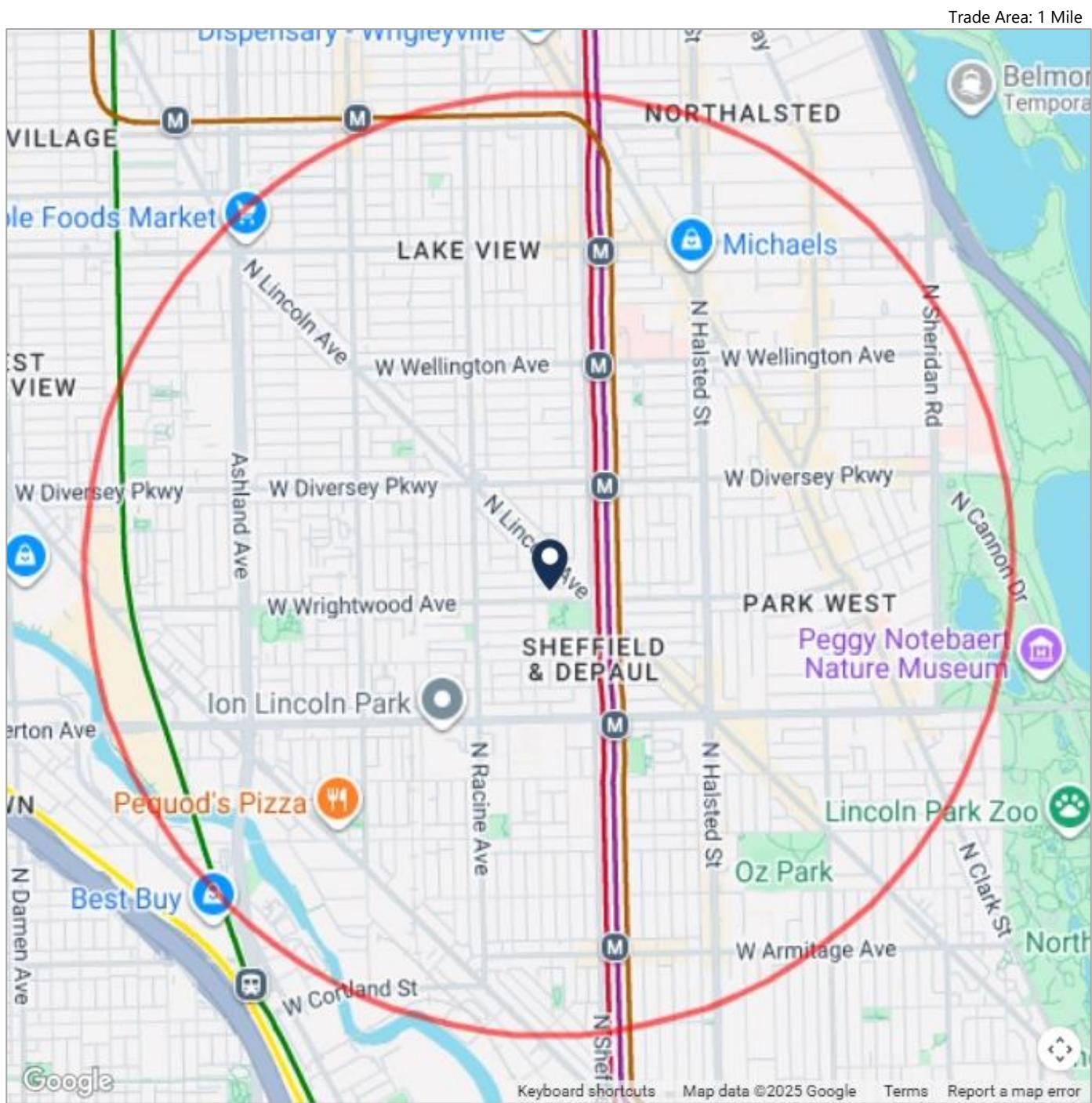
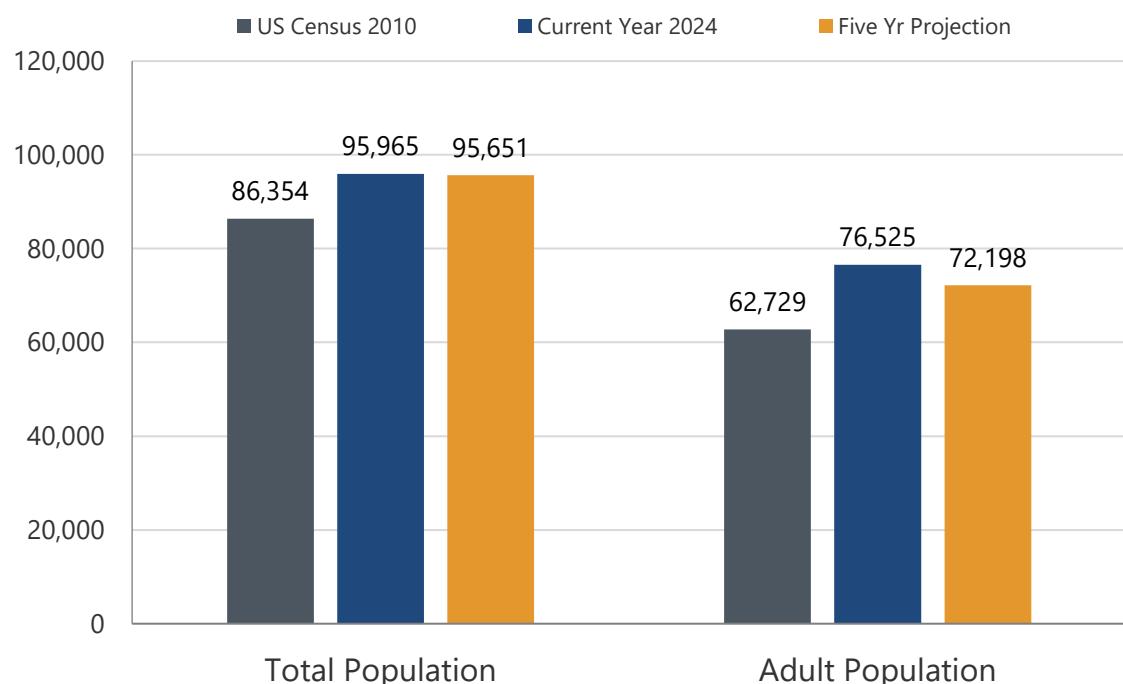


