

RESEARCH

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# Brief

Linking research and practice to change lives, neighborhoods, and communities

The J. McDonald Williams Institute, research arm of the Foundation for Community Empowerment, is dedicated to conducting non-partisan outcomes research and public policy evaluation related to comprehensive community revitalization of low-income urban areas.

## Research Compilation: ZIP Code 75210

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THE J. McDONALD WILLIAMS INSTITUTE

A Project of the J. McDonald Williams Institute and the Foundation for Community Empowerment

## INTRODUCTION

Zip code 75210 is located in south Dallas, from just south of Interstate 30 to the area past Parkdale Lake. It is traversed by Scyene/State Highway 352, and is the southern terminus of the Crosstown Expressway (Fitzhugh). The northern/western-most area of the zip code includes Fair Park. An estimated 9,246 people live in the area. The population is predominantly African American (75%) and Hispanic (22%), with a median age of 30. The area is largely characterized by poverty, with roughly 42% of families living below the poverty level. Almost 57% of the population has not completed high school with a diploma or equivalency certificate. This report is a detailed analysis of several key indicators of community health and well-being for the area.

Demographic Projections (2005 & 2010) for Zip Code 75210				
	2005		2010	
	Estimate	Percent	Projection	Percent
<b>Population by Age</b>				
Age 17 and under*	3006	32.51%	2,659	31.58%
Age 18 and over*	6240	67.49%	5,760	68.42%
Age 21 and over*	5806	62.79%	5,371	63.80%
Age 65 and over*	1006	10.88%	931	11.06%
<b>Total Population</b>	<b>9,246</b>		<b>8,419</b>	
<b>Median Age</b>	30.11		31.45	
<b>Population by Sex</b>				
Male	4,376	47.33%	4,012	47.65%
Female	4,870	52.67%	4,407	52.35%
<b>Total Population</b>	<b>9,246</b>		<b>8,419</b>	
<b>Male/Female Ratio</b>	0.9		0.91	
<b>Households by Household Income</b>				
Income Less than \$24,999	2161	64.05%	1795	58.20%
Income \$25,000-\$49,999	764	22.64%	755	24.48%
Income \$50,000-\$99,999	355	10.52%	398	12.91%
Income \$100,000-\$249,999	89	2.64%	128	4.15%
Income \$250,000 or more	5	0.15%	8	0.26%
<b>Total Households</b>	<b>3374</b>		<b>3084</b>	
<b>Median Household Income</b>	\$17,800		\$20,331	
<b>Per Capita Income</b>	\$9,616		\$11,086	
<b>Population by Racial / Ethnic Identity</b>				
Black / African American	6,936	75.02%	5,689	67.57%
Hispanic / Latino	2,026	21.91%	2,458	29.20%
White	199	2.15%	197	2.34%
Asian	16	0.17%	16	0.19%
Other	69	0.75%	59	0.70%
<b>Total Population</b>	<b>9,246</b>		<b>8,419</b>	

\*Note: Percentages are percent of total population and do not sum to 100%

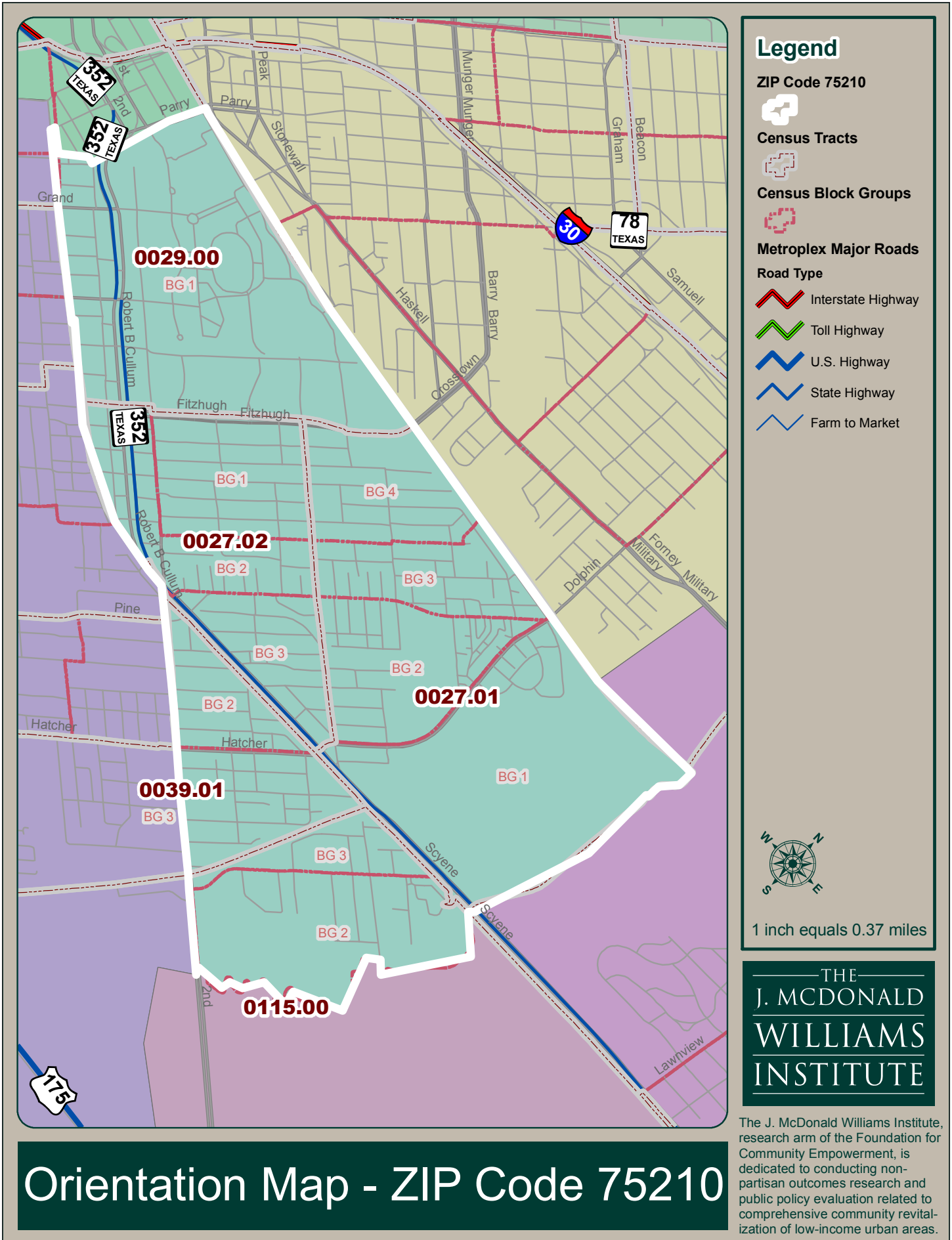
Source: Claritas

Demographic Projections (2005 & 2010) for City of Dallas				
	2005		2010	
	Estimate	Percent	Projection	Percent
<b>Population by Age</b>				
Age 17 and under*	335,525	27.42%	344,520	27.22%
Age 18 and over*	888,059	72.58%	921,262	72.78%
Age 21 and over*	840,175	68.67%	871,482	68.85%
Age 65 and over*	105,523	8.62%	117,940	9.32%
<b>Total Population</b>	<b>1,223,584</b>		<b>1,265,782</b>	
<b>Median Age</b>	31.74		33.30	
<b>Population by Sex</b>				
Male	621,678	50.81%	643,895	50.87%
Female	601,906	49.19%	621,887	49.13%
<b>Total Population</b>	<b>1,223,584</b>		<b>1,265,782</b>	
<b>Male/Female Ratio</b>	1.03		1.04	
<b>Households by Household Income</b>				
Income Less than \$24,999	126,975	27.47%	118,026	24.73%
Income \$25,000-\$49,999	144,771	31.32%	142,363	29.83%
Income \$50,000-\$99,999	119,179	25.79%	129,329	27.10%
Income \$100,000-\$249,999	58,269	12.61%	70,823	14.84%
Income \$250,000 or more	12,983	2.81%	16,729	3.51%
<b>Total Households</b>	<b>462,177</b>		<b>477,270</b>	
<b>Median Household Income</b>	\$42,491		\$46,061	
<b>Per Capita Income</b>	\$24,445		\$26,860	
<b>Population by Racial / Ethnic Identity</b>				
Black / African American	295,108	24.12%	285,366	22.54%
Hispanic / Latino	515,371	42.12%	610,387	48.22%
White	360,028	29.42%	313,454	24.76%
Asian	34,182	2.79%	37,429	2.96%
Other	18,895	1.54%	19,146	1.51%
<b>Total Population</b>	<b>1,223,584</b>		<b>1,265,782</b>	

\*Note: Percentages are percent of total population and do not sum to 100%

Source: Claritas

Table 1. Demographic Projections for City of Dallas and  
Zip Code 75210 in years 2005 and 2010



# Orientation Map - ZIP Code 75210

## HEALTH

Some studies have suggested that the overall health of a community can influence other issues in the community. High rates of morbidity and mortality, disability, and unhealthy pregnancy outcomes can have both short-term and long-term negative consequences for individual lives as well as for the life of the community. The following preliminary analysis highlights specific health indicators that have been identified in zip code 75210. Although this is not an exhaustive list of indicators, it does focus on certain core ones, such as infant mortality, age-adjusted death rates, and premature mortality, which are part of the Healthy People 2010 goals—a national set of indicators that have been deemed by the United States Department of Health and Human Services to be important measures of the nation's overall health.

