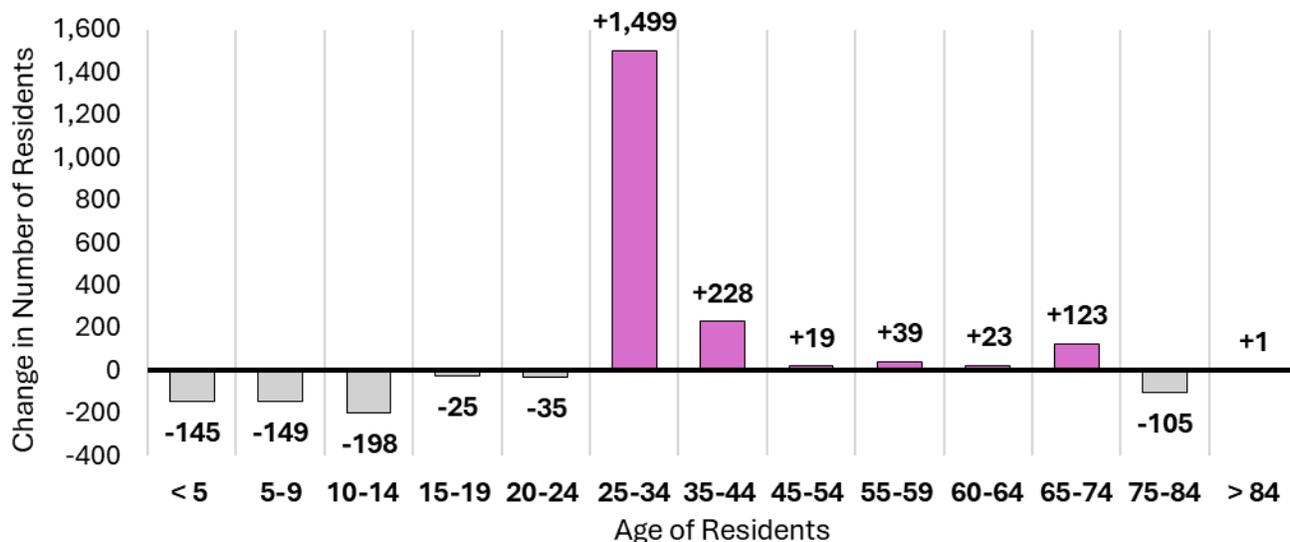
In the figures below, the changes in the youngest age groups are on the left, and the oldest on the right. Using the bold center line as a reference, you can see that the colored bars above represent increases, and the gray bars below represent decreases. The number shown above and below each bar is the change in the number of residents from 2013 to 2022.

Figure 6. Change in Population by Age: Norris Square, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Figure 7. Change in Population by Age: Area 6, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

⁴ See the [Six Census Tracts used in the Norris Square Neighborhood Profile](#) on page 7.

Norris Square Neighborhood Profile

In Norris Square, the largest population decrease from 2013 to 2022 was 758 residents aged 20 to 24 years old. In Area 6, the largest population decrease during this time was 198 children aged 10 to 14 years old.

In Norris Square, the largest population increase from 2013 to 2022 was 528 individuals aged 15 to 19 years old. In comparison, in Area 6, the 15 to 19-year-old group decreased by 25 residents during this time.

In Area 6, the largest population increase by age group was of 1,499 residents aged 25 to 34 years old.

In comparison, in Norris Square, the 25 to 34-year-old group decreased by 614 residents during this time.

Discussion Questions:

1. What, if anything, surprised you about the changes in population by age over the last 10 years in Norris Square and Area 6 (Figure 6)? What might have led to the changes you see?
2. What has been the impact of these population changes on the local economy and local businesses? On the demand for local public services?
3. Have public services changed as a result? If so, how? Which public services do you believe need to be expanded?
4. How would you explain the increase in population aged 25 to 35 years in Area 6 (Figure 7)? What does this suggest about who has been moving into Area 6?
5. How do different age groups in the neighborhood interact with each other? Has there been any noticeable change over time?
6. What do you think the age makeup of Norris Square and Area 6's populations will look like in 5 years? 10 years? Why?

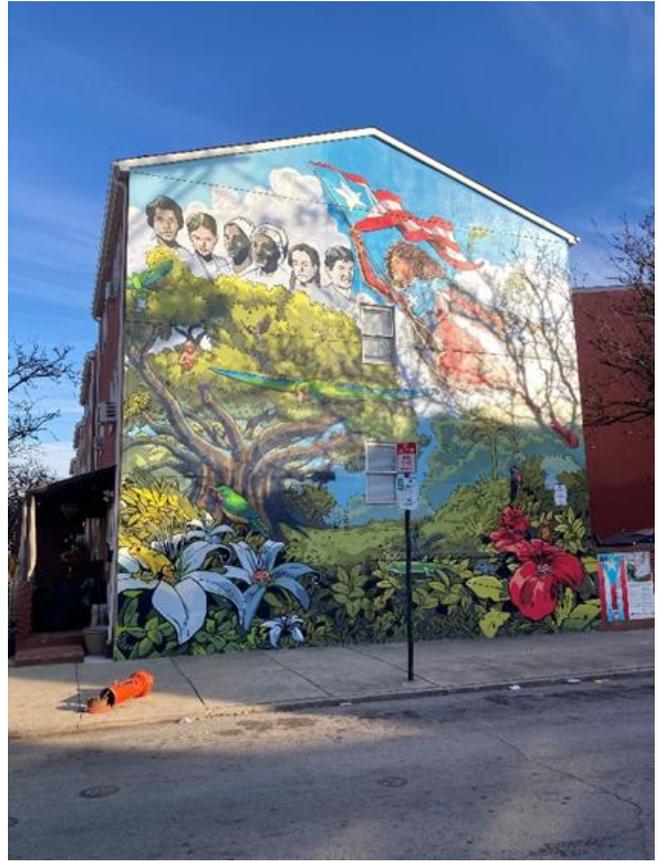
Volume 2: Educational Attainment and Median Household Income

This section of the Norris Square Neighborhood Profile covers changes in levels of educational attainment and median household income by demographics (race and ethnicity) and geography over time.

We will place a special focus on Area 6, the neighborhood south of Norris Square between Oxford and Girard Avenues. This neighborhood has experienced changes within the last decade that could indicate similar shifts for Norris Square in the future.



*Area 6 New housing construction
Photo credit: John Byrnes*



*La Borinqueña
Photo credit: John Byrnes*

The discussion questions at the end of each section aim to encourage you to explore which assets and challenges the data suggest are changing in Area 6 as compared to in Norris Square. Also, consider what other shifts in strengths and challenges are being highlighted by the data. For example, as of 2022, Norris Square seems to be resisting some of the changes that have come to Area 6 (such as decrease in Latino population, increased educational attainment, and increased median family income).

Educational Attainment by Geography (Change Over Time)

Ninety-four percent (94%) of community survey respondents were interested in knowing more about the educational attainment of residents in Norris Square and Area 6. Many respondents also listed improved access to quality educational opportunities as a top 3 need for the neighborhood.



Kensington Library | Photo credit: John Byrnes

On the next page, Figures 8 and 9 show how Norris Square’s and Area 6’s populations have changed by levels of educational attainment between 2013 and 2022.

Each bar in Figures 8 and 9 represents the number change of residents from 2013 to 2022 by education level. Above and below each bar, you can see both the number change and percentage change for each educational attainment category.

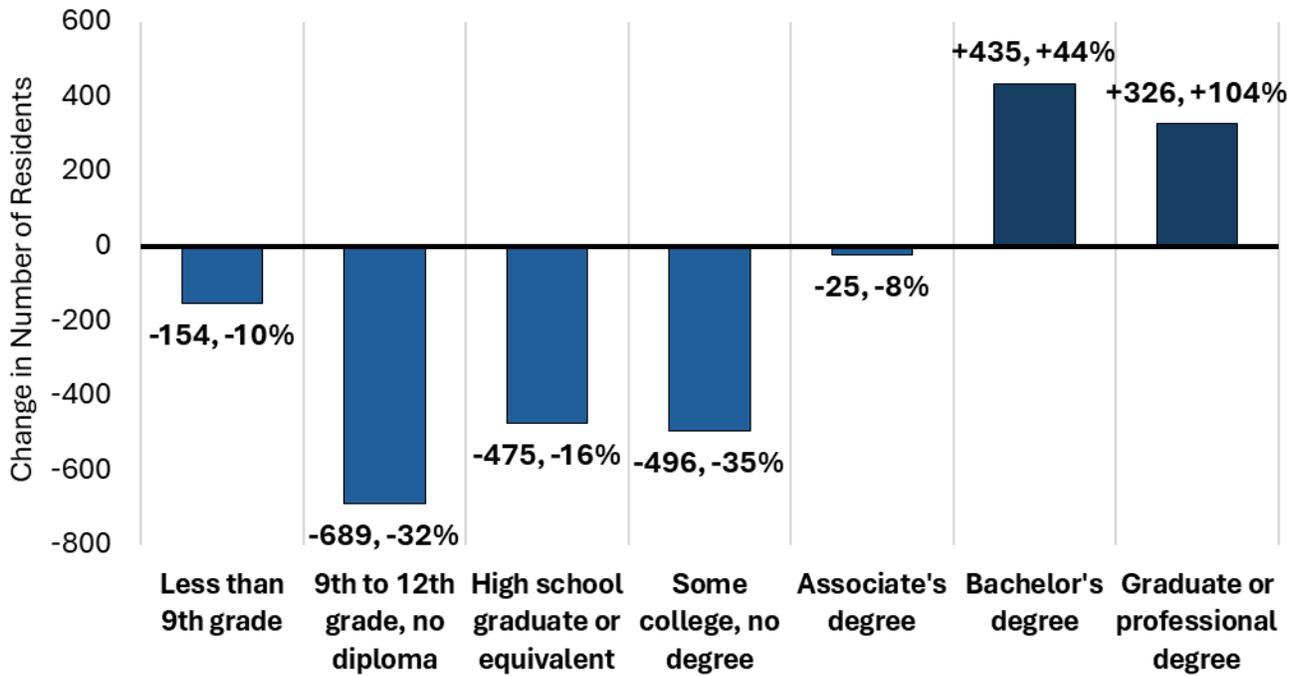
For example, in Norris Square from 2013 to 2022, there was an increase of 435 residents with a bachelor’s degree: a 44% increase in the number of residents with this level of education.

During the same time in Area 6, there was an increase of 1044 residents with a bachelor’s degree: a 121% increase in the number of residents with this level of education.

In contrast, the city-wide increase of residents with a bachelor's degree was only 23%.

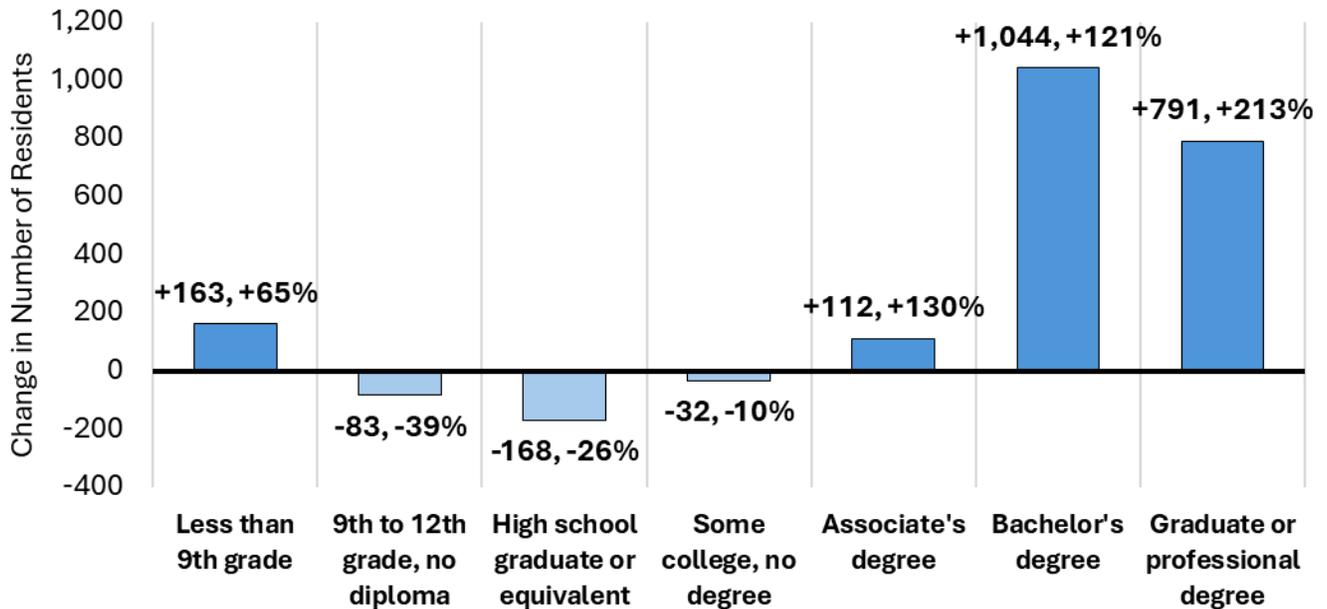
For the graduate or professional degree category, the differences across geographies are even more dramatic: there was a 36% increase citywide compared to a 104% increase in Norris Square and a 213% increase in Area 6.

