

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

| | 1 Mile | | 3 Miles | | 5 Miles | |
|---|---------|-----|---------|-----|---------|-----|
| Population | | | | | | |
| 2024 Population | 32,080 | --- | 168,038 | --- | 264,030 | --- |
| 2029 Projected Population | 32,418 | --- | 168,820 | --- | 265,784 | --- |
| 2029 Projected Population (High Estimate) | 33,402 | --- | 171,302 | --- | 269,214 | --- |
| 2029 Projected Population (Low Estimate) | 31,782 | --- | 164,165 | --- | 259,666 | --- |
| % Projected Annual Change (2024 - 2029) | 0.2% | --- | 0.1% | --- | 0.1% | --- |
| % Projected Annual Change (High Estimate) | 0.8% | --- | 0.4% | --- | 0.4% | --- |
| % Projected Annual Change (Low Estimate) | -0.2% | --- | -0.5% | --- | -0.3% | --- |
| 2000 Census Population | 29,568 | --- | 153,967 | --- | 247,695 | --- |
| 2010 Census Population | 31,630 | --- | 168,492 | --- | 263,913 | --- |
| % Annual Change (2010 - 2024) | 0.1% | --- | 0.0% | --- | 0.0% | --- |
| Population Density | 10,954 | | 6,733 | | 4,009 | |
| Land Area (Square Miles) | 2.93 | | 24.96 | | 65.85 | |
| Households | | | | | | |
| 2024 Households | 13,266 | --- | 65,013 | --- | 104,375 | --- |
| 2029 Projected Households | 13,453 | --- | 65,345 | --- | 105,107 | --- |
| % Projected Annual Change (2024 - 2029) | 0.3% | --- | 0.1% | --- | 0.1% | --- |
| 2000 Households | 11,227 | --- | 59,788 | --- | 97,178 | --- |
| 2010 Households | 13,012 | --- | 65,128 | --- | 104,237 | --- |
| % Annual Change (2010 - 2024) | 1.1% | --- | 0.6% | --- | 0.5% | --- |
| Growth Stability Indicator (-1 to +1) | -0.0241 | --- | -0.0455 | --- | -0.0150 | --- |
| Daytime Population | | | | | | |
| Daytime Population | 126,133 | --- | 271,812 | --- | 347,941 | --- |
| Children at Home | 1,566 | --- | 7,625 | --- | 11,419 | --- |
| Students | 28,076 | --- | 77,649 | --- | 95,092 | --- |
| Work at Home | 2,449 | --- | 8,166 | --- | 12,990 | --- |
| Homemakers | 8,129 | --- | 26,546 | --- | 32,728 | --- |
| Retired/Disabled Population | 2,559 | --- | 20,894 | --- | 39,008 | --- |
| Unemployed | 738 | --- | 4,515 | --- | 6,647 | --- |

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| | 1 Mile | | 3 Miles | | 5 Miles | |
|--------------------------------|--------|--------------|---------|--------------|---------|--------------|
| Total Population by Age | | | | | | |
| Average Age (2024) | 32.9 | | 36.8 | | 39.1 | |
| Children (2024) | | | | | | |
| 0 - 4 Years | 2,083 | 6.5% | 10,141 | 6.0% | 15,189 | 5.8% |
| 5 - 9 Years | 1,023 | 3.2% | 8,790 | 5.2% | 13,582 | 5.1% |
| 10 - 13 Years | 824 | 2.6% | 7,484.3 | 4.5% | 11,527 | 4.4% |
| 14 - 17 Years | 2,127 | 6.6% | 10,770 | 6.4% | 15,102 | 5.7% |
| Adults (2024) | | | | | | |
| 18 - 21 Years | 3,731 | 11.6% | 12,817 | 7.6% | 17,203 | 6.5% |
| 22 - 24 Years | 3,662 | 11.4% | 10,319 | 6.1% | 13,578 | 5.1% |
| 25 - 34 Years | 6,936 | 21.6% | 27,216 | 16.2% | 38,921 | 14.7% |
| 35 - 44 Years | 4,599 | 14.3% | 23,543 | 14.0% | 36,091 | 13.7% |
| 45 - 54 Years | 2,223 | 6.9% | 17,501 | 10.4% | 29,163 | 11.0% |
| 55 - 64 Years | 2,074 | 6.5% | 16,809 | 10.0% | 30,337 | 11.5% |
| 65 - 74 Years | 1,602 | 5.0% | 13,152 | 7.8% | 24,829 | 9.4% |
| 75 - 84 Years | 842 | 2.6% | 6,976 | 4.2% | 13,429 | 5.1% |
| 85+ Years | 355 | 1.1% | 2,519 | 1.5% | 5,079 | 1.9% |
| Age, Female (2024) | | | | | | |
| 0 - 4 Years | 1,011 | 3.2% | 4,957 | 2.9% | 7,413 | 2.8% |
| 5 - 9 Years | 515 | 1.6% | 4,396 | 2.6% | 6,765 | 2.6% |
| 10 - 13 Years | 393 | 1.2% | 3,665 | 2.2% | 5,652 | 2.1% |
| 14 - 17 Years | 1,086 | 3.4% | 5,488 | 3.3% | 7,611 | 2.9% |
| 18 - 21 Years | 1,923 | 6.0% | 6,541 | 3.9% | 8,696 | 3.3% |
| 22 - 24 Years | 1,897 | 5.9% | 5,242 | 3.1% | 6,852 | 2.6% |
| 25 - 34 Years | 3,490 | 10.9% | 13,826 | 8.2% | 19,822 | 7.5% |
| 35 - 44 Years | 2,217 | 6.9% | 12,264 | 7.3% | 18,863 | 7.1% |
| 45 - 54 Years | 1,044 | 3.3% | 9,196 | 5.5% | 15,410 | 5.8% |
| 55 - 64 Years | 993 | 3.1% | 8,765 | 5.2% | 15,948 | 6.0% |
| 65 - 74 Years | 861 | 2.7% | 7,207 | 4.3% | 13,696 | 5.2% |
| 75 - 84 Years | 490 | 1.5% | 4,100 | 2.4% | 7,879 | 3.0% |
| 85+ Years | 227 | 0.7% | 1,718 | 1.0% | 3,405 | 1.3% |
| % of Population, Female | | 50.3% | | 52.0% | | 52.3% |
| Average Age, Female | 33.1 | --- | 37.7 | --- | 40.2 | --- |

