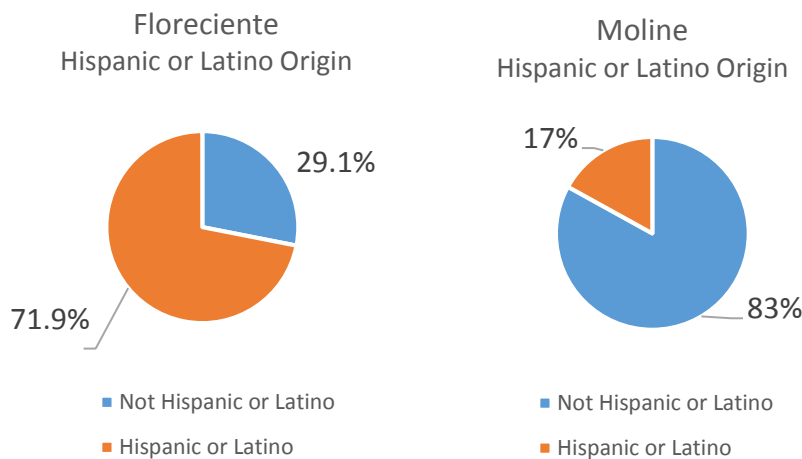


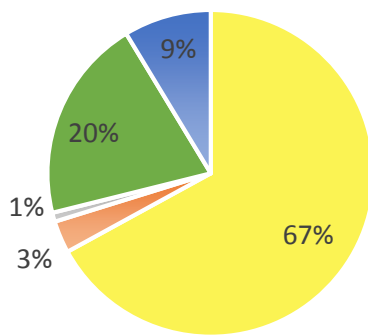
The Floreciente neighborhood is located in Moline, Illinois, just west of Moline Centre, south of the Mississippi River, Quad Cities’ rail yards, and John Deere seeding and cylinder plants, and east of the City of Rock Island. The neighborhood corresponds to Census tract 223 (block group 2) and small portion of Census Tract 222. The data collected for this analysis primarily comes from the Census Bureau’s American Community Survey (ACS) five year projections (2009-2013), with relevant comparisons to data from Global Communities’ public perception survey of Floreciente residents conducted in April 2016. Because of the small size of the area being analyzed, readers must consider the margin of error inherent in small populations. This Profile offers a **side-by-side look at key demographic, workforce, voting, and communication characteristics of Floreciente compared with the City of Moline as a whole**, and some comparisons to the Quad Cities CSA (Consolidated Statistical Area) to benchmark workforce characteristics.

Population

- **Small but population-dense neighborhood.** Floreciente’s estimated population is under 1,300 people, representing a population density of 16.7 people/acre, while the City of Moline’s estimated population is 43,279, representing a population density of 4.0 people/acre
- **Florecente’s Hispanic majority.** Of the approximately 1,004 residents in block group 2 of Census tract 223, 722 identify as Hispanic/Latino (approximately 72%)
- **Florecente has a 10% share of Moline’s Hispanic population.** Of Moline’s estimated Latino population of 7,347, approximately 9.8% of those residents reside in the Floreciente

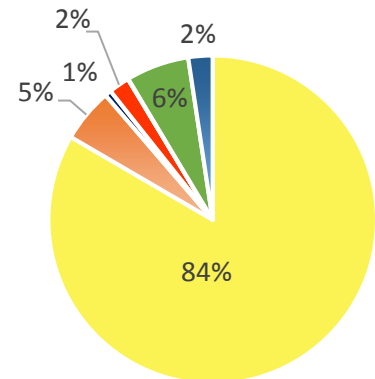


### Florecente Racial Composition



- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some other race alone
- Two or more races:

### Moline Racial Composition

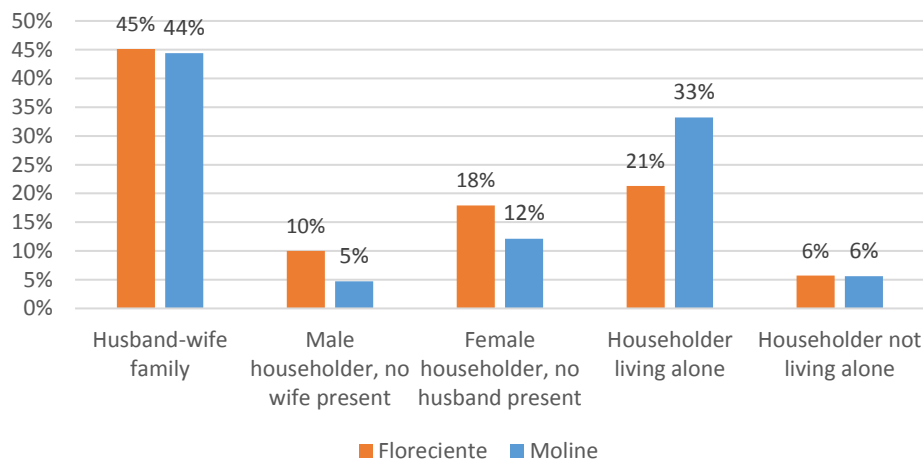


### Household Types & Sizes

- The 441 households in Florecente represent almost 2.4% of the total households in the City of Moline (18,573)

#### Household Types:

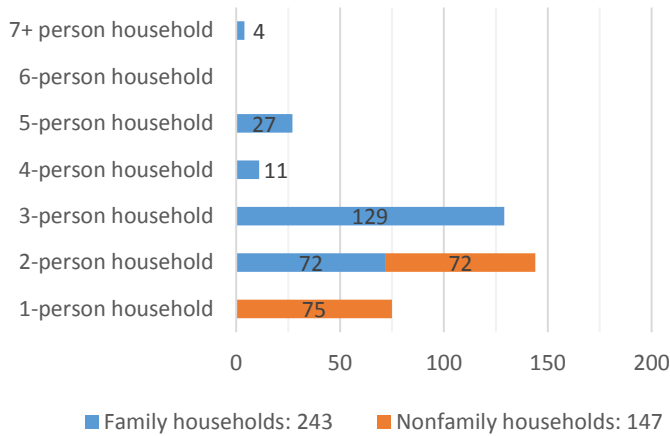
Florecente: 441 households surveyed  
Moline: 18,573 households surveyed



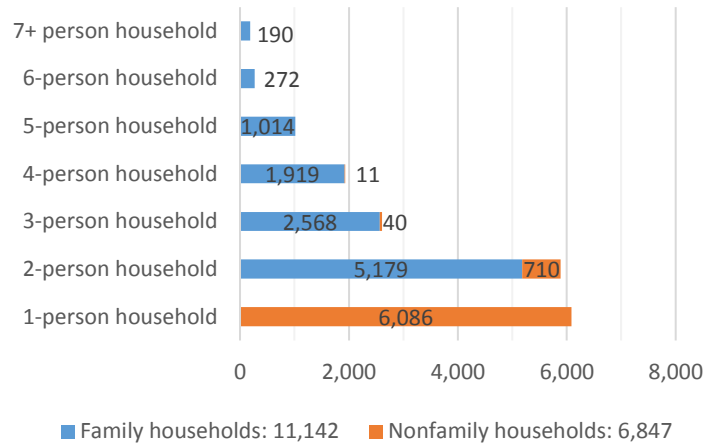
- Florecente is dominated by families.** Just under three-fourths of Florecente households are “family households” compared to 61% citywide<sup>1</sup>
- Single-parent households are concentrated more in Florecente.** Approximately 28% of all households in Florecente are single-headed with no spouse present, versus almost 17% citywide
- Single adults and other “Non-family” households have a similar concentration in Florecente as the rest of the city,** with approximately 27% in Florecente compared to 33% citywide.

<sup>1</sup> “Husband-wife family” is the term used by the Census Bureau.