2654 N. Lincoln - Demographics

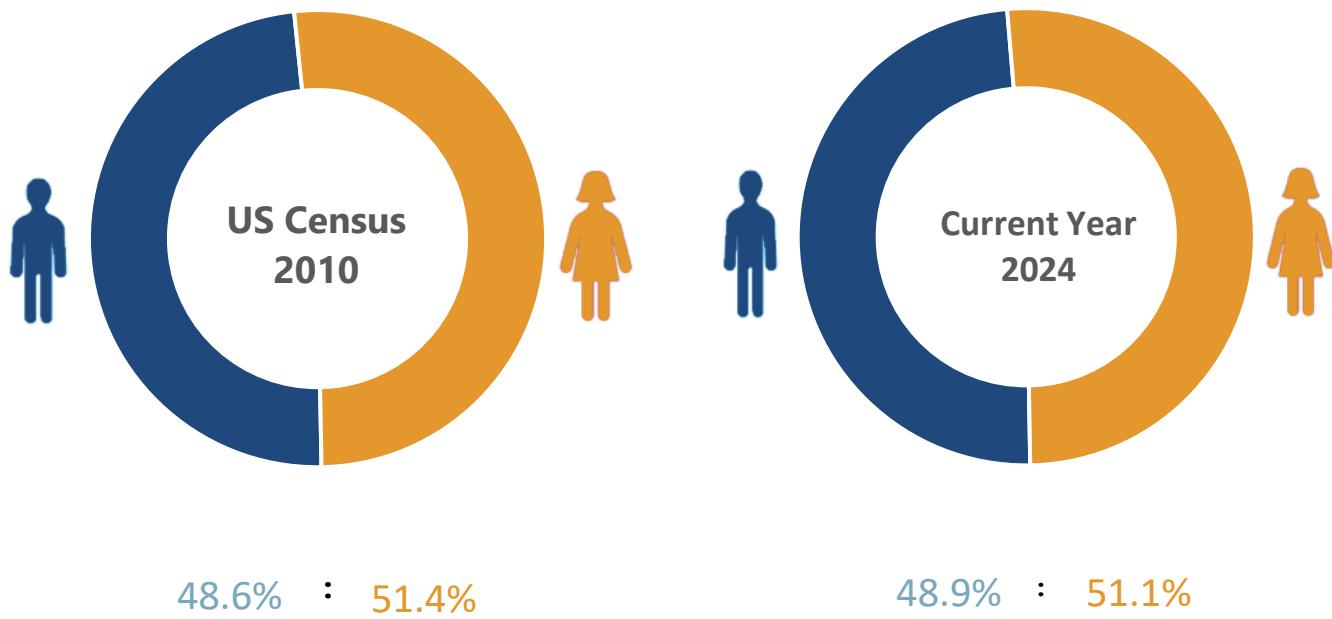


Population Charts

Population

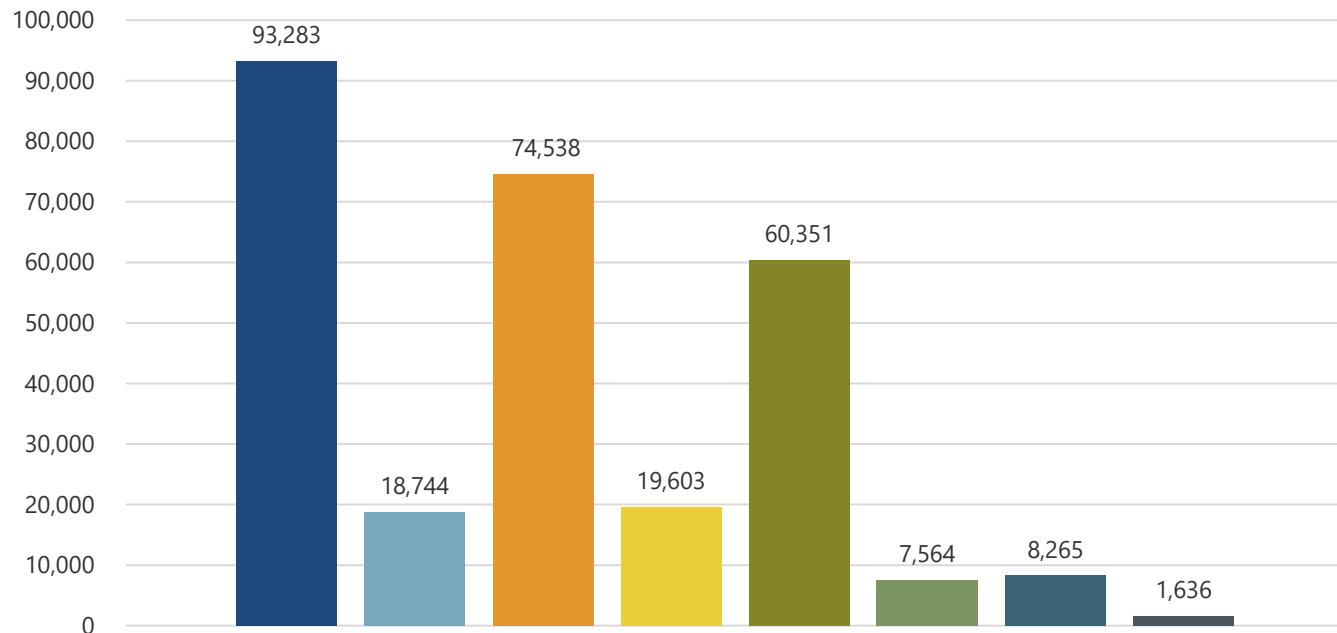


Female/Male Ratio

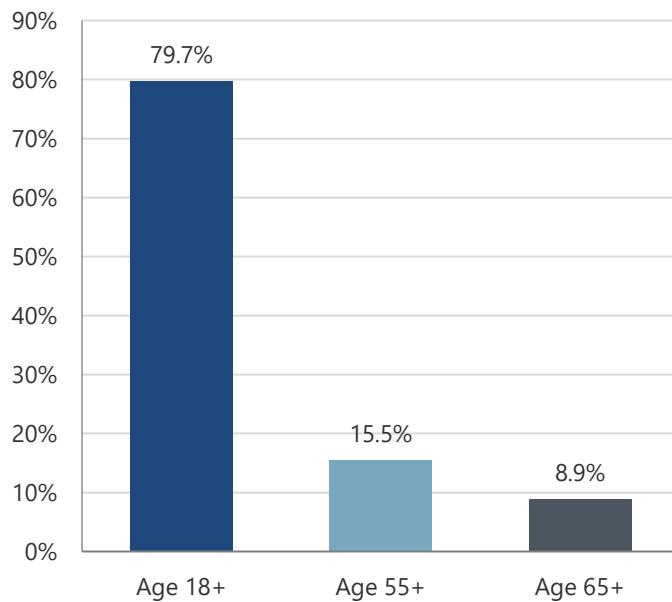


Daytime Population

- 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



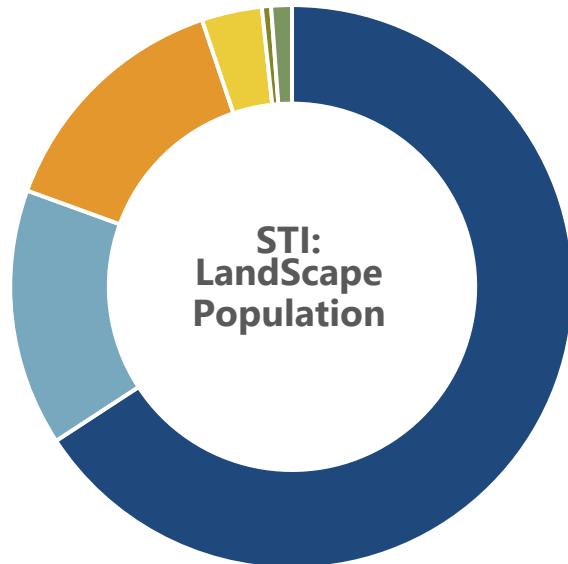
Median Age, Total

33.9

Age Demographics

- 79.74% Age 18+
- 15.53% Age 55+
- 8.94% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 64.1% Apprentices (E3)
- 14.4% Empire Builders (A1)
- 13.9% Sitting Pretty (B2)
- 3.4% Wizards (E2)
- 0.5% Collegians (O7)
- 1.2% Social Whirls (C1)

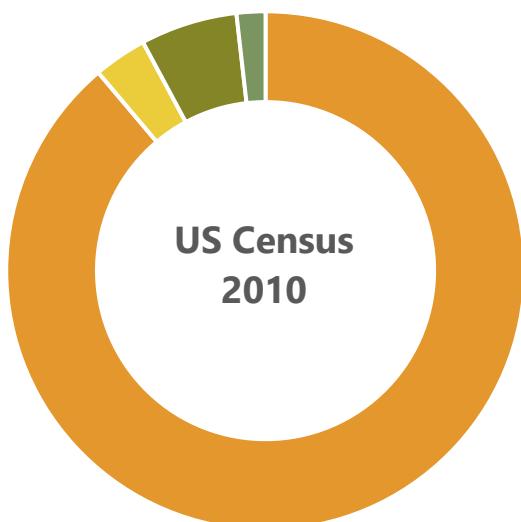
Other top segments:

- 1.1% Managing Business (C2)
- 0.6% Gurus (E1)
- 0.4% Gray Eminence (D1)
- 0.2% American Knights (A4)
- 0.2% Golden Heritage (O1)