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| | 1 Mile | | 3 Miles | | 5 Miles | |
|---------------------------------|----------|--------------|----------|--------------|----------|--------------|
| 0 - 4 Years | 1,072 | 3.3% | 5,184 | 3.1% | 7,776 | 2.9% |
| 5 - 9 Years | 508 | 1.6% | 4,394 | 2.6% | 6,817 | 2.6% |
| 10 - 13 Years | 431 | 1.3% | 3,820 | 2.3% | 5,874 | 2.2% |
| 14 - 17 Years | 1,041 | 3.2% | 5,282 | 3.1% | 7,491 | 2.8% |
| 18 - 21 Years | 1,808 | 5.6% | 6,276 | 3.7% | 8,508 | 3.2% |
| 22 - 24 Years | 1,766 | 5.5% | 5,078 | 3.0% | 6,725 | 2.5% |
| 25 - 34 Years | 3,446 | 10.7% | 13,390 | 8.0% | 19,099 | 7.2% |
| 35 - 44 Years | 2,382 | 7.4% | 11,278 | 6.7% | 17,228 | 6.5% |
| 45 - 54 Years | 1,179 | 3.7% | 8,305 | 4.9% | 13,753 | 5.2% |
| 55 - 64 Years | 1,081 | 3.4% | 8,044 | 4.8% | 14,389 | 5.4% |
| 65 - 74 Years | 741 | 2.3% | 5,946 | 3.5% | 11,133 | 4.2% |
| 75 - 84 Years | 352 | 1.1% | 2,876 | 1.7% | 5,550 | 2.1% |
| 85+ Years | 127 | 0.4% | 801 | 0.5% | 1,675 | 0.6% |
| % of Population, Male | | 49.7% | | 48.0% | | 47.7% |
| Average Age, Male | 32.6 | --- | 35.7 | --- | 37.8 | --- |
| Income (2024) | | | | | | |
| Per Capita Income | \$35,520 | --- | \$33,829 | --- | \$38,296 | --- |
| Average Household Income | \$85,893 | --- | \$87,438 | --- | \$96,874 | --- |
| Median Household Income | \$61,915 | --- | \$64,741 | --- | \$75,833 | --- |
| Less than \$15,000 | 2,183 | 16.5% | 8,674 | 13.3% | 11,108 | 10.6% |
| \$15,000 - \$19,999 | 750 | 5.7% | 3,151 | 4.8% | 4,239 | 4.1% |
| \$20,000 - \$24,999 | 593 | 4.5% | 3,060 | 4.7% | 4,226 | 4.0% |
| \$25,000 - \$29,999 | 493 | 3.7% | 2,733 | 4.2% | 3,935 | 3.8% |
| \$30,000 - \$34,999 | 430 | 3.2% | 2,881 | 4.4% | 4,301 | 4.1% |
| \$35,000 - \$39,999 | 558 | 4.2% | 2,948 | 4.5% | 4,098 | 3.9% |
| \$40,000 - \$44,999 | 548 | 4.1% | 2,364 | 3.6% | 3,488 | 3.3% |
| \$45,000 - \$49,999 | 616 | 4.6% | 2,483 | 3.8% | 3,516 | 3.4% |
| \$50,000 - \$54,999 | 416 | 3.1% | 2,210 | 3.4% | 3,234 | 3.1% |
| \$55,000 - \$59,999 | 435 | 3.3% | 2,246 | 3.5% | 3,326 | 3.2% |
| \$60,000 - \$64,999 | 412 | 3.1% | 2,251 | 3.5% | 3,561 | 3.4% |
| \$65,000 - \$69,999 | 384 | 2.9% | 2,094 | 3.2% | 3,424 | 3.3% |
| \$70,000 - \$79,999 | 616 | 4.6% | 3,363 | 5.2% | 5,704 | 5.5% |

