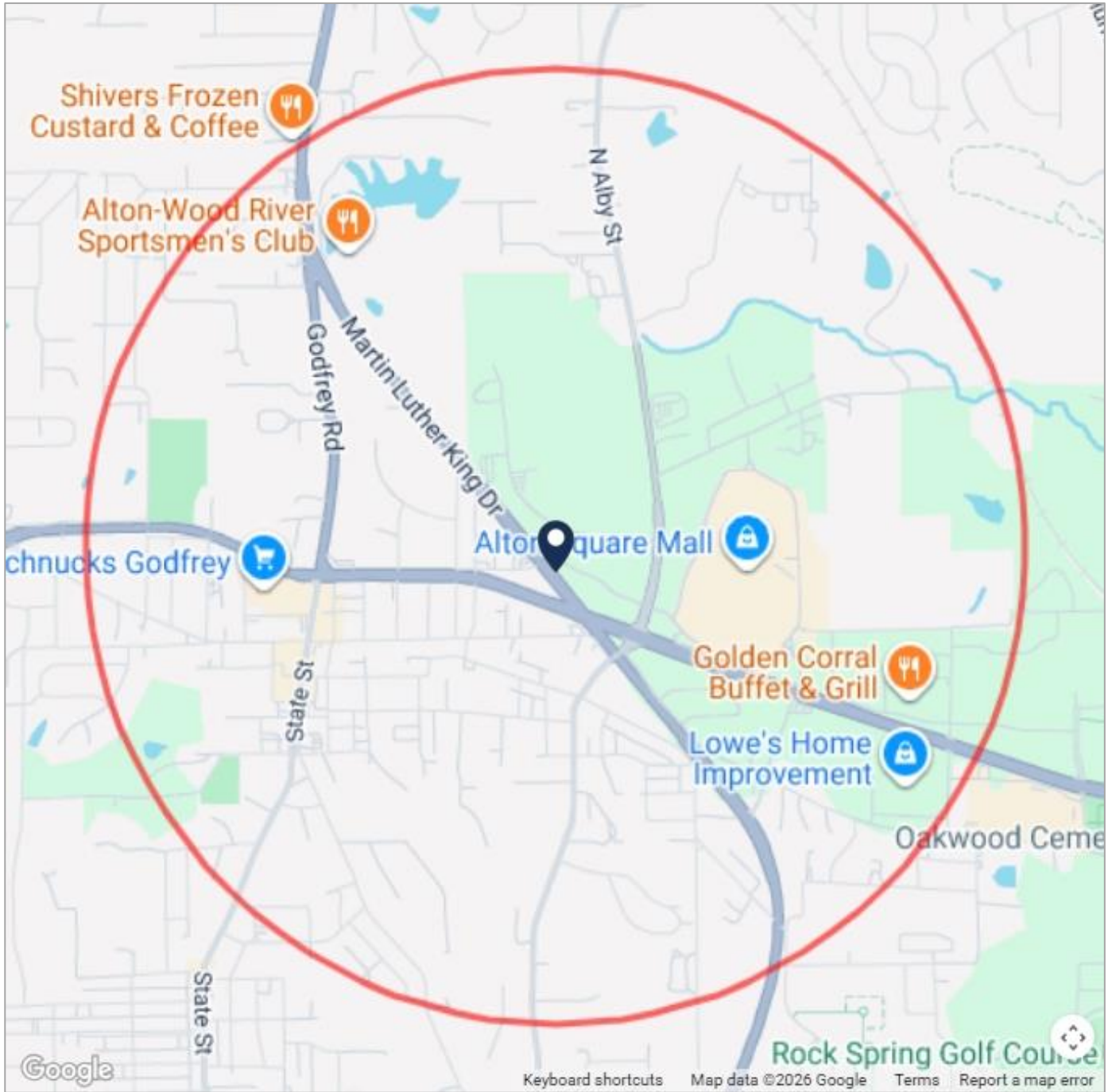


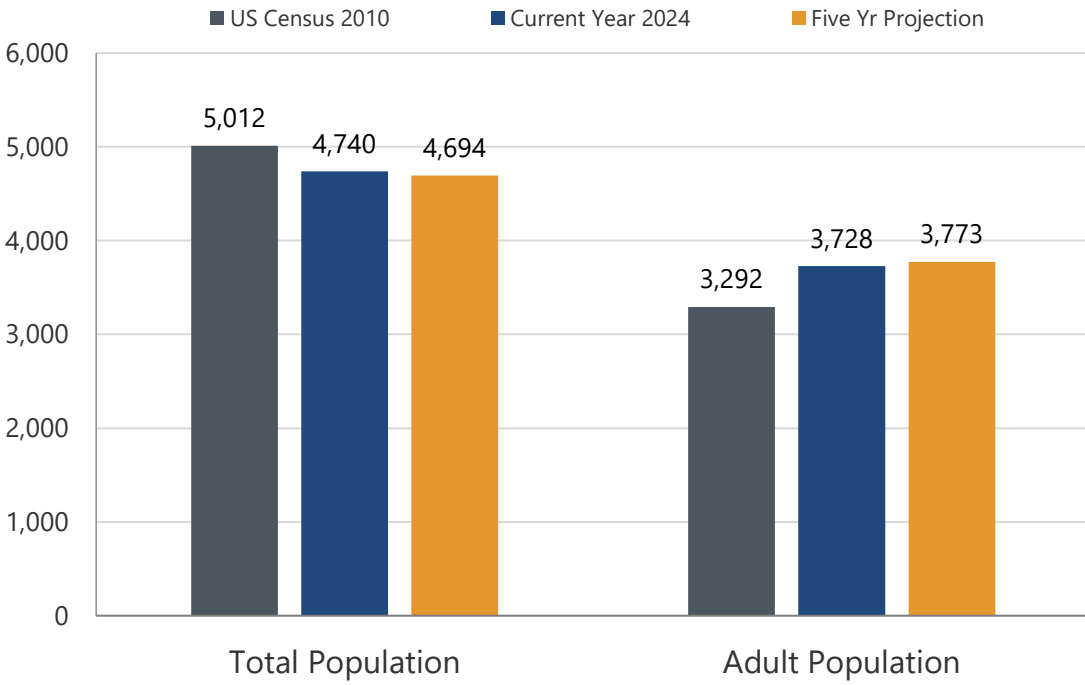
# 94 Northport Drive - Demographics

Trade Area: 1 Mile

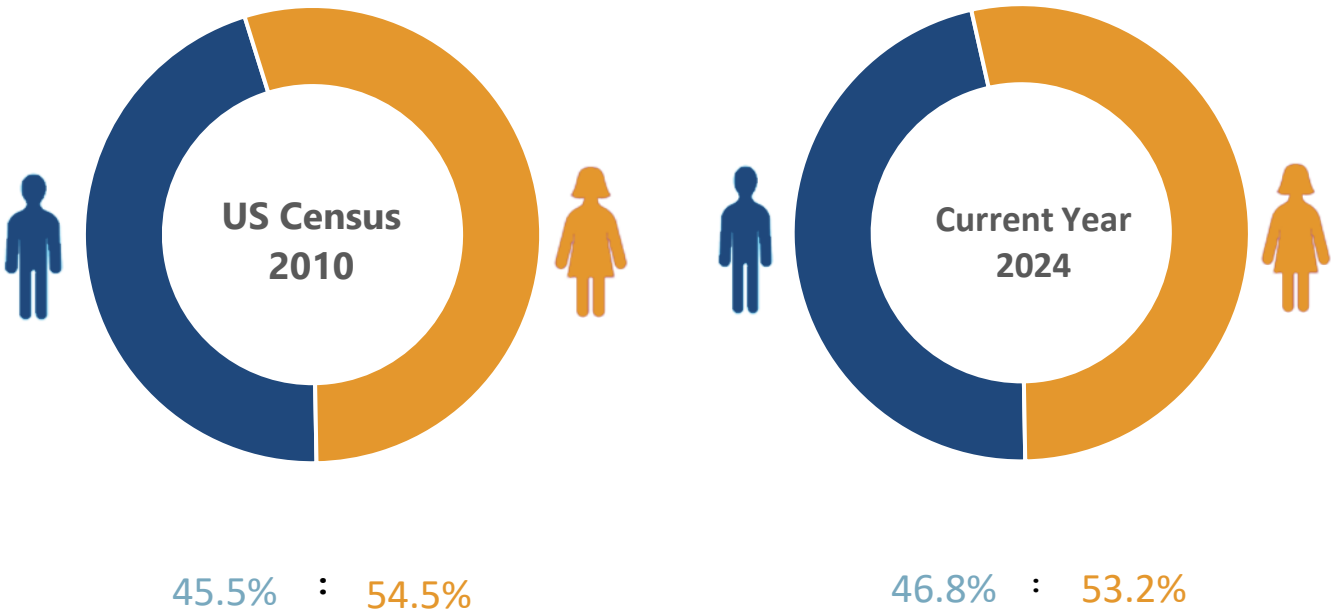


# Population Charts

## Population

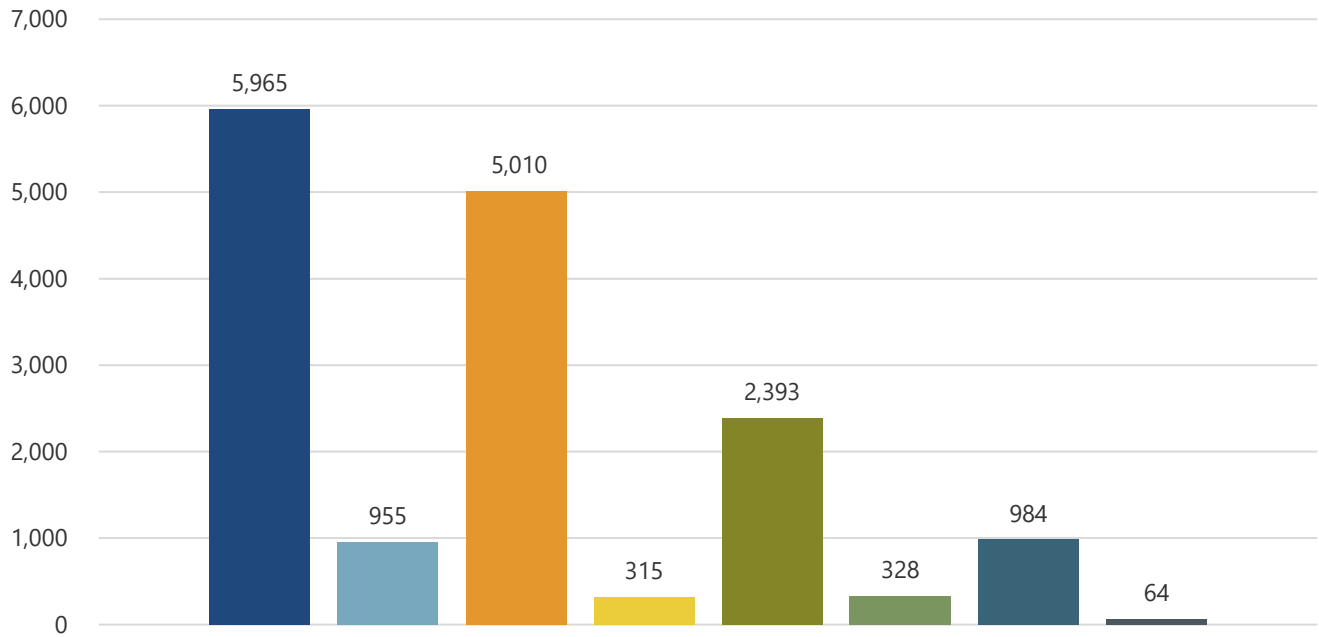


## Female/Male Ratio

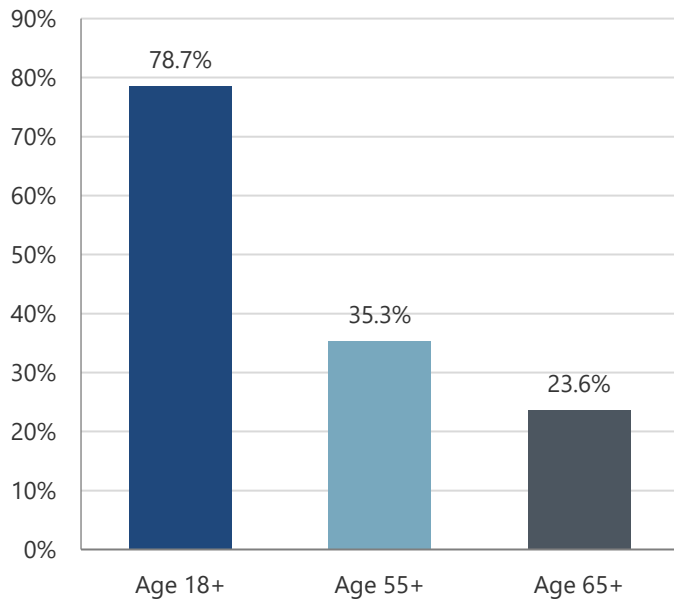


# Daytime Population

- Daytime Population
- Daytime Population, Over Age 16
- Civilian Population, Age 16+ at Workplace
- Retired/Disabled Population
- Population 16 and Under
- Work at Home
- Homemakers
- Unemployed



# Age



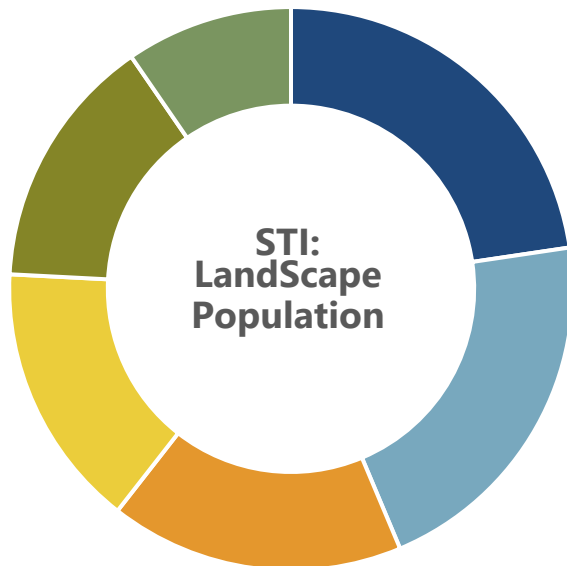
Median Age, Total