Figure 8. Change in Educational Attainment of Residents Age 25 Years and Older: Norris Square, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Figure 9. Change in Educational Attainment of Residents Age 25 Years and Older: Area 6, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Educational Attainment by Geography (2022)

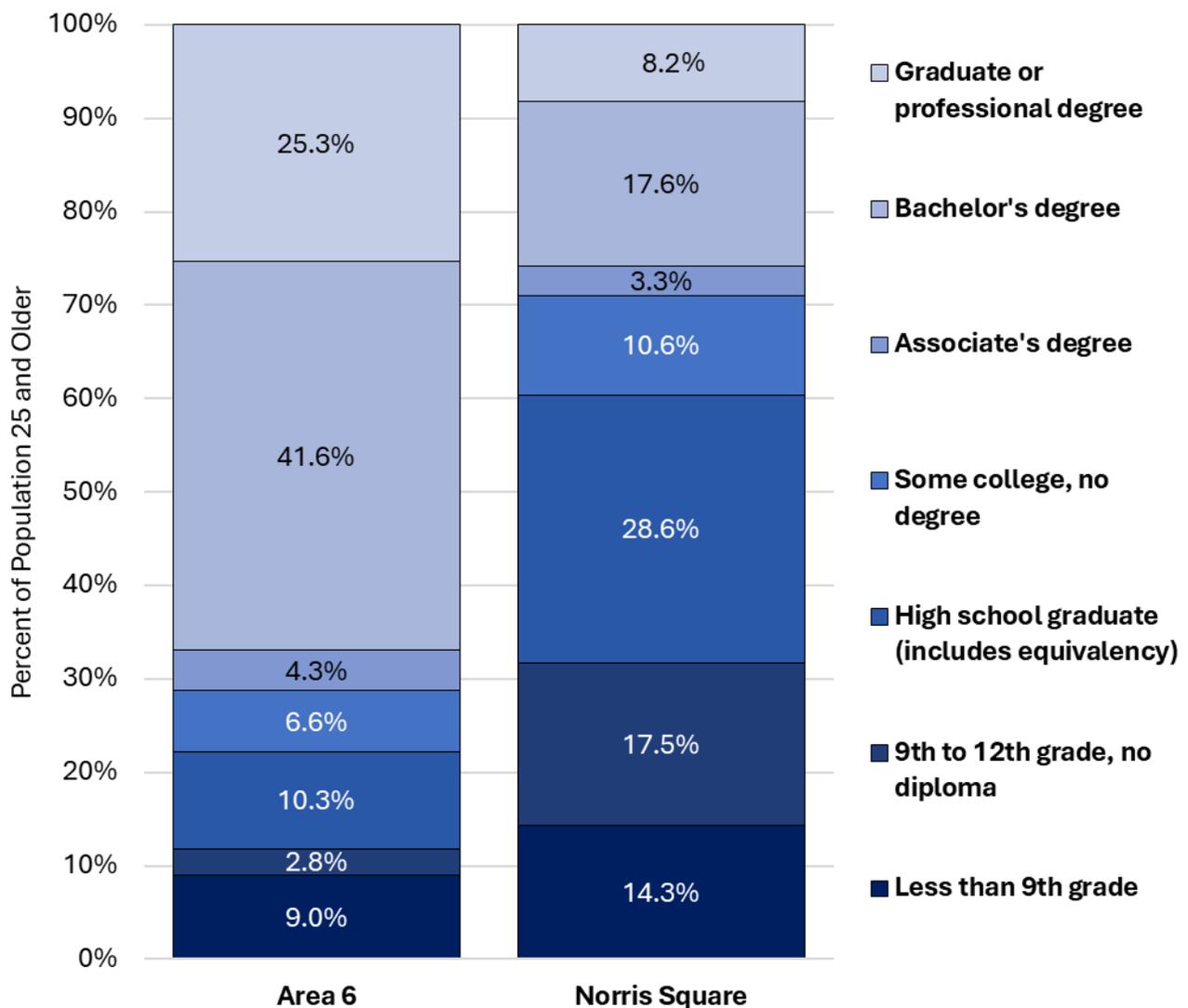
The figure below shows the share of residents obtaining each level of education in 2022 (2018-2022). Higher levels of education are listed at the top of the chart and lower levels of education are listed at the bottom of the chart.

This data shows that in Area 6, 25.3% of residents 25 years and older have obtained a graduate or professional degree and 41.6% have received a bachelor’s degree.

In Norris Square, 8.2% of residents 25 years and older have obtained a graduate or professional degree and 17.6% have received a bachelor’s degree.

Across Philadelphia, 14.8% of residents 25 years and older have obtained a graduate or professional degree and 18.8% have received a bachelor’s degree.

Figure 10. Educational Attainment of Residents Age 25 Years and Older: Area 6 and Norris Square, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Discussion Questions

1. What do you notice about the change in level of educational attainment over the last 10 years in Philadelphia, Norris Square and Area 6 (Figure 8 and 9)?
 - a. What might have led to the changes you see?
2. What impact have these changes in the level of educational attainment made on your experience of Norris Square neighborhood of late?
3. What strengths could these changes bring to Norris Square? What challenges?
4. Has public use of Norris Square Park changed because of these population differences? If so, how?
5. What do you notice about the 2022 (2018-2022) differences in level of educational attainment (Figure 10) between Area 6 and Norris Square?
6. How would you explain the increase in level of educational attainment over the last 10 years? What does this suggest about who now resides in Area 6 and Norris Square?
7. How do community members in the neighborhood with different educational backgrounds interact with each other? Has there been any noticeable change over time?
8. What do you think the level of educational attainment of Norris Square and Area 6's population will look like in 5 years? 10 years? Why?

Educational Attainment by Race and Ethnicity

Given the significant Puerto Rican history of the neighborhood, and that the largest number of Norris Square residents are Hispanic or Latino, this section focuses on the educational attainment levels of Hispanic or Latino residents. We also look at the largest populations of self-identified categories of race and ethnicity in Norris Square, Area 6, and Philadelphia.



Las Parcelas and Palethorpe Street | Photo credit: John Byrnes

Figure 11 shows the percentage of all residents with a High School diploma or higher, and those with a bachelor's degree or higher, in Area 6, Norris Square, and Philadelphia.

Figure 12 shows the percentage of Hispanic or Latino residents with a high school diploma or higher, and those with a bachelor's degree or higher, in Area 6, Norris Square, and Philadelphia.

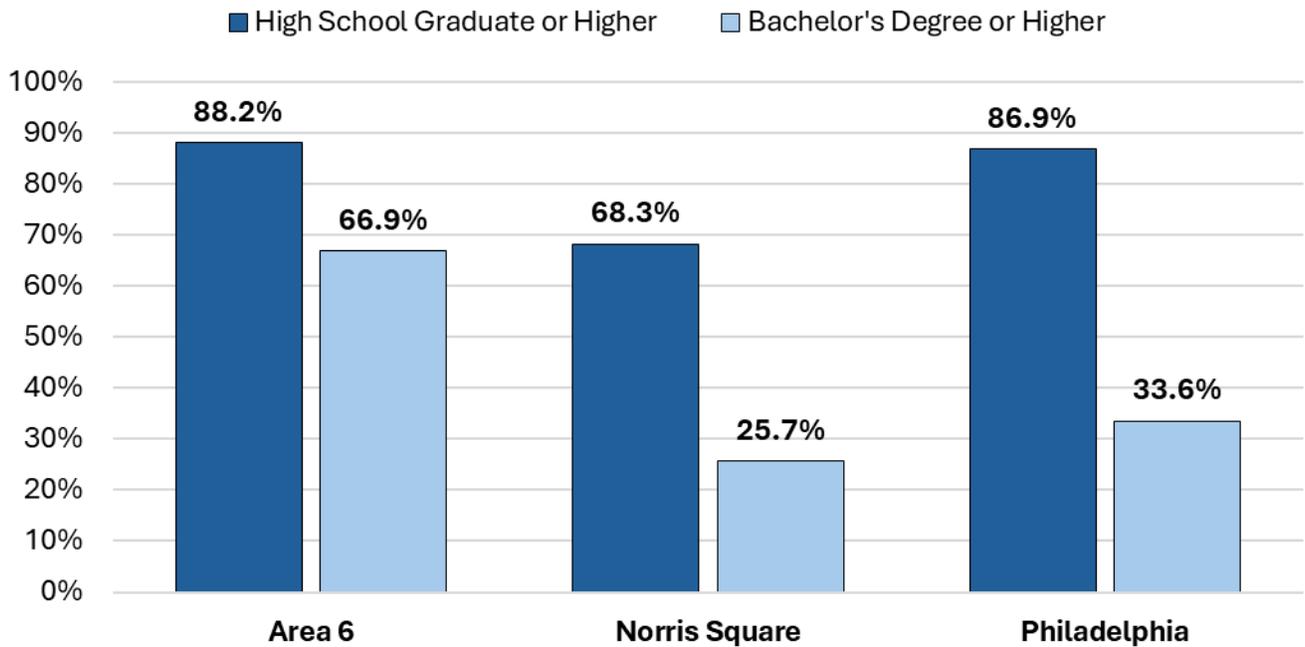
As you can see on the next page, the percentages do not add up to 100. Individuals with a bachelor's degree or higher are also counted in the high school graduate or higher column.

Figure 11 shows that in 2022 (2018-2022), in Norris Square, the percentage of residents 25 years and older with a high school diploma or higher (68.3%) is lower than both Area 6 (88.2%) and all of Philadelphia (86.9%). In addition, the percentage of all Norris Square residents with a bachelor's degree or higher (25.7%) is less than that in Area 6 (66.9%) and in all of Philadelphia (33.6%).

Figure 12 shows us that, in Norris Square, the percentage of Hispanic or Latino residents with a high school diploma or higher is greater in Norris Square (57.4%) than in Area 6 (54.8%), but lower than in all of Philadelphia (72.2%).

