

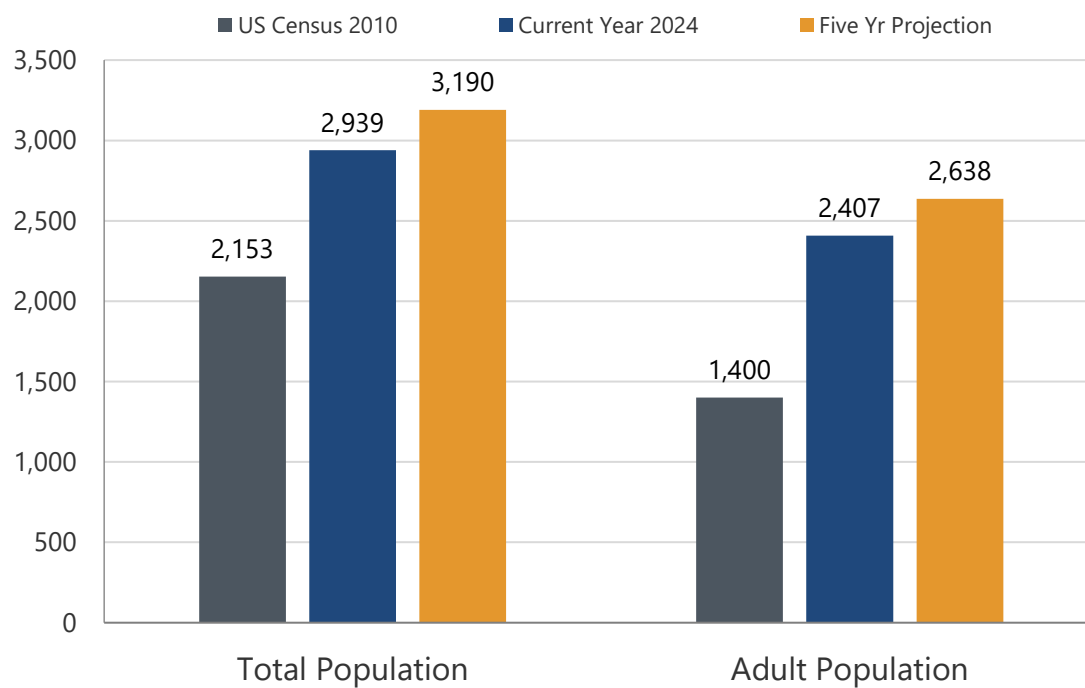
0 Bay Street - Demographics

Trade Area: 1 Mile

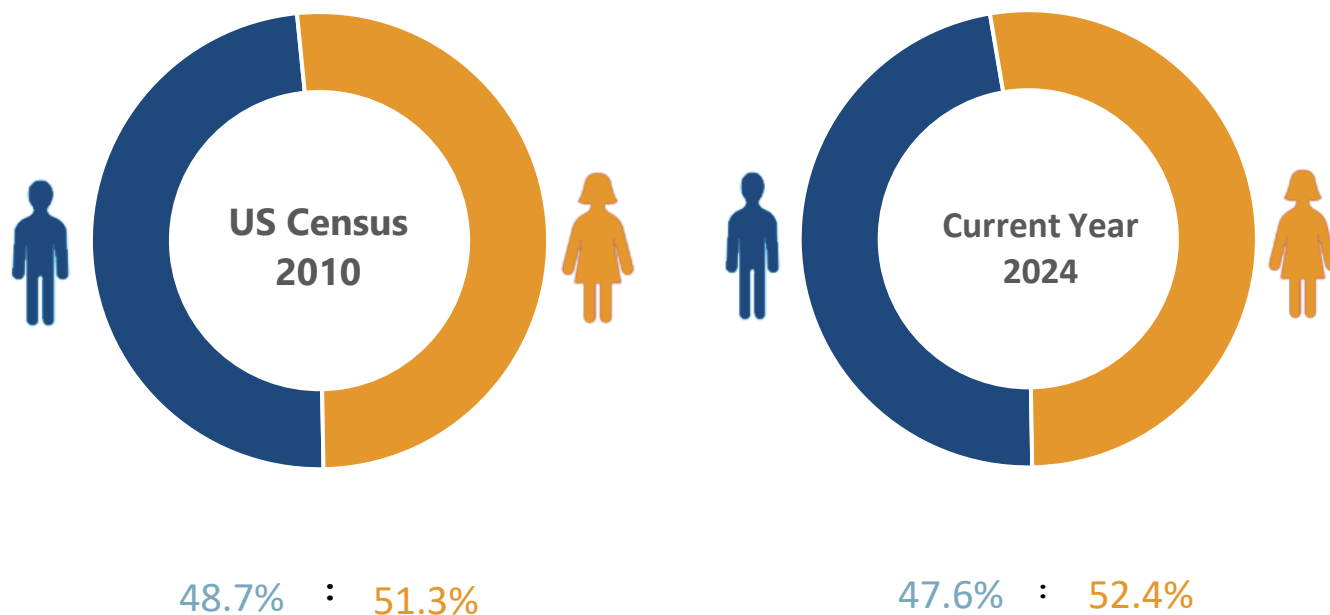


Population Charts

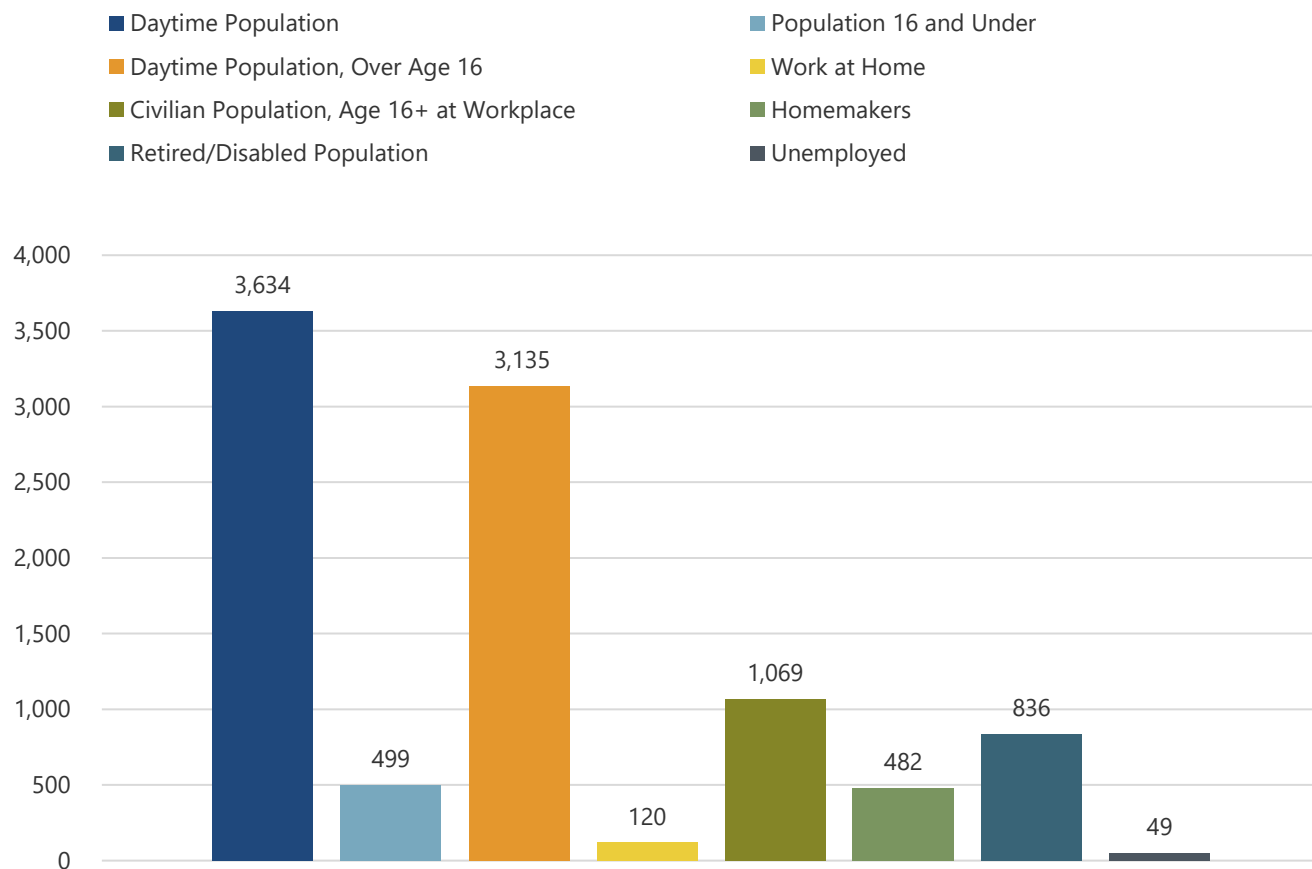
Population



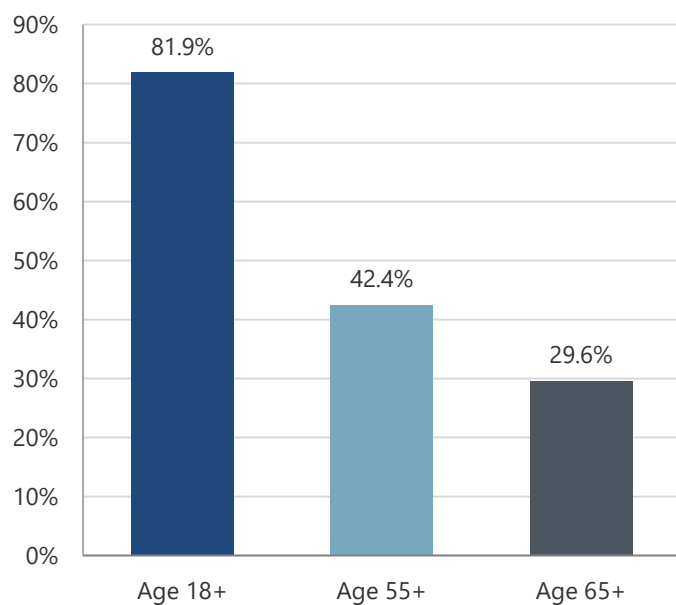
Female/Male Ratio



Daytime Population



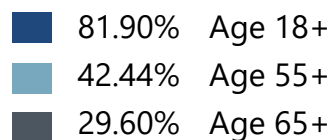
Age



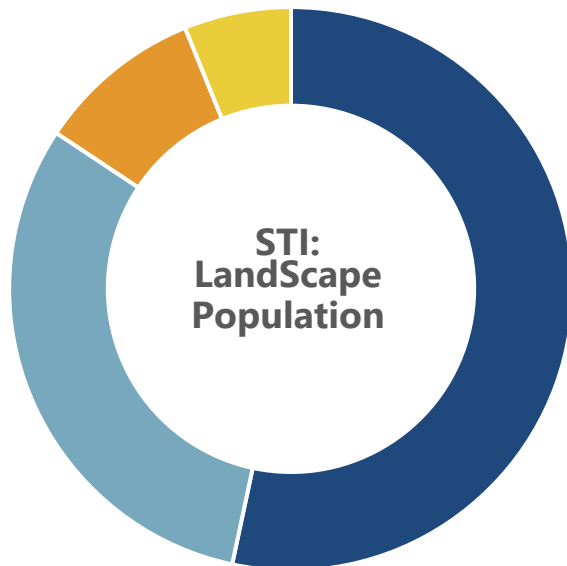
Median Age, Total

47.7

