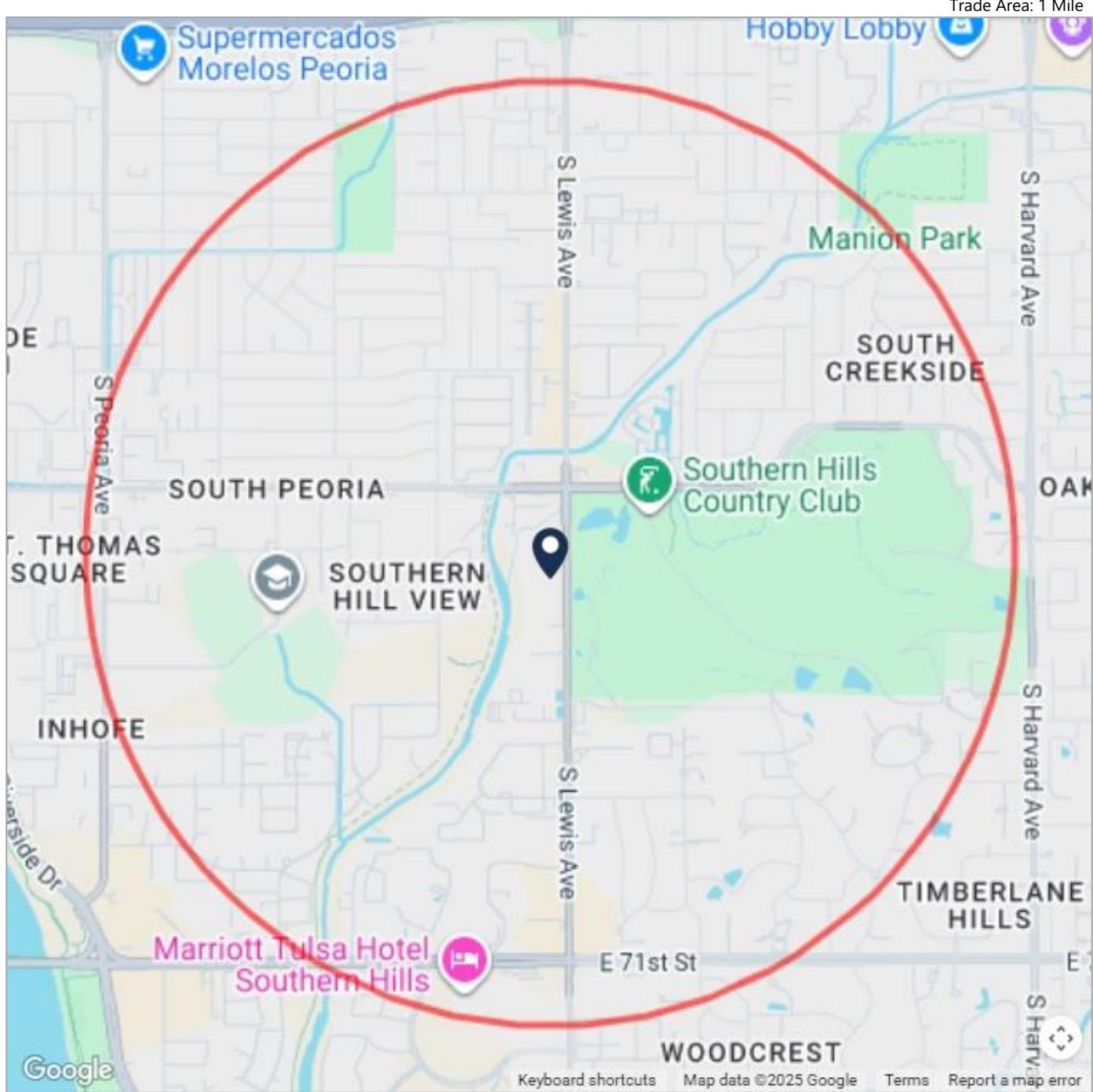
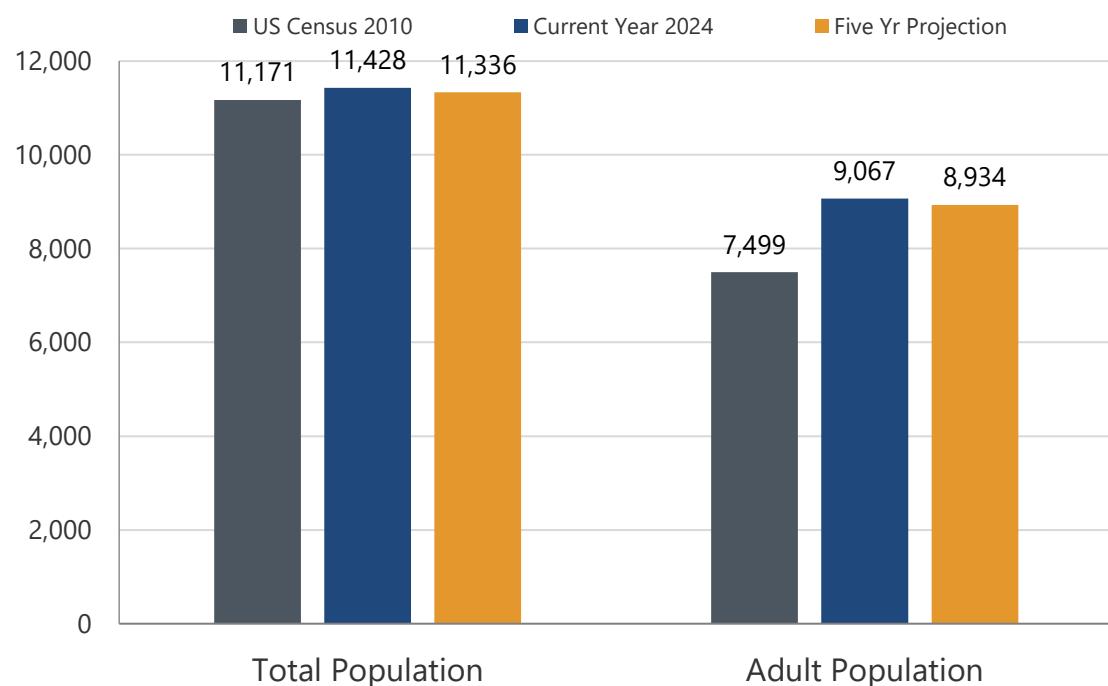