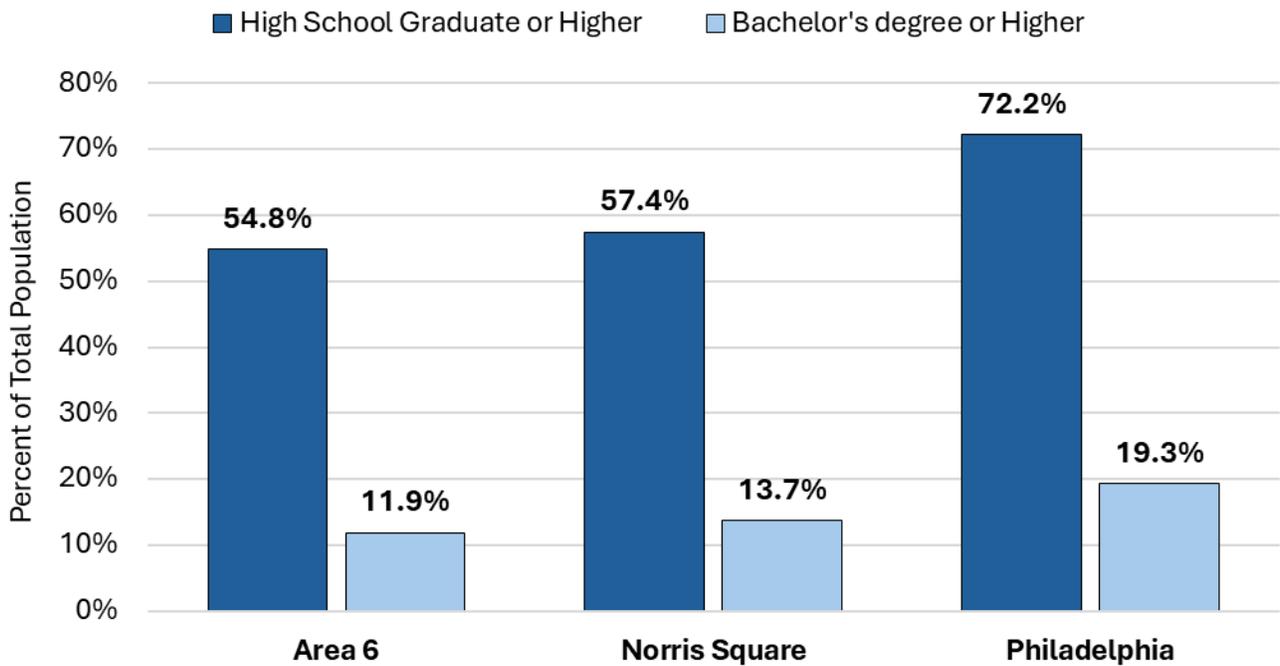
Norris Square had a larger percentage of Hispanic or Latino college graduates (13.7%) than Area 6 (11.9%) and a smaller percentage than all of Philadelphia (19.3%).

Figure 11. Educational Attainment of Residents Age 25 Years and Older: 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Figure 12. Educational Attainment of Hispanic or Latino Residents Age 25 Years and Older: 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Norris Square Neighborhood Profile

The figures below and on the following page show us how the educational attainment of individuals in Area 6 and Norris Square who identify as Asian American, Black, Hispanic or Latino, and White has changed from 2013 to 2022.

Figure 13 shows the change in the number of residents with a high school diploma or higher across census categories of race in Norris Square and Area 6.

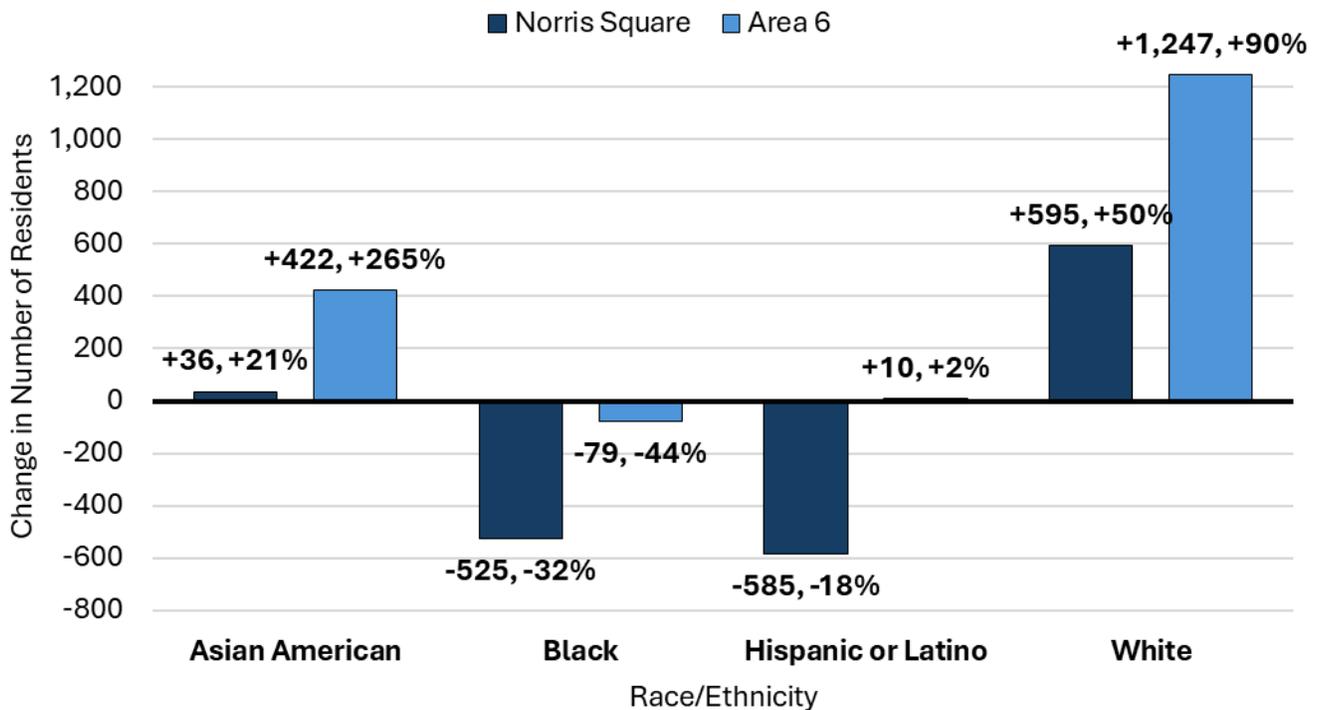
Each bar in the figure below represents the change in the number of residents with a high school diploma from 2013 to 2022. The numbers above or below each bar show the change in the number of residents, and the percentage change. The blue bars in the figures below represent Norris Square, and the green bars represent Area 6.

For example, Figure 13 shows us that there was a decrease of 585 Hispanic or Latino residents (-18%) with a High School diploma in Norris Square from 2013 to 2022.

As you can see in Figure 13, Area 6 had a much larger increase of White residents with a high school diploma or higher (+1,247) than in Norris Square (+595), as well as a greater increase of Asian American residents with a high school diploma or higher (+422) than in Norris Square (+36).

Figure 13 also shows that, in addition to the decrease of Hispanic or Latino residents, Norris Square experienced a decrease of Black residents with a high school diploma or higher (-525). During the same time, Area 6 experienced a slight increase of Hispanic or Latino residents with a high school diploma or higher (+10) and a decrease of Black residents (-79).

Figure 13. Change in Number of Residents with a High School Diploma or Higher: Norris Square and Area 6, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Norris Square Neighborhood Profile

Figure 14 shows the change in the number of residents with a bachelor's degree or higher across the most populated categories of race and ethnicity in Norris Square and Area 6. This figure shows us that, for individuals with a bachelor's degree or higher, the largest increase was the White population in Norris Square (+596) and Area 6 (+1,228).

In Norris Square, the second largest increase for residents with a bachelor's or higher was the increase of 126 Asian American residents. In Area 6, the Asian American population with a bachelor's degree increased by 434.

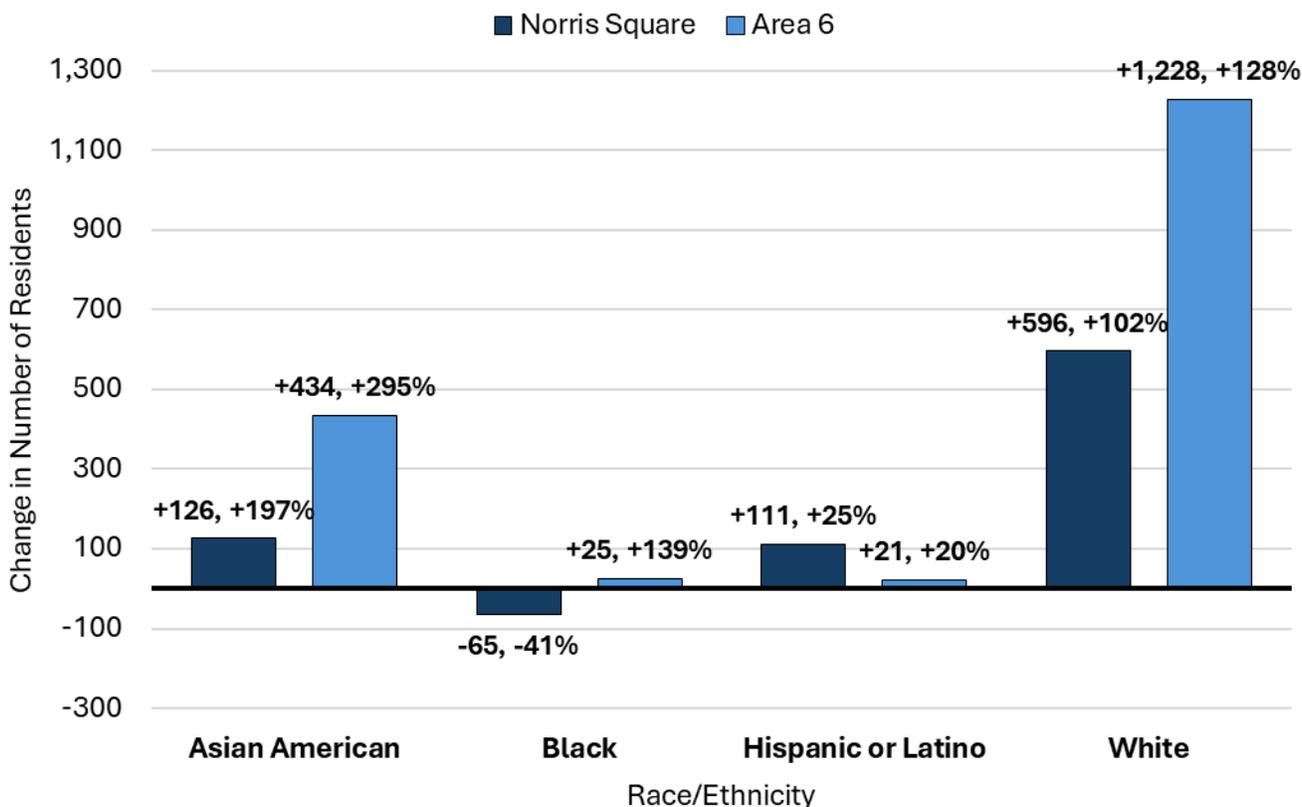
From 2013 to 2022 in Norris Square, the percentage of Asian American residents with a bachelor's degree or higher increased by 197% but only increased 28% in all of Philadelphia.

For Black residents with a bachelor's degree or higher, the percent change for Norris Square (-41%) was quite lower than Area 6 (+139%) and higher than in all of Philadelphia (+26%)

Hispanic or Latino residents with a bachelor's degree or higher increased in Norris Square (+25%), in Area 6 (+20%), and in all of Philadelphia (+71%).

White residents with a bachelor's degree or higher increased in Norris Square (+102%), in Area 6 (+128%), and in all of Philadelphia (+24%).

Figure 14. Change in Number of Residents with a Bachelor's Degree or Higher: Norris Square and Area 6, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Norris Square Neighborhood Profile

The figures on the next page show us the percentage of the total population with a high school degree or higher, and a bachelor's degree or higher, by race and ethnicity in 2022 (2018-2022).

On the following page, Figure 15 represents this information for Norris Square. There are two bars shown for each racial group and for Hispanic or Latino ethnicities. The darker bar shows the percentage of the population with high school diplomas or higher, and the lighter bar shows the percentage of the population with a bachelor's degree or higher. At the end of each bar, both the percentage of the total population and the number of individuals are displayed.