- 0.0% Legacy Years (O6)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Empire Builders (A1)	\$156K	48.7	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trad es	White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Social Whirls (C1)	\$69K	41.3	Urban	Married	White	Some Children	High School Grad	White Collar
Managing Business (C2)	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Gurus (E1)	\$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
American Knights (A4)	\$99K	36.2	Urban	Married	White	Families	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Sing le	White	None	High School Grad	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Sing le	White	None	High School	Blue/White Collar

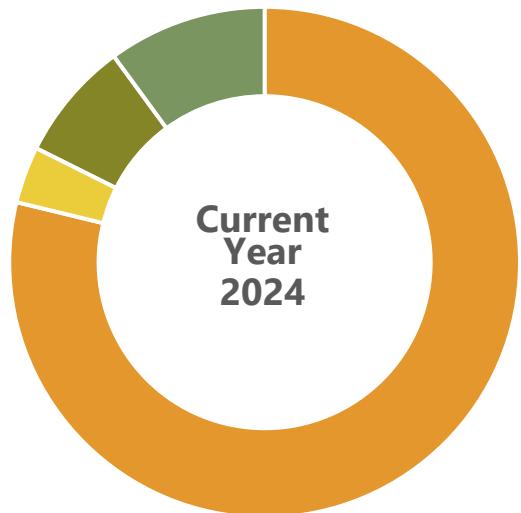
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

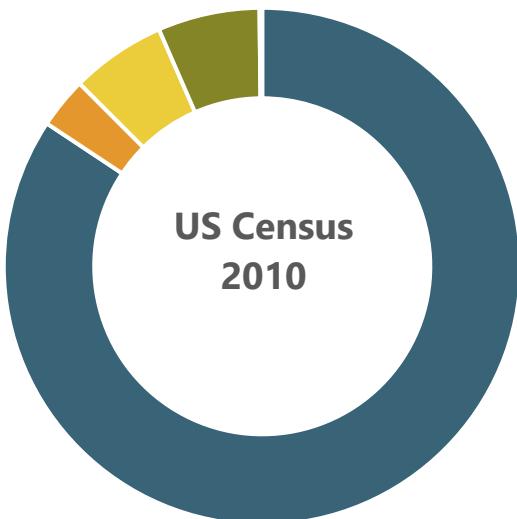
- 86.60% White
- 3.24% Black
- 5.89% Asian
- 1.75% Other



Current Year (Not Hispanic/Latino)

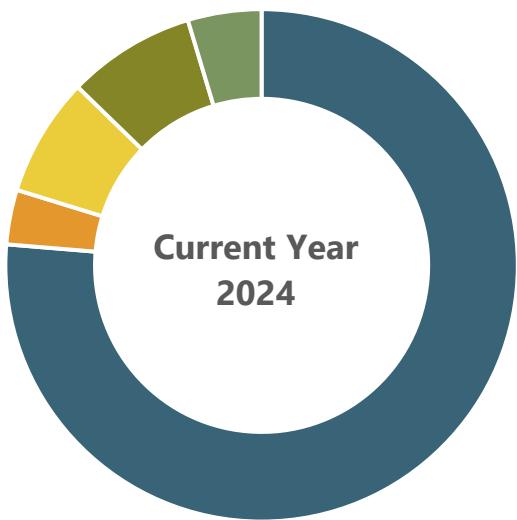
- 78.78% White
- 3.60% Black
- 7.57% Asian
- 10.05% Other