## 6160 S Lewis - Demographics

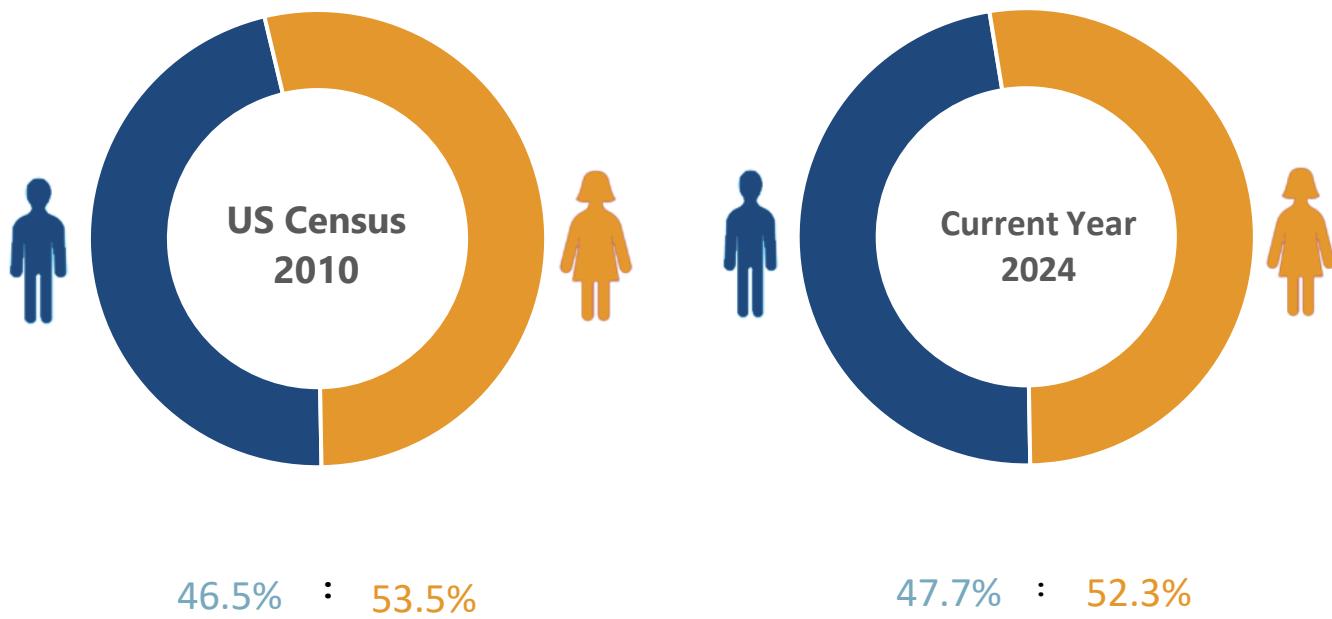


# Population Charts

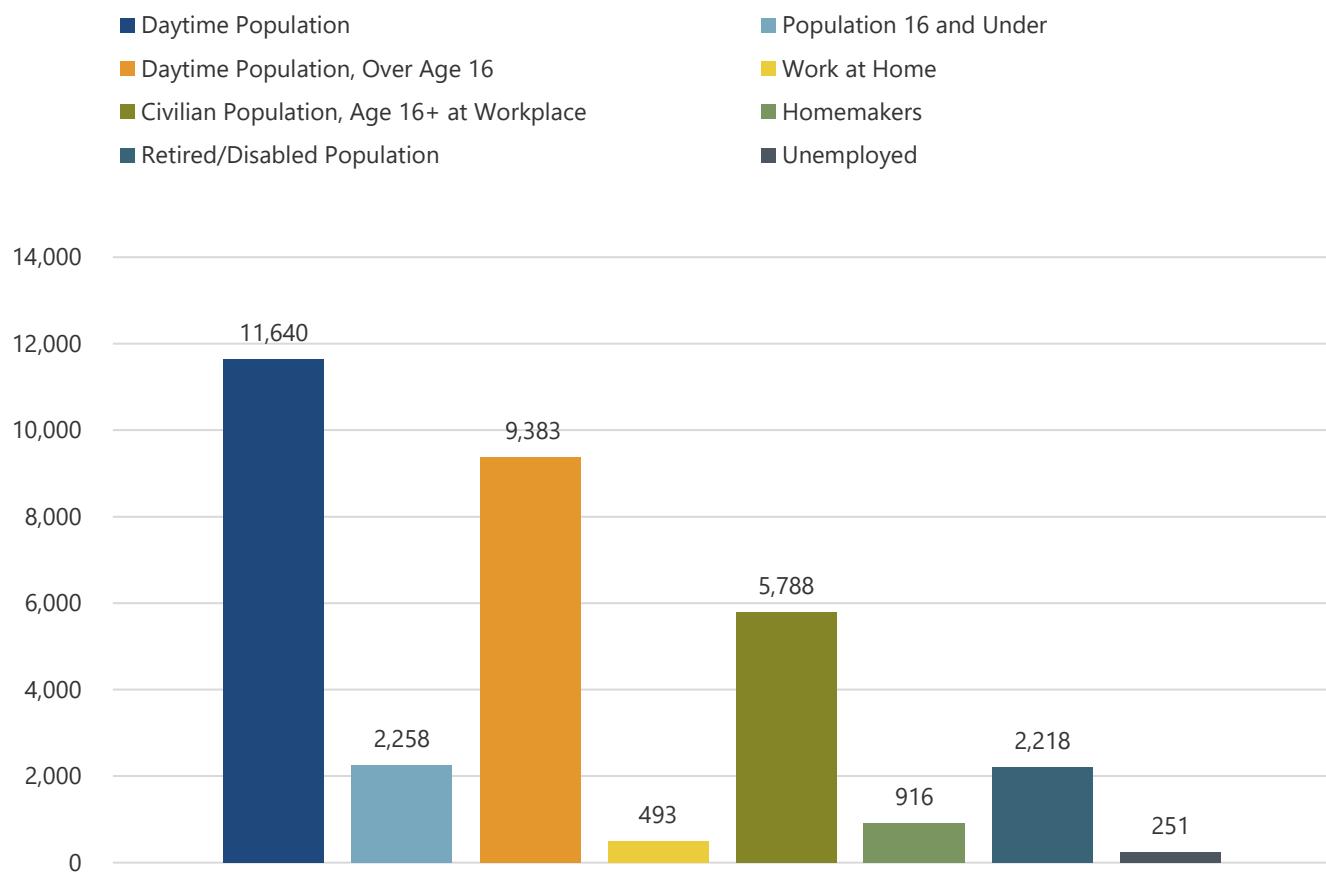
## Population



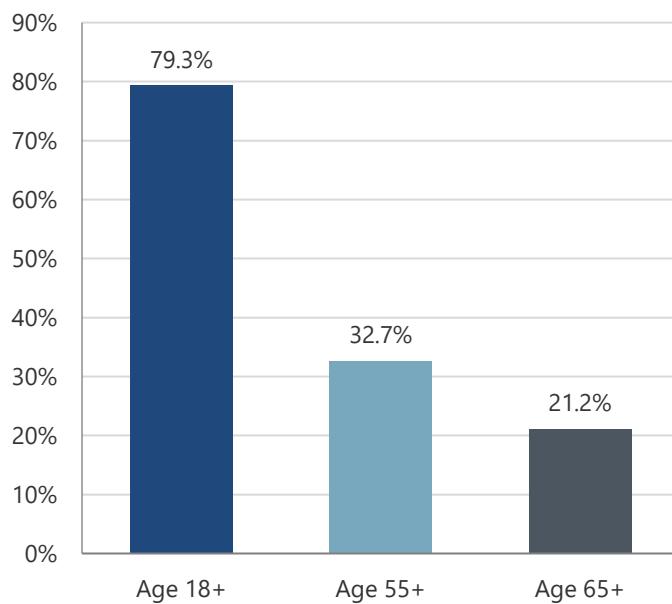
## Female/Male Ratio



## Daytime Population



## Age



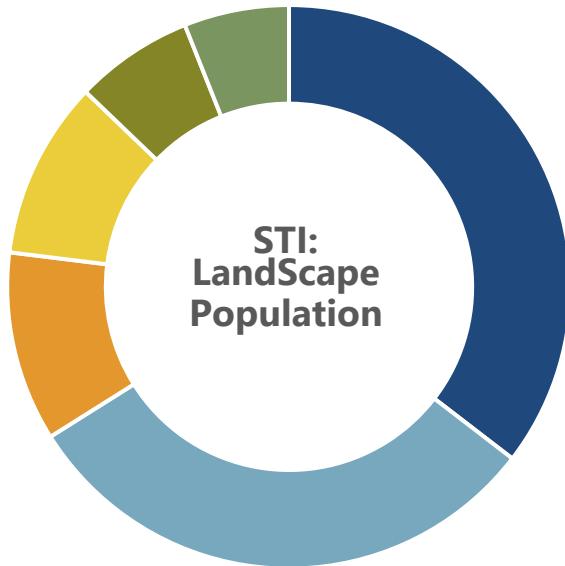
Median Age, Total

**41.5**

### Age Demographics

79.34%	Age 18+
32.67%	Age 55+
21.17%	Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 26.2% SM Seeks SF (F2)
- 22.7% Wizards (E2)
- 8.1% Apron Strings (G2)
- 7.6% Gurus (E1)
- 5.0% Regents (A6)
- 4.5% Managing Business (C2)

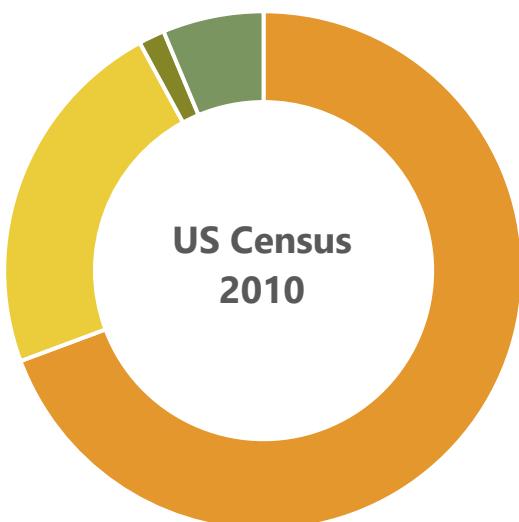
## Other top segments:

- 4.3% Kindred Spirit (B3)
- 4.2% Marquis Class (A3)
- 3.7% Down But Not Out (F4)
- 3.6% Golden Heritage (O1)
- 3.0% White Collar Starts (B5)