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| | 1 Mile | | 3 Miles | | 5 Miles | |
|--|----------|-------|----------|-------|-----------|-------|
| \$80,000 - \$89,999 | 617 | 4.6% | 3,119 | 4.8% | 5,343 | 5.1% |
| \$90,000 - \$99,999 | 543 | 4.1% | 2,661 | 4.1% | 4,520 | 4.3% |
| \$100,000 - \$125,000 | 828 | 6.2% | 5,478 | 8.4% | 9,645 | 9.2% |
| \$125,000 - \$149,999 | 715 | 5.4% | 3,596 | 5.5% | 7,085 | 6.8% |
| \$150,000 - \$199,999 | 909 | 6.9% | 4,778 | 7.3% | 10,039 | 9.6% |
| \$200,000 - \$249,999 | 682 | 5.1% | 2,758 | 4.2% | 5,367 | 5.1% |
| \$250,000 - \$499,999 | 290 | 2.2% | 1,171 | 1.8% | 2,285 | 2.2% |
| \$500,000+ | 248 | 1.9% | 993 | 1.5% | 1,930 | 1.8% |
| Income (2029 Projected) | | | | | | |
| Per Capita Income | \$38,966 | --- | \$36,880 | --- | \$41,799 | --- |
| Average Household Income | \$93,894 | --- | \$95,280 | --- | \$105,696 | --- |
| Median Household Income | \$68,080 | --- | \$70,661 | --- | \$82,721 | --- |
| Education (2024) | | | | | | |
| Less than 9th Grade | 797 | 4.3% | 6,970 | 6.5% | 9,410 | 5.3% |
| Some High School | 1,142 | 6.1% | 7,953 | 7.4% | 10,937 | 6.1% |
| High School Grad | 4,157 | 22.3% | 33,859 | 31.4% | 56,436 | 31.7% |
| Some College | 1,677 | 9.0% | 15,476 | 14.4% | 27,204 | 15.3% |
| Associate Degree | 532 | 2.9% | 5,574 | 5.2% | 10,410 | 5.9% |
| Bachelors Degree | 4,246 | 22.8% | 17,636 | 16.4% | 30,641 | 17.2% |
| Masters Degree | 3,081 | 16.5% | 12,144 | 11.3% | 20,847 | 11.7% |
| Doctorate or Professional Degree | 2,998 | 16.1% | 8,103 | 7.5% | 11,963 | 6.7% |
| Population by Race/Ethnicity (2024) | | | | | | |
| Race Excluding Hispanic Ethnic Group | | | | | | |
| White | 14,655 | 45.7% | 65,534 | 39.0% | 125,373 | 47.5% |
| Black | 6,946 | 21.7% | 49,867 | 29.7% | 66,609 | 25.2% |
| Asian | 4,427 | 13.8% | 9,779 | 5.8% | 14,452 | 5.5% |
| Other | 6,051 | 18.9% | 42,858 | 25.5% | 57,597 | 21.8% |
| Race Including Hispanic Ethnic Group | | | | | | |
| White, Non-Hispanic | 12,667 | 39.5% | 53,804 | 32.0% | 109,669 | 41.5% |
| Hispanic | 7,079 | 22.1% | 50,424 | 30.0% | 67,013 | 25.4% |
| Black, Non-Hispanic | 6,411 | 20.0% | 46,815 | 27.9% | 62,510 | 23.7% |
| Asian, Non-Hispanic | 4,393 | 13.7% | 9,615 | 5.7% | 14,210 | 5.4% |
| Other, Non-Hispanic | 1,530 | 4.8% | 7,380 | 4.4% | 10,628 | 4.0% |