## Healthy Pregnancy Indicators

- In 2004, 157 newborns resided in zip code 75210.
- 57% of newborns in this zip code were African American, while 41% were Hispanic in 2004.
- Roughly one of every five childbirths in 2004 was to a teenage mother.
- 91% of African American infants born in zip code 75210 in 2004 were born to unmarried mothers.
- At 12.14 per 1000 live births, the infant mortality rate in zip code 75210 is one of the highest in the city of Dallas or Dallas County and is well above the Healthy People 2010 objectives.

## Mortality Indicators

- Between 2000 and 2003, the two leading causes of death were cardiovascular disease and cancer in zip code 75210.

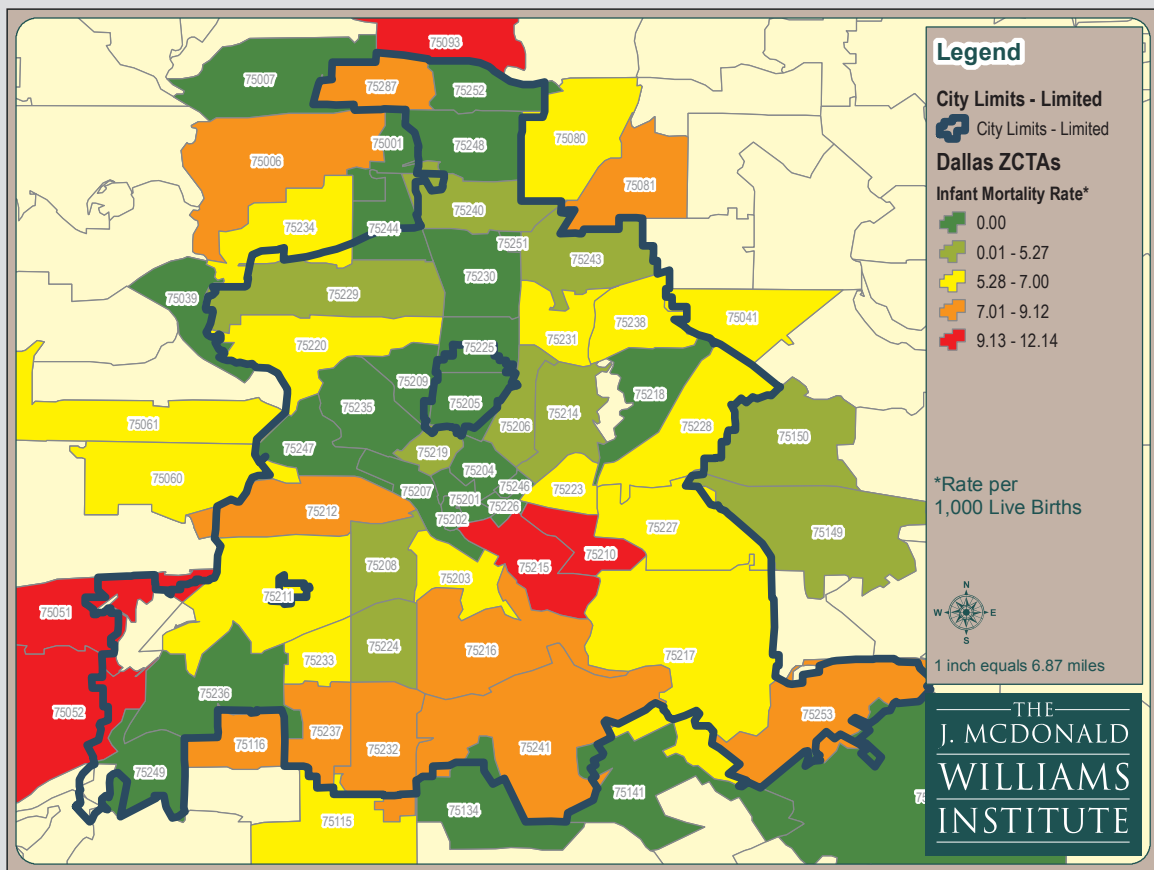


Figure 1. Infant Mortality per 1,000 Live Births by Zip Code, 1999-2003

- Between 2003 and 2004, roughly 44% of African American deaths in zip code 75210 occurred before the age of 66.
- The age-adjusted death rate per 100,000 population for all causes of death in 2003 was 1,273 deaths in zip code 75210, higher than the city of Dallas' rate of 907 deaths.
- The age-adjusted diabetes death rate in zip code 75210 between 1999 and 2003 was significantly higher than the diabetes death rate in many other zip codes in the city of Dallas.
- Parkland Hospital has identified zip codes 75210 and 75215 as being the least healthy areas in Dallas County.

## ECONOMY

For a community to be vibrant and healthy, it must have a strong economic base. Having a strong economic base gives individuals in a community a chance to purchase decent housing, adequately plan for retirement, and save money to pay for col-

lege education for their children. The economic base for zip code 75210 is illustrated through data in Table 3, Figures 2 and 3, and a list of employment, income, and retail indicators.

## Employment, Income, and Retail

The most recent data derived from the 2000 decennial census estimate that:

- Residents in zip code 75210 were significantly less likely to be employed than other residents in Dallas. Roughly 40% of the citizens ages 16 and older in zip code 75210 were in the labor force, compared with 58% for the city of Dallas.
- The percentage of residents employed in the service industry was twice as high as the rate for the city of Dallas—jobs that traditionally pay lower wages.
- Roughly one of every two residents in zip code 75210 is living in poverty, compared to one of every six residents in the city of Dallas.

**Table 2. Age-Adjusted Death Rates Per 100,000, Years 2000-2003**

	Texas	Dallas County	City of Dallas	75210
<b>All causes</b>	876.98	883.88	907.00	1,273
<b>CVD</b>	252.65	260.83	263.53	459.80
<b>Diabetes</b>	31.80	19.38	26.82	52.45
<b>Stroke</b>	63.38	63.35	64.20	48.44
<b>Cancer</b>	191.28	198.18	202.86	339.61

**Table 3. Individual Income Tax Returns: Selected Income and Tax Items by State, Zip Code, and Adjusted Gross Income, Tax Year 2002**

Adjusted Gross Income	Number of Returns	Total Number of Exemptions	Dependent Exemptions	Adjusted Gross Income*	Salaries and Wages: Number of Returns*	Salaries and Wages: Amount*	Total Tax: Number of Returns	Total Tax: Amount*
Total for 75210	<b>2,510</b>	<b>5,084</b>	<b>2,402</b>	<b>43,253</b>	<b>2,378</b>	<b>39,842</b>	<b>1,040</b>	<b>1,829</b>
Under \$10,000	<b>822</b>	<b>1,445</b>	<b>641</b>	<b>4,218</b>	<b>760</b>	<b>3,889</b>	<b>74</b>	<b>18</b>
\$10K to under \$25K	<b>1,124</b>	<b>2,413</b>	<b>1,195</b>	<b>18,784</b>	<b>1,066</b>	<b>17,272</b>	<b>479</b>	<b>382</b>
\$25K to under \$50K	<b>514</b>	<b>1,106</b>	<b>517</b>	<b>16,840</b>	<b>504</b>	<b>16,074</b>	<b>440</b>	<b>1,062</b>
\$50K or higher	<b>50</b>	<b>120</b>	<b>49</b>	<b>3,411</b>	<b>48</b>	<b>2,607</b>	<b>47</b>	<b>367</b>