**41.8**

## Age Demographics

- 78.65% Age 18+
- 35.34% Age 55+
- 23.65% Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 19.0% Down But Not Out (F4)
- 17.7% Solo Acts (F3)
- 14.2% Pushing Through (M4)
- 12.8% Fall Years (D2)
- 12.3% Kindred Spirit (B3)
- 8.1% Gurus (E1)

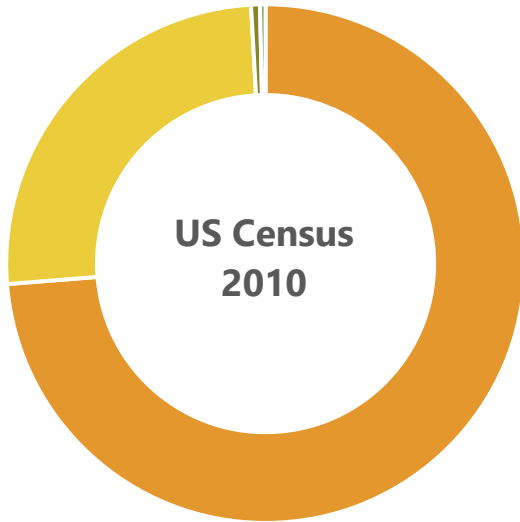
## Other top segments:

- 7.4% Gray Eminence (D1)
- 4.8% Wizards (E2)
- 3.1% Managing Business (C2)
- 0.0% Collegians (O7)
- 0.4% Regents (A6)
- 0.3% Golden Heritage (O1)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
<b>Down But Not Out (F4)</b>	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
<b>Solo Acts (F3)</b>	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
<b>Pushing Through (M4)</b>	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
<b>Fall Years (D2)</b>	\$47K	46.8	Urban	Married	White	Few/No Children	High School Grad	White/Blue Collar
<b>Kindred Spirit (B3)</b>	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
<b>Gurus (E1)</b>	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Gray Eminence (D1)	\$64K	47.4	Urban	Married	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
Managing Business (C2)	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar