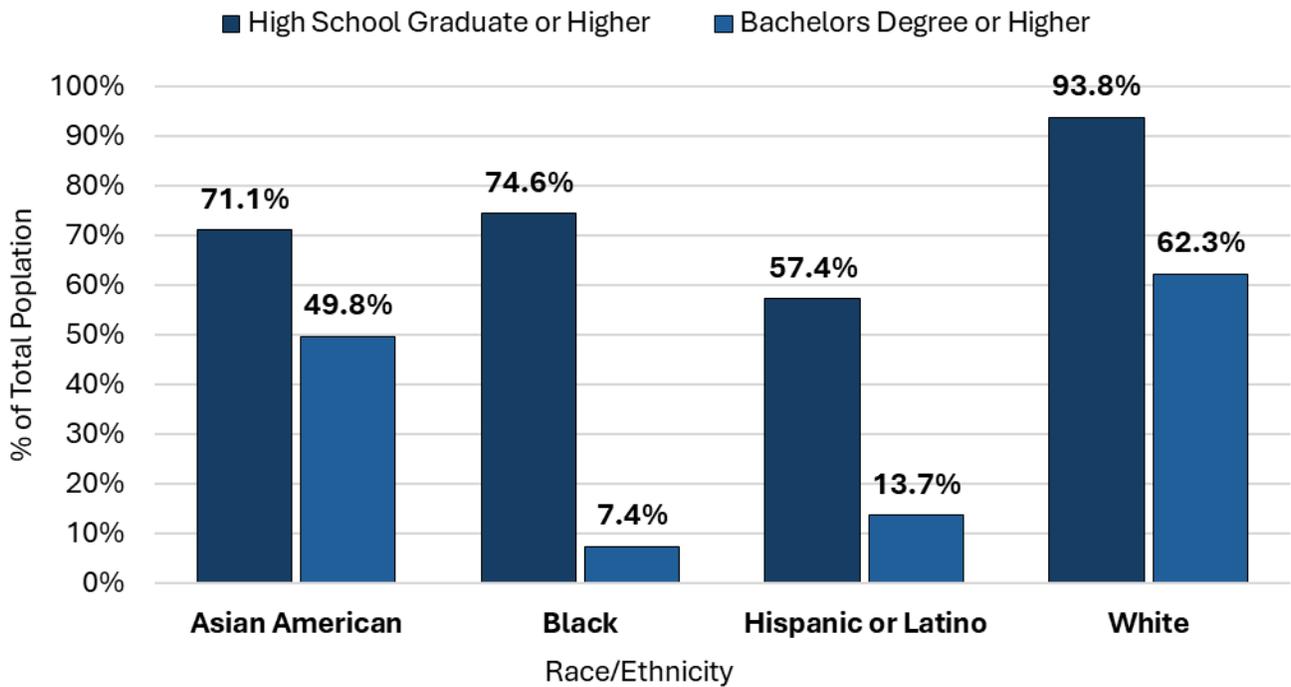
For example, in the five years of 2018-2022, in Norris Square, 57.4% of Hispanic or Latino individuals are High School graduates or have more advanced degrees (Figure 15), and in Area 6, that number is 54.8% (Figure 16). In all of Philadelphia, 72.2% of Hispanic or Latino residents are high school graduates or higher.

Interestingly, in Norris Square, 66% (1,178 out of 1,781) of White residents with a high school diploma went on to attain a bachelor's degree while only 21% (562 out of 2,653) of Hispanic or Latino residents with high school diplomas went on to obtain a bachelor's degree.

Figure 16 shows the same information but for Area 6. In Area 6, 83% (2,188 out of 2,633) of White residents with high school diplomas went on to obtain a bachelor's degree while only 22% (127 out of 586) of Hispanic or Latino residents with high school diplomas went on to obtain a bachelor's degree.

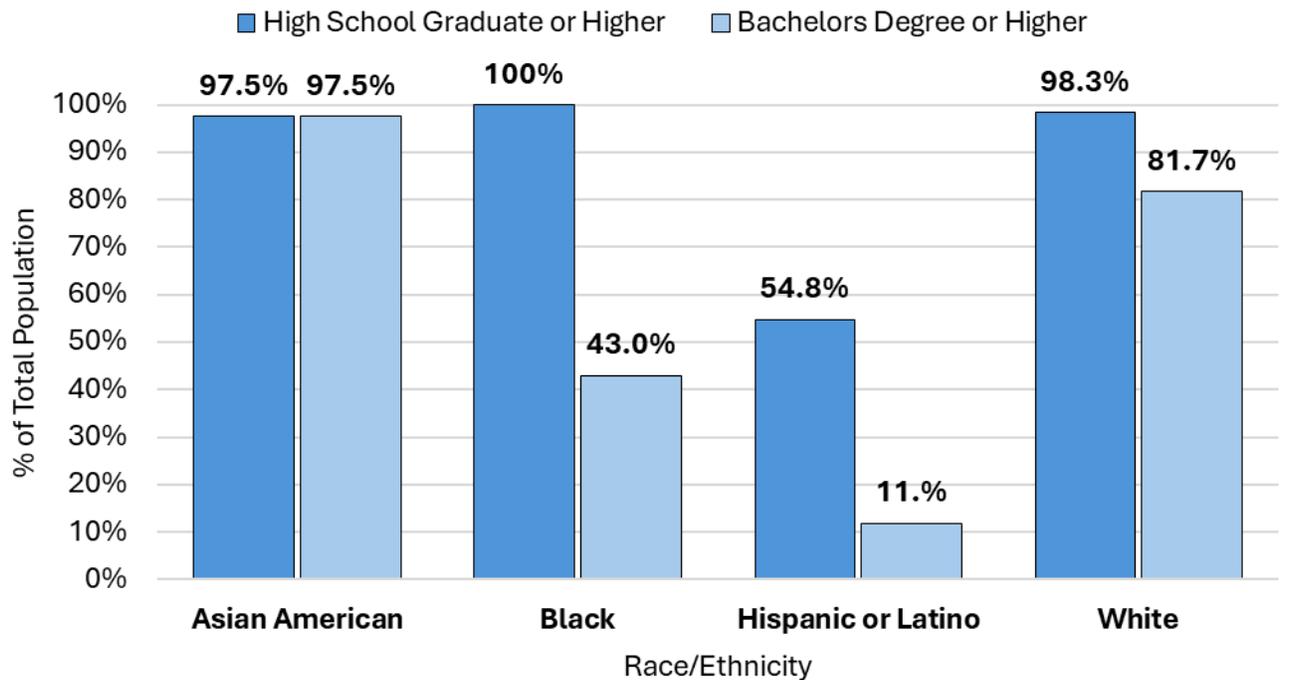
For comparison, U.S. Census Bureau data also shows that in Philadelphia, 54% (209,676 out of 389,827) of White residents with high school diplomas went on to obtain a bachelor's degree while only 27% (26,888 out of 100,408) of Hispanic or Latino residents with high school diplomas went on to obtain a bachelor's degree.

Figure 15. Educational Attainment by Race and Ethnicity: Norris Square, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Figure 16. Educational Attainment by Race and Ethnicity: Area 6, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018-2022

Discussion Questions:

1. What do you notice about the differences in level of educational attainment in Philadelphia, Norris Square, and Area 6 (Figures 11 and 12)?
2. What impact have these differences had on your experience of Norris Square neighborhood?
3. What do you notice about the differences in the level of educational attainment of Hispanic or Latino residents versus other ethnicities both in Norris Square and across Philadelphia (Figures 13-16)?
4. What community assets are currently available to Norris Square Latino community members to address these differences? What additional resources are needed?
5. How do community members in the neighborhood with different educational backgrounds interact with each other? Has there been any noticeable change over time?
6. What do you think the level of educational attainment of Norris Square and Area 6's population will look like in 5 years? 10 years? Why?

Household Income by Race and Geography

Neighbors who participated in the community survey administered in 2020 were interested in knowing more about the median income of Norris Square households. The median household income is the mid-point value, meaning that half of households make more than the median and half make less. Ninety-four (94%) of respondents answered that they would like to learn more about median household incomes and how they have changed over time.

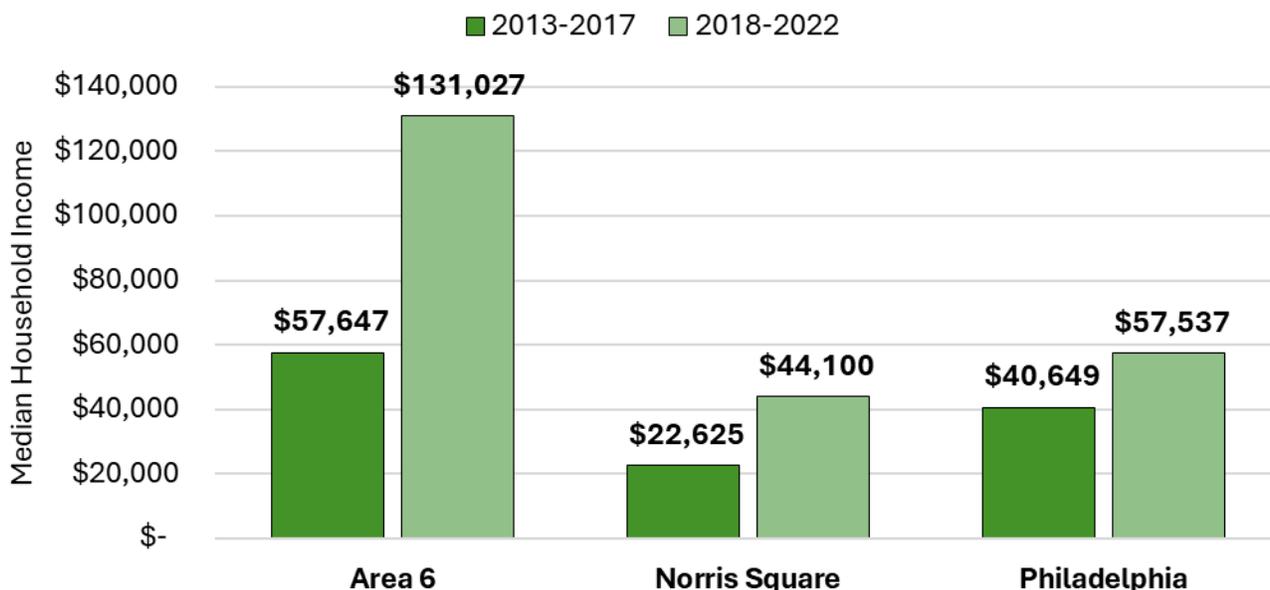
Figure 17 represents the median household income in Area 6, Norris Square, and Philadelphia in 2013 (2013-2017) and 2022 (2018-2022). Figure 18 looks at the median household income of Hispanic or Latino households in Norris Square and Philadelphia. Figure 19 shows the median household income across self-identified races and Hispanic or Latino ethnicities in Norris Square and Area 6.

In Figure 17, there are two bars shown: the darker bar represents the median household income averaged from 2013 to 2017, and the lighter bar represents the median household income averaged from 2018 to 2022.

In Norris Square, the median household income increased by about \$21,475 from 2013 to 2022. The median household income in Area 6 increased by about \$73,380 during the same time.

As you can see in Figure 17, in 2022 (2018-2022), the median household income in Area 6 (\$131,027) is much higher than in Norris Square (\$44,100) and all of Philadelphia (\$57,537). The median household income in Norris Square is lower than the median household income in Area 6 and all of Philadelphia.

Figure 17. Median Household Income: Area 6, Norris Square, and Philadelphia, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Figure 18 below represents the median household income of Hispanic or Latino households in Norris Square and all of Philadelphia. The figure shows how median household income has changed from 2013 to 2022.

Norris Square Neighborhood Profile

As you can see in Figure 18, the median household income of Hispanic or Latino households in Norris Square increased by about \$9,904 from 2013 to 2022. However, in 2022 (2018-2022), the median household income of Hispanic or Latino households in Norris Square (\$28,656) was much lower than in all of Philadelphia (\$43,759).

In 2022 (2018-2022), while the median household income of all Norris Square households was \$44,100 (Figure 17), the median household income of Hispanic or Latino Norris Square households was lower at \$28,656.