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|--|--------|-------|---------|-------|---------|-------|
| Population by Race/Ethnicity (2029 Projected) | | | | | | |
| Race Including Hispanic Ethnic Group | | | | | | |
| White, Non-Hispanic | 12,781 | 39.8% | 53,984 | 32.1% | 110,643 | 41.9% |
| Hispanic | 7,201 | 22.4% | 50,936 | 30.3% | 67,661 | 25.6% |
| Black, Non-Hispanic | 6,472 | 20.2% | 46,963 | 27.9% | 62,665 | 23.7% |
| Asian, Non-Hispanic | 4,435 | 13.8% | 9,631 | 5.7% | 14,283 | 5.4% |
| Other, Non-Hispanic | 1,529 | 4.8% | 7,307 | 4.3% | 10,532 | 4.0% |
| Language at Home (2024) | | | | | | |
| Spanish | 5,720 | 19.1% | 35,922 | 22.8% | 46,461 | 18.7% |
| Asian/Pacific Language | 1,857 | 6.2% | 4,539 | 2.9% | 6,645 | 2.7% |
| European/Indo-European | 1,968 | 6.6% | 7,240 | 4.6% | 11,557 | 4.6% |
| Arabic | 415 | 1.4% | 1,508 | 1.0% | 2,874 | 1.2% |
| Other Non-English | 308 | 1.0% | 2,355 | 1.5% | 3,810 | 1.5% |
| Family Structure (2024) | | | | | | |
| Male Householder, No Children | 272 | 4.2% | 2,240 | 5.5% | 3,389 | 5.0% |
| Female Householder, No Children | 506 | 7.8% | 5,486 | 13.4% | 8,813 | 12.9% |
| Single Parent - Male | 121 | 1.9% | 1,343 | 3.3% | 1,918 | 2.8% |
| Single Parent - Female | 1,056 | 16.2% | 7,652 | 18.7% | 10,276 | 15.1% |
| Married w/ Children | 894 | 13.7% | 7,352 | 18.0% | 13,900 | 20.4% |
| Married w/out Children | 1,506 | 23.1% | 9,975 | 24.4% | 20,763 | 30.4% |
| Non-family Households | 2,160 | 33.2% | 6,901 | 16.9% | 9,190 | 13.5% |
| Household Size (2024) | | | | | | |
| 1 Person | 6,751 | 50.9% | 24,064 | 37.0% | 36,126 | 34.6% |
| 2 Persons | 3,554 | 26.8% | 17,985 | 27.7% | 30,442 | 29.2% |
| 3 Persons | 1,488 | 11.2% | 10,045 | 15.5% | 16,462 | 15.8% |
| 4 Persons | 796 | 6.0% | 7,042 | 10.8% | 12,063 | 11.6% |
| 5 Persons | 416 | 3.1% | 3,547 | 5.5% | 5,753 | 5.5% |
| 6 Persons | 162 | 1.2% | 1,439 | 2.2% | 2,229 | 2.1% |
| 7+ Persons | 99 | 0.7% | 891 | 1.4% | 1,300 | 1.2% |

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| | 1 Mile | | 3 Miles | | 5 Miles | |
|------------------------------------|-----------|-------|-----------|-------|-----------|-------|
| Housing (2024) | | | | | | |
| Owner-Occupied | 2,839 | 19.1% | 22,724 | 32.0% | 48,368 | 42.9% |
| Renter-Occupied | 10,427 | 70.0% | 42,289 | 59.6% | 56,007 | 49.6% |
| Vacant | 1,629 | 10.9% | 5,913 | 8.3% | 8,441 | 7.5% |
| Components of Change (2024) | | | | | | |
| Births | 467 | 1.5% | 2,022 | 1.2% | 2,964 | 1.1% |
| Deaths | 133 | 0.4% | 980 | 0.6% | 1,843 | 0.7% |
| Migration | -288 | -0.9% | -2,324 | -1.4% | -2,263 | -0.9% |
| Other Population (2024) | | | | | | |
| Seasonal Population | 43 | --- | 148 | --- | 320 | --- |
| Transient Population | 968 | --- | 1,302 | --- | 1,608 | --- |
| Group Quarters Population | 6,755 | --- | 14,229 | --- | 15,198 | --- |
| Institutionalized | 348 | --- | 1,665 | --- | 2,304 | --- |
| College | 5,930 | --- | 11,659 | --- | 11,764 | --- |
| Military | 0 | --- | 0 | --- | 0 | --- |
| Other | 477 | --- | 904 | --- | 1,130 | --- |
| Home Value (2024) | | | | | | |
| Median Home Value | \$418,216 | --- | \$396,517 | --- | \$392,979 | --- |
| Average Home Value | \$372,927 | --- | \$358,942 | --- | \$358,604 | --- |
| Under \$20,000 | 37 | 1.3% | 302 | 1.3% | 556 | 1.1% |
| \$20,000 to \$40,000 | 30 | 1.0% | 147 | 0.6% | 446 | 0.9% |
| \$40,000 to \$60,000 | 25 | 0.9% | 118 | 0.5% | 264 | 0.5% |
| \$60,000 to \$80,000 | 23 | 0.8% | 147 | 0.6% | 302 | 0.6% |
| \$80,000 to \$100,000 | 31 | 1.1% | 135 | 0.6% | 174 | 0.4% |
| \$100,000 to \$125,000 | 103 | 3.6% | 506 | 2.2% | 801 | 1.7% |
| \$125,000 to \$150,000 | 83 | 2.9% | 889 | 3.9% | 1,298 | 2.7% |
| \$150,000 to \$200,000 | 217 | 7.7% | 1,621 | 7.1% | 2,721 | 5.6% |
| \$200,000 to \$250,000 | 301 | 10.6% | 2,564 | 11.3% | 5,052 | 10.4% |
| \$250,000 to \$300,000 | 372 | 13.1% | 3,597 | 15.8% | 6,940 | 14.3% |
| \$300,000 to \$400,000 | 548 | 19.3% | 5,612 | 24.7% | 12,838 | 26.5% |
| \$400,000 to \$500,000 | 257 | 9.0% | 2,711 | 11.9% | 7,119 | 14.7% |
| \$500,000 to \$750,000 | 413 | 14.5% | 2,491 | 11.0% | 6,658 | 13.8% |
| \$750,000 to \$1,000,000 | 202 | 7.1% | 905 | 4.0% | 1,641 | 3.4% |
| \$1,000,000 or more | 178 | 6.3% | 718 | 3.2% | 1,181 | 2.4% |