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 53.3% Legacy Years (O6)
- 31.0% Between Jobs (M5)
- 9.5% Down But Not Out (F4)
- 6.1% Doublewides (O4)
- 0.0% Collegians (O7)
- 0.0% Centurions (O5)

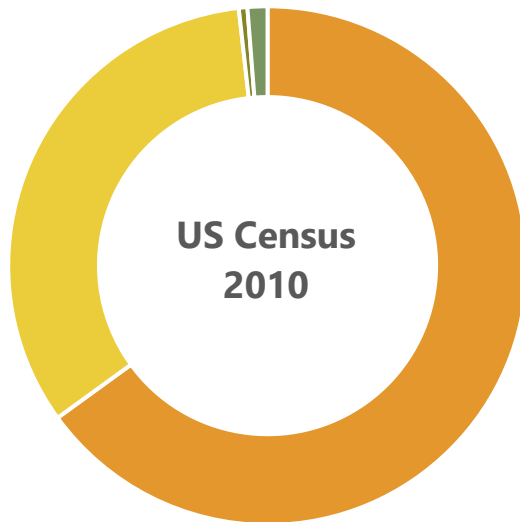
Other top segments:

- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)
- 0.0% Golden Heritage (O1)
- 0.0% Los Trabajadores (N6)
- 0.0% Los Solteros (N5)
- 0.0% Los Padrinos (N4)