### Florecente Household Sizes

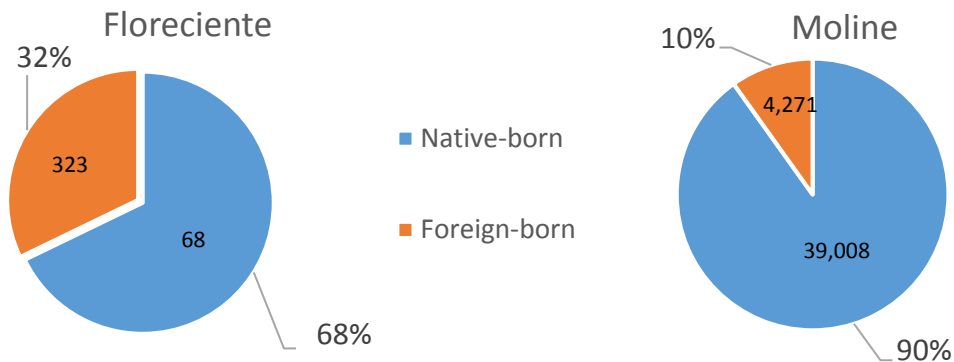


### Moline Household Sizes



- Florecente has a high number of 3-person family households
- Moline has a high number of 2-person family households and 1-person nonfamily households

### Native and Foreign-Born



- **Most Florecente residents are native-born (68%), while almost a third (32%) are foreign-born.<sup>2</sup>**

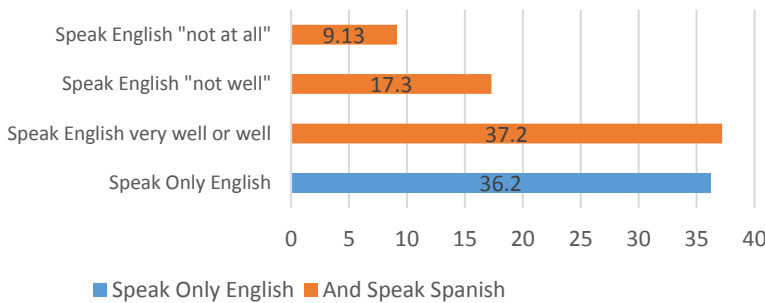
### Language - English and Spanish

- **Florecente is a two-language neighborhood.** Of 635 adults ages 18-64:
  - Over one-third speak only English (36%, or 230 people)
  - Almost two-thirds (64%) speak Spanish –
    - The majority of Spanish-speakers are bilingual (37%), in that they also speak English well, or very well (236)

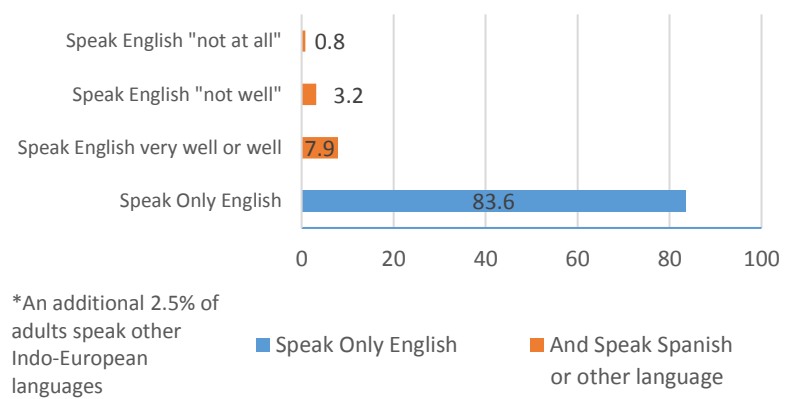
<sup>2</sup> However, when Census-takers cannot reach anyone at a particular address, they may use a statistical technique called “imputation” to fill in missing data about the number of people living at the address. The number of imputed people tends to be higher among hard-to-count groups such as ethnic minorities; in Florecente, 6.4% people were imputed, compared to 0.39% imputed people nationally in the 2010 Census.