- 2.3% Urban Moms/Dads (G1)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Managing Business (C2)	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Marquis Class (A3)	\$110K	49.4	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
White Collar Starts (B5)	\$43K	33.1	Urban	Married	White, Hispanic	Some Children	Some College	White Collar
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar

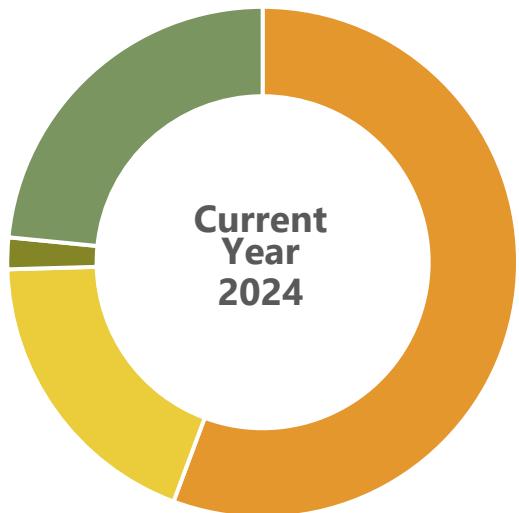
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



### 2010 US Census (Not Hispanic/Latino)

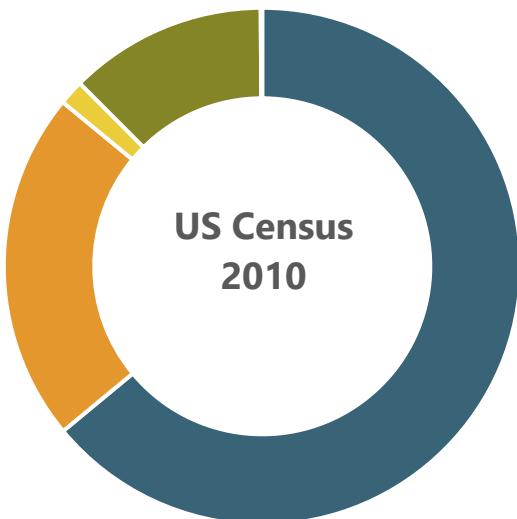
- 61.41% White
- 20.15% Black
- 1.44% Asian
- 5.58% Other



### Current Year (Not Hispanic/Latino)

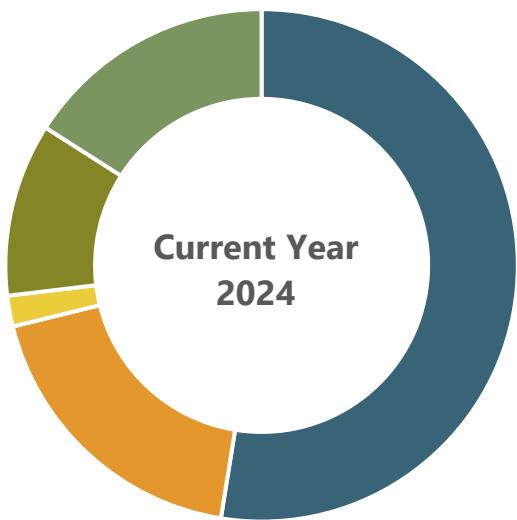
- 55.67% White
- 18.89% Black
- 2.00% Asian
- 23.44% Other