Ethnicity (Hispanic/Latino)



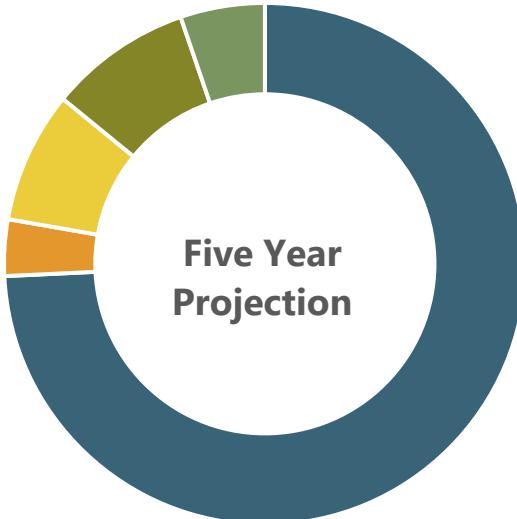
2010 US Census (Hispanic/Latino)

- 82.63% White
- 3.12% Black
- 5.83% Asian
- 6.24% Hispanic
- 0.17% Other



Current Year (Hispanic/Latino)

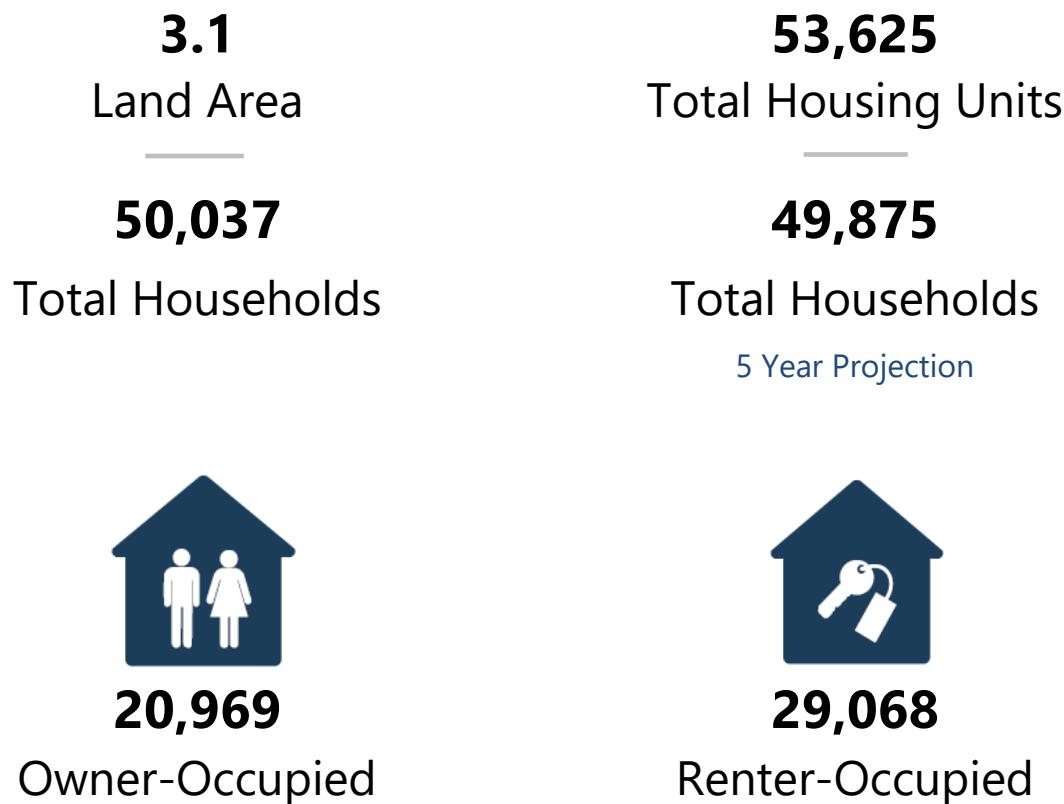
- 76.31% White
- 3.45% Black
- 7.50% Asian
- 8.09% Hispanic
- 4.65% Other



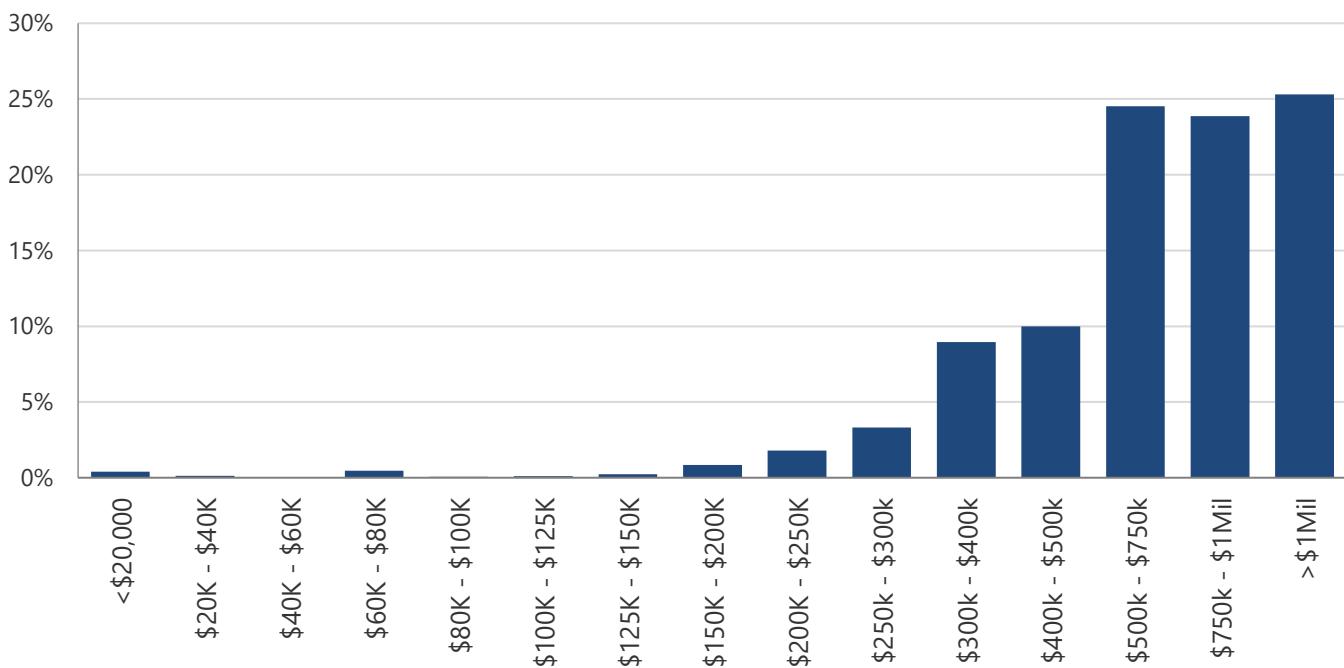
Five Year Projection (Hispanic/Latino)