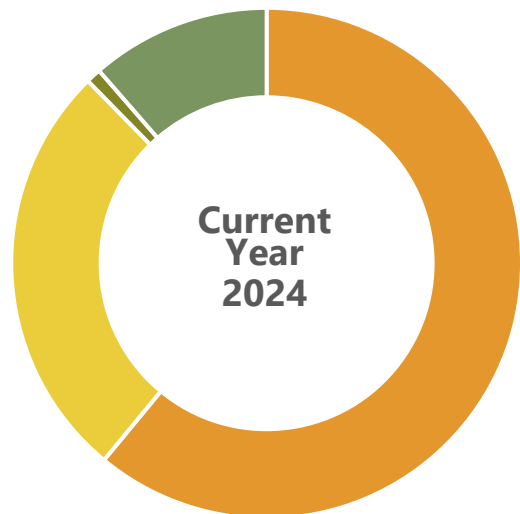
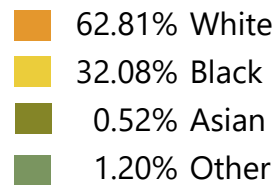
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Between Jobs (M5)	\$24K	35.4	Urban	Single	Black	Families	High School	Unemployed
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trad	Blue/White Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Padrinos (N4)	\$45K	39.6	Urban	Single	Hispanic	Families	High School	Blue Collar