## Ethnicity (Hispanic/Latino)



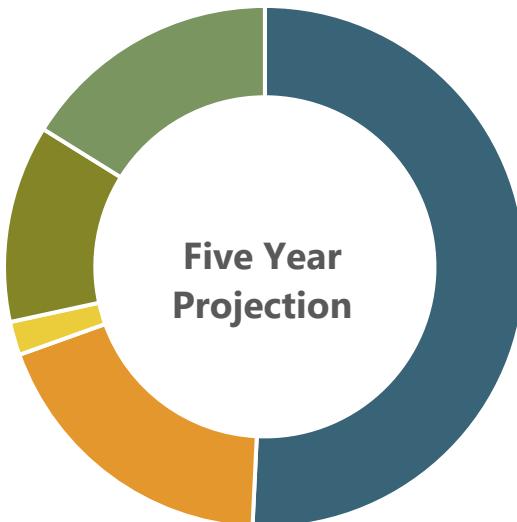
#### 2010 US Census (Hispanic/Latino)

- 57.54% White
- 19.74% Black
- 1.41% Asian
- 11.13% Hispanic
- 0.09% Other



#### Current Year (Hispanic/Latino)

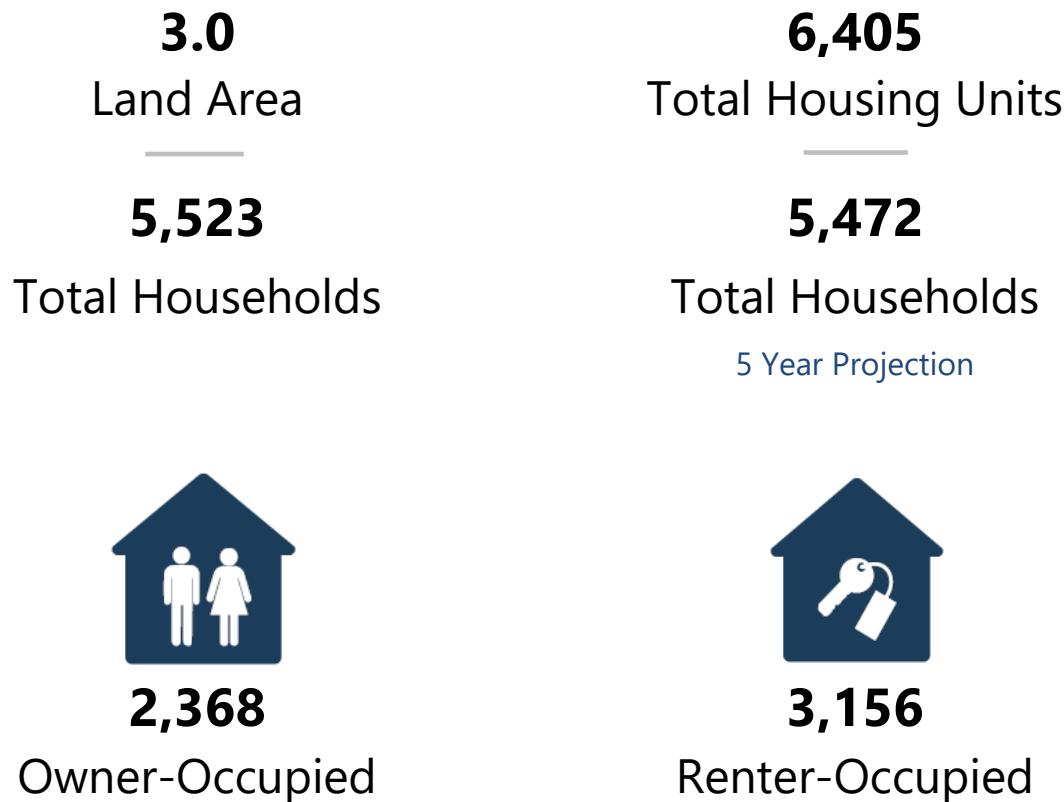
- 52.54% White
- 18.62% Black
- 1.94% Asian
- 10.93% Hispanic
- 15.97% Other



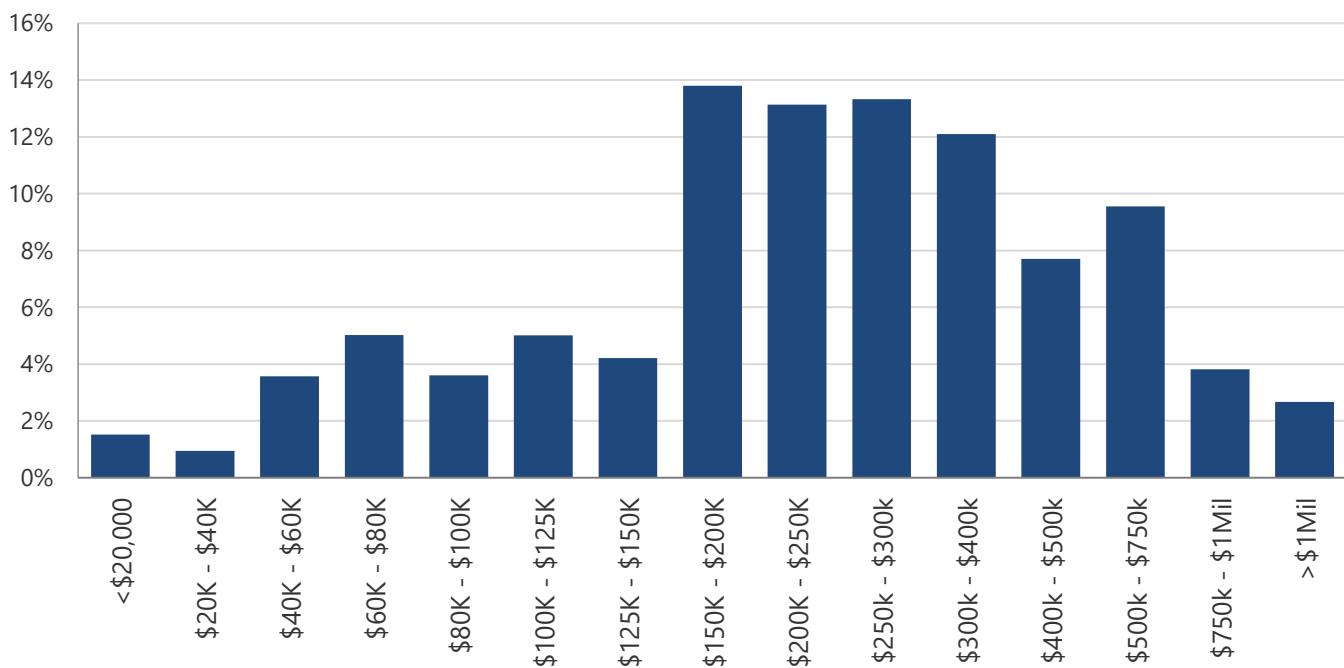
#### Five Year Projection (Hispanic/Latino)