- The remaining 26% of Spanish-speakers either do not speak English very well (110) or at all (58).
- This compares to the 40% of Floreciente survey respondent residents that chose to complete the April 2016 Global Communities public perception survey in Spanish (i.e. Spanish-predominant speakers were over-represented in the public perception survey and/or some portion of the bilingual population opted to complete it in Spanish)
- Global Communities public perception survey largely echoes the ACS data, with 55% of respondents receiving their news primarily in English, 28% primarily in Spanish, and 17% not responding

**Floreciente - Languages Spoken**  
(Percentages of 635 people ages 18-64)



**Moline - Languages Spoken**  
(Percentages of 26,686 people ages 18-64\*)

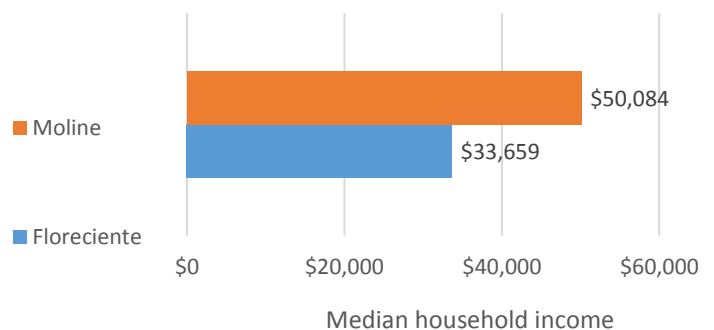


- **Implications for workforce and economic opportunity.** While limited or no English fluency may limit educational and employment possibilities for 26% of Floreciente’s residents, the bilingual ability of 37% of Floreciente’s residents gives this group a potential advantage in the workforce, particularly compared to the small percentage (8%) of Moline residents that are bilingual English/Spanish speakers.

Median Income

- **Lower incomes.** Floreciente’s median household income is only 67.2% of Moline residents’ median household income

**Median Household Income**  
Past 12 months, 2013 inflation-adjusted dollars



Educational Attainment

Total Number of 25+ year-old residents surveyed:

**Florecente:** 690 (of 1,004 total residents)

**Moline:** 29,564 (of 43,279 total residents)

**Educational Attainment** (ages 25+ years),  
**Secondary School** (percent)

**Educational Attainment** (ages 25+ years),  
**Secondary School** (percent)

No schooling completed	4.3%
Nursery school-4 <sup>th</sup> grade	0.4%
5th grade	1.4%
6th grade	11.4%
7th grade	11.4%
8th grade	9.0%
9th grade	5.2%
10th grade	0.7%
11th grade	4.6%
12th grade, no diploma	1.9%
Total not completing secondary school	<b>50.6%</b>

No schooling completed	0.8%
Nursery school-4 <sup>th</sup> grade	0.3
5th grade	0.4%
6th grade	1.5%
7th grade	0.5%
8th grade	1.5%
9th grade	1.1%
10th grade	1.9%
11th grade	2.1%
12th grade, no diploma	1.9%
Total not completing secondary school	<b>12.0%</b>

- **A high failure to complete middle through early high school grades among Florecente residents aged 25 and older.** Compared to the Moline as a whole, the 6<sup>th</sup> through 9<sup>th</sup> grades see big drop-out rates for Florecente students
- **Just over 50% of Florecente adults did not finish high school compared to roughly 12% of Moline adults.** However, 24% graduate from high school or obtain a GED, compared to 29% of Moline residents
- **Disparity in high school completion between foreign- and native-born.** Twenty-three percent of native-born residents in Census Tract 223 (including Florecente, downtown, and Edgewater neighborhoods) do not complete high school, while 63% of foreign-born residents living in this area do not complete it. Similarly, 34% of native-born residents in the same area return to high school or gain high school equivalency, while only 20% of foreign-born residents do this