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

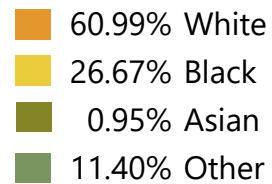
Ethnicity (Not Hispanic/Latino)



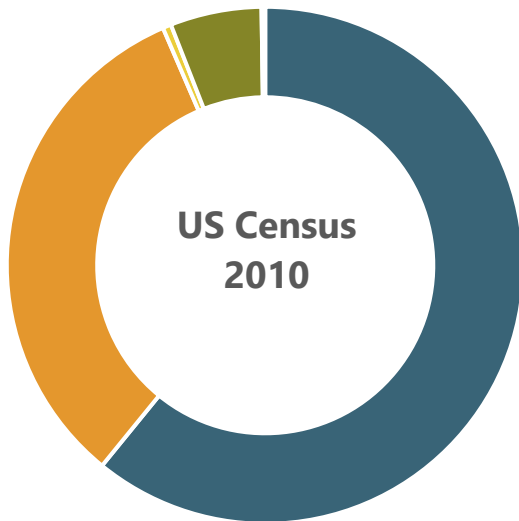
2010 US Census (Not Hispanic/Latino)



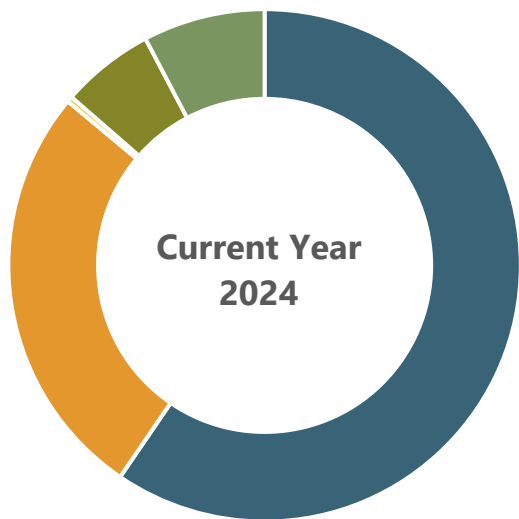
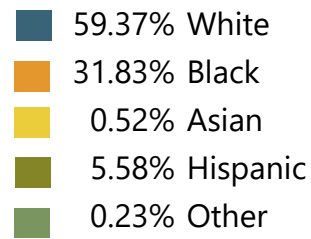
Current Year (Not Hispanic/Latino)



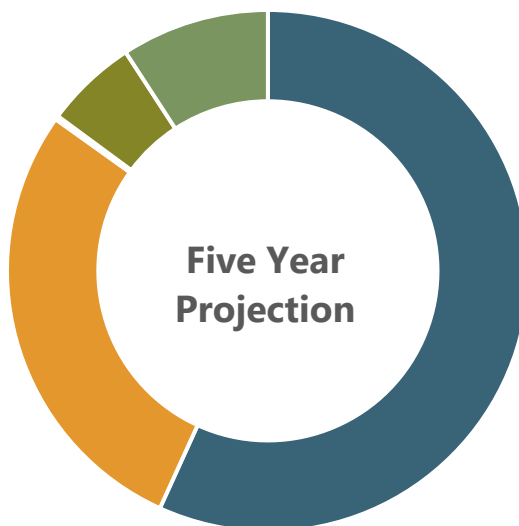
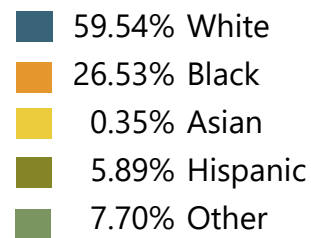
Ethnicity (Hispanic/Latino)



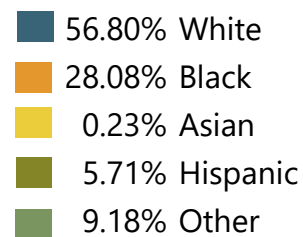
2010 US Census (Hispanic/Latino)