(\*Money in thousands of dollars; Eg. 3,776=\$3,776,000.00)

### 2003 Employment Patterns for Zip Code 75210 Business Establishments by Industry and Size

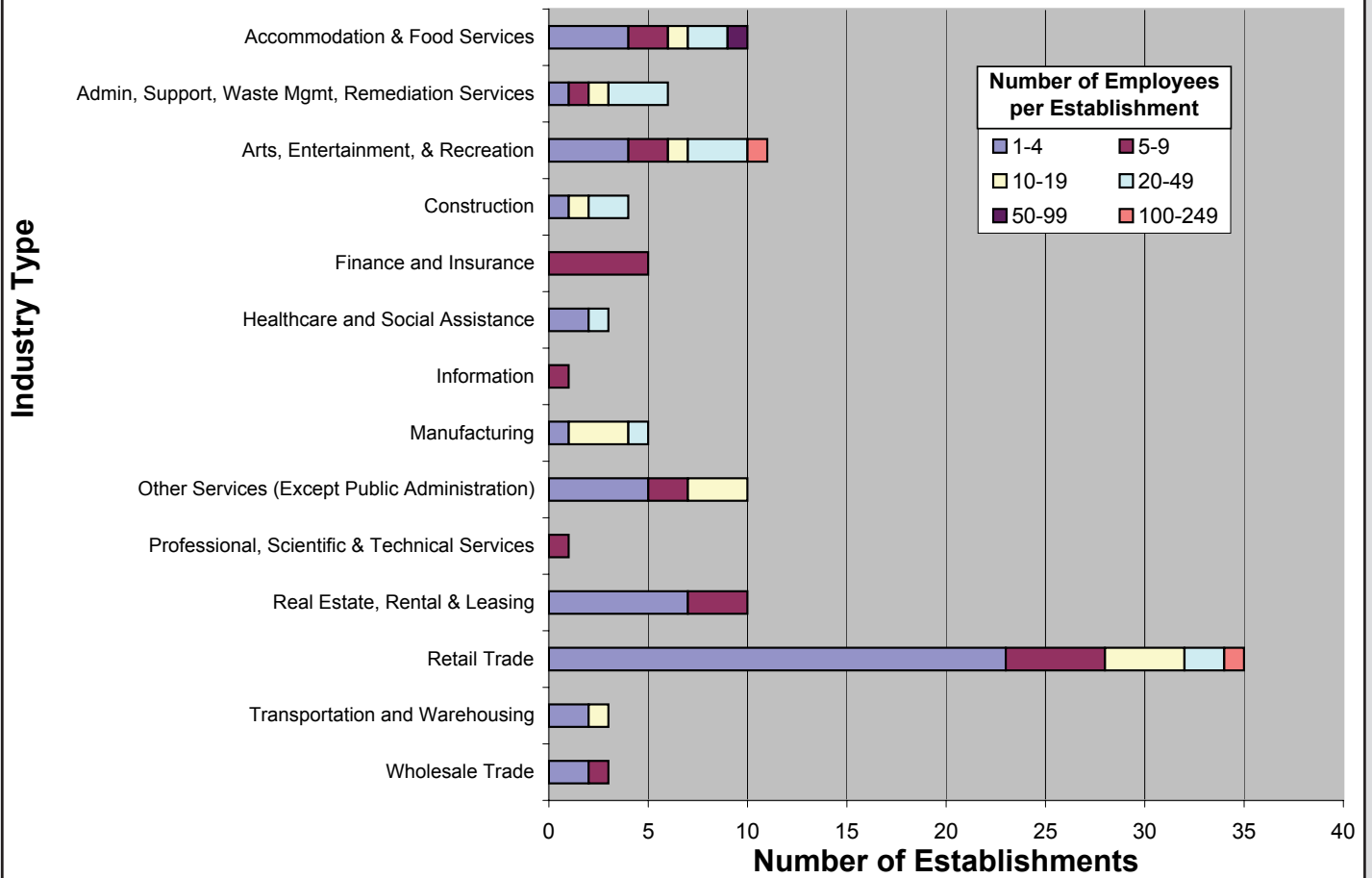


Figure 2. Employment Patterns for Business Establishments by Industry and Size, 2003

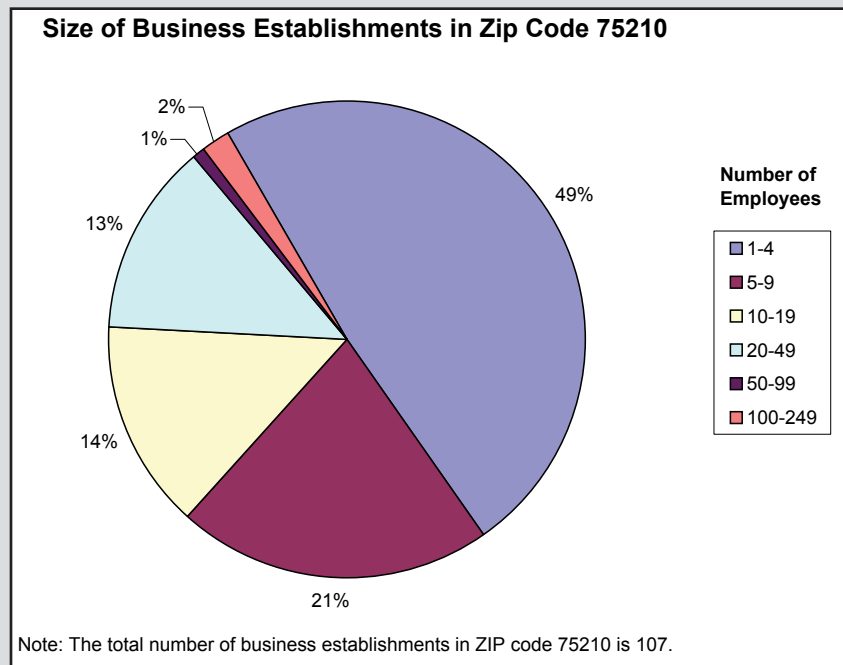


Figure 3. Size of Business Establishments, 2003



**Table 4. Housing Statistics for Zip Code 75210 and the City of Dallas**

	Zip Code: 75210	City of Dallas
Percentage of Family Households	63.60%	57.98%
Median Owner-Occupied Housing Value	\$42,782	\$109,153
Percentage Owner-Occupied Units	27.68%	42.06%
Percentage Single-Family Detached Units	49.06%	43.04%
Median Year Housing Built	1956	1973
Percentage Housing Units Built since 1999	1.32%	8.11%

- The poverty rate for female-headed households with children under five years of age was 73%.
- The median family income for married households in 1999 was \$17,000—only 41% of the city's median family income.
- The median family income for single female-headed households in 1999 was roughly \$10,000—an even more pronounced figure at only about 25% of the city's median annual income of \$41,000.
- Overall, zip code 75210 residents are experiencing some of the most extreme rates of poverty in Dallas, Dallas County, and the state of Texas.
- The U.S. Census reported a total of 107 business establishments located in zip code 75210.
- Most of the 107 establishments had between one and four employees.
- Recent analysis of Internal Revenue Service 2002 tax returns showed annual incomes of less than \$10,000 for 32% of returns in zip code 75210.
- 78% of the tax returns in 2002 showed annual incomes of \$25,000 or less.
- The combined adjusted gross income in zip code 75210 in 2002 was \$43,253,000.

## HOUSING

In 2005, there were an estimated 3,374 occupied housing units in zip code 75210. There were predominantly single-family detached units (49.06%) and multi-family buildings of 19 or fewer units (27.68%), with a median age of roughly 50 years, significantly older than the median age of the city's housing units in general (roughly 30 years). This pattern is echoed by the average tenure of owner-occupied housing units, with 13 years as

the average length of residence in 75210, and 9 years as the average length of residence in the city as a whole. Roughly 84% of the employed population traveled at least 15 minutes to their place of work, with more than 27% traveling at least 45 minutes. These patterns suggest an overall stability in ownership and tenure.