Figure 18. Median Household Income of Hispanic or Latino Households: Norris Square and Philadelphia, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

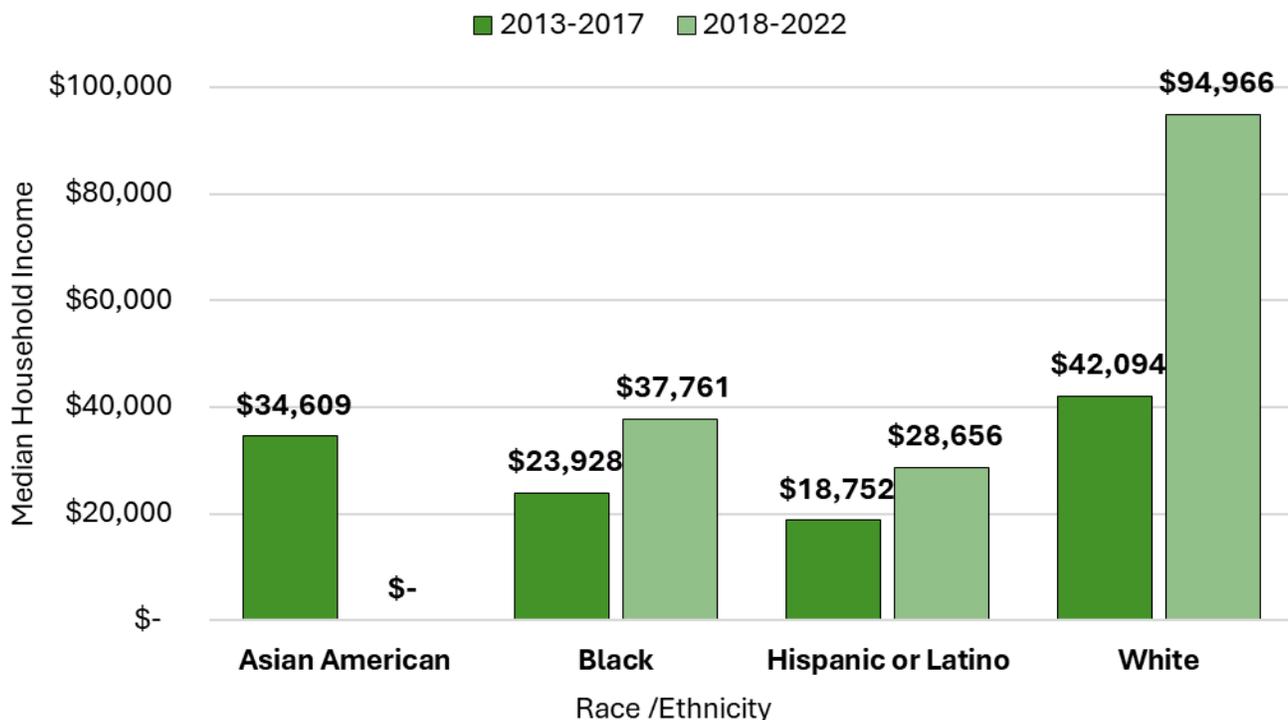
Figure 19 on the following page shows us median household income in Norris Square by self-identified categories of race⁵ and Hispanic or Latino ethnicities. The figure shows the median household income of Asian, Black, Hispanic, or Latino, and White households averaged from 2013 to 2022.

Figure 19 shows us that during this time, Norris Square's Hispanic or Latino households experienced the smallest increase in median household income. Compared to households of other self-identified categories of race and ethnicity in Norris Square, Hispanic or Latino households also had the lowest median household income for both five-year periods.

In Norris Square, White households experienced the largest increase in median household income from 2013 to 2022 (Figure 19). Due to data limitations, the median household income for Asian American households for 2022 (2018-2022) is not included in the profile.

⁵ For more information, see "Non-overlapping race and ethnic categories" in the glossary.

Figure 19. Median Household Income by Race and Ethnicity: Norris Square, 2013-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2022

Discussion Questions:

1. What do you notice about the differences in median household income over time in Philadelphia, Norris Square, and Area 6 (Figure 17)?
2. What do you notice about the differences in median household income for Hispanic or Latino households in Norris Square and Philadelphia (Figure 18)?
3. Looking at median household income in Norris Square (Figure 19), what differences by self-identified race and ethnicity categories stand out to you? How have household incomes for different groups changed over time?
4. What factors might explain any differences you see?
5. What strengths do these differences bring to Norris Square? What challenges? What impact have these differences had on your experience of Norris Square neighborhood?
6. What community assets are currently available to Norris Square Latino community members to address these differences? What additional resources are needed?
7. How do community members in the neighborhood with different income levels interact with each other? Has there been any noticeable change over time?

Volume 3: Housing Characteristics

There are so many different types of people in Norris Square, there is no one way to define the neighborhood. People who have lived here long term and people who just moved here all talk about it very differently. So, I think there is a lot of love towards Norris Square and a lot of frustration as well.

- Cesali Morales, Norris Square Neighborhood Project



Norris Square Park | Photo credit: Lindsay Kernan

According to the U.S. Census Bureau American Community Survey, Norris Square experienced an 11% decrease in overall population from 2008 to 2022. The population fell from 14,778 to 13,115 residents. During the same time, Area 6 experienced a 69% increase in overall population, from 3,151 to 5,346 residents.

As 95% of respondents to the Norris Square community survey felt including the number of vacant and occupied housing units in Norris Square was important, this information is included in the Profile below. Tables 2 and 3 include the changes in occupied and vacant housing units within Norris Square and Area 6, along with changes in total housing units, owner-occupied units, and renter-occupied units.

As shown in Table 2, from 2008 to 2022, the overall number of housing units in Norris Square increased by 4% (from 5,818 to 6,074 units) while the number of owner-occupied housing units increased by 13% (from 1,943 to 2,186 units).

Table 2. Vacant and Occupied Housing Units: Norris Square, 2008-2022

	2008-2012	2013-2017	2018-2022	# Change	% Change
Total Housing Units	5,818	6,040	6,074	+256	+4%
Vacant	951	921	963	+12	+1%
Occupied	4,867	5,119	5,111	+244	+5%
Owner	1,943	2,186	2,186	+243	+13%
Renter	2,833	3,176	2,925	+92	+3%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

Norris Square Neighborhood Profile

Table 3 below includes the same housing information for Area 6, south of Norris Square. In Area 6, the overall number of housing units increased from 2008 to 2022 by 107% (from 1,398 to 2,899 units) while the number of owner-occupied housing units increased by 129% (from 611 to 1400 units).

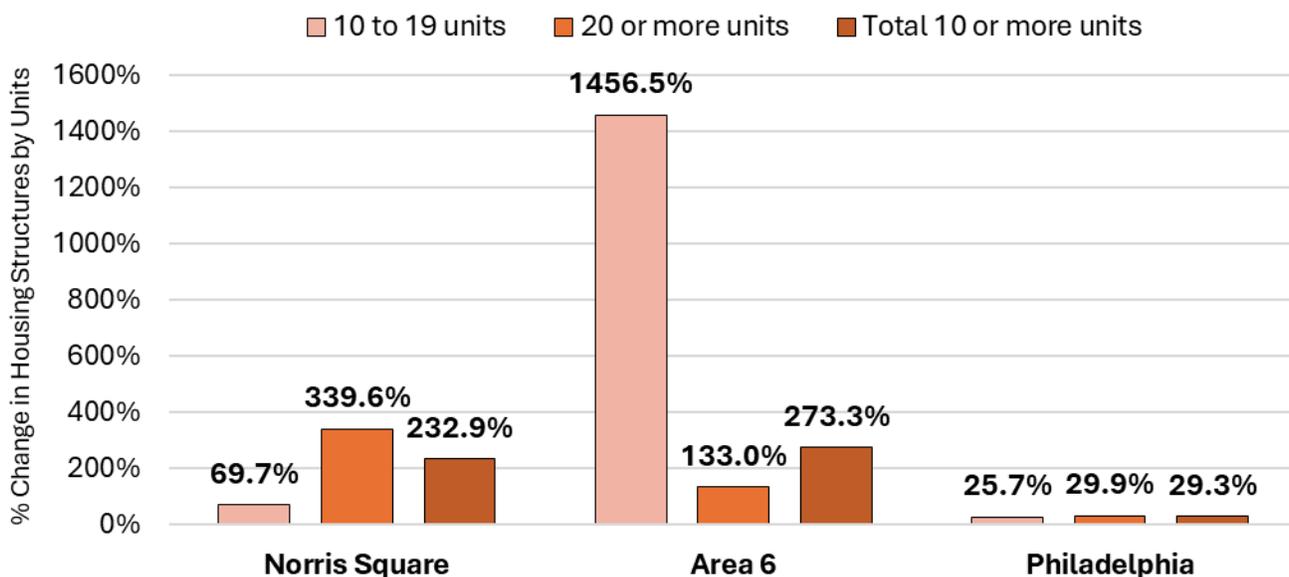
Table 3. Vacant and Occupied Housing Units: Area 6, 2008-2022

	2008-2012	2013-2017	2018-2022	# Change	% Change
Total Housing Units	1,398	1,760	2899	+1,501	+107%
Vacant	270	274	228	-42	-16%
Occupied	1,128	1,486	2,671	+1,543	+137%
Owner	611	679	1400	+789	+129%
Renter	517	807	1271	+754	+93%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

In addition to looking at the change in the total number of units available and how many units are occupied or vacant, the U.S. Census Bureau also collects data about the number of housing units within multi-unit structures. Figure 20 shows that in both Norris Square and Area 6, the number of housing structures with 10 or more units increased from 2008 to 2022. In Norris Square, housing structures with 10 or more units increased by about 233% during that time, and Area 6 saw a similar increase of about 273%. *This sharply contrasts with only about a 29% increase in housing structures with 10 or more units city-wide, from 2008 to 2022.*

Figure 20. Percent Change in Housing Structures with 10 or More Units: Norris Square, Area 6, and Philadelphia, 2008-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

Discussion Questions:

1. What, if anything, surprised you about the changes in the number of vacant and occupied housing units in Norris Square and Area 6 (Tables 2 and 3) over the last 10 years?
 - a. What might have led to the changes you see?
2. What has been the impact of these housing changes on the local economy and local businesses? On the demand for local housing?
3. Have public services changed as a result? If so, how? Which public services do you believe need to be expanded?
4. How would you explain the increase in population and number of housing units in Area 6? What does this suggest about who has been moving into Area 6?
5. How do new residents in the neighborhood interact with the longer-term ones? Has there been any noticeable change in these interactions over time?
6. What do you think the housing characteristics of Norris Square and Area 6 will look like in 5 years? 10 years? Why?

Housing Tenure

Individuals who responded to the Norris Square community survey were interested in knowing when people moved into their homes, and how long they have lived there. Housing tenure, or how long people have lived in their homes, can show us the share of long-term residents compared to those who have recently moved to the area.

Figure 21 below shows when residents moved into their current homes in Norris Square (left) and Area 6 (right). The entire length of each bar adds up to 100%, and each section within the bar represents a percentage of the population. Each bar is divided into six sections, each showing a different time when people moved into their homes. The top sections (the darkest shade) show the earliest period, 1989 or earlier. The bottom sections (the lightest shade) show the latest period, which includes 2021-2022 (a two-year period instead of a decade). To the right of the bars is a key, showing the order of each section and the period that each section represents.

As shown on Figure 21, a larger percentage of Norris Square residents have lived in their homes longer than Area 6 residents. In Norris Square, 13.2% of the population moved to the area thirty-five or more years ago (1989 or earlier). While in Area 6, 5.1% of the population moved to the area thirty-five or more years ago.

In comparison, a higher percentage of Area 6 residents moved into their homes less than 10 years ago. By adding together the two lower sections (2018-2020 and 2021-2022) we can see that 51.5% of the population moved to the area between 2018 and 2022. In Norris Square, 23.0% of the population moved to the area between 2018-2022.

Figure 21. When Residents Moved into Their Homes, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2022

Year Structures Were Built

I had to get my plumbing replaced, all the ceramic pipes under my house...that's what comes with old buildings... I live in a rowhouse, so you know other people are dealing with the same issue.

– Sara Palmer, Kensington Library Supervisor

The figure below shows the percentage of housing units built from 1939 or earlier to 2020 in Norris Square and Area 6 based on data from 2022. As a note, the figure shows when structures were first constructed, not when they were remodeled.