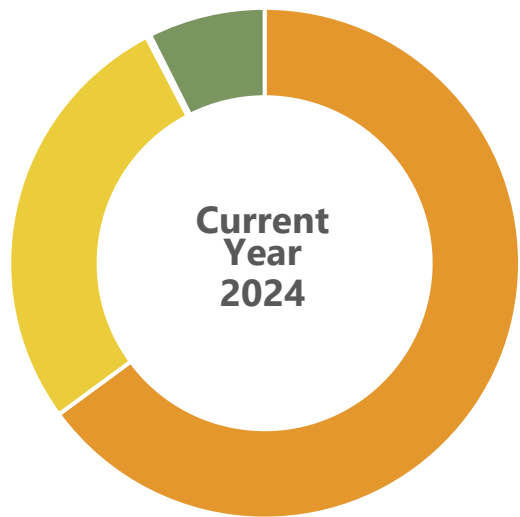
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



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

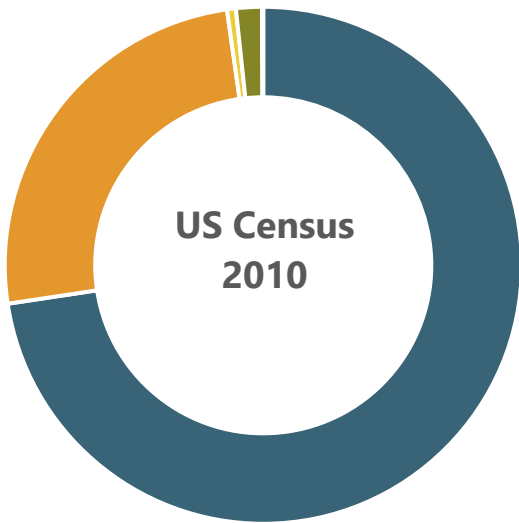
- 71.44% White
- 24.57% Black
- 0.54% Asian
- 0.33% Other



### Current Year (Not Hispanic/Latino)

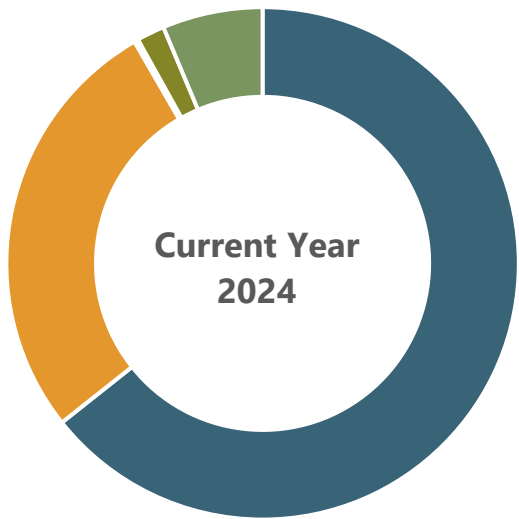
- 64.92% White
- 27.42% Black
- 0.26% Asian
- 7.40% Other