- 50.76% White
- 18.77% Black
- 2.08% Asian
- 12.25% Hispanic
- 16.15% Other

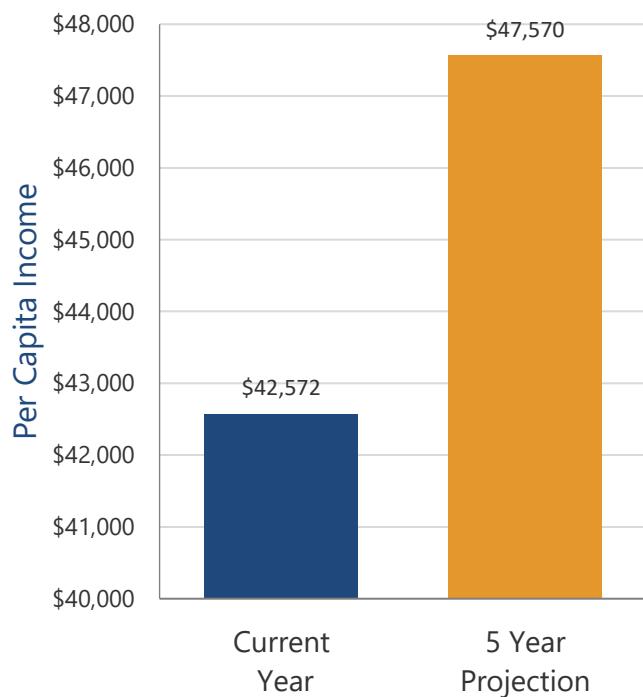
## Housing & Households



## Housing Value (Current Year)



## Income



Average Household Income

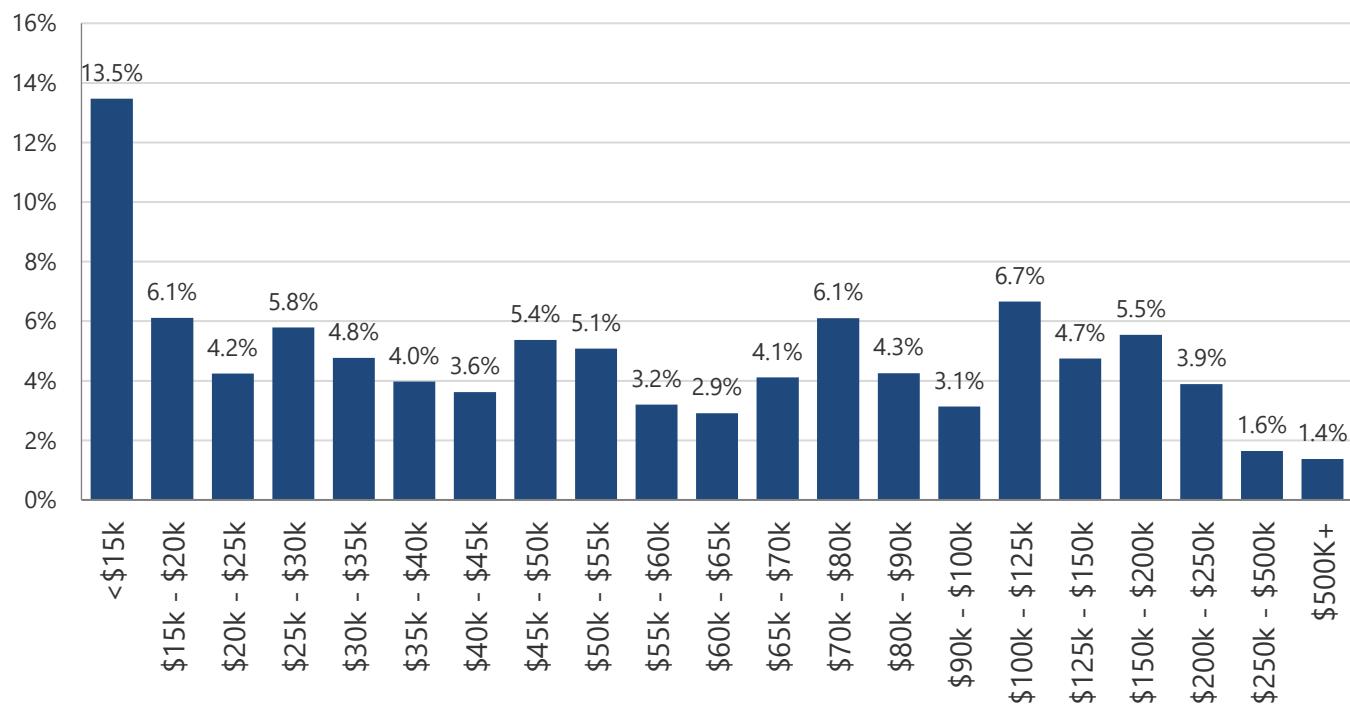
**\$88,081**

Median Household Income

**\$60,544**

Based on Total Population

## Households by Income (Current Year)



## Education (Current Year)

### Education



**4,851**

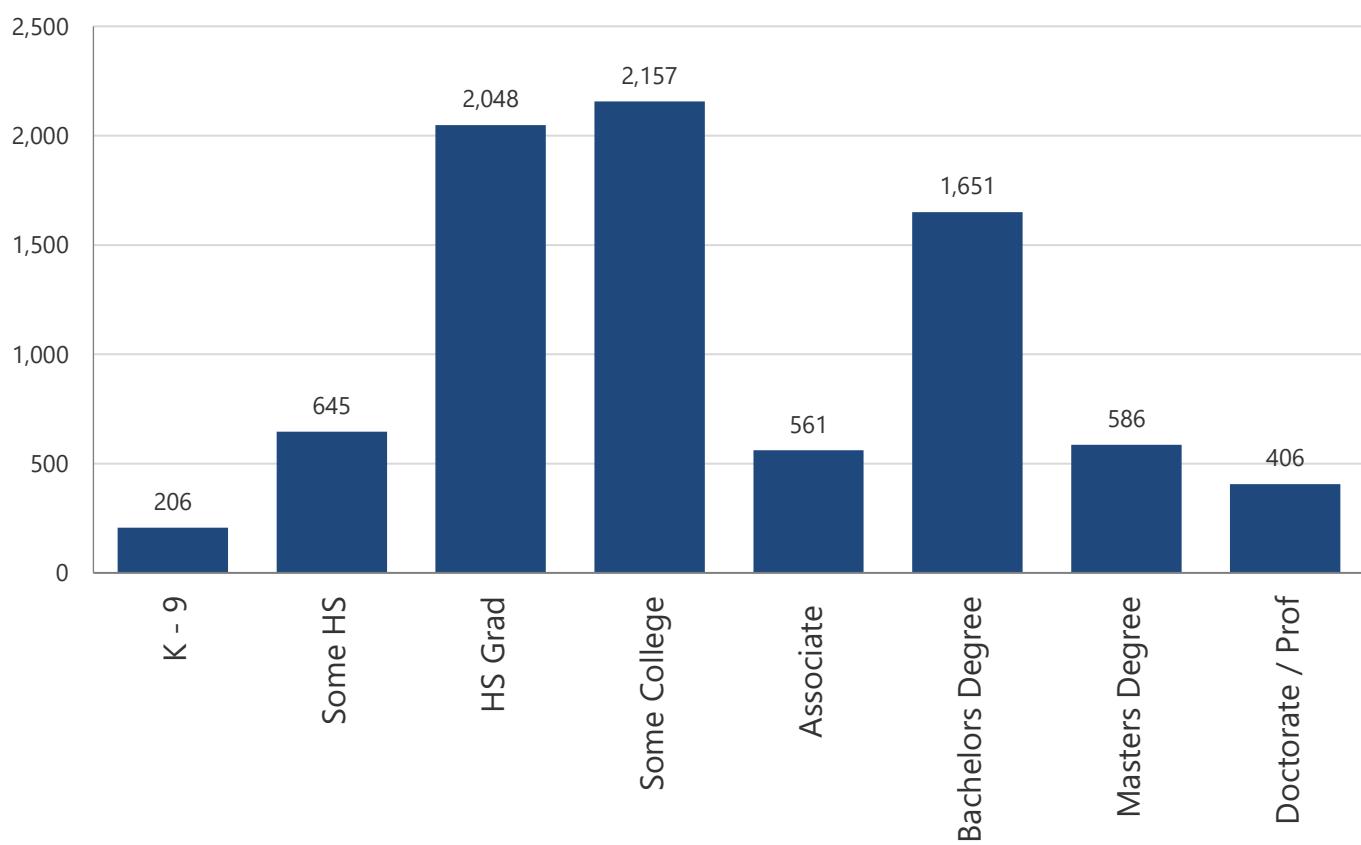