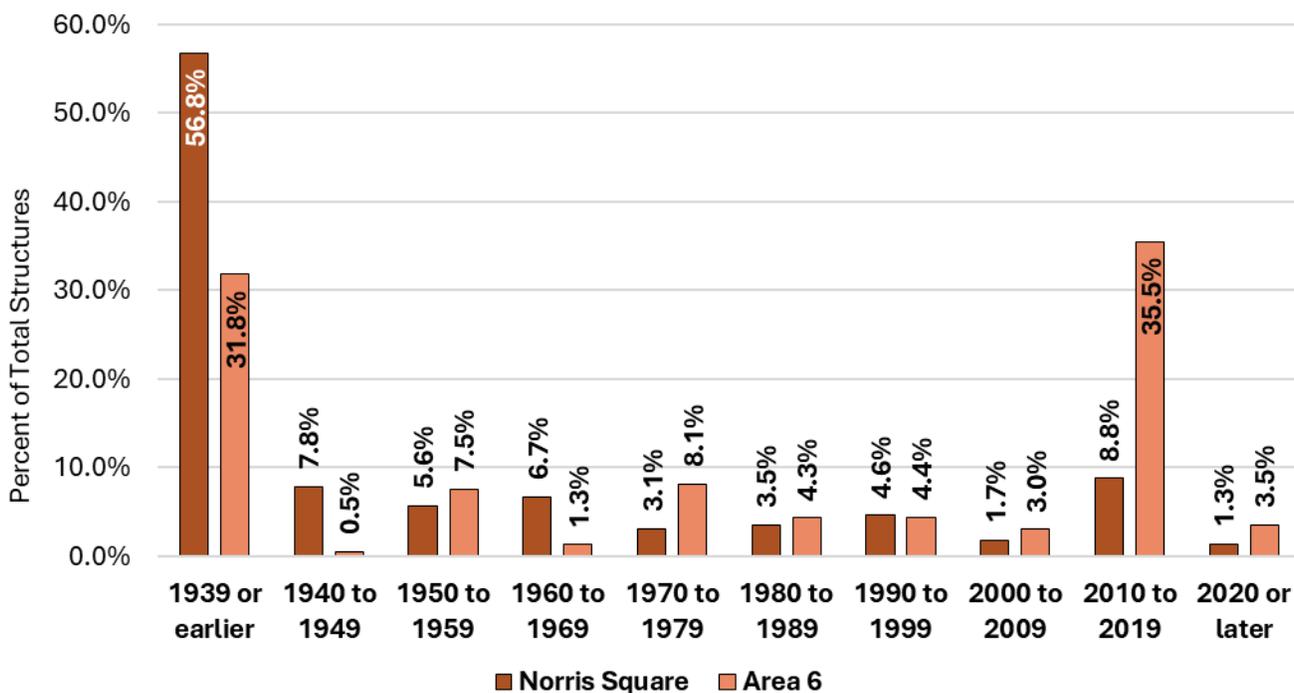
Compared to Area 6, more homes in Norris Square were built 80 or more years ago. In Norris Square, 56.8% of structures were built in 1939 or earlier. In Area 6, 31.8% of structures were built during this timeframe.

Compared to Norris Square, more homes in Area 6 were built 14 or fewer years ago. In Area 6, 39% of all structures were built in 2010 or later. In Norris Square, 10.1% of structures were built in 2010 or later.

As shown in Figure 22, while Area 6 has experienced a larger increase in new buildings than Norris Square, both geographies are experiencing an increase in structures built in 2010 or later.

It is important to note that the data in Figure 22 does not include structures built after 2022, which means that the “2020 or later” bars reflect a shorter time period (two years instead of a decade).

Figure 22. Year Structures Were Built: Norris Square and Area 6, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2022

Discussion Questions

1. What, if anything, surprised you about when residents moved into their homes in Norris Square and Area 6 (Figure 20)?
2. What has been the impact of the relatively new influx of residents in Area 6 on the local economy and local businesses? On the demand for local housing? On the demand for public services?
3. How do newer residents in the neighborhood interact with longer term residents? Has there been any noticeable changes over time?
4. What, if anything, surprised you about the year structures were built in Norris Square and Area 6 (Figure 22)?
5. What are some challenges that you or residents in Norris Square encounter with living in or maintaining older buildings?
6. How do these challenges impact residents' daily lives?

Median Home Values and Median Gross Rent

Community survey participants expressed an interest in knowing more about housing in Norris Square, including housing affordability. Median home values can provide some perspective on housing affordability in the area, this information has been included in Table 4. Additionally, you'll find the change in median gross rent in Table 5 below.

Table 4 shows how home median values have changed in Norris Square, Area 6 and all of Philadelphia. It includes the median home values from 2008-2012, 2013-2017, and 2018-2022.

From 2008 to 2022, the median home value in Norris Square increased 163%, a similar rate to Area 6 (+169%), and at a much higher rate than all of Philadelphia (+51%). In 2022 (2018-2022), the median home value in Norris Square (\$210,575) closely resembles that of all of Philadelphia (\$215,500). In 2022, the median home value in Area 6 was more than double the median home value for of all of Philadelphia (\$445,700 compared to \$215,500).

Table 4. Change in Median Home Values by Geography, 2008-2022

	2008-2012	2013-2017	2018-2022	# Change	% Change
Norris Square	\$80,020	\$101,620	\$210,575	+\$130,555	+163%
Area 6	\$165,600	\$257,400	\$445,700	+\$280,100	+169%
Philadelphia	\$142,300	\$151,500	\$215,500	+\$73,200	+51%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

Table 5. Change in Median Gross Rent by Geography, 2008-2022

	2008-2012	2013-2017	2018-2022	# Change in Rent	% Change in Rent
Norris Square	\$715	\$750	\$1,023	+\$308	+43%
Area 6	\$1,064	\$1,126	\$1,932	+\$868	+82%
Philadelphia	\$872	\$970	\$1,250	+\$378	+43%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

Table 5 shows that from 2008 to 2022, median gross rent in Norris Square increased 43% and remained slightly lower than median gross rent for all of Philadelphia. During the same period, the median gross rent in Area 6 increased to \$1932 (+82%), roughly \$500 more per month than all of Philadelphia.

Housing Cost Burden

Housing affordability was selected as important to include in this profile by 98% of community survey participants. The following graphs and tables show that cost-burdened households are defined as spending more than 30% of their income on rent, mortgage, and other housing costs.

Table 6 shows the percentage of households that spend 30% or more of their income on gross rent in Norris Square, Area 6, and all of Philadelphia, over time.

In Norris Square, 56.6% of renter households spend 30% or more of household income on gross rent as compared to 52.2% of households in Philadelphia and 29.9% of households in Area 6.

However, in all three geographic areas, the percentage of renter households that spend 30% or more of their income on gross rent decreased over time.

Table 6. Housing Cost Burden: Renter Households Spending 30% or More of Income on Rent, 2008-2022

Geography	Percent of Households (2008-2012)	Percent of Households (2013-2017)	Percent of Households (2018-2022)
Norris Square	69.4%	58.3%	56.3%
Area 6	57.8%	39.3%	29.9%
Philadelphia	56.9%	55.8%	52.2%

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2008-2022

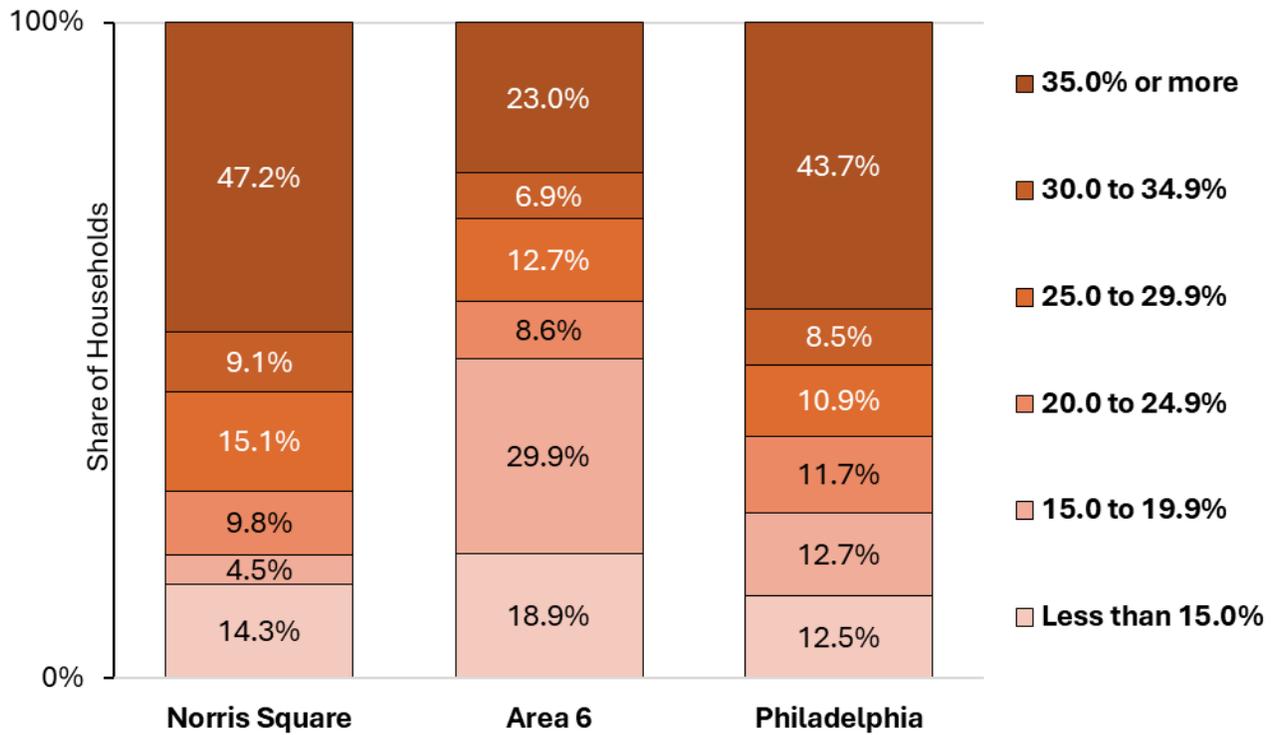
Figure 23 below shows how much income renter households spend on rent in Norris Square, Area 6, and Philadelphia in 2022 (2018-2022). The entire length of each bar adds up to 100%, and each section within the bar represents the share of households.

Each bar is split into six sections, each showing how much of a renter household’s income is spent on rent. The top sections (the darkest shade) represent those spending the largest share of their income on rent, 35% or more of their income. The bottom sections (the lightest shade) show those spending the least of their income on rent, less than 15%.

For example, in Norris Square, 47.2% of renter households spend 35% or more of their income on housing costs. Approximately 14.3% of renter households spend less than 15% of their income on housing costs. To compare how much renter households spend on housing costs in Norris Square, Area 6, and Philadelphia, you can compare the size of the shaded sections, referencing the key on the right.

The percentage of Norris Square renter households spending 35% or more of their income on rent resembles that of all of Philadelphia, but not that of Area 6. Renter households in Norris Square and Philadelphia spend more of their income on rent than households in Area 6. Renter households of Norris Square and Philadelphia tend to have a higher housing cost burden than those in Area 6.

Figure 23. Housing Cost Burden: Gross Rent as a Percentage of Household Income, 2018-2022



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2022

Discussion Questions

1. What, if anything, surprised you about the change in median home values and rent in Norris Square and Area 6 (Table 4)?
2. What do you notice about the change in median gross rent over time in Norris Square, Area 6, and all of Philadelphia (Table 5)? As rents increase, how might households be impacted?
3. What, if anything, surprised you about the percentage of renter households that spend 30% or more on rent in Norris Square and Area 6 (Table 6 and Figure 23)?
4. What has been the impact of these changes on the local economy and local businesses? On the demand for local housing? On the demand for public services?

Acknowledgments

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This project is being led by Penn State Extension and Penn State's Center for Economic and Community Development. All partners value the knowledge, skills, experience, and expertise that every person can bring to this project. We intend to demonstrate the potential for this project to help strengthen and empower the Norris Square community.

Dedicated to the memory of Suzanne Weltman.



Christine Dawson-Haines, Cristy Schmidt, John Byrnes, Suzanne Weltman in Norris Square Park, 2021 | Photo credit: Eliezer Vila

Glossary

Average: A statistical calculation in which all values in a set are summed (added together) and then divided by the number of values in the set. Also sometimes called the “mean.” For example, $1+2+3+4+5=15$ (sum); 15 is then divided by 5 (the number of values) to calculate the average as “3”.