## Ethnicity (Hispanic/Latino)



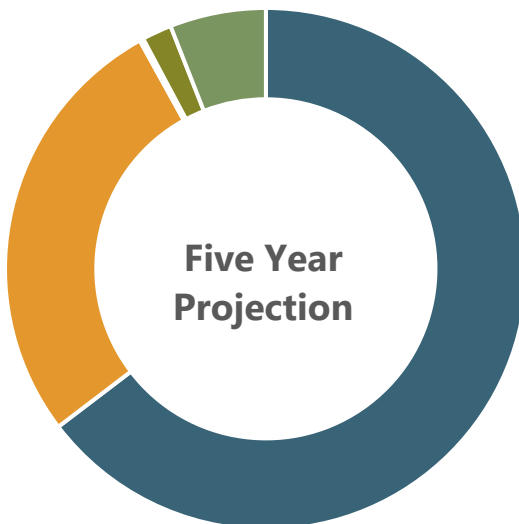
**2010 US Census (Hispanic/Latino)**

- 70.59% White
- 24.43% Black
- 0.54% Asian
- 1.57% Hispanic
- 0.08% Other



**Current Year (Hispanic/Latino)**

- 64.33% White
- 27.33% Black
- 0.25% Asian
- 1.76% Hispanic
- 6.33% Other



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

- 64.65% White
- 27.32% Black
- 0.24% Asian
- 1.84% Hispanic
- 5.96% Other

# Housing & Households

**3.0**

Land Area

**2,165**

Total Households