Estimated median housing values in the zip code are more than \$60,000 lower than for the city as a whole (\$42,782 versus \$109,153, respectively), which is not inconsistent with the difference in median structure ages or occupancy tenure. While an estimated 8.11% of the city's housing units have been built since 1999, only 1.32% of the units in 75210 are as new. This suggests the community has entered a period of stability and slowed growth.

Because zip codes are fairly large administrative units, they generally mask more important patterns and trends within them. Here we explore patterns of variation within zip code 75210 for two housing phenomena: median value and renter occupancy.

## Housing Values

Figure 4 shows variation in the year 2005 estimated median house values for the census block groups in and around zip code 75210. The patches of dark blue represent areas of residential land use. While the zip code median value is \$42,782, the median varies substantially within the area. The highest housing values in the zip code are in the block group that covers both sides of Robert B. Cullum Boulevard, then continues north on Spring, with an estimated median value of \$60,370 (1.4 times the median value for the zip

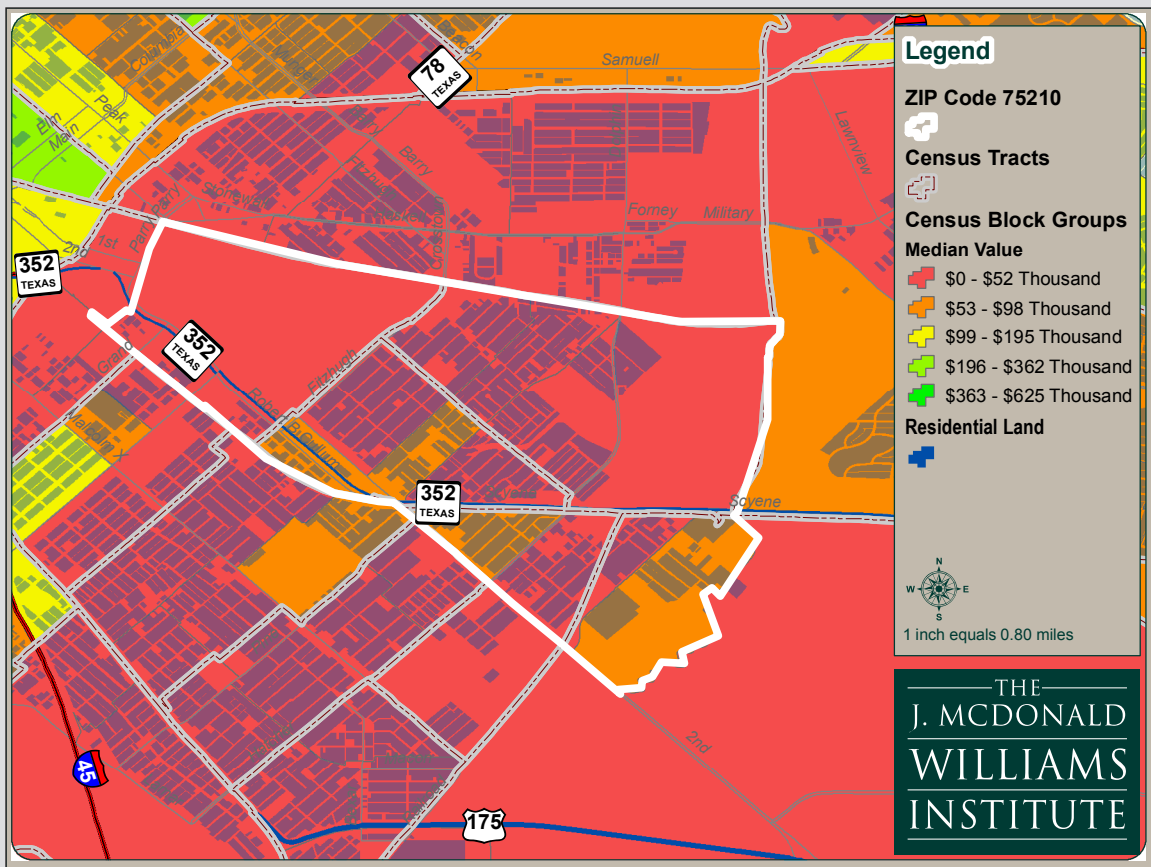


Figure 4. Estimated Median Owner-Occupied Housing Value by Block Group, 2005

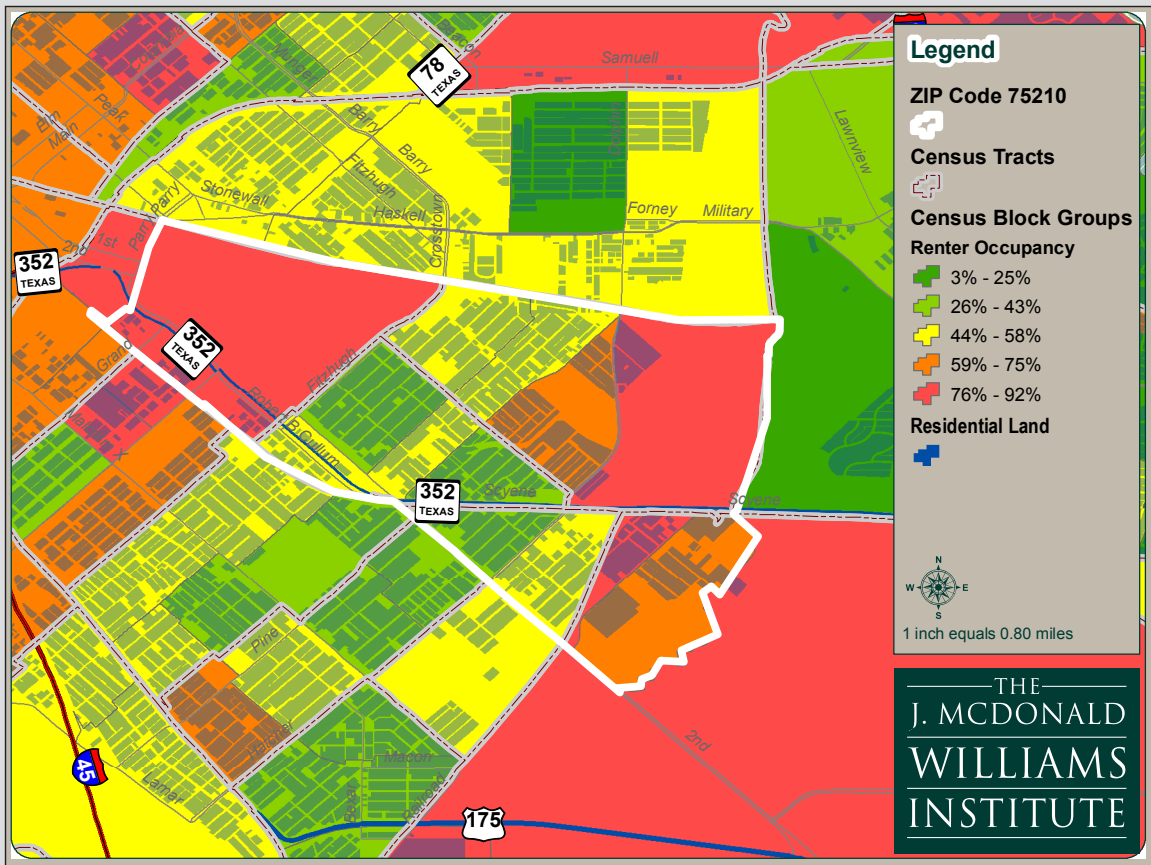


Figure 5. Estimated Renter Occupancy of Occupied Units by Block Group, 2005



code as a whole). This is the maximum, however, and many other block groups have much lower median values. The lowest estimated median values are in the area bordered by Fitzhugh, 2nd, Frank, and Lagow, with a 2005 estimated median house value of \$23,750. At just less than 56% of the zip code median and just less than 40% of the highest values in the zip code, this area of depressed values is bordered on two sides by the area with the highest values.

The second and third-lowest home value areas are both in mixed use areas. The second-lowest home value area is northwest of Fitzhugh, which includes the fairgrounds, while the third-lowest home value area is north of Scyene, east of Hatcher/Dolphin, and south of the railroad tracks, and includes only the Frazier Courts development and Parkdale Lake.