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| | 1 Mile | | 3 Miles | | 5 Miles | |
|--|-------------|-------|--------------|-------|--------------|-------|
| Vehicles Per Household (2024) | | | | | | |
| No Vehicle | 4,892 | 36.9% | 15,392 | 23.7% | 18,615 | 17.8% |
| 1 Vehicle | 6,195 | 46.7% | 28,616 | 44.0% | 42,969 | 41.2% |
| 2 Vehicles | 1,709 | 12.9% | 15,659 | 24.1% | 30,628 | 29.3% |
| 3 Vehicles | 365 | 2.8% | 4,068 | 6.3% | 8,641 | 8.3% |
| 4 Vehicles | 53 | 0.4% | 887 | 1.4% | 2,638 | 2.5% |
| 5 or more Vehicles | 51 | 0.4% | 391 | 0.6% | 884 | 0.8% |
| Economic Indicators (2024) | | | | | | |
| Gross Domestic Product (GDP) - in 1,000s | \$2,890,774 | --- | \$10,504,603 | --- | \$17,623,488 | --- |
| Economic Viability | 230 | --- | 246 | --- | 249 | --- |
| Economic Viability, Indexed | 85 | --- | 91 | --- | 92 | --- |
| Average Salary | \$60,800 | --- | \$53,123 | --- | \$54,712 | --- |
| Average Mortgage-Risk | 2.40 | --- | 3.00 | --- | 3.01 | --- |
| Businesses (2024) | | | | | | |
| Establishments | 3,481 | --- | 6,434 | --- | 8,857 | --- |
| Employees (FTEs) | 82,615 | --- | 126,418 | --- | 150,057 | --- |
| Employment, Pop 16+ (2024) | | | | | | |
| Armed Forces | 21 | 0.1% | 80 | 0.1% | 124 | 0.1% |
| Civilian | 16,430 | 60.1% | 87,586 | 64.2% | 141,268 | 65.3% |
| Employed | 15,692 | 57.4% | 83,072 | 60.9% | 134,621 | 62.2% |
| Unemployed | 738 | 2.7% | 4,515 | 3.3% | 6,647 | 3.1% |
| Not in Labor Force | 10,920 | 39.9% | 48,796 | 35.8% | 75,052 | 34.7% |
| Unemployment Rate (2024) | | | | | | |
| | | 4.5% | | 5.2% | | 4.8% |
| Employment by Industry (2024) | | | | | | |
| Agriculture, Mining and Construction | 553 | 3.5% | 4,706 | 5.7% | 8,018 | 6.0% |
| Manufacturing | 1,215 | 7.7% | 7,306 | 8.8% | 12,233 | 9.1% |
| Transportation | 563 | 3.6% | 3,936 | 4.7% | 6,619 | 4.9% |
| Information | 501 | 3.2% | 1,429 | 1.7% | 2,047 | 1.5% |