- 74.25% White
- 3.49% Black
- 8.16% Asian
- 8.86% Hispanic
- 5.24% Other

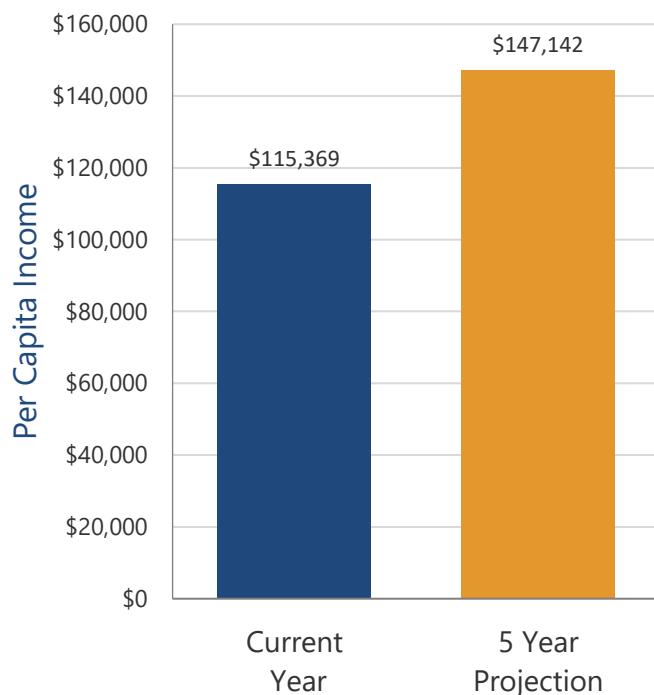
Housing & Households



Housing Value (Current Year)