### Renter Occupancy

As with home values, there is substantial variation within the zip code in renter occupancy (see Figure 5). While renters account for 72.32% of occupied housing units, the zip code's block groups range from 34.20% to 91.40% renter occupied. Because studies have shown that levels of home ownership are related to community involvement, exploring these variations is crucial for targeting meaningful interventions.

Areas along 2nd Avenue have some of the lowest levels of renter occupancy (with higher levels of

owner-occupancy) in the area. The area bounded by 2nd, Lagow, Hatcher, and Spring has renter occupancy rates ranging from 34.20% to 41.10%. The area between 2nd, Lagow, Frank, and Fitzhugh, which had the lowest median values, also shows one of the lower renter-occupancy rates (at 43.40%). The areas of highest renter occupancy are the block groups in the northeast corner of the zip code, specifically northeast of Lagow and east of the railroad tracks, as well as the few residential properties in the Fair Park block group. In these block groups the percentages of renter-occupied housing units exceed 75%.

### EDUCATION

There is perhaps no greater equalizer for full integration into American society and many of its institutions than increased educational attainment. Recent studies suggest that the lifetime earning difference between a high school dropout and a college graduate is more than \$1.1 million, while the lifetime earning difference between a high school graduate and a person with a professional degree is \$3.4 million (U.S. Census Bureau, 2002).

Data derived from the 2005 Claritas Marketing Estimates, as reflected in Table 5, reveal the following patterns for zip code 75210:

- In 2005, 43% of residents ages 25 and older in zip code 75210 reported finishing high school, compared with 70% for the city of Dallas.

**Table 5. Level of Education by Selected Tract, Zip Code, and City, 2005**

Area	Population 25+ years	Less Than High School	High School Graduate	Some College	College Graduate
Tract 27.01	1866	57.13%	42.87%	11.04%	1.18%
Tract 27.02	1117	51.57%	48.43%	16.74%	4.30%
Tract 29.00	197	33.50%	66.50%	22.84%	19.80%
Tract 39.01	952	47.27%	52.73%	17.12%	9.98%
Tract 115.00	1150	72.09%	27.91%	7.65%	1.57%
Zip Code 75210	5282	56.55%	43.45%	13.04%	4.20%
City of Dallas	766,839	29.79%	70.21%	23.07%	27.58%

Note: Some census tracts are partial tracts and only include the portion of the tract that falls within Zip Code 75210  
Source: Claritas

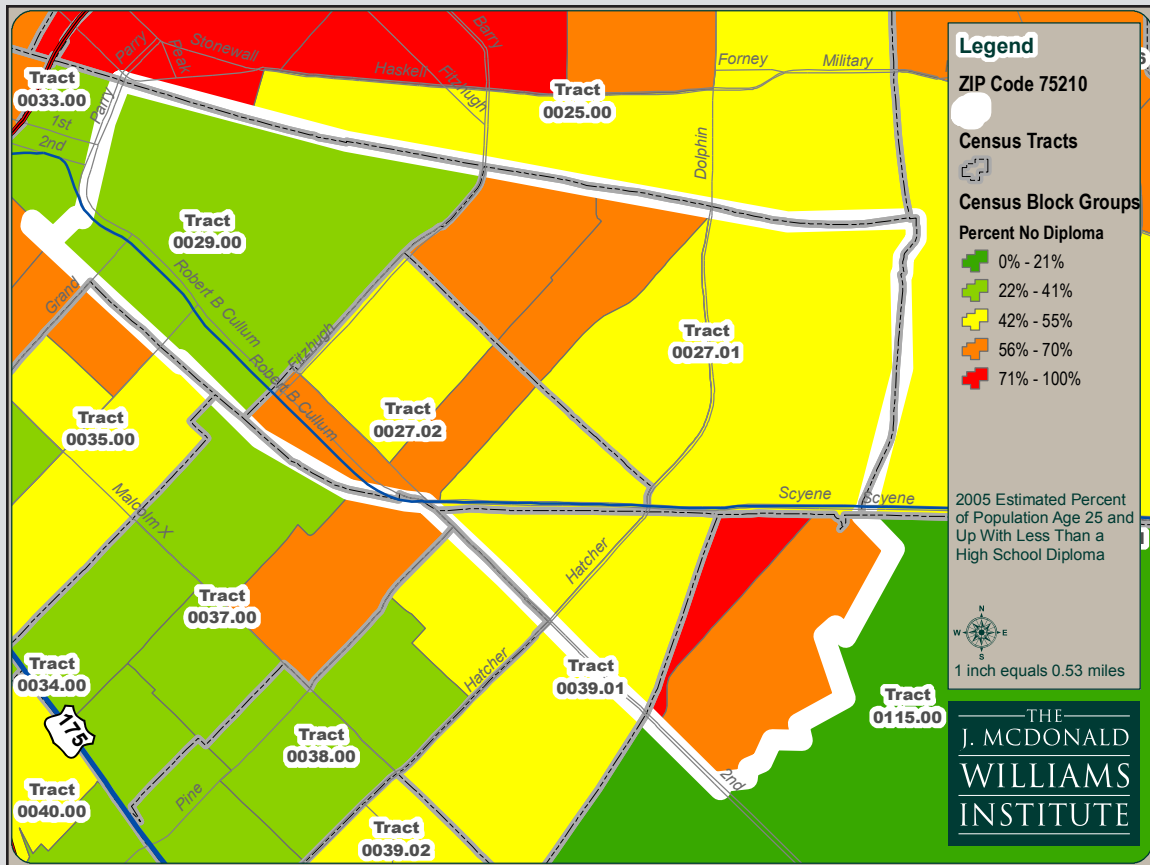


Figure 6. Percentage of Population with Less than High School Education, 2005

- In 2005, 4% of residents in zip code 75210 reported finishing college, compared with 28% for the city of Dallas.
- Striking differences appear when educational attainment rates are examined by census tracts within zip code 75210.
- In 2005, 72% of residents ages 25 and older in census tract 115.00 reported never finishing high school—the highest high school dropout rate for any census tract in zip code 75210.
- In 2005, 67% of residents ages 25 and older in census tract 29.00 reported finishing high school—the highest graduation rate for any census tract in zip code 75210.
- Census tract 29.00 also reported having the highest college graduation rate (20%) for zip code 75210.

- Of the residents in zip code 75210, 13% reported having attended some college at some point in time—which was lower than the city of Dallas' rate of 23%.

## CIVIC ENGAGEMENT

Voter turnout in zip code 75210 ranked consistently behind overall city turnout in both the 2004 presidential election and the November 2005 general election, with just 22.37% and 12.24% respectively. In both the zip code and the city, electoral participation dropped by almost 10 percentage points from 2004 to 2005; the city participation rate fell from 28.90% to 20.08%.

Analysis of the election results also shows interesting differences between the area and the city.

**Table 6. Selected Voter Turnout Statistics by Zip Code and City**

	Zip Code 75210	City of Dallas
Voter Turnout - 2004 Presidential Election	22.37%	28.90%
Voter Turnout - 2005 November General Election	12.24%	20.08%
Ratio of Kerry Votes to Bush Votes, 2004	25.86:1	1.23:1