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|--|--------|-------|---------|-------|---------|-------|
| Wholesale-Retail | 1,443 | 9.2% | 9,266 | 11.2% | 16,025 | 11.9% |
| Finance, Insurance, and Real Estate | 603 | 3.8% | 3,368 | 4.1% | 6,851 | 5.1% |
| Professional Services | 879 | 5.6% | 4,336 | 5.2% | 7,473 | 5.6% |
| Management Services | 18 | 0.1% | 41 | 0.0% | 136 | 0.1% |
| Administration and Waste Services | 355 | 2.3% | 3,236 | 3.9% | 4,750 | 3.5% |
| Educational Services | 7,415 | 47.3% | 30,645 | 36.9% | 46,955 | 34.9% |
| Entertainment Services | 1,356 | 8.6% | 8,956 | 10.8% | 13,165 | 9.8% |
| Other Professional Services | 469 | 3.0% | 3,611 | 4.3% | 5,973 | 4.4% |
| Public Administration | 321 | 2.0% | 2,237 | 2.7% | 4,376 | 3.3% |
| Employment by Occupation (2024) | --- | --- | --- | --- | --- | --- |
| White Collar | | | | | | |
| Managerial and Executive | 1,980 | 12.6% | 9,520 | 11.5% | 17,480 | 13.0% |
| Professional Specialty | 6,790 | 43.3% | 22,891 | 27.6% | 36,500 | 27.1% |
| Healthcare and Support | 244 | 1.6% | 4,908 | 5.9% | 7,084 | 5.3% |
| Sales | 1,157 | 7.4% | 6,425 | 7.7% | 10,999 | 8.2% |
| Office and Administration | 1,624 | 10.4% | 8,279 | 10.0% | 14,254 | 10.6% |
| Blue Collar | | | | | | |
| Protective Services | 230 | 1.5% | 1,614 | 1.9% | 2,717 | 2.0% |
| Food Preparation and Serving | 851 | 5.4% | 6,049 | 7.3% | 8,841 | 6.6% |
| Building Maintenance and Cleaning | 491 | 3.1% | 3,646 | 4.4% | 5,155 | 3.8% |
| Personal Care Services | 578 | 3.7% | 3,071 | 3.7% | 4,813 | 3.6% |
| Farming, Fishing & Forestry | 46 | 0.3% | 89 | 0.1% | 102 | 0.1% |
| Construction | 423 | 2.7% | 5,955 | 7.2% | 10,292 | 7.6% |
| Production & Transportation | 1,279 | 8.2% | 10,623 | 12.8% | 16,384 | 12.2% |
| School Enrollment (2024) | | | | | | |
| Nursery School/Pre-school | 383 | 1.2% | 2,512 | 1.5% | 3,883 | 1.5% |
| Kindergarten/Elementary School | 2,090 | 6.5% | 18,887 | 11.2% | 28,270 | 10.7% |
| High School | 934 | 2.9% | 8,890 | 5.3% | 14,379 | 5.4% |
| College/Graduate/Professional School | 11,392 | 35.5% | 26,931 | 16.0% | 33,389 | 12.6% |
| Not Enrolled | 17,281 | 53.9% | 110,817 | 65.9% | 184,109 | 69.7% |

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

| | 1 Mile | | 3 Miles | | 5 Miles | |
|--|--------|-------|---------|-------|---------|-------|
| Travel Time to Work | | | | | | |
| Less than 10 minutes | 2,373 | 18.6% | 9,626 | 13.2% | 14,198 | 11.9% |
| 10 to 14 minutes | 3,074 | 24.1% | 13,437 | 18.5% | 21,049 | 17.6% |
| 15 to 19 minutes | 2,669 | 20.9% | 15,062 | 20.7% | 24,042 | 20.1% |
| 20 to 24 minutes | 1,600 | 12.5% | 11,578 | 15.9% | 20,647 | 17.3% |
| 25 to 29 minutes | 459 | 3.6% | 3,622 | 5.0% | 6,801 | 5.7% |
| 30 to 34 minutes | 1,101 | 8.6% | 7,468 | 10.3% | 12,793 | 10.7% |
| 35 to 44 minutes | 270 | 2.1% | 2,813 | 3.9% | 4,917 | 4.1% |
| 45 to 59 minutes | 374 | 2.9% | 3,417 | 4.7% | 6,047 | 5.1% |
| 60 or more minutes | 834 | 6.5% | 5,653 | 7.8% | 9,137 | 7.6% |
| Average travel time to work in minutes | 18.8 | --- | 24.4 | --- | 23.3 | --- |