Hurley, M., & Tenney, S. (2023, July 17). *Mean*. StatPearls [Internet].
<https://www.ncbi.nlm.nih.gov/books/NBK546702/>

Census Bureau: According to the official website, the U.S. Census Bureau is “the federal government’s largest statistical agency, dedicated to providing current facts and figures about America’s people, places, and economy. Federal law protects the confidentiality of all the information the Census Bureau collects.”

U.S. Census Bureau data is often used by governments, businesses, researchers, nonprofits, and other organizations to help inform policy and decision-making.

<https://www.census.gov/about/what/census-at-a-glance.html>

Census tract: Census tracts boundaries are small subdivisions within U.S. counties that are determined based on the number of housing units and residents in an area. Ideally, census tracts include about 4,000 residents - though the size sometimes varies depending on how densely populated an area is. Census tract boundaries generally stay the same over time unless significant population growth or loss occurs.

[https://www.census.gov/programs-surveys/geography/about/glossary.html#:~:text=Census%20Tracts%20are%20small%2C%20relatively,Statistical%20Areas%20Program%20\(PSAP\)](https://www.census.gov/programs-surveys/geography/about/glossary.html#:~:text=Census%20Tracts%20are%20small%2C%20relatively,Statistical%20Areas%20Program%20(PSAP))

Data limitations: The Census American Community Survey uses different methods to keep people's information private and to make sure that the data is accurate. The Census Bureau limits how much data is shared to protect people's privacy and to make sure that the information is reliable.

<https://www.census.gov/programs-surveys/acs/technical-documentation/data-suppression.html>

Ethnicity: The U.S. Census Bureau uses the U.S. Office of Management and Budget's (OMB) rules to define how data is collected about the race and ethnicity of U.S. residents. Based on the OMB’s definition, there are two main categories for ethnicity (also called “origin”) in Census questionnaires: Hispanic or Latino, and Not Hispanic or Latino. The OMB treats race and ethnicity as two different concepts, so a person who identifies as Hispanic or Latino can be of any race.

<https://www.census.gov/topics/population/race/about/faq.html>

Gentrification: According to the Urban Institute, gentrification “refers to a process of neighborhood change—one that encompasses local increases in real estate investment, household income, and educational attainment.”

<https://www.urban.org/urban-wire/displacement-misunderstood-crisis>

Gross rent: In U.S. Census Bureau data, “gross rent” calculates monthly rent to include average monthly utility and fuel costs – if they are not already included in rental contracts.

<https://www.census.gov/glossary/?term=Gross+rent>

High school graduate or higher: Includes individuals who finished high school or its equivalent, those who went to college but didn't finish, and those who earned different levels of degrees such as associate's, bachelor's, master's, or professional or doctorate degrees.

<https://www.census.gov/topics/education/educational-attainment/about/faq.html>

Hispanic or Latino origin: "Hispanic," "Latino," and "Spanish" are terms used interchangeably by the Census. While some respondents identify with all three, others may identify with only one. Those who identify with any of these terms are counted as Hispanic or Latino by the Census if they fit specific categories listed on surveys, like "Mexican," "Puerto Rican," or "Cuban," or if they say they're from "another Hispanic, Latino, or Spanish origin." This includes people from Spain, Spanish-speaking countries in Central or South America, or other Spanish cultures. The word “origin” refers to a person's heritage, nationality, lineage, or the country they or their family came from before moving to the United States. People who identify as Hispanic, Latino, or Spanish can be of any race.

<https://www.census.gov/glossary/?term=Hispanic+or+Latino+origin>

Household: The U.S. Census Bureau collects and reports data about individuals and all persons living in one residence or housing unit as a "household". A “household” can include families (related or unrelated) as well as people living alone or with partners and/or roommates. As a note, people residing in places managed with services such as nursing homes, college dorms, military barracks, or jails are counted and reported by the U.S. Census Bureau as living in “group quarters” rather than "households.”

<https://www.census.gov/glossary/?term=Household>

<https://www.census.gov/glossary/?term=Group+Quarters+%28GQ%29>

Housing cost burden: When a household spends 30% or more of their income on housing and related expenses it can be difficult to afford other necessary goods and services (such as food, clothing, transportation, healthcare, or childcare, for example). The U.S. Department of Housing and Urban Development refers to these households as having a “housing cost burden.”

<https://www.census.gov/newsroom/press-releases/2024/renter-households-cost-burdened-race.html#:~:text=While%20renters%20had%20a%20higher,their%20income%20on%20housing%20costs>

Housing unit: The U.S. Census Bureau defines a “housing unit” as a residence where individuals or groups of people (such as families or roommates) live in a single structure (a house, mobile home, or trailer) or in “separate living quarters” within a building (like an apartment or duplex). Each housing unit must have its own entrance from the outside or through a shared hallway to qualify.

<https://www.census.gov/glossary/?term=Housing+unit>

Median: The “median” can simply be understood as the middle value in a list of numbers. With a “median,” there are an equal number of values both above and below the “median” value. For example, in Figure 17 of the profile, you can see that the “median” household income for households in Norris Square was \$44,000 in 2018-2022. This means that an equal number of households in Norris Square had incomes greater than \$44,000, and an equal number of households had incomes that were less than \$44,000, within the same time period. Please see our glossary definition for “average” for more information about the difference between the terms.

Hurley, M., & Tenney, S. (2023, July 17). *Mean*. StatPearls [Internet].
<https://www.ncbi.nlm.nih.gov/books/NBK546702/>

Non-overlapping race and ethnic categories: The U.S. Census Bureau collects information about residents based on their self-identified race and ethnicity to understand population and demographic changes over time. The data information included in this profile looks at race and ethnicity as it was reported by individuals to the U.S. Census Bureau. In other words, people who self-identified as having Hispanic or Latino origins are compared with people by race categories who did NOT self-identify with having Hispanic or Latino origins.

<https://www.census.gov/topics/population/race/about.html>

Race: “The data on race were derived from answers to the question on race that was asked of individuals in the United States. The Census Bureau collects racial data in accordance with guidelines provided by the U.S. Office of Management and Budget (OMB), and these data are based on self-identification.”

The U.S. Census Bureau notes that the “racial categories included in the census questionnaire generally reflect a social definition of race recognized in this country and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or sociocultural groups. People may choose to report more than one race to indicate their racial mixture, such as ‘American Indian’ and ‘White.’ People who identify their origin as Hispanic, Latino, or Spanish may be of any race.”

<https://www.census.gov/topics/population/race/about.html>

Units in structure: First, it is important to understand that the U.S. Census Bureau refers to a “structure” as a building that is freestanding – meaning that it is not attached to other buildings and has open spaces around it. When counting the number of units in a structure, all independent living spaces (housing units) are included, whether they are occupied or empty.

<https://www.census.gov/glossary/?term=Units+in+structure>

Year structure built: In terms of U.S. Census Bureau data, this refers to the original date that a structure was actually built, regardless of the date(s) of any remodeling or additions. Note that the data includes structures with units that are both vacant or occupied.

<https://www.census.gov/glossary/?term=Year+structure+built>

Appendix A: Norris Square Community Resource List

Employment and Financial Support

Ceiba

- Services:
 - Housing Counseling
 - Individual Development Accounts
 - Free Tax Preparation Services
 - Individual Taxpayer Identification Number (ITIN)
 - Financial Literacy
- Website: <https://www.ceibaphiladelphia.org/>
- Address: 174 Diamond St., Philadelphia, PA 19122
- Phone: (215) 634-7245
- ITIN Information Phone: (215) 634-4846
- Fax: (215) 634-7265
- Email: Ceiba Contact Form (<https://www.ceibaphiladelphia.org/contact>)

Fab Youth Philly

- Services: Supporting youth (teens) with summer employment
- Website: <https://www.fabyouthphilly.com/>
- Email: info@fabyouthphilly.com

New Kensington Community Development Corporation (NKCDC)

- Services:
 - Community health worker training
 - Housing services
 - Economic development
- Website: <https://www.nkcddc.org/>
- Address: 2771 Ruth St., Suite 1, Philadelphia, PA 19134
- Phone: (215) 427-0350
- Email: info@nkcddc.org

South Kensington Community Partners

- Services: Community development and support
- Website: <https://www.skcpartners.org/>
- Address: 1301 N. 2nd St., Philadelphia, PA 19122
- Phone: (215) 427-3463
- Email: info@skcpartners.org

Xiente

- Services: Formerly known as “Norris Square Community Alliance,” Xiente focuses on economic mobility, early childhood education, housing and neighborhood development, career development, and adult education.
- Website: <https://www.xiente.org/>
- Address: 174 Diamond Street, Philadelphia, PA 19122
- Phone: (215) 426-8723
- Email: info@xiente.org

Norris Square Neighborhood Profile

Health & Support Services

Esperanza Health Center

- Services: Comprehensive health care services, including primary care, behavioral health, and wellness programs.
- Website: <https://esperanzahealth.com/>
- Kensington Site Address: 3156 Kensington Avenue, Philadelphia, PA 19134
- Phone: (215) 831-1100

City of Philadelphia Food and Meal Finder

- Services: Provides information on free food and meal sites throughout Philadelphia.
- Website: <https://www.phila.gov/food/>

Kensington Hospital

- Services: Medical and healthcare services
- Website: <https://www.kensingtonhospital.org/>
- Address: 136 W. Diamond St., Philadelphia, PA 19122
- Phone: (215) 426-8100

La Puerta Abierta (LPA)

- Services: Serving immigrant youth and families with educational support and connections to other resources.
- Website: <https://lpa-theopendoor.org/>
- Main Office (Kensington): Co-located with Norris Square Neighborhood Project (*Note: Due to COVID-19, LPA is not currently using its previous sites in South Philadelphia and Upper Darby. The main office in Kensington is easily accessible by SEPTA, and LPA continues to provide services and support virtually, as needed and deemed appropriate.*)
- Address: 2141 N. Howard Street, Philadelphia, PA 19122
- Phone: (267) 245-0145
- Email: info@lpa-theopendoor.org

Neighborhood & Advocacy Groups

New Kensington Community Development Corporation (NKCDC)

- Services: Community health worker training, housing services, and economic development
- Website: <https://www.nkcddc.org/>
- Address: 2771 Ruth St., Suite 1, Philadelphia, PA 19134
- Phone: (215) 427-0350
- Email: info@nkcddc.org

Norris Square Community Action Network (NSCAN)

- Services: NSCAN is a neighborhood advocacy organization focused on equitable development, affordable housing, and community improvement in the Norris Square area.
- Website: <https://www.nscanphilly.org/>
- Address: 2254-60 N 3rd Street, Philadelphia, PA 19122-19133
- Phone: (215) 634-2227
- Email: Contact@NSCANphilly.org

South Kensington Community Partners

- Services: Community development and support
- Website: <https://www.skcpartners.org/>
- Address: 1301 N. 2nd St., Philadelphia, PA 19122
- Phone: (215) 427-3463
- Email: info@skcpartners.org

Housing Help

Ceiba

- Services:
 - Housing Counseling
 - Individual Development Accounts
 - Free Tax Preparation Services
 - Individual Taxpayer Identification Number (ITIN)
 - Financial Literacy
- Website: <https://www.ceibaphiladelphia.org/>
- Address: 174 Diamond St., Philadelphia, PA 19122
- Phone: (215) 634-7245
- ITIN Information Phone: (215) 634-4846
- Fax: (215) 634-7265
- Email: Ceiba Contact Form (<https://www.ceibaphiladelphia.org/contact>)

Community Legal Services (CLS)

- Services: Free civil legal assistance to low-income Philadelphians
- Website: <https://clsphila.org/>
- Center City Office Address: 1424 Chestnut St., Philadelphia, PA 19102
- North Philadelphia Law Center Address: 1410 W. Erie Ave., Philadelphia, PA 19140
- Phone (Center City): (215) 981-3700
- Phone (North Philadelphia): (215) 227-2400

Longtime Owner Occupants Program (LOOP)

- Services: Real estate tax relief for longtime homeowners
- Website: <https://www.phila.gov/programs/longtime-owner-occupants-program-loop/>
- Phone: (215) 686-6442
- Email: revenue@phila.gov