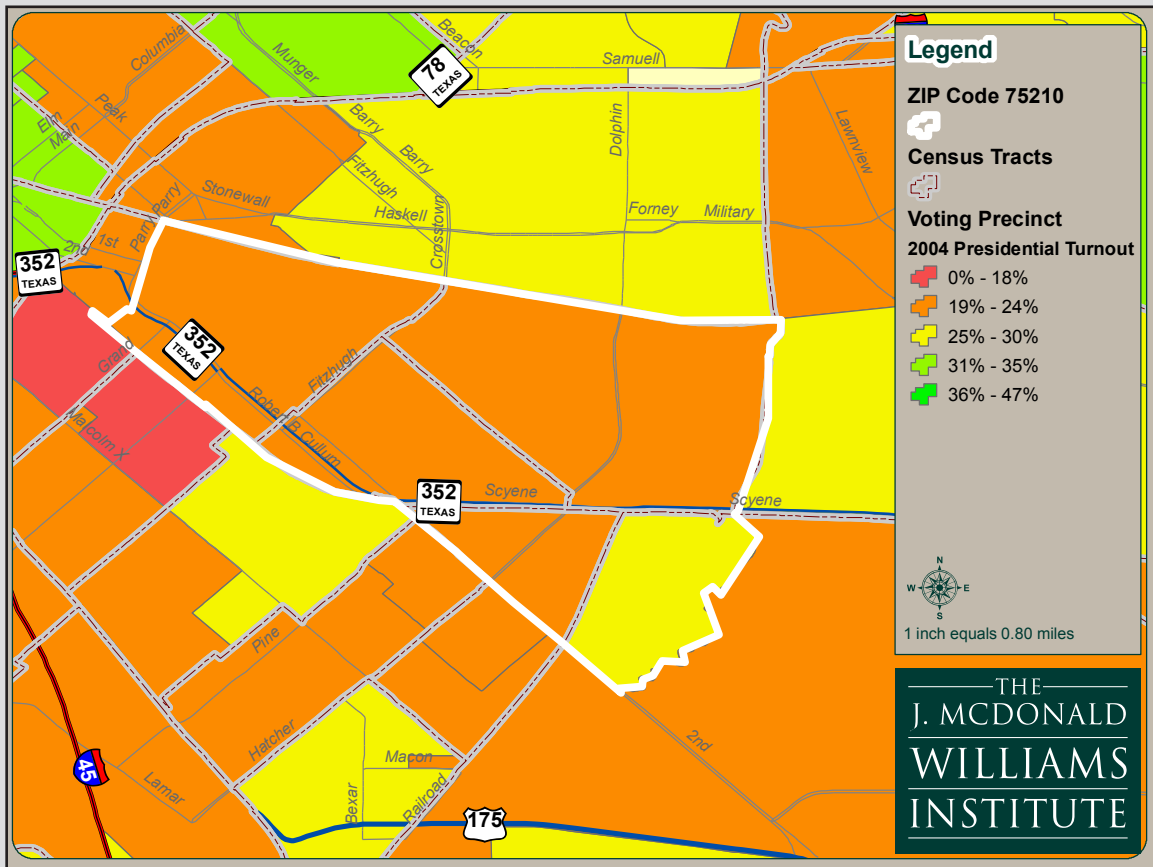


Figure 7. Voter Turnout by Precinct, 2004 Presidential Election

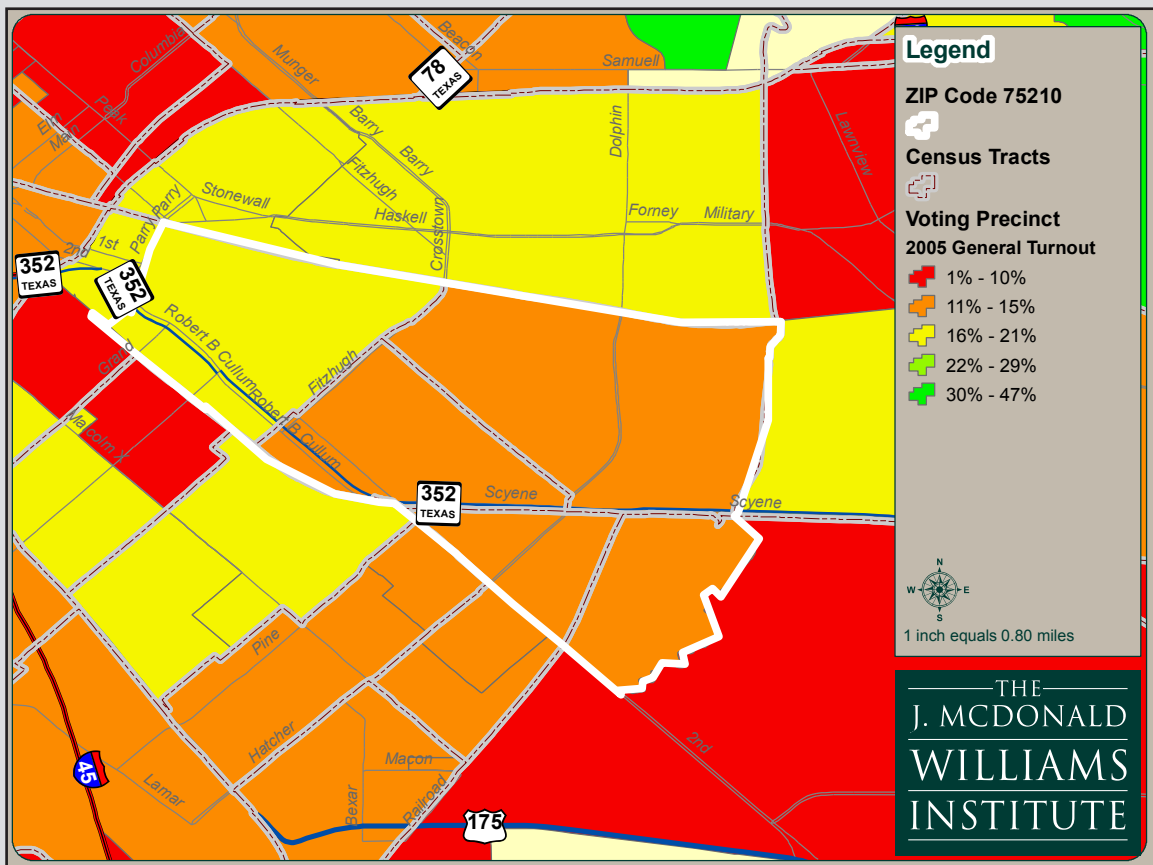


Figure 8. Voter Turnout by Precinct, 2005 General Election

While the city's voters supported Senator John Kerry for president (by a margin of 1.23 to 1), the support for Senator Kerry in zip code 75210 was an overwhelming 26 to 1. The area's voters, however, did not appear to show as much enthusiasm for the current city administration as the city does. City voters in the November 2005 general election rejected Dallas Proposition 1, which would have strengthened the mayor's position in the mayor-city manager balance of power. The measure garnered just less than 50% of the vote. In zip code 75210, however, support was much lower, with only 7.81% of voters showing support for the proposition.

As Figure 7 indicates, turnout for the 2004 presidential election was fairly uniform throughout the zip code. The lowest recorded turnout for 75210 was 19.70% and the highest turnout was 24.10%. The marked decline in voter turnout from 2004 to 2005 is noticeable in Figure 8. Note that the colors are based on relative ranking, so orange represents 19-24% turnout in the 2004 presidential election and only 11-15% turnout in the 2005 general election, due to overall lower turnout in the 2005 election. In the 2005 election, the general consistency of 2004 remains, with an even lower turnout concentrated in the southeastern portion of the zip code. Precinct 3344, northwest of Fitzhugh, held fairly stable turnout rates from 2004 to 2005, with a 2005 turnout rate of 21%.

## CRIME

In 2004, there were 42,814 personal crimes reported to the Dallas Police Department. These included calls for offenses such as murder, rape, robbery, and assault. An additional 117,786 property crimes (including theft, motor vehicle theft, and burglary) were reported. (1) We believe that the location of a crime plays a major part in determining how it will affect the community. Some of the most devastating crimes are those that occur either in the residence or on or near residential property. In 2004, 19,951 of Dallas' personal crimes occurred on residential premises, resulting in a residential personal crime rate of 16.30 per 1,000 population, while 37,994 of the property offenses occurred on resi-

dential premises, resulting in a citywide residential property crime rate of 31.04 per 1,000 population.

Within zip code 75210, there was some variation across census tracts in personal and property crimes, although the differences were not as pronounced as they were for other social phenomena. Figure 9 displays the personal crime victimization rate (per 1,000 population) for the census tracts in zip code 75210. As the figure indicates, rates of residential personal crime were at least four times the city average rate, with the highest rate (189 per 1,000) in the area bordered by Scyene, Fitzhugh, and Lagow.

A similar pattern is evident when considering residential property crime. As Figure 10 depicts, the lowest rates of residential property crime were found to the north and east of the zip code. Although they were relatively low, these areas were 2.65 to 6.29 times the city's average, with rates ranging from 82.39 to 195.09 (per 1,000).

## INCOME

In 2005, there were an estimated 3,374 households in the 75210 zip code. The estimated median income for these households was \$17,800, with more than 75% of households earning less than \$35,000, and almost 45% earning less than \$15,000. For the zip code as a whole, the median household income was only 42% of the city's estimated median income of \$42,491. In fact, the percentage unemployed in the zip code was estimated to be 20.95%, more than triple the 6.6% estimated for the city. A criticism of the unemployment rate, however, is that it excludes from the calculation those individuals who are unemployed and not looking for work. Inspecting the percentage of jobless residents (which reflects all persons not employed, whether or not they are seeking employment) reveals the zip code jobless rate was considerably higher than that of the city (62.41% versus 39.03%, respectively).