College undergraduate



**1,783**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



# Employment and Occupation

## Employment and Occupation

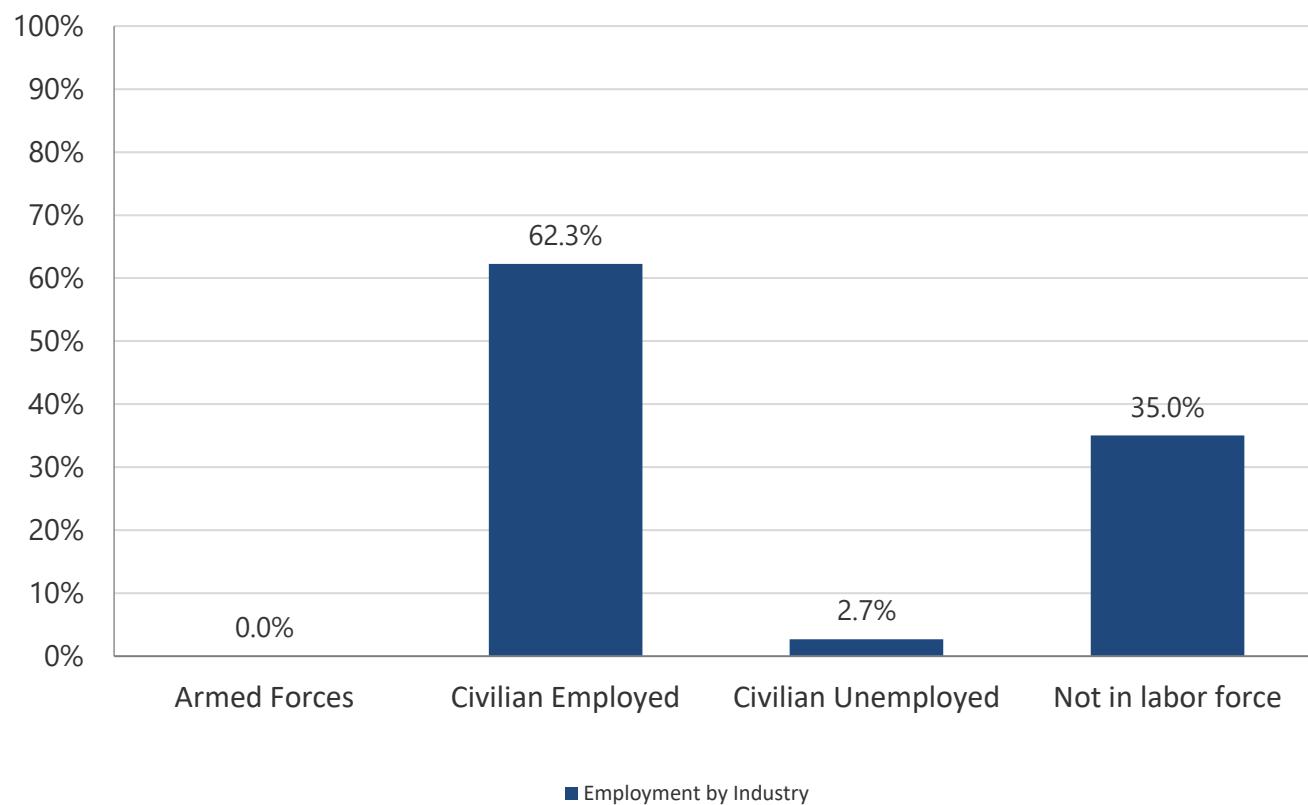
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



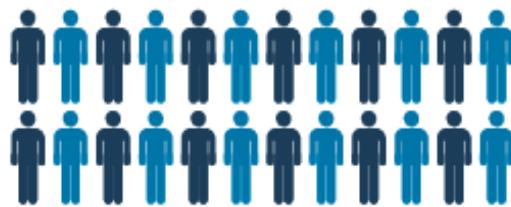
**9,293**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**5,235**