**1,245**

Owner-Occupied

**2,389**

Total Housing Units

**2,145**

Total Households

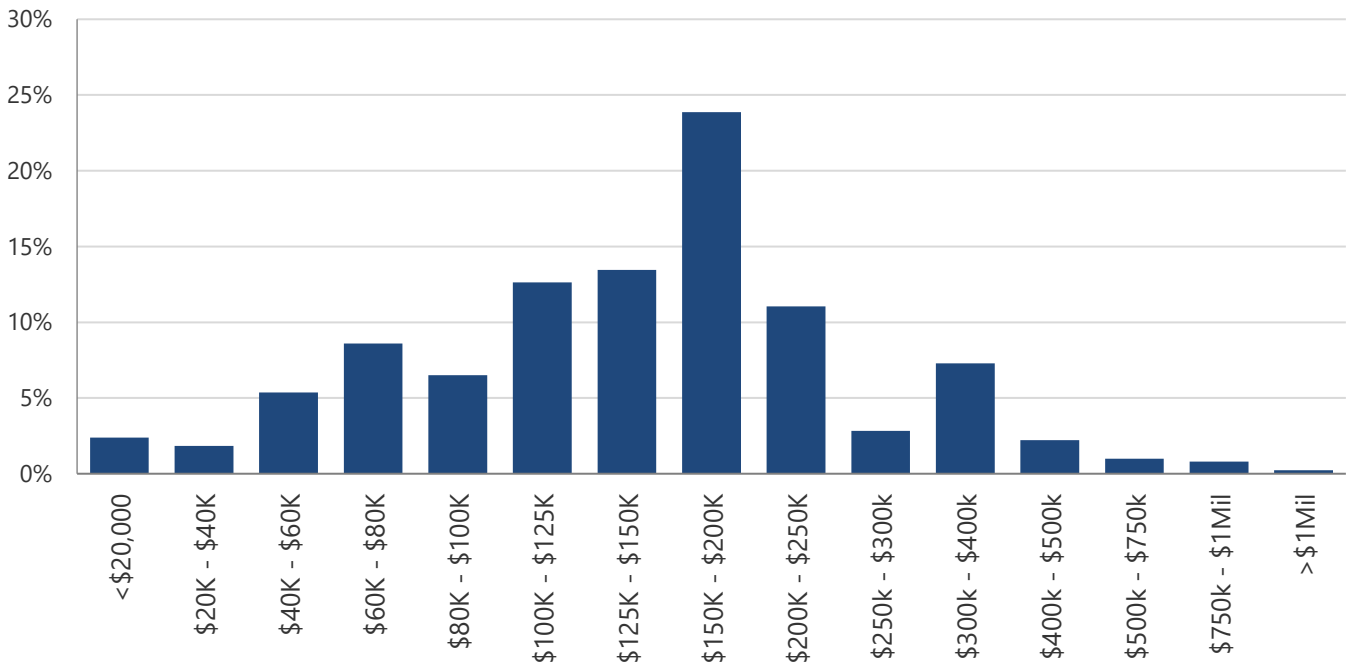
5 Year Projection



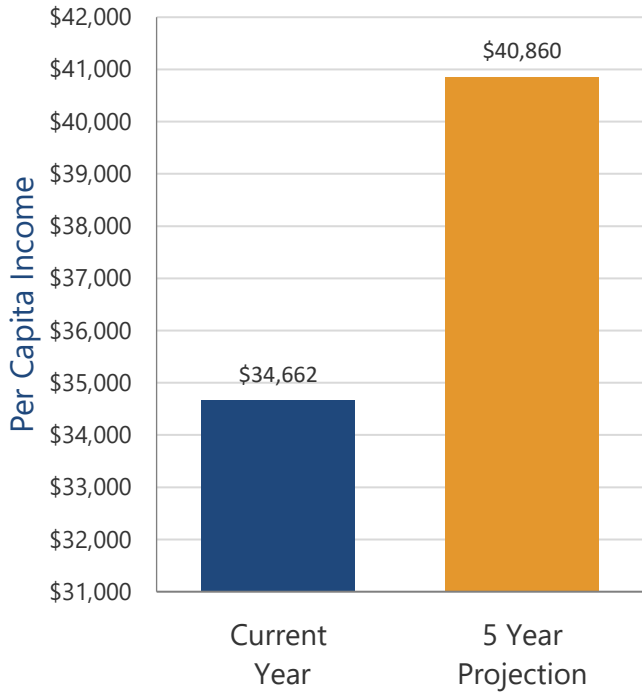
**920**

Renter-Occupied

## Housing Value (Current Year)



# Income



Average Household Income

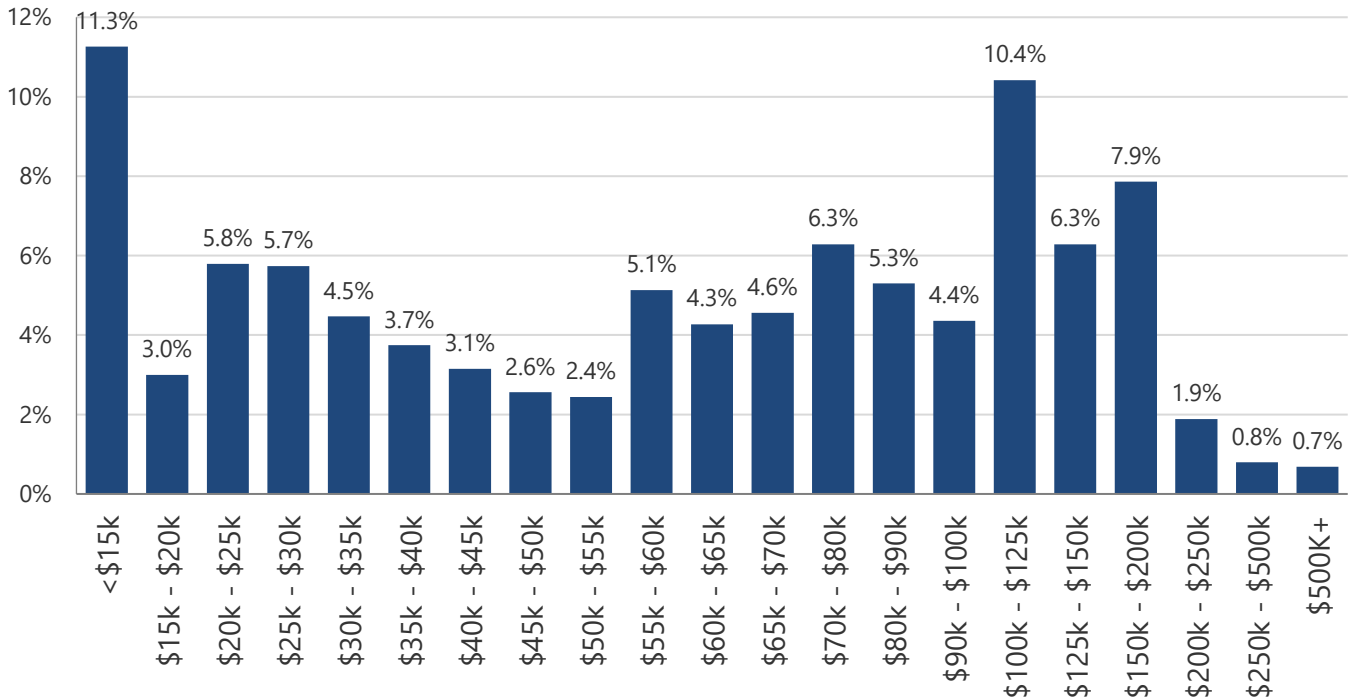
**\$75,891**

Median Household Income

**\$63,088**

Based on Total Population

# Households by Income (Current Year)



# Education (Current Year)

## Education



**3,088**

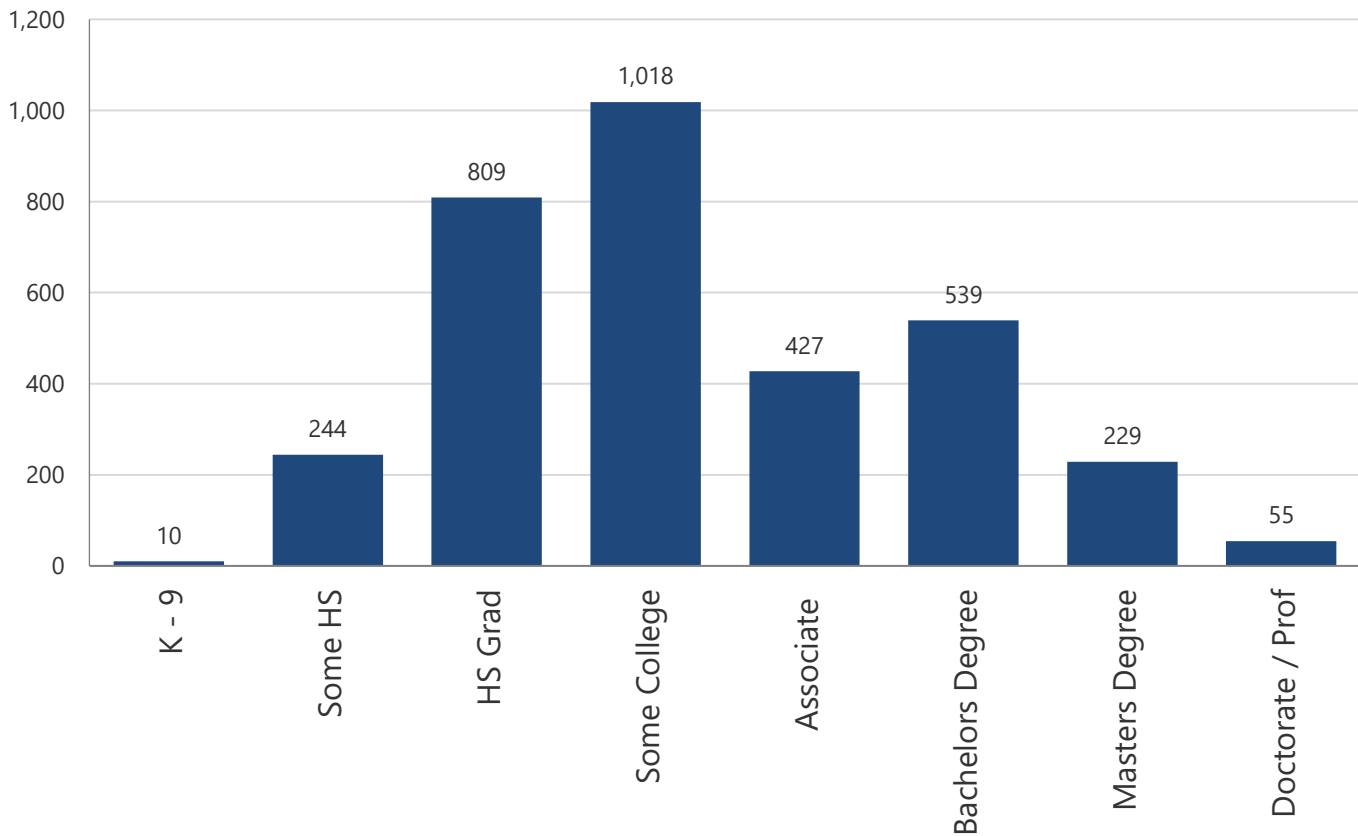