Income



Average Household Income

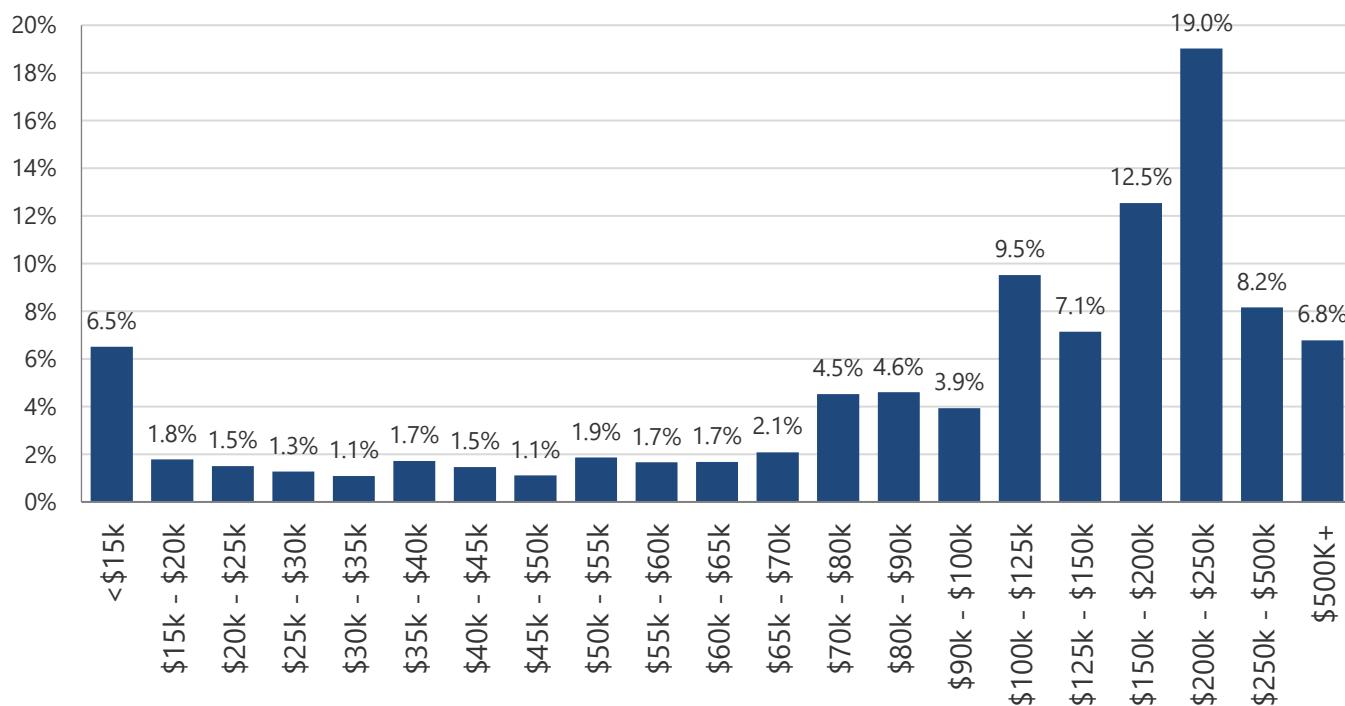
\$221,263

Median Household Income

\$141,621

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



53,070

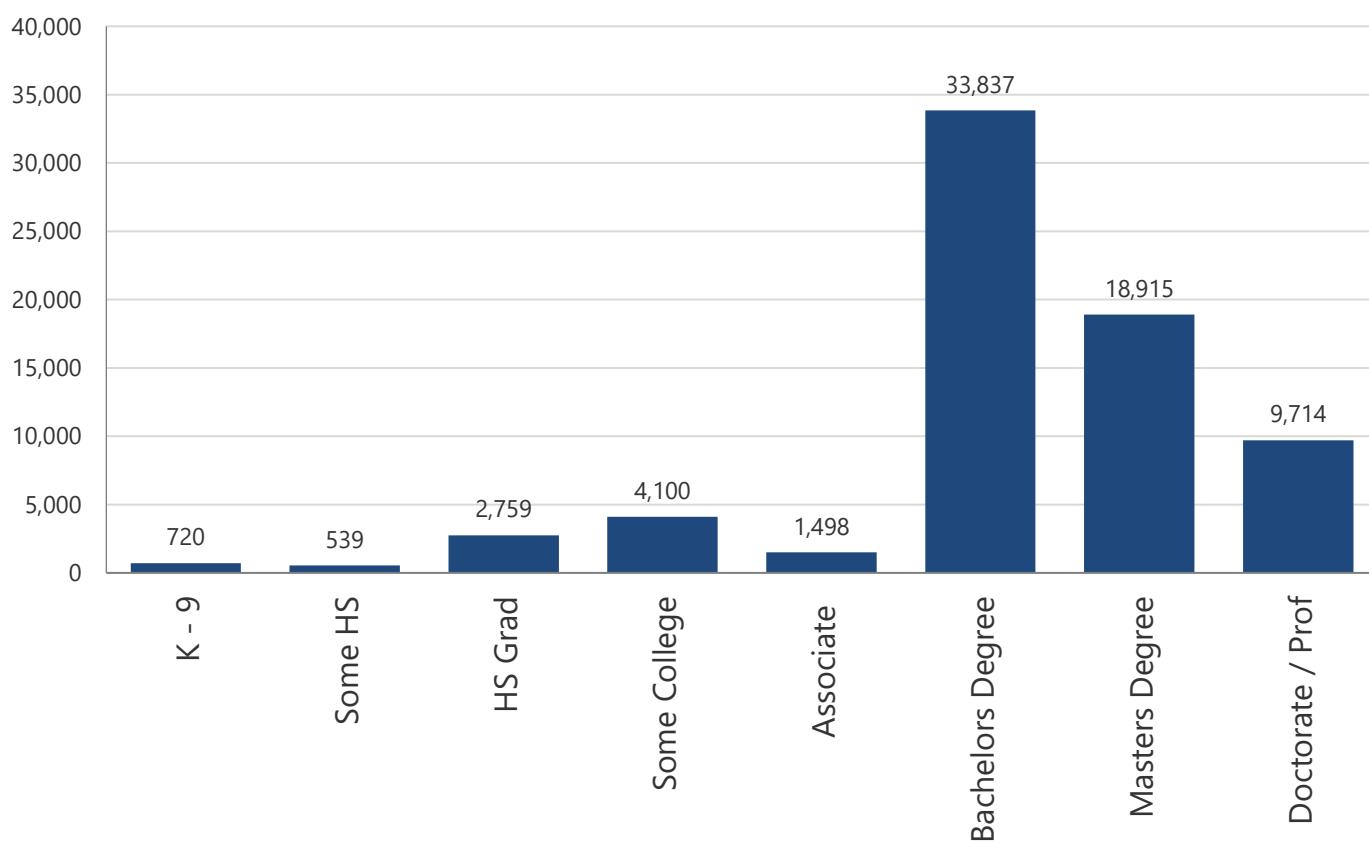
College undergraduate



33,418

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

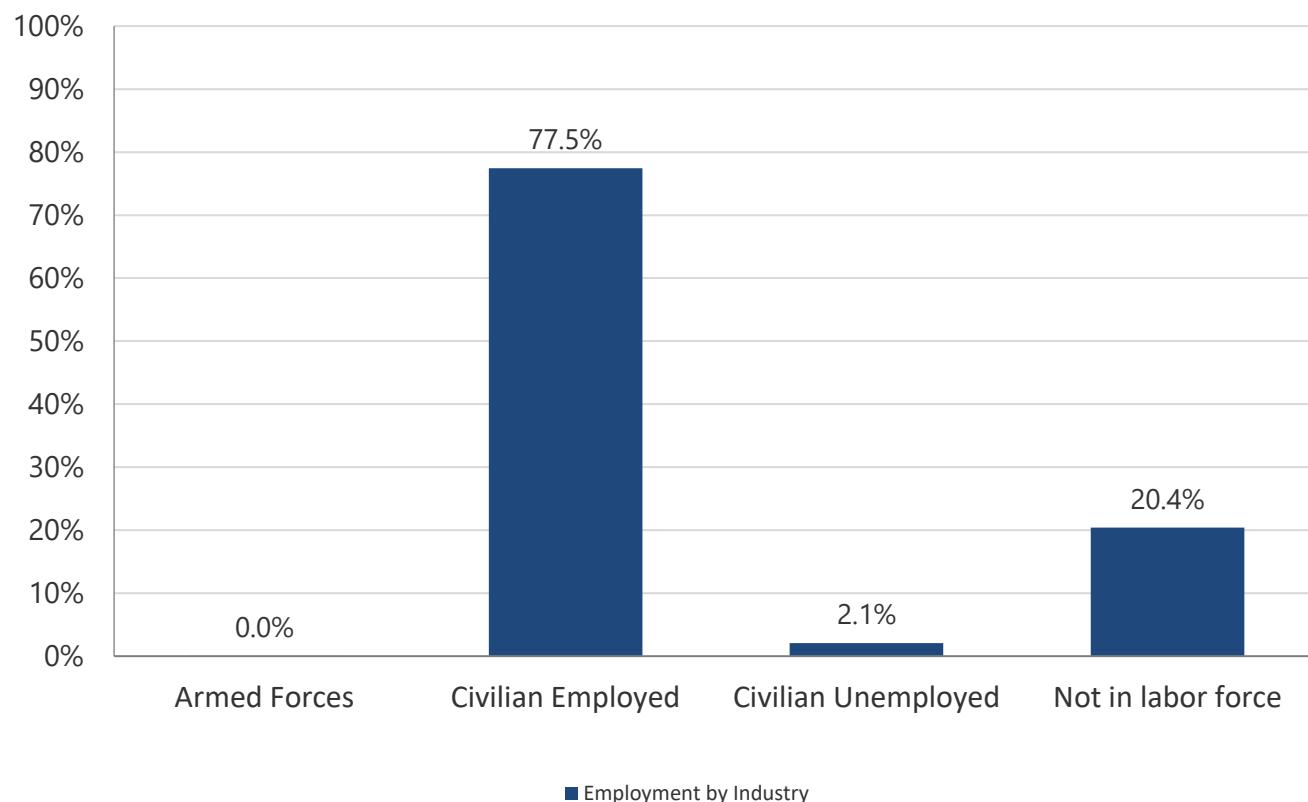
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