Norris Square Community Action Network (NSCAN)

- Services: NSCAN is a neighborhood advocacy organization focused on equitable development, affordable housing, and community improvement in the Norris Square area.
- Website: <https://www.nscanphilly.org/>
- Address: 2254-60 N 3rd Street, Philadelphia, PA 19122-19133
- Phone: (215) 634-2227
- Email: Contact@NSCANphilly.org

Philadelphia Energy Authority

- Service: Electricity Home Maintenance
- Website: <https://www.philaenergy.org/>
- Phone: (215) 686-4483
- Email: info@philaenergy.org

Norris Square Neighborhood Profile

Philadelphia Housing Development Corporation (PHDC)

- Services:
 - Affordable housing programs
 - Rental assistance
 - Public housing options
 - Housing repair program
- Website: <https://www.nscanphilly.org/>
- Address: 1234 Market Street, 17th Floor, Philadelphia, PA 19107
- Phone: (215) 448-3000
- Email: info@phdc.phila.gov

Philadelphia Housing Authority

- Services: Housing resources, including public housing and Housing Choice Voucher Program
- Website: <https://www.pha.phila.gov/housing/>
- Address: 2013 Ridge Ave., Philadelphia, PA 19121
- Phone: (215) 684-4000

Rebuilding Together Philadelphia

- Services: Free home repairs for low-income homeowners.
- Website: <https://www.rebuildingphilly.org/>
- Address: 4355 Orchard Street, Suite 2R, Philadelphia, PA 19124
- Phone: (215) 965-0777
- Email: info@rebuildingphilly.org

Youth, Arts & Community Spaces

Friends of Norris Square Park

- Services: Community engagement and park maintenance
- Email: friendsofnorriissquare@gmail.com

Galeai LGBTQ+ BIPOC

- Services: Resources and support for LGBTQ+ Black, Indigenous, and People of Color; organizers of Philly Pride
- Website: <https://www.galaeiqtbipoc.org/>
- Address: 118 Fountain St., Philadelphia, PA 19122
- Phone: (215) 398-5003
- Email: info@galaeiqtbipoc.org

HUNE Inc.

- Services: Support for families of students with learning disabilities and special needs
- Website: <https://huneinc.org/>
- Address: 2215 N. American Street, Philadelphia, PA 19133
- Phone: (215) 425-6203
- Email: info@huneinc.org

Norris Square Neighborhood Profile

Kensington Library

- Services:
 - Book Drop
 - Materials/Holds Pick Up
 - Reference Services
 - Wi-Fi
- Website: <https://libwww.freelibrary.org/locations/kensington-library>
- Address: 104 West Dauphin Street, Philadelphia, PA 19133-3701, Hope & Dauphin Sts.
- Phone: (215) 685-9996
- Email: PalmerS@freelibrary.org

Kensington Soccer Club

- Services: Youth soccer programs
- Website: <https://kensingtonsoccer.org/>
- Email: contact@kensingtonsoccer.org

Norris Square Neighborhood Project (NSNP)

- Services: a cultural hub that unites and inspires the community through youth-focused leadership programs, six unique garden experiences, and other initiatives cultivating art and self-expression.
- Website: <https://www.myneighborhoodproject.org/>
- Address: 2141 N. Howard Street, Philadelphia, PA 19122
- Phone: (215) 634-2227
- Email: info@myneighborhoodproject.org

Norris Square Senior Center

- Services: Programs and activities for seniors
- Website: <https://chcsphiladelphia.org/senior-centers/>
- Address: 2121 N. Howard St., Philadelphia, PA 19122
- Phone: (215) 423-7241

Open Kitchen Sculpture Garden

- Services: Community events and art installations
- Address: 2241 N. Philip St., Philadelphia, PA 19133
- Email: openkitchensculpturegarden@gmail.com

Philly Bridge and Jawn (PPNJ)

- Services: Youth culinary programs
- Website: <https://www.phillybridgejawn.org/>
- Email: phillybridgejawn@gmail.com

Philly Community Wireless

- Services: growing tech literacy, expanding internet access, and building community autonomy with neighbors.
- Website: <https://phillycommunitywireless.org/>
- Address: 2141 N Howard Street, adjacent to Norris Square Park.
- Email: alex@phillycommunitywireless.org

Appendix B: Key Informant Interview Questions and Community Survey

The Norris Square Neighborhood Profile was informed by responses from the below key informant interview questions and the below community survey.

The key informant interview questions were asked by Penn State research assistant Christine Dawson-Haines during one-on-one interviews with eight Norris Square Community Leaders.

The survey was distributed throughout the neighborhood and it was completed by 81 participants between the ages of 13 and 88 years old. Around 51% of survey participants lived in Norris Square and 69% worked in the neighborhood.

Key Informant Interview Questions

1. Where do you consider home?
2. What does “community” look like for you?
3. Who builds up or defines the community?
4. What are the views (or ideas) of the community?
5. How would you describe your community, block, or street?
6. What makes your community special?
7. How do you think your community is interpreted by others?
8. What organizations are available in your community?
9. What are places, things, or activities (example garden club, basketball tournament, etc.) in your community do you love, and why?
10. What are places, things, or activities in your community that you would like to see changed, and why?
11. Describe a time where you or someone you know had an issue in the community. (What? How? When? Why?) How was it solved?
12. What and who provides services to your community?
13. What kind of services would you like to see provided to your community? Do you think it is practical?
14. Are there any community leaders? If so, are their views aligned with the needs of the communities?
15. Do churches and other religious buildings provide service to the community?
16. Any questions, comments, or concerns?

Community Survey Instrument

Norris Square Community Profile Survey

Welcome to the Norris Square Community Profile Project!

This profile is intended to help you better understand your neighborhood and identify opportunities and challenges it faces. The profile will include figures and tables with population, quality of life, and economic information specific to your neighborhood, including possible changes that might have occurred in the neighborhood over time. Discussion questions will also be included to help you think about what the information reveals about your neighborhood.

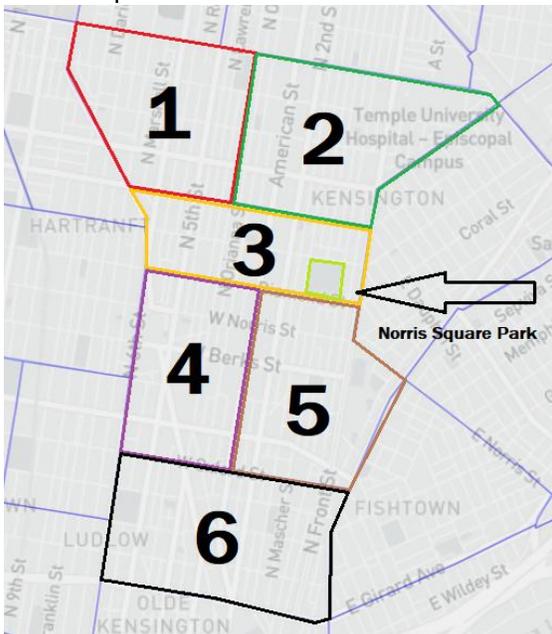
This project is being led by Penn State Extension and the Penn State Center for Economic and Community Development. We value the knowledge, skills, experience, and expertise that every person can bring to this project. Our intent is to demonstrate the potential for this project to help strengthen and empower the Norris Square community.

By completing this survey, you will be helping to create a more accurate and useful neighborhood profile for Norris Square. The survey is completely confidential. Please be candid and honest with your responses - you individually cannot (and will not) be identified. Also, please free to skip any question and to quit anytime.

Once you have completed this survey you become eligible for a ten-dollar gift card to any Wawa Food Market in the Philadelphia area!

Let's begin!

1. **How do you define the Norris Square neighborhood** (using the map below as a reference, please check the box next to **ANY and ALL** of the areas listed below that you include in your definition of Norris Square



- Area 1: Dauphin Street to Lehigh Avenue + Germantown Avenue to 4th Street
- Area 2: Dauphin Street to Lehigh Avenue + 4th Street to Kensington Avenue
- Area 3: Diamond Street to Dauphin Street + Germantown Avenue to Front Street
- Area 4: Oxford Street to Diamond Street + 6th Street to American Street
- Area 5: Oxford Street to Diamond Street + American Street to Front Street
- Area 6: Girard Avenue to Oxford Street + 6th Street to Frankford Avenue

Norris Square Neighborhood Profile

2. Based on your answer above: do you live in Norris Square (please circle your answer)?
 - a. Yes
 - b. No
3. If yes, how many years have you lived in Norris Square ____?
4. Based on your answer above: do you work in Norris Square (please circle your answer)?
 - a. Yes
 - b. No
5. If yes, how many years have you worked in Norris Square ____?

Community Issues: We plan to develop a profile of Norris Square that highlight important attributes of the neighborhood so residents, organizations who work here, and others can better understand the community. The profile will use U.S. Census and other data to highlight the community's current condition, how it has been changing, and important element to consider for the future.

It is important that this profile highlight and focus on the information of most importance to residents and local organizations. For each of the following community attributes, please indicate by circling 1 for important and 2 for unimportant whether you believe it would be important or unimportant to include it in the profile.

Population & demographics	Important	Unimportant
6. Snapshot of current neighborhood population	1	2
7. How neighborhood population has changed over time	1	2
8. Residents' place of birth	1	2
9. Family and household characteristics of residents	1	2
Quality of life	Important	Unimportant
10. School enrollment by level of school (early childhood, k-12, college, and professional school)	1	2
11. Educational attainment of residents	1	2
12. Languages spoken at home	1	2
13. Commuting and transportation characteristics	1	2
14. Health insurance coverage	1	2
Housing	Important	Unimportant
15. When people moved into their home, and how long they have lived there	1	1
16. How many housing units are vacant and occupied	1	2
17. How many people rent or own their homes	1	2
18. Housing affordability	1	2
19. Food security, SNAP participation and SNAP retail locations	1	2
Economics	Important	Unimportant
20. Disability status	1	2
21. Median incomes and how they have changed over time	1	2
22. Median income by race and ethnicity	1	2
23. Employment status and unemployment rate	1	2
24. The occupations and industries of workers	1	2

25. How likely are you or your organization to use a community profile like this?

- 1 Extremely likely
- 2 Somewhat likely
- 3 Neither likely nor unlikely
- 4 Somewhat unlikely
- 5 Extremely unlikely

- 6 If you think it may be likely that you or your organization would use a community profile like this, what would you use it for?

Your experience of Norris Square; please indicate by circling 1 for agree, 2 for neither agree nor disagree or, 3 for disagree to indicate whether you agree or disagree with the following statements. Please circle 0 if any of these questions are not applicable to you:

	Agree	Neither agree nor disagree	Disagree	Not Applicable
26. I usually feel safe when walking in the neighborhood	1	2	3	0
27. Norris Square is a friendly neighborhood in which to live	1	2	3	0
28. I know my neighbors well	1	2	3	0
29. People in Norris Square care about each other	1	2	3	0
30. Community groups in Norris Square get along together well	1	2	3	0
31. The ethnic diversity in Norris Square makes our community stronger	1	2	3	0
32. I am proud that I live and work in Norris Square	1	2	3	0

What do the words “quality of life” mean to you?

33. _____

What do you believe are the top 3 community needs for improving the “quality of life” in Norris Square community?

34. Top need 1: _____

35. Top need 2: _____

36. Top need 3: _____

Demographics: These last questions will help us make sure that we are accurately representing the Norris Square neighborhood with this survey:

37. How old are you _____?

38. To which gender identity to you most identify _____?

39. What race or ethnicity best describes you _____?

Thank you!

To receive your ten-dollar Wawa gift card, please send an email to jbyrnes@psu.edu with your mailing address or preferred pickup location such as Norris Square Neighborhood Project or Norris Square Community Alliance.

John Byrnes
Penn State Extension Philadelphia

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This neighborhood profile builds upon a series of [Pennsylvania county profile reports](#) created by Penn State's Center for Economic and Community Development in partnership with Penn State Extension in 2019. With questions about this neighborhood profile, or to learn about creating a neighborhood profile for your community, please contact the authors at cah215@psu.edu or jbyrnes@psu.edu.

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