Population by LandScape Segment

| | | | | | | |
|-------------------------|-------|-------|-------|-------|--------|-------|
| A1: Empire Builders | 0 | 0.00% | 0 | 0.00% | 182 | 0.07% |
| A2: Grand Masters | 0 | 0.00% | 0 | 0.00% | 444 | 0.17% |
| A3: Marquis Class | 0 | 0.00% | 0 | 0.00% | 3,101 | 1.17% |
| A4: American Knights | 0 | 0.00% | 727 | 0.43% | 727 | 0.27% |
| A5: Urban Squires | 0 | 0.00% | 612 | 0.36% | 4,386 | 1.65% |
| A6: Regents | 0 | 0.00% | 968 | 0.57% | 7,423 | 2.80% |
| B1: Charmed Life | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| B2: Sitting Pretty | 1,206 | 3.80% | 1,523 | 0.90% | 1,523 | 0.57% |
| B3: Kindred Spirit | 0 | 0.00% | 557 | 0.33% | 1,056 | 0.40% |
| B4: Middle of the Road | 0 | 0.00% | 298 | 0.18% | 1,614 | 0.61% |
| B5: White Collar Starts | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| B6: Blue Collar Starts | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| C1: Social Whirls | 0 | 0.00% | 123 | 0.07% | 1,165 | 0.44% |
| C2: Managing Business | 0 | 0.00% | 3,799 | 2.25% | 6,235 | 2.35% |
| C3: Nest Builders | 0 | 0.00% | 0 | 0.00% | 1,615 | 0.61% |
| C4: Gainfully Employed | 0 | 0.00% | 2,860 | 1.69% | 4,545 | 1.71% |
| C5: Strapped | 0 | 0.00% | 250 | 0.15% | 320 | 0.12% |
| D1: Gray Eminence | 0 | 0.00% | 989 | 0.58% | 5,673 | 2.14% |
| D2: Fall Years | 0 | 0.00% | 856 | 0.51% | 7,499 | 2.83% |
| D3: Still in the Game | 0 | 0.00% | 0 | 0.00% | 395 | 0.15% |
| E1: Gurus | 0 | 0.00% | 2,561 | 1.51% | 11,725 | 4.42% |

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

| | 1 Mile | | 3 Miles | | 5 Miles | |
|--------------------------|--------|--------|---------|--------|---------|-------|
| E2: Wizards | 0 | 0.00% | 5,095 | 3.01% | 9,963 | 3.76% |
| E3: Apprentices | 10,450 | 32.95% | 15,021 | 8.88% | 15,222 | 5.74% |
| F1: Hard Act to Follow | 0 | 0.00% | 4,845 | 2.86% | 9,093 | 3.43% |
| F2: SM Seeks SF | 748 | 2.36% | 8,248 | 4.88% | 10,998 | 4.15% |
| F3: Solo Acts | 0 | 0.00% | 5,261 | 3.11% | 11,612 | 4.38% |
| F4: Down But Not Out | 0 | 0.00% | 1,467 | 0.87% | 10,580 | 3.99% |
| G1: Urban Moms/Dads | 680 | 2.14% | 6,548 | 3.87% | 8,597 | 3.24% |
| G2: Apron Strings | 0 | 0.00% | 3,352 | 1.98% | 4,235 | 1.60% |
| G3: Solemn Widows/ers | 0 | 0.00% | 0 | 0.00% | 406 | 0.15% |
| H1: Educated Earners | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| H2: Suburban Singles | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| H3: Hard Hats/Hair Nets | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| I1: Bonds and Babies | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| I2: Great Generations | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| I3: Couples with Capital | 0 | 0.00% | 460 | 0.27% | 460 | 0.17% |
| I4: Kith and Kin | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| I5: Sublime Suburbia | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| J1: Stocks and Scholars | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| J2: Marmalade & Money | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| J3: Stately Suburbs | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K1: Country Villas | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K2: Pastoral Vistas | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K3: Terra Firma | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K4: Stock in Trade | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K5: Rough and Ready | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K6: The Outback | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| K7: Cornucopia | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| L1: Land Barons | 0 | 0.00% | 0 | 0.00% | 63 | 0.02% |
| L2: Fertile Acres | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| L3: Bread Basket | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| L4: Farmers Circle | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| L5: Crops and Tractors | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| M1: Harlem Gentry | 0 | 0.00% | 2,123 | 1.26% | 4,110 | 1.55% |
| M2: East Side | 1,109 | 3.50% | 14,149 | 8.36% | 22,134 | 8.35% |
| M3: Upper East Side | 1,566 | 4.94% | 18,965 | 11.21% | 21,162 | 7.98% |