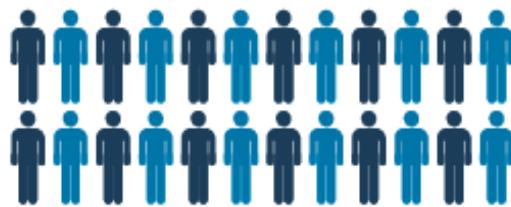
77,907

Current Year

Employment by Industry



Transportation to Work (Current Year)



63,119

Total Workers 16+



20,958

Car, Truck or Van



30,933

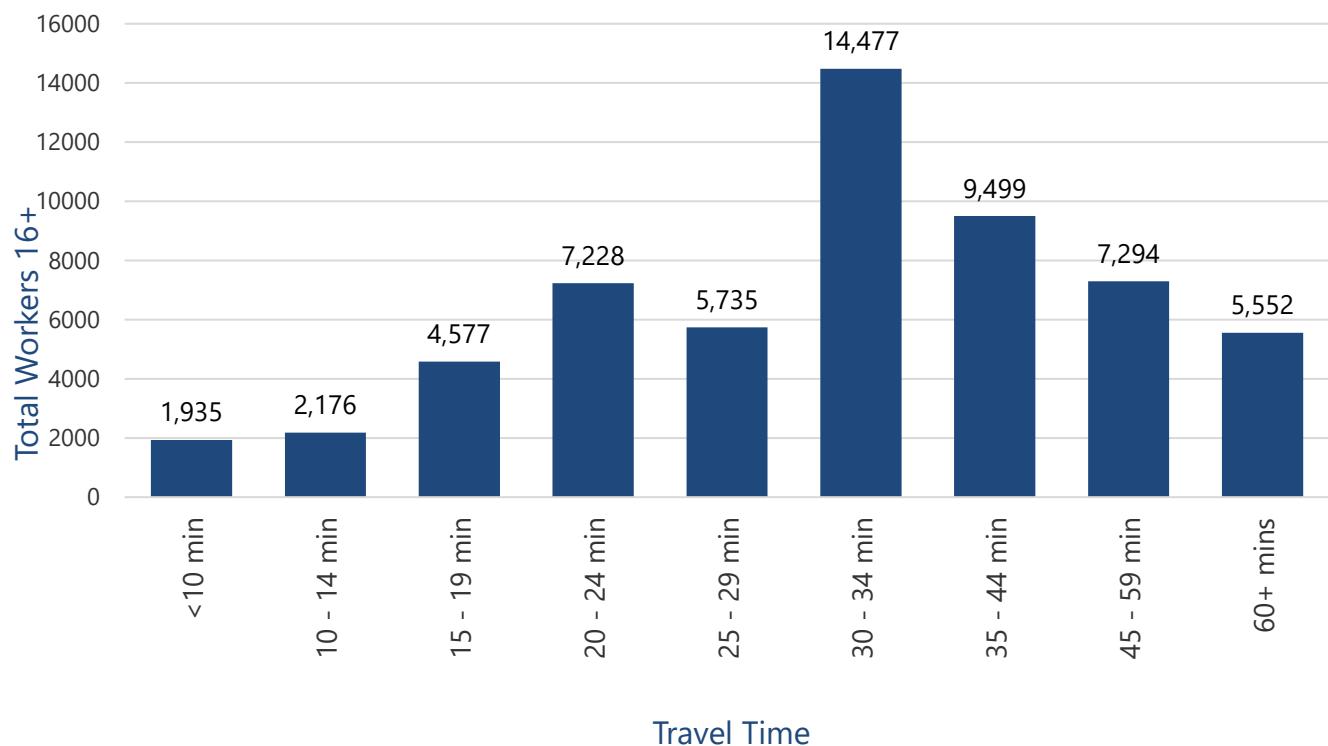
Public transport (not taxi)



4,646

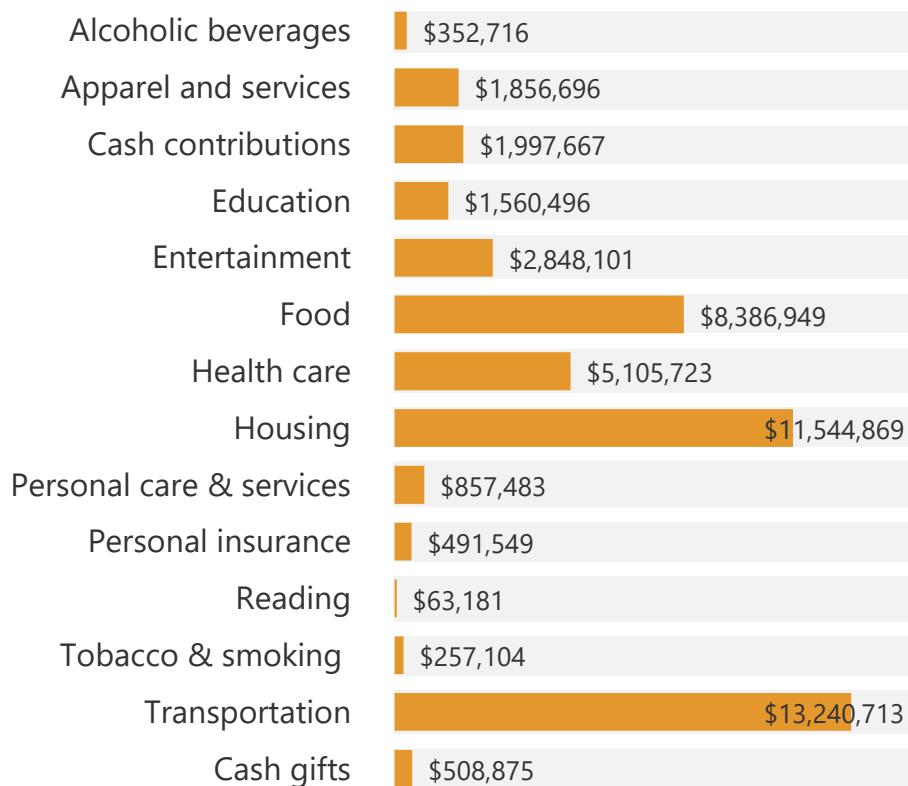
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