College undergraduate



**652**

Graduate or prof degree

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



# Employment and Occupation

## Employment and Occupation

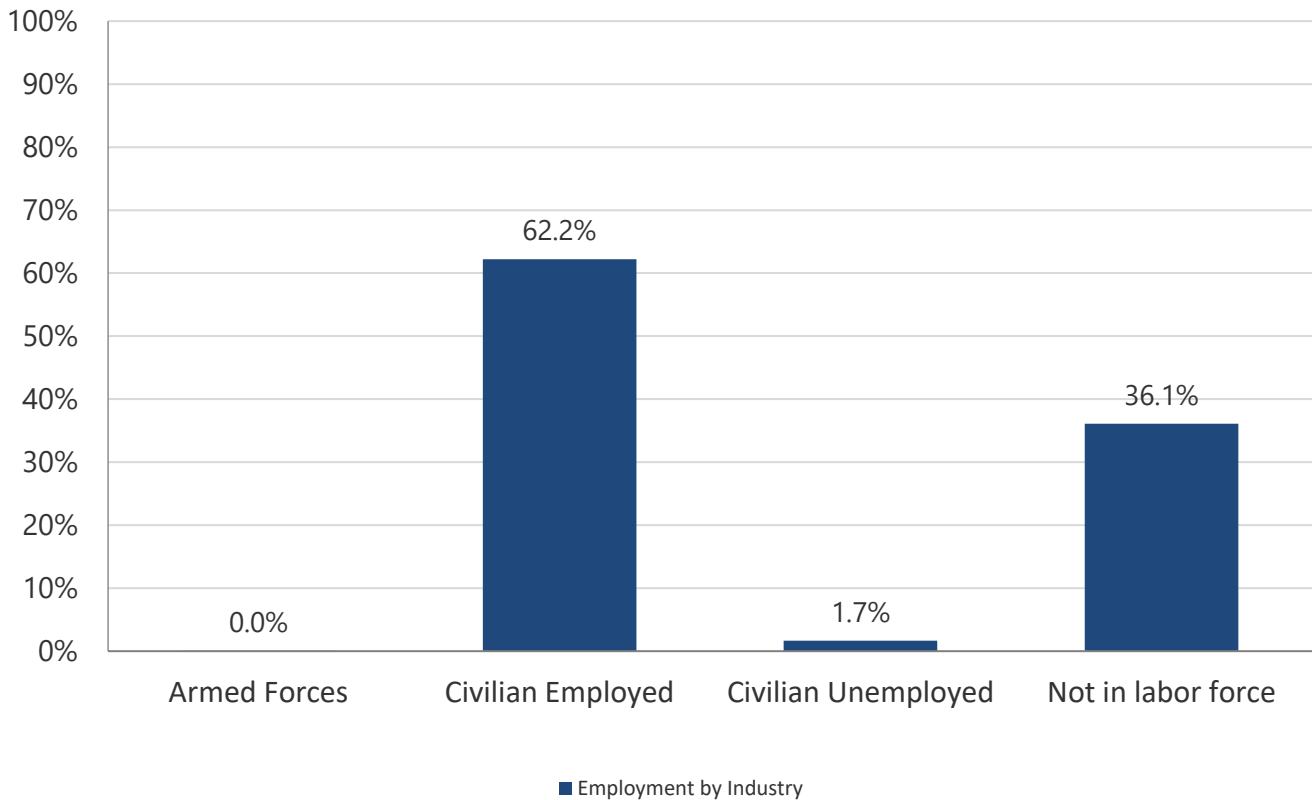
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**3,847**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**2,391**

Total Workers 16+



**2,233**

Car, Truck or Van



**1**

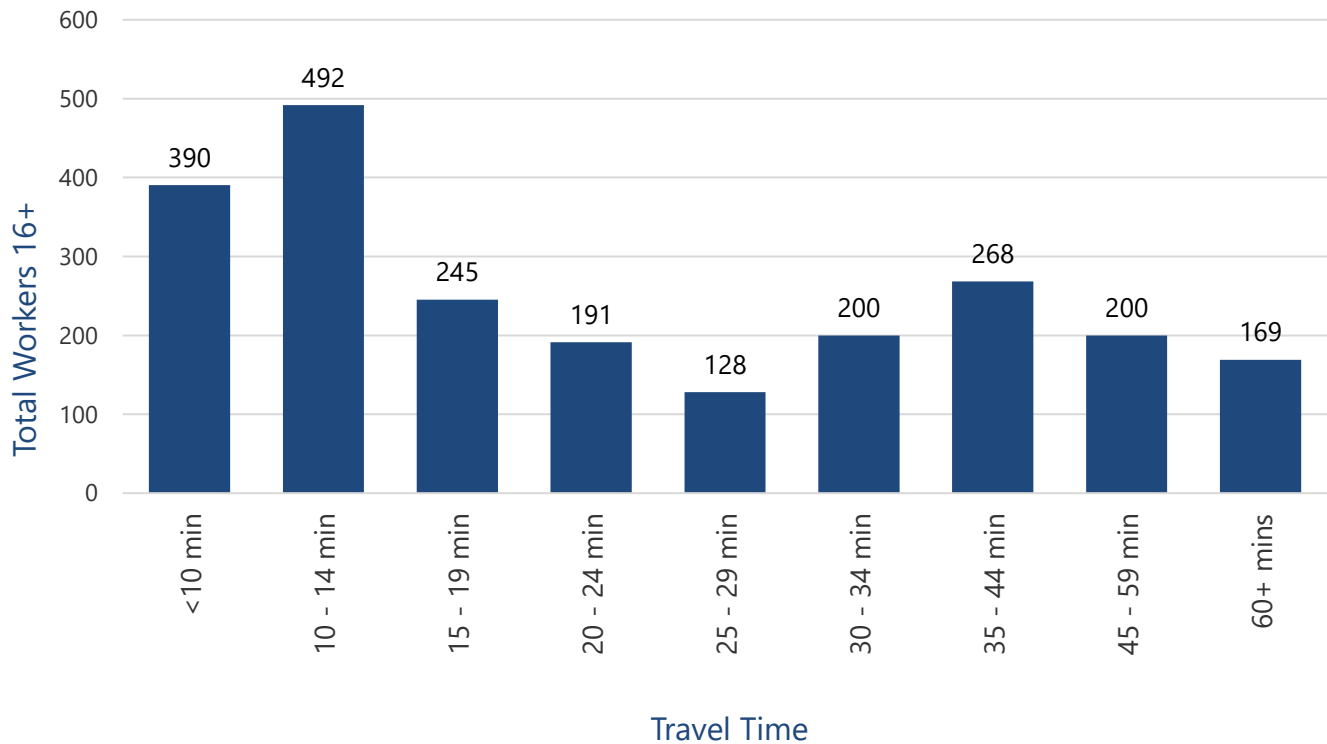
Public transport (not taxi)