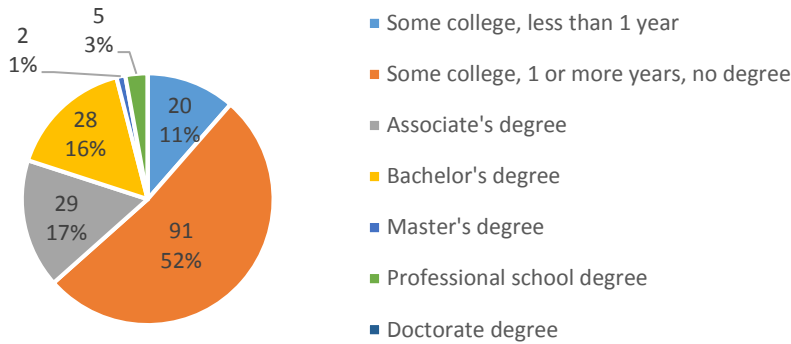
	<b>Census Tract 223</b>		<b>City of Moline</b>	
	Subtotal	% of subtotal	Subtotal	% of subtotal
<b>Less than a H.S. graduate</b>	515	40%	3,526	12%
Native-born	162	23%	2,095	8%
Foreign-born	353	63%	1,431	40%
<b>H.S. graduate (incl. equivalency)</b>	352	28%	8,744	30%
Native-born	240	34%	7,755	30%
Foreign-born	112	20%	989	27%
<b>Total</b>	1,276	100%	29,628	100%

- **Higher education achievement disparities persist in Floreciente.**

- **College education.** Just one quarter of Floreciente residents ages 25+ complete any level of college education, compared to almost 59% of Moline residents
- **Bachelors' degree.** Only 4% of Floreciente adults ages 25+ attain a Bachelor's degree compared to the citywide college graduation rate of 17%.

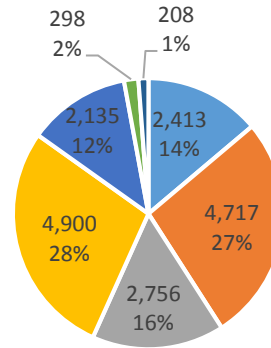
### College Attainment In Floreciente

(175 people, representing 25% of adults ages 25+)



### College Attainment In Moline

(17,427 people, representing 59% of adults ages 25+)



### Employment

- The unemployment rate in Davenport-Moline-Rock Island IA-IL Metropolitan Statistical Area (MSA) was 6.2% in May 2016 (not seasonally-adjusted) (IL Dept. of Employment Security, Bureau of Labor Statistics). Comparable data for May 2016 for Floreciente is not available.
- The Floreciente unemployment rate, as defined by ACS data, is 6.0% for the five-year, 2010-2014 period. The MSA unemployment rate was 6.8% for the 2010-2014 period.

### Employment by Industry

#### Top Industries - Men (Ages 16+ years)

Industry type	Floreciente # men in this industry	Floreciente % of total	Moline % of total
Accommodation and food services	105	36.7%	7.3%
Construction	37	12.9%	7.2%
Manufacturing	29	10.1%	27.7%
Other services, except public administration	28	9.8%	3.3%
Public administration	18	6.3%	3.7%
Retail trade	17	5.9%	11.2%
Administrative and support and waste management services	15	5.2%	6.0%
Wholesale trade	12	4.2%	3.1%
Professional, scientific, and technical services	10	3.5%	4.4%
<b>Subtotal (of total men working in industries)</b>	<b>271</b>	<b>95%</b>	<b>74%</b>

- The industries listed in the table above represent 95% of Floreciente men’s jobs
- **Over one-third of Floreciente men are employed in “Accommodation and food services” (37%);** in addition, compared to other male residents of Moline, Floreciente men are more heavily-concentrated in the following industries: “Construction”, “Other services, except public administration”, “Public administration”, and “Wholesale trade”

**Top Industries - Women (Ages 16+ years)**

	Floreciente # women in this industry	Floreciente % of total	Moline % of total
<b>Industry type</b>			
Manufacturing	100	37.0%	13.0%
Accommodation and food services	58	21.5%	7.3%
Professional, scientific, and technical services	24	8.9%	5.0%
Public administration	18	6.7%	3.5%
Information	15	5.6%	2.5%
Retail trade	14	5.2%	14.5%
Educational services	14	5.2%	13.6%
Other services, except public administration	14	5.2%	5.3%
<b>Subtotal (of total women working in industries)</b>	<b>257</b>	<b>95%</b>	<b>65%</b>

- These industries represent 95% of Floreciente women’s jobs
- **Over one-third of Floreciente women are employed in manufacturing sector (37%),** in addition, compared to other women residents of Moline, Floreciente women are more heavily-concentrated in the following industries: Accommodation and food services; Professional, scientific and technical services; Public administration; and Information.