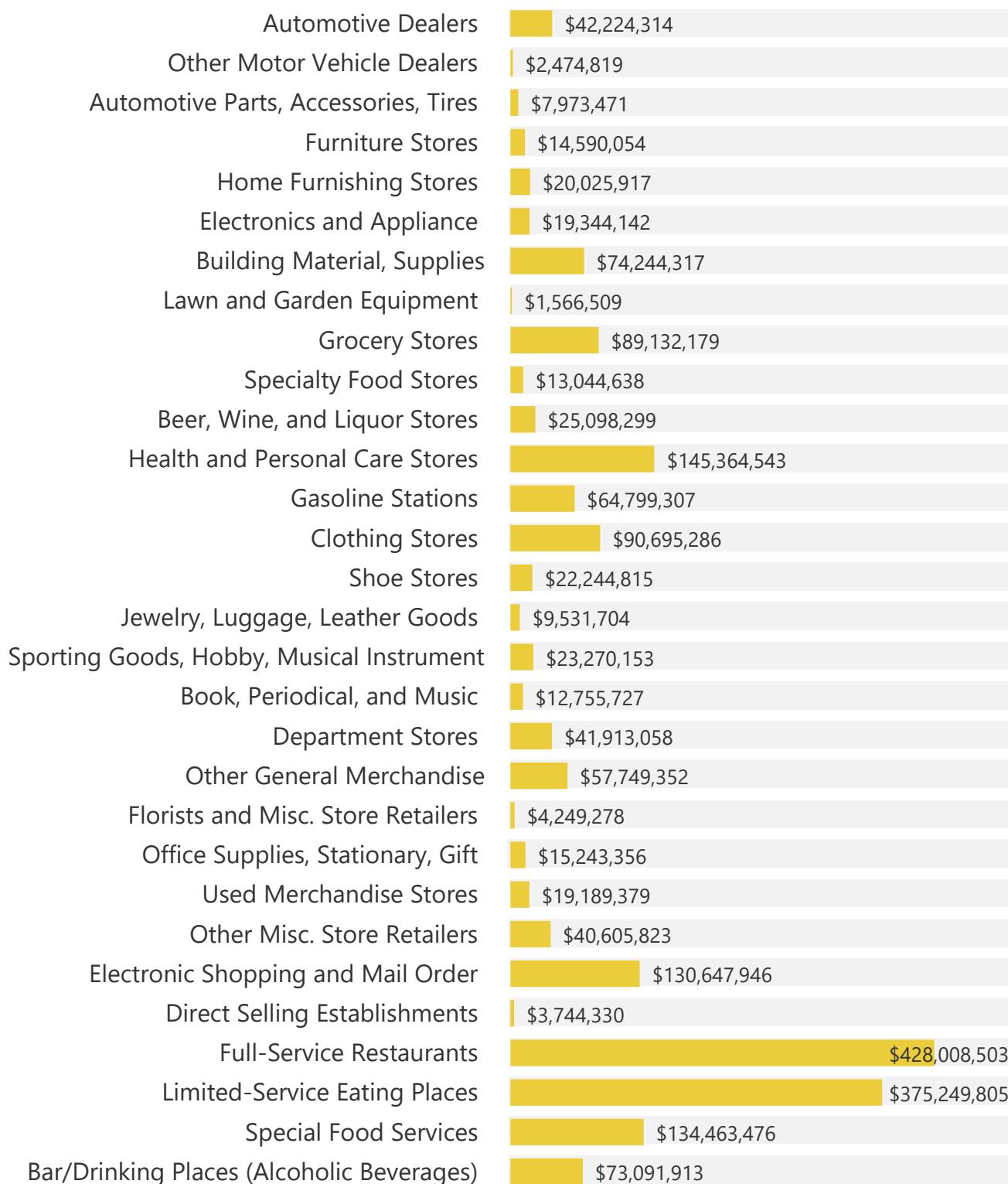
Consumer Expenditures



Business Summary by NAICS Code

6	Agriculture, Forestry, Fishing and Hunting	213	Real Estate, Rental and Leasing
1	Mining, Quarrying, Oil and Gas Extraction	212	Professional, Scientific, and Technical Services
0	Utilities	4	Management of Companies and Enterprises
90	Construction	56	Administrative and Support Services
76	Manufacturing	82	Educational Services
11	Wholesale Trade	1,399	Health Care and Social Assistance
325	Retail Trade	129	Arts, Entertainment, and Recreation
12	Transportation and Warehousing	342	Accommodation and Food Services
42	Information	296	Other Services
123	Finance and Insurance	11	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

Apprentices (E3)

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

Empire Builders (A1)

Empire Builders are the upper echelons of the nation's top- ranking urban neighborhood category, the Creme de la Cremes. These areas are home to the leading income earners in several categories, including management and professional salaries (for those who have to work), self- employment earnings, and interest/dividend proceeds. In fact, Empire Builders contain over two- times- the-national- average in white- collar professionals, two- times- the- average in self- employed business people, and two- times- the- average in interest/dividend income earners. All this adds up to a median annual income of \$90,000. With these credentials, it's no surprise these areas also house three- times- the- average in educated adults. Empire Builders' residents tend to be in their 40s, but are also home to a slightly above- average number of 65- plus- year- olds. Empire Builders are typically populated by traditional families who are married- with- children, though many of the families may have fewer children than the national norm.

Sitting Pretty (B2)

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.

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.

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.

Social Whirls (C1)

Enjoying their very comfortable \$50,000 to \$60,000 income range, the married- with- children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above- the- national- average income from interest/dividends. This is likely to help make the extra car payments for their teenagers and start college funds.

Though their occupation categories span the range of typical middle- class white- collar jobs, they tip slightly above- average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.

Managing Business

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.

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 correlative 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.

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.

American Knights (A4)

American Knights are the "youngsters" of the highly urban Creme de la Creme category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above- average number of children below the age of six. These characteristics correlate to the higher- than- average number of married- with- children- under- 18 households. Though young, these urban neighborhoods are home to higher- than- average number of earners in white- collar management and professional occupations. These mostly college- educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly- higher- than- average level from interest/dividends. However, unlike many other Creme de la Creme neighborhoods, who have higher self- employment income levels, the American Knights residents are just at the national average in this measurement.

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

Legacy Years (O6)

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