**107**

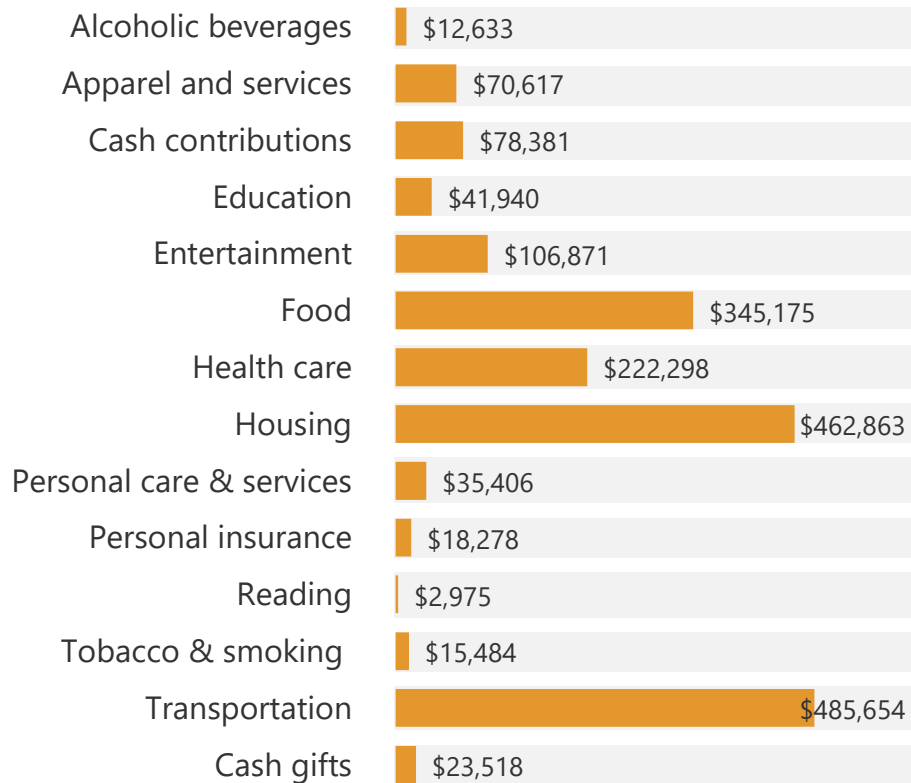
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

<b>0</b> Agriculture, Forestry, Fishing and Hunting	<b>6</b> Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>14</b> Professional, Scientific, and Technical Services
<b>1</b> Utilities	<b>1</b> Management of Companies and Enterprises
<b>6</b> Construction	<b>5</b> Administrative and Support Services
<b>3</b> Manufacturing	<b>3</b> Educational Services
<b>1</b> Wholesale Trade	<b>41</b> Health Care and Social Assistance
<b>26</b> Retail Trade	<b>4</b> Arts, Entertainment, and Recreation
<b>1</b> Transportation and Warehousing	<b>11</b> Accommodation and Food Services
<b>3</b> Information	<b>23</b> Other Services
<b>23</b> Finance and Insurance	<b>3</b> Public Administration

## Retail Sales Volume

Automotive Dealers	\$88,303,023
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$1,292,570
Furniture Stores	\$0
Home Furnishing Stores	\$2,259,970
Electronics and Appliance	\$530,866
Building Material, Supplies	\$18,757,963
Lawn and Garden Equipment	\$0
Grocery Stores	\$11,810,283
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$15,441,512
Gasoline Stations	\$3,979,237
Clothing Stores	\$5,781,861
Shoe Stores	\$1,574,085
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$3,674,583
Book, Periodical, and Music	\$0
Department Stores	\$8,617,666
Other General Merchandise	\$24,522,809
Florists and Misc. Store Retailers	\$195,460
Office Supplies, Stationary, Gift	\$2,241,801
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$2,935,764
Electronic Shopping and Mail Order	\$21,078,276
Direct Selling Establishments	\$1,280,380
Full-Service Restaurants	\$24,861,978
Limited-Service Eating Places	\$17,837,651
Special Food Services	\$4,060,458
Bar/Drinking Places (Alcoholic Beverages)	\$26,090

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

## **LandScape Segment Descriptions**

### **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 stresses. 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.

### **Solo Acts (F3)**

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

### **Pushing Through (M4)**

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to- low- 30- years- old), except for one predominant distinction - they are home to the "blue- collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

### **Fall Years (D2)**

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

### **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.

### **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 correlatively 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

### **Gray Eminence (D1)**

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable \$50,000s to \$60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

### **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.

## **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.

## **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales (nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

## **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.

## **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