*Employment by Occupation*

- **Floreciente men are highly-concentrated in “service occupations” along with Floreciente women,** with 47% of men compared to 12 and 16% of Moline and Quad Cities CSA men, respectively; **and to a lesser extent, Floreciente women,** with 22% of women in service occupations compared to 19 and 23% of Moline and QC CSA women, respectively. Examples:
  - **Food Preparation/service:** 30% of all Floreciente men and 11% of women
  - **Building/ grounds cleaning and maintenance:** 15% of Floreciente men and 9% of women
- **Floreciente men hold similar percentage rate of “production” jobs** (17%) as Moline and QC CSA men (16 and 15%), but are over-represented in “construction and extraction” occupations (13% of Floreciente men versus 6.5% of Moline men)
- **Floreciente men are highly-underrepresented** in “management, business, science and arts” related occupations (6% of Floreciente men compared to 26% of Moline men and 29% of men in the QC CSA)

## Top Occupations - **Men** (Ages 16+ years)

	Floreciente # men in this occupation	Floreciente % of total	Moline % of total
<b>Occupation type</b>			
Food preparation and serving related occupations	85	29.7%	6.3%
Production occupations	49	17.1%	16.4%
Building and grounds cleaning and maintenance occupations	44	15.4%	5.5%
Construction and extraction occupations	37	12.9%	6.5%
Installation, maintenance, and repair occupations	21	7.3%	6.3%
Sales and related occupations	13	4.5%	9.9%
Computer and mathematical occupations	10	3.5%	4.7%
<b>Subtotal (of men's occupations)</b>	<b>259</b>	<b>90.6%</b>	<b>55.6%</b>

- **Floreciente women are highly-concentrated** in the following occupations:
  - “materials moving” occupations, with a rate of 14% compared to 1.6% of Moline women
  - “business and financial operations”, 8.9% compared to 4.7% of Moline women
  - “building and grounds cleaning and maintenance occupations”, 9.3% versus 3.6% of Moline women
  - “sales and related occupations”, 14.8% compared to 12.8% of Moline women
- **For both men and women, there is minimal employment in the health care occupations.** According to American Community Survey data, there are no Floreciente residents working in a health diagnosing/treatment occupation, or in health care technician/technologist occupations, though other Census sources (On the Map tool) suggest up to 40 individuals in the healthcare sector, or about 7% of the workforce’s occupations

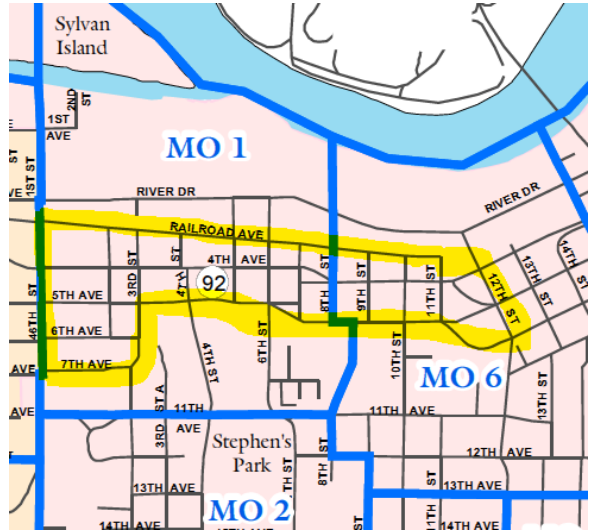
## Top Occupations - **Women** (Ages 16+ years)