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2024 Q2

| | 1 Mile | | 3 Miles | | 5 Miles | |
|------------------------|--------|--------|---------|--------|---------|--------|
| M4: Lower East Side | 1,569 | 4.95% | 4,196 | 2.48% | 5,206 | 1.96% |
| M5: Between Jobs | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| N1: Anos de Quincenera | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| N2: Los Padres | 0 | 0.00% | 1,209 | 0.71% | 1,209 | 0.46% |
| N3: Los Novios | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| N4: Los Padrinos | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| N5: Los Solteros | 4,255 | 13.42% | 28,820 | 17.04% | 29,565 | 11.15% |
| N6: Los Trabajadores | 882 | 2.78% | 12,094 | 7.15% | 13,011 | 4.91% |
| O1: Golden Heritage | 0 | 0.00% | 0 | 0.00% | 1,058 | 0.40% |
| O2: East Meets West | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| O3: Group Quarters | 0 | 0.00% | 646 | 0.38% | 646 | 0.24% |
| O4: Doublewides | 0 | 0.00% | 405 | 0.24% | 405 | 0.15% |
| O5: Centurions | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| O6: Legacy Years | 384 | 1.21% | 3,539 | 2.09% | 9,138 | 3.45% |
| O7: Collegians | 8,863 | 27.95% | 16,586 | 9.81% | 16,586 | 6.26% |

| | Per Household | | Per Household | | Per Household | |
|---|---------------|----------|---------------|----------|---------------|----------|
| Weekly Consumer Spending Patterns | | | | | | |
| Alcoholic beverages | \$88,154 | \$6.65 | \$551,923 | \$8.49 | \$931,774 | \$8.93 |
| Total Apparel and services | \$378,500 | \$28.53 | \$2,320,149 | \$35.69 | \$3,841,069 | \$36.80 |
| Cash contributions | \$521,770 | \$39.33 | \$3,409,381 | \$52.44 | \$5,804,346 | \$55.61 |
| Total Education | \$210,303 | \$15.85 | \$1,225,023 | \$18.84 | \$2,007,605 | \$19.23 |
| Total Entertainment | \$646,062 | \$48.70 | \$4,052,723 | \$62.34 | \$6,808,722 | \$65.23 |
| Total Food | \$2,180,343 | \$164.35 | \$13,440,653 | \$206.74 | \$22,210,798 | \$212.80 |
| Total Health care | \$1,131,400 | \$85.28 | \$7,257,352 | \$111.63 | \$12,089,496 | \$115.83 |
| Total Housing | \$3,001,974 | \$226.29 | \$18,777,680 | \$288.83 | \$31,287,826 | \$299.76 |
| Total Personal care products and services | \$200,437 | \$15.11 | \$1,248,551 | \$19.20 | \$2,072,380 | \$19.86 |
| Personal insurance | \$102,437 | \$7.72 | \$662,998 | \$10.20 | \$1,138,359 | \$10.91 |
| Total Reading | \$18,323 | \$1.38 | \$117,657 | \$1.81 | \$197,658 | \$1.89 |
| Total Tobacco products and smoking supplies | \$92,343 | \$6.96 | \$565,810 | \$8.70 | \$893,358 | \$8.56 |
| Total Transportation | \$2,587,047 | \$195.01 | \$16,057,333 | \$246.99 | \$26,757,555 | \$256.36 |
| Cash gifts | \$180,034 | \$13.57 | \$1,195,269 | \$18.39 | \$1,979,085 | \$18.96 |

Demographics around 171 Orange St, New Haven, Connecticut 06510, United States

LandScape Descriptions (Trade Area 1 Only)

E3: Apprentices

Sharing the spotlight in the illustrious emerging single- by- choice- or- circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low- 30s without children, who are alone primarily because they've never been married. In fact, Apprentices rank at almost three- times- the- national- average in non- family households. Owing to their young age, it's too early to tell if the Apprentices' dwellers will remain single, but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well- decorated homes and take off for a weekend at the shore or on the slopes. These overridingly college- educated segments' residents generate their income from white- collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures

N5: Los Solteros

#N/A

M4: Pushing Through

#N/A

M3: Still Standing

#N/A

Demographics around 171 Orange St, New Haven, Connecticut 06510, United States

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle-class white-collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher-than-average salaries keep them and their mostly newborn to 13-year-old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big-screen-high-def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

M2: Standing Tall

#N/A

N6: Los Trabajadores

The Spanish-language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores ("workers") residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Espaniola areas for public-assistance income: over four-and-a-half-times-above-average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high-\$30,000s to \$40,000s. As a result, those who work are in all likelihood hard workers. It helps that they are young: They are one of two segments with a median-age in the 20s. The dominant areas of employment for these workers are blue-collar jobs in farming/fishing/forestry (nearly four-times-average); building maintenance (over two-and-a-half-times-average); and transportation, construction, and food preparation (all at or above 50-percent-higher-than-national-averages). Like other Espaniola segments, Trabajadores have a higher-than-average-level of people with less-than-high-school educations (nearly three-times-average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50-percent-above-average). They are also predominately single-parent homes, with about two-and-a-half-above-average levels of both single-male-parents and single-female-parents.

G1: Urban Moms/Dads

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.

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O6: Legacy Years

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

O5: Centurions

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high- \$30,000s and the \$40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.

O4: Doublewides

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- \$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americans, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.