Total Workers 16+



**4,614**

Car, Truck or Van



**115**

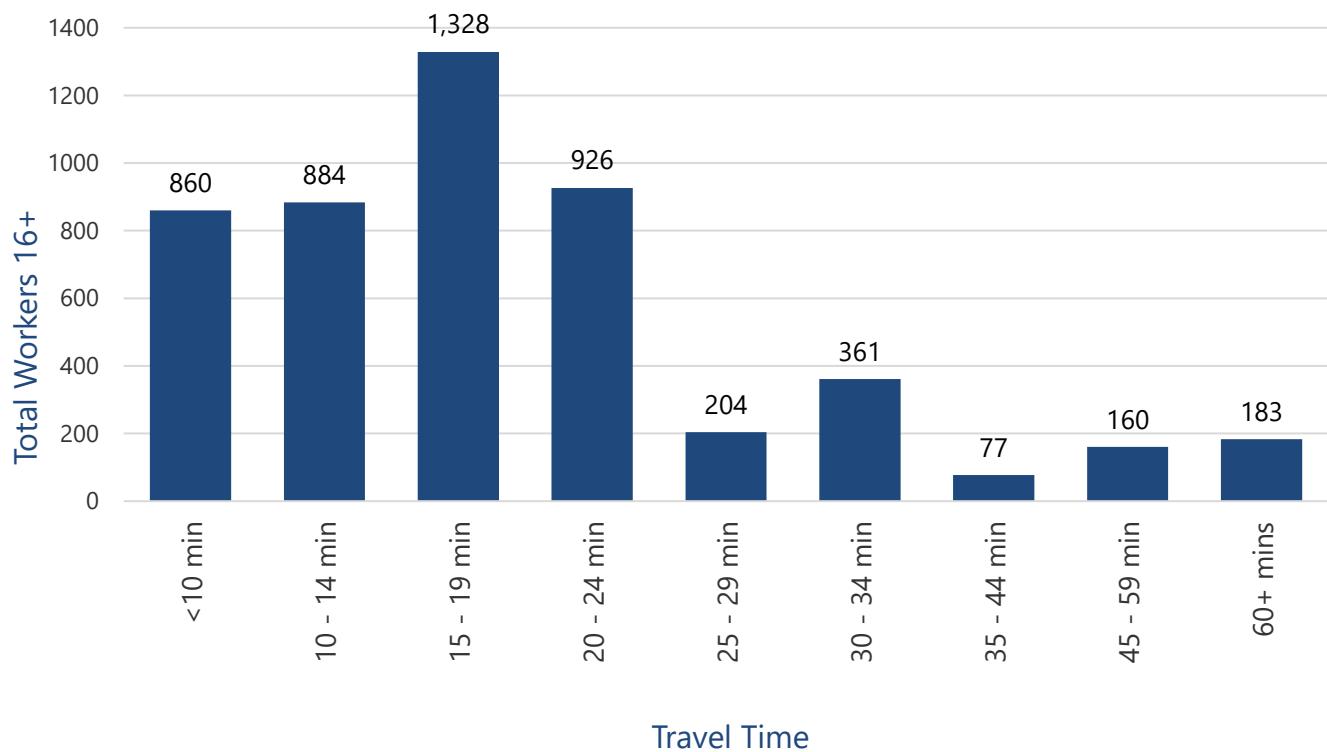
Public transport (not taxi)



**251**

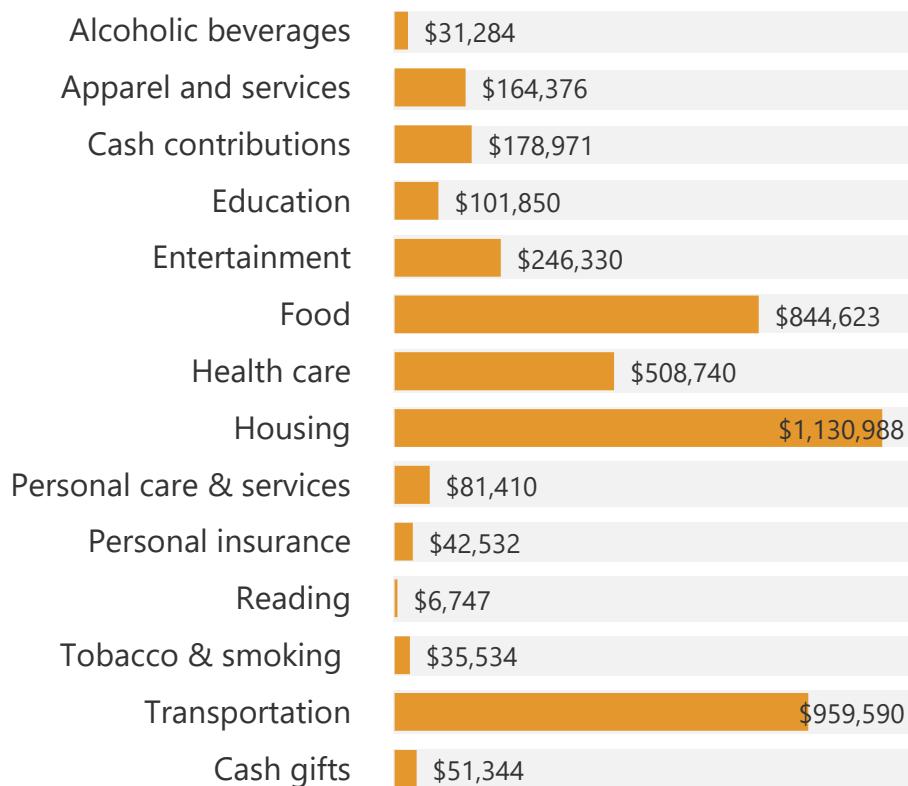
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