	Floreciente # women in this occupation	Floreciente % of total	Moline % of total
<b>Occupation type</b>			
Office and administrative support occupations	47	17.4%	22.9%
Sales and related occupations	40	14.8%	12.8%
Material moving occupations	38	14.1%	1.6%
Food preparation and serving related occupations	29	10.7%	5.6%
Building and grounds cleaning and maintenance occupations	25	9.3%	3.6%
Business and financial operations occupations	24	8.9%	4.7%
Arts, design, entertainment, sports & media occupations	18	6.7%	2.3%
Management occupations	15	5.6%	7.0%
Community and social service occupations	14	5.2%	2.1%
Production occupations	14	5.2%	5.5%
<b>Subtotal (of women's occupations)</b>	<b>139</b>	<b>97.8%</b>	<b>68.2%</b>



Voter Turnout Information

Precinct Moline 1 (MO1) corresponds to the majority of Floreciente, although a portion of Floreciente between 8<sup>th</sup> St and 12<sup>th</sup> Street also falls within Moline 6; numbers for MO1 are deemed a proxy representation of Floreciente voter turnout data below. The yellow outline to the right roughly corresponds to the Floreciente neighborhood.



- **Moline 1 voters turned out about 8% less than the average voter of the City of Moline in the past few election cycles.** Ranging from a low of 5% difference in the 2014 mid-term primary elections to a high difference of 11.9% in the 2012 presidential general election, Floreciente voters turn out less.

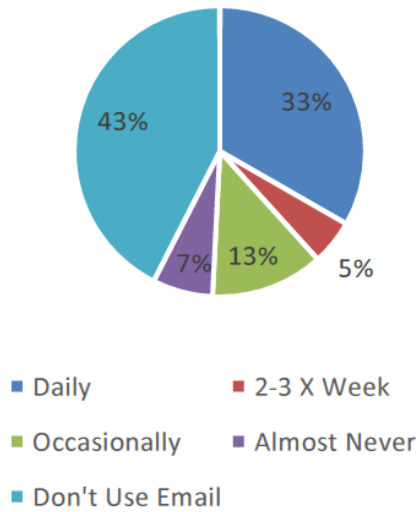
		Voter Turn-out		
Year (Date)	Type	Moline 1	City of Moline	difference
3/15/2016	Presidential Primary	30.2%	35.6%	-5.4%
4/7/2015	Municipal	10.3%	17.0%	-6.7%
11/4/2014	Mid-term	38.1%	48.3%	-10.2%
3/14/2014	Mid-term Primary	13.6%	18.5%	-4.9%
11/6/2012	Presidential	59.9%	71.9%	-11.9%

Communication

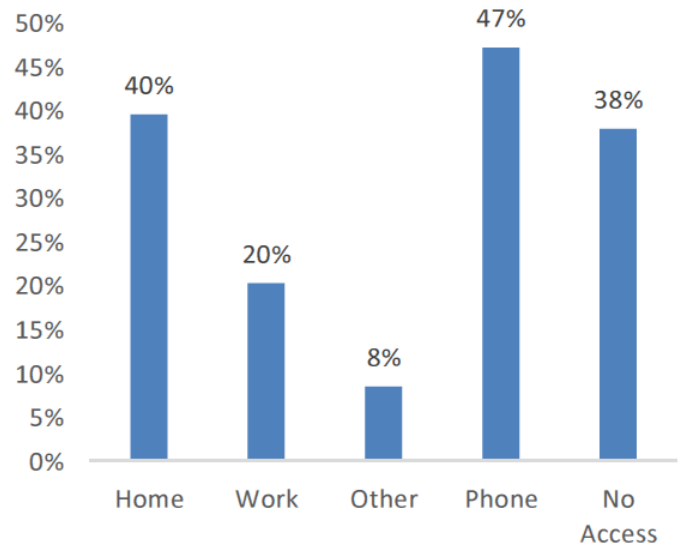
Respondents to Global Communities public perception survey indicated how often they use email to communicate. Results:

- A large minority of respondents (42.5%) report never using email
- Of those who used email, 33.3% reported using it daily
- When examining how respondents access email, 47.1% reported smartphone and 39.5% reported home access. 38% of respondents reported not having access to email

Frequency of Email Use (Floreciente)



How People Access Email (Floreciente)



- Respondents were asked about how often they text, with 52.5% of respondents texting daily, while 26.7% of respondents report not texting all

Frequency of Texting (Floreciente)