Current Year (Hispanic/Latino)



Five Year Projection (Hispanic/Latino)



Housing & Households

2.7

Land Area

1,308

Total Housing Units

1,185

Total Households

1,297

Total Households

5 Year Projection



743

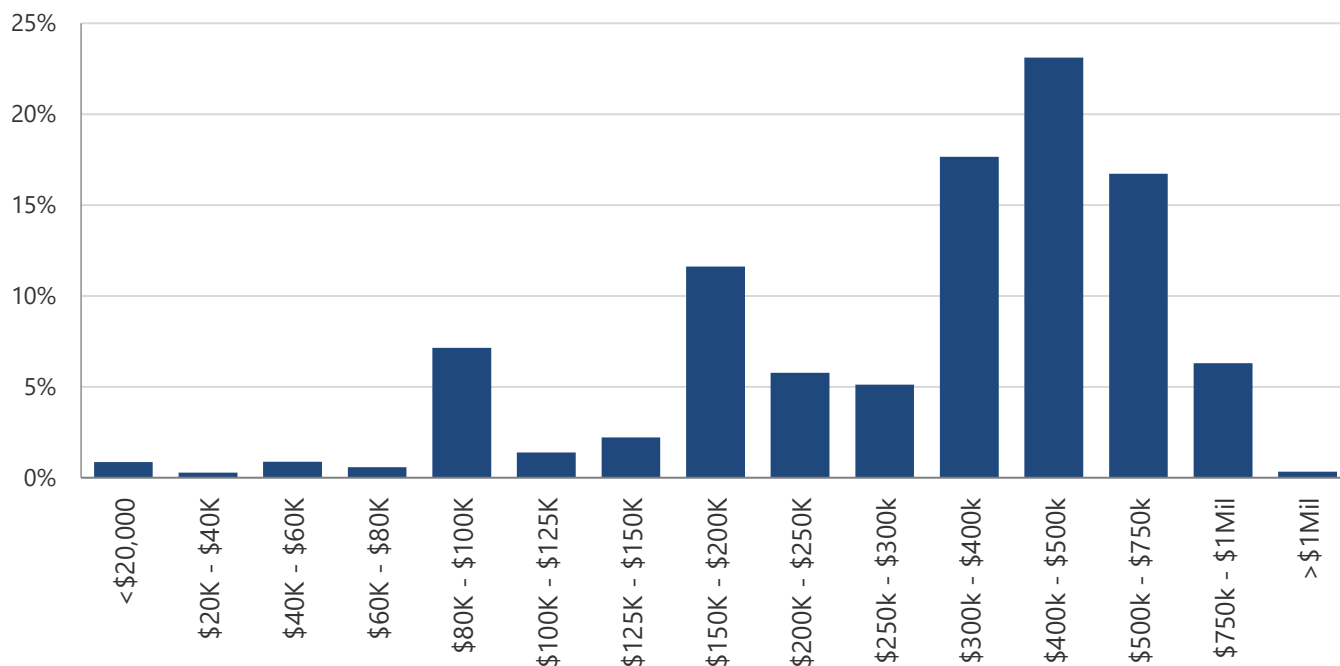
Owner-Occupied



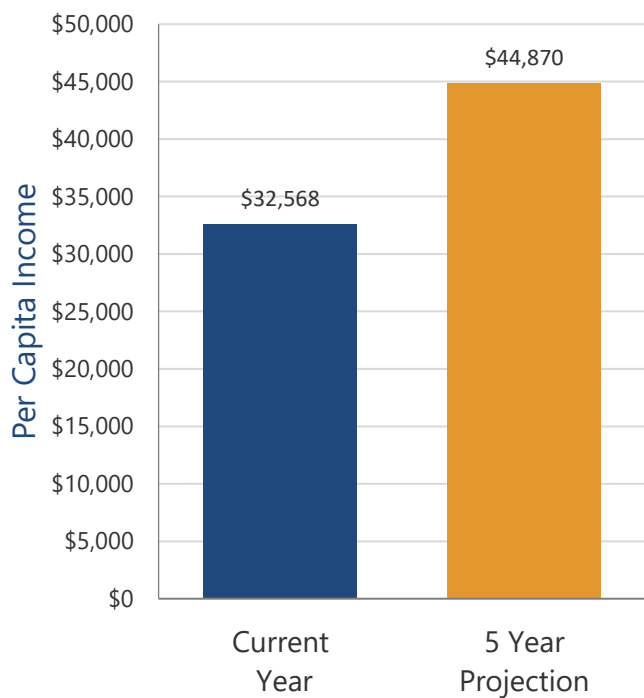
442

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