We present two tools for within tract comparisons: (a) comparisons of family income from the U.S. Department of Housing and Urban Development and (b) estimates of household median incomes.



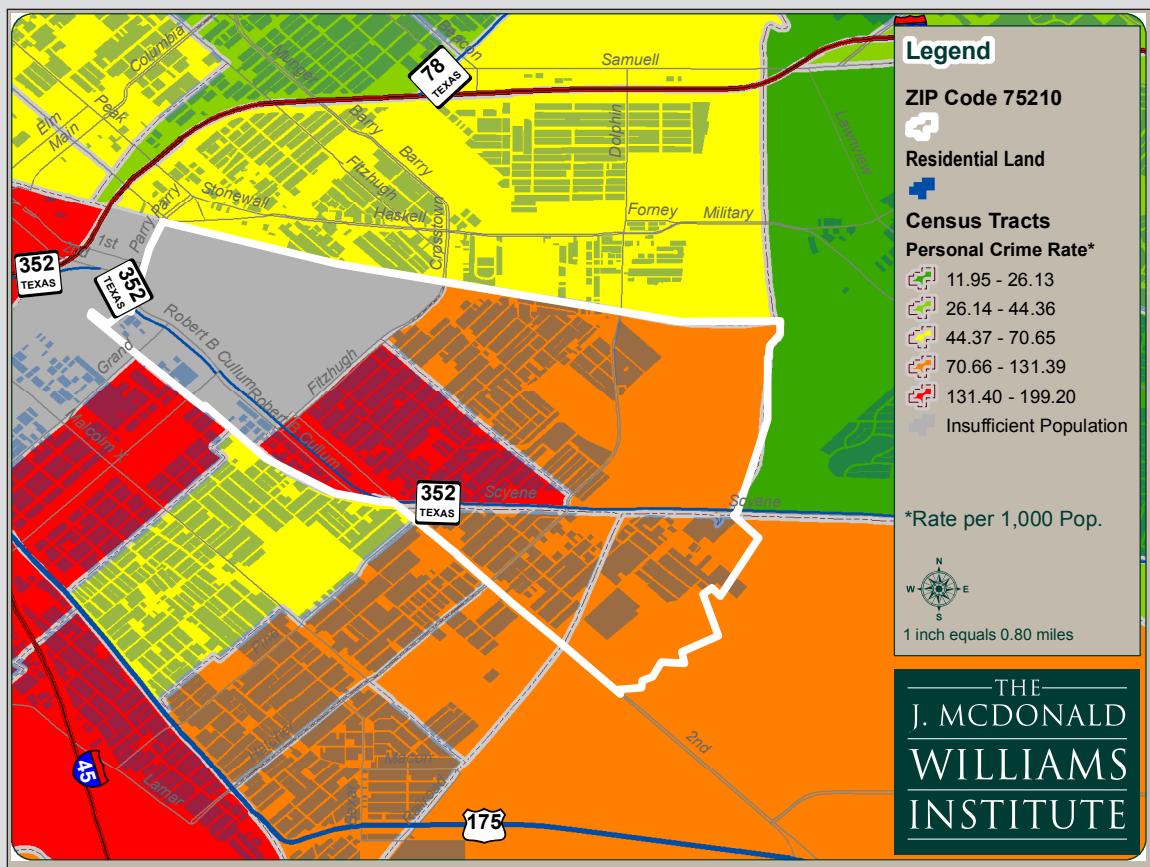


Figure 9. Residential Personal Crime Rate by Census Tract, 2004

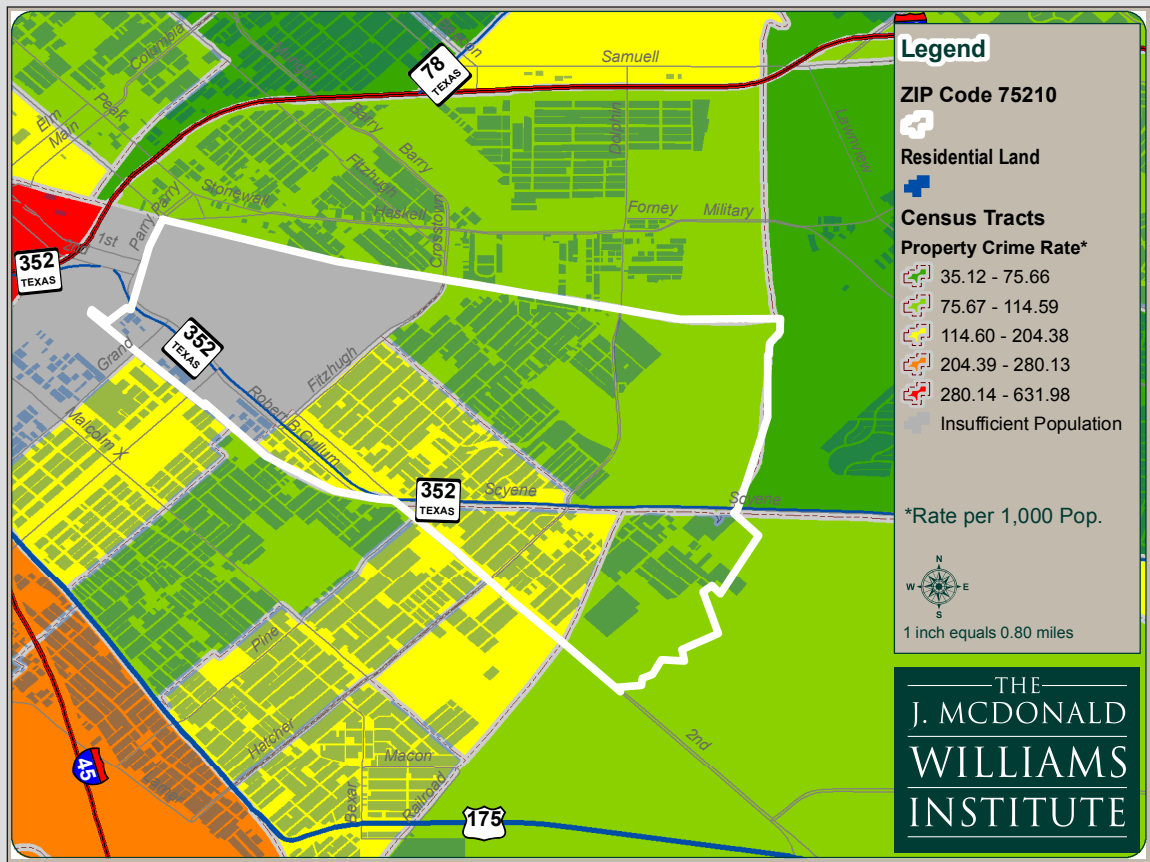


Figure 10. Residential Property Crime Rate by Census Tract, 2004



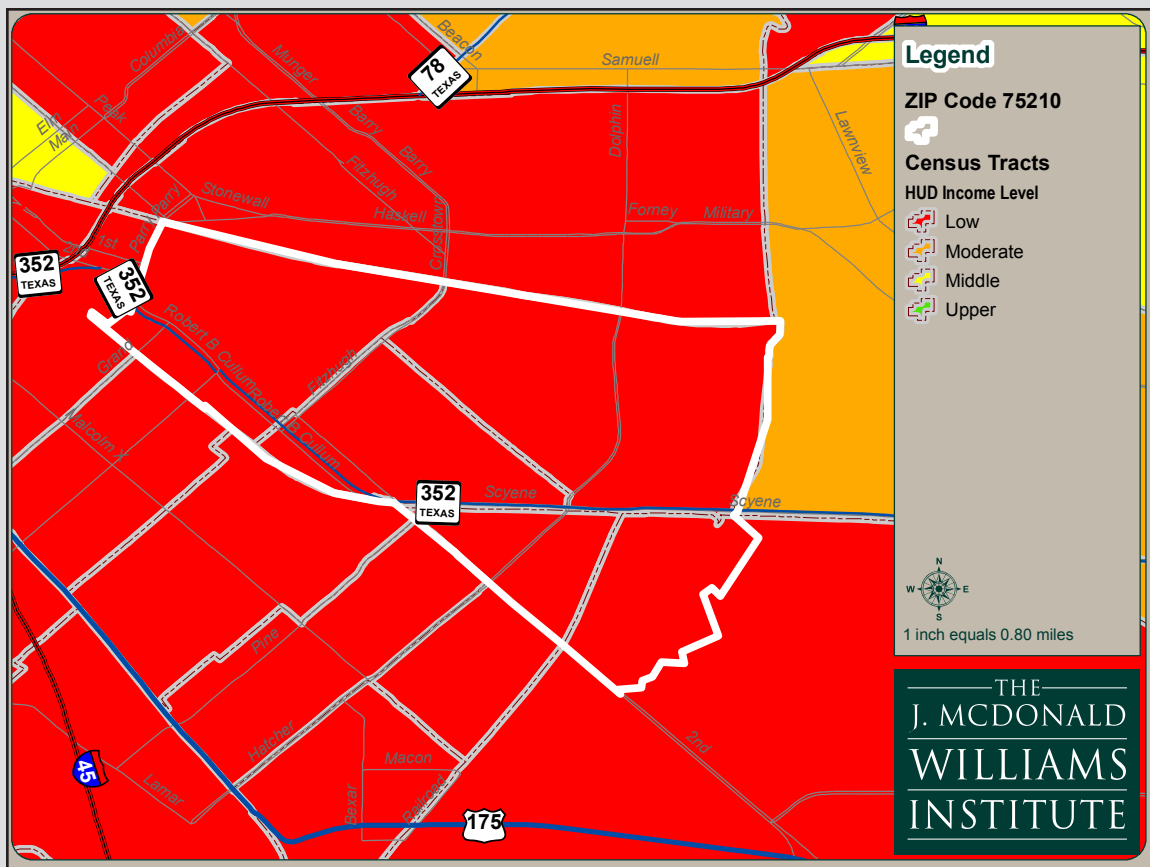


Figure 11. Ratio of Estimated Tract Median Family Income to Metropolitan Area Median Family Income, 2005

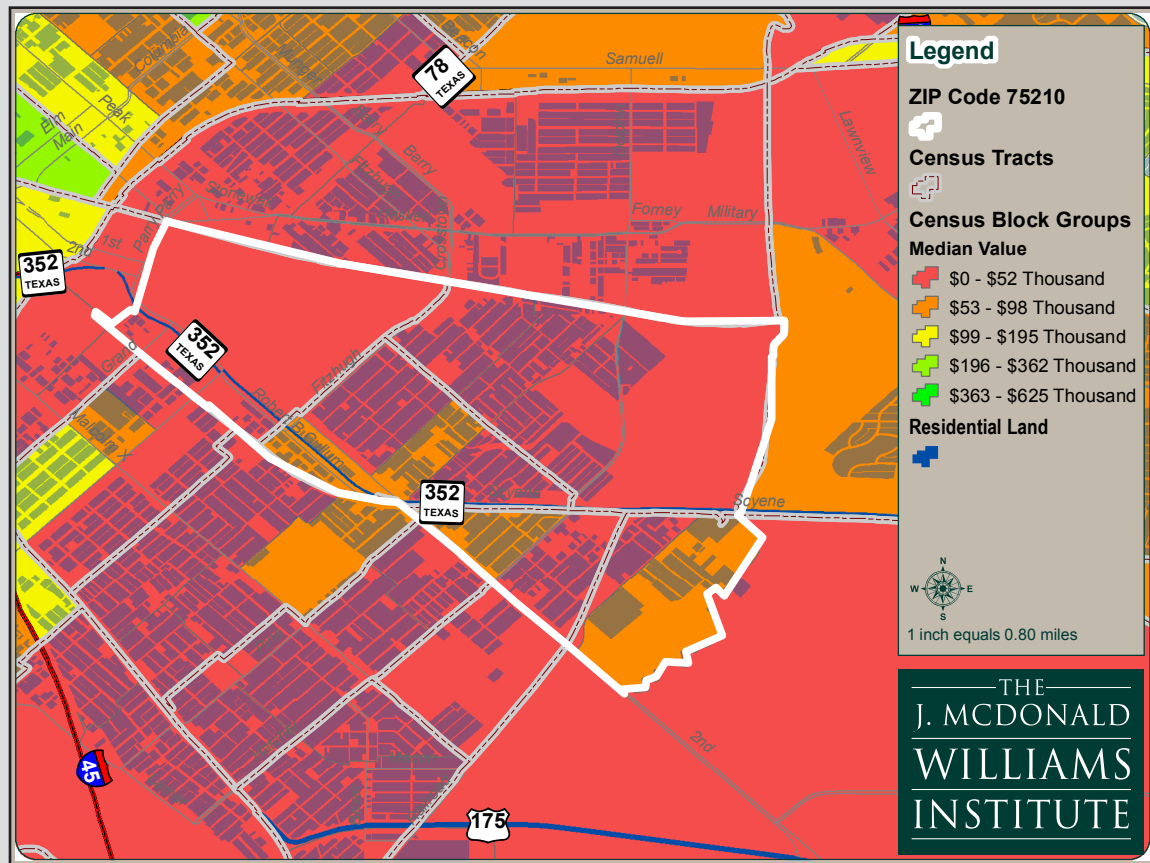


Figure 12. Estimated Median Household Income, 2005

## HUD Income Comparisons

The U.S. Department of Housing and Urban Development (HUD) prepares annual estimates of median family income at the census tract level. For comparison purposes, each tract's median family income is expressed as a percentage of the median family income estimate for the entire Dallas metropolitan area, which was \$65,000 in 2005. Tracts whose median incomes are less than 50% of the area median are coded low-income tracts. Those whose median incomes fall between 50% and 80% of the area median are termed moderate-income, while those whose medians fall between 80% and 120% of the area median are labeled middle-income tracts. Finally, those whose median incomes exceed 120% of the area median are termed upper-income tracts.

Figure 11 presents the 2005 income comparison estimates for the tracts in and around zip code 75210. Within 75210, all areas are classified as low-income tracts. The tract with the highest median income is the area bounded by Fitzhugh, Lagow, and Scyene, with an estimated median family income of \$25,318—only 39% of the area median.

## Median Household Income

Exploring census block group variation in median household income allows us to be even more specific in our investigation of poverty and income. When inspecting the block group data presented in Figure 12, it becomes even more apparent that while lower income levels are prevalent throughout the area, they are concentrated in the eastern portion of the zip code. The block group with the lowest estimated median household income is actually a portion of the tract with the *highest* median family income—the area bounded by Scyene, Spring, and Fitzhugh. The estimated median household income was \$9,091—just over 50% of that estimated for the zip code, and only one quarter of the median household income in the city of Dallas.