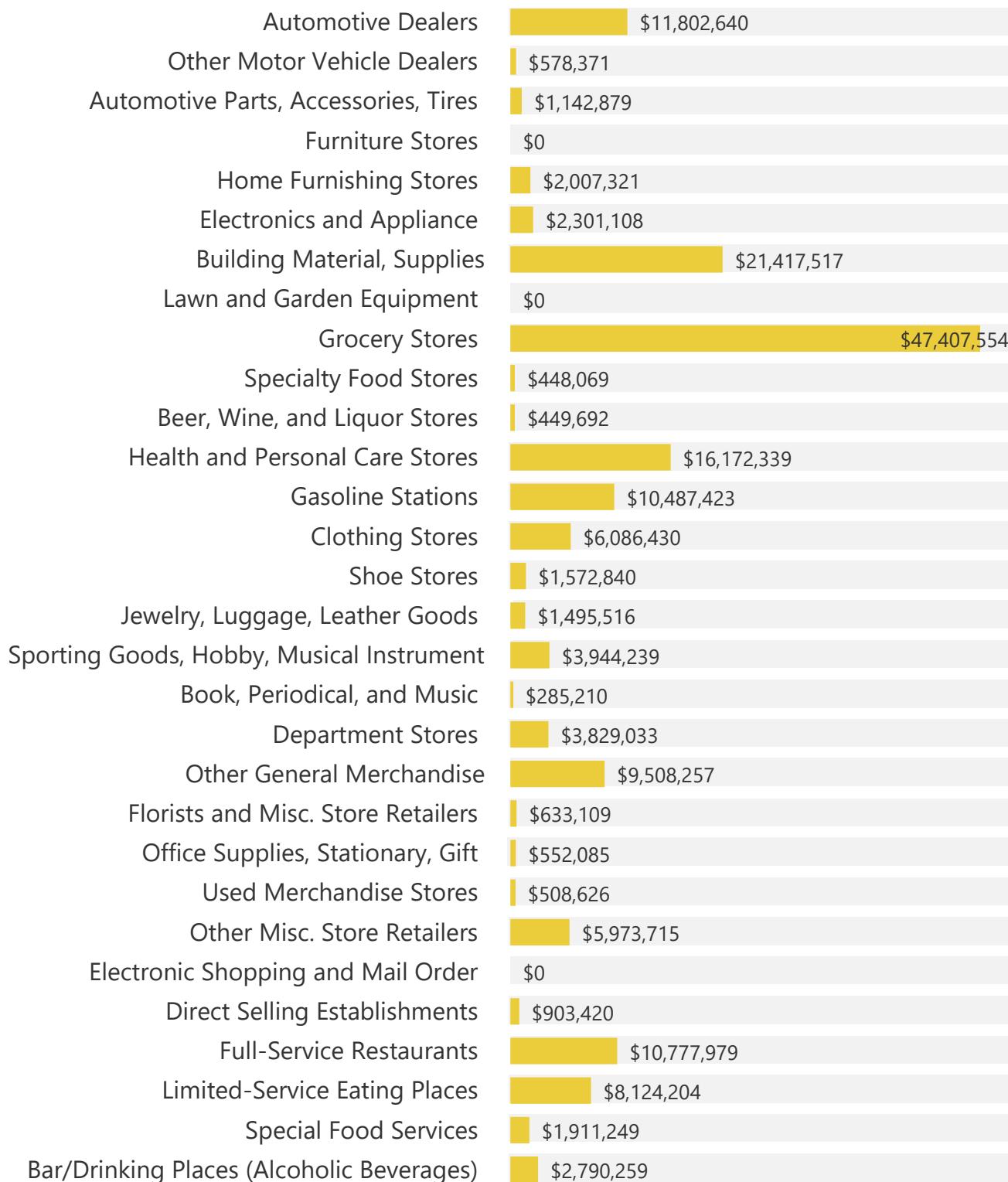
## Consumer Expenditures



## Business Summary by NAICS Code

3	Agriculture, Forestry, Fishing and Hunting	38	Real Estate, Rental and Leasing
7	Mining, Quarrying, Oil and Gas Extraction	76	Professional, Scientific, and Technical Services
4	Utilities	3	Management of Companies and Enterprises
25	Construction	18	Administrative and Support Services
13	Manufacturing	10	Educational Services
8	Wholesale Trade	84	Health Care and Social Assistance
39	Retail Trade	11	Arts, Entertainment, and Recreation
8	Transportation and Warehousing	23	Accommodation and Food Services
12	Information	40	Other Services
48	Finance and Insurance	2	Public Administration

## Retail Sales Volume



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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## LandScape Segment Descriptions

### SM Seeks SF (F2)

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledom. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.

### Wizards (E2)

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

### Apron Strings (G2)

Apron Strings & Hard Hats rank almost 50- percent- higher- than- the- national- average in single households. A slightly- above- average number of the predominately 30- year- old residents of this highly urban Struggling Alone category have never been married, but more often they are divorced or widowed: They measure 50- percent- higher- than- average in both circumstances. These singles have some children, creating neighborhoods with either single men or women raising children under 17 alone. In fact, the household compositions measure 75- percent- higher- than- average in single- parent families. Some of these residents have never been married, but over 50- percent- more- than- average are widowed or divorced. Apron Strings areas are below- average in education, measuring below- average on college and 50- percent- higher- than- average level of people without high- school degrees. This number correlates to their occupational categories, which are predominately in these areas: Those who have jobs work in blue- collar positions, with about a 50- percent- higher- than- average showing in healthcare, food preparation, building maintenance, production, and transportation. Incomes for this group are below or in the \$30,000s. Not surprisingly, they rely heavily on public assistance to make ends meet: Measuring at almost two- times- average in this area. Apron Strings' above- average

### Gurus (E1)

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a relatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

### **Regents (A6)**

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than-average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

### **Managing Business (C2)**

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable \$50,000 and \$60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

### **Kindred Spirit (B3)**

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

### **Marquis Class (A3)**

While the highly urban Marquis Class share many of "the good life" characteristics with other Creme de la Creme urban segments, they are uniquely home to a larger number of 65- plus- year- old residents than other areas in this upscale category. Marquis Class sectors also have a slightly above- average number of 40- year- olds, and they have lower- than- average percentiles of children and teenagers. Understandably, based on the age demographics, Marquis Class areas show higher- than- average levels of retirement/social security income. However, they also have higher- than- average incomes in other areas, such as interest/dividend income and self- employment earnings. The residents who have to work are typically employed in white- collar management and professional occupations. Overall, this group enjoys an annual income in the \$70,000s and \$80,000s. Also, presumably owing to the age distribution, while these neighborhoods have a near- national- average ratio of married- with- children families, they also show a slight up- tick in the married- with- no- children division. Marquis Class segments also measure twice- the- national- average in college- educated residents.

### **Down But Not Out (F4)**

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stressed. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

### **Golden Heritage (O1)**

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden

### **White Collar Starts (B5)**

The urban White- Collar Status neighborhoods prove that a lack of college education and an income range of less than \$30,000 doesn't equate to blue- collar occupations. In fact, this group of Urban Cliff Climbers, which are home to people largely in their 20s and 30s and married- with- young- children, are employed in middle- class white- collar occupations, probably with a lot of room for advancement. They measure above- average employment in several fields, including healthcare, protective services, food preparation, and grounds maintenance. With only high- school educations supporting them, this group of citizens keeps their heads- above- water while they work their way up into higher- paying jobs by shopping for high- value with every purchase and making use of a higher- than- average level of public- assistance income.

### **Urban Moms/Dads (G1)**

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.