## CONCLUSION

This is a preliminary examination of issues in zip code 75210. The overall conclusion is that examining these

issues only at the zip code level can mask significant differences that exist at the census tract and block group level. Certain areas within the 75210 zip code are doing well economically, while other areas are experiencing high poverty rates, low educational attainment rates, and low homeownership rates.

In summary, residents in this zip code face quality of life obstacles unlike most areas within the city of Dallas. Low rates of participation in the labor market, severe poverty, high rates of morbidity, and ineffective public policies have not given many of the residents in this zip code an equitable chance to pursue the American Dream.

Investments must be made in the precious human capital living in this zip code. All Dallas residents, regardless of where they live, deserve to experience good health, low crime rates, excellent schools, and a chance to earn a livable wage.

## REFERENCES

Source*	Tables	Figures
(1) Claritas 2005 Estimates	1, 4	4, 5, 12
(2) Texas Dept. of State Health Services	2	1
(3) U.S. Internal Revenue Service	3	
(4) U.S. Census Bureau - County Business Patterns		2, 3
(5) U.S. Census Bureau - Census 2000	5	6
(6) Dallas County Elections Department	6	7, 8
(7) Dallas Police Department		9, 10
(8) U.S. Department of Housing and Urban Development		11
*In-text references are noted by number of source in parentheses.		

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## THE J. MCDONALD WILLIAMS INSTITUTE

The J. McDonald Williams Institute, the research arm of the Foundation for Community Empowerment, is dedicated to conducting non-partisan outcomes research and public policy evaluation related to comprehensive community revitalization of low-income urban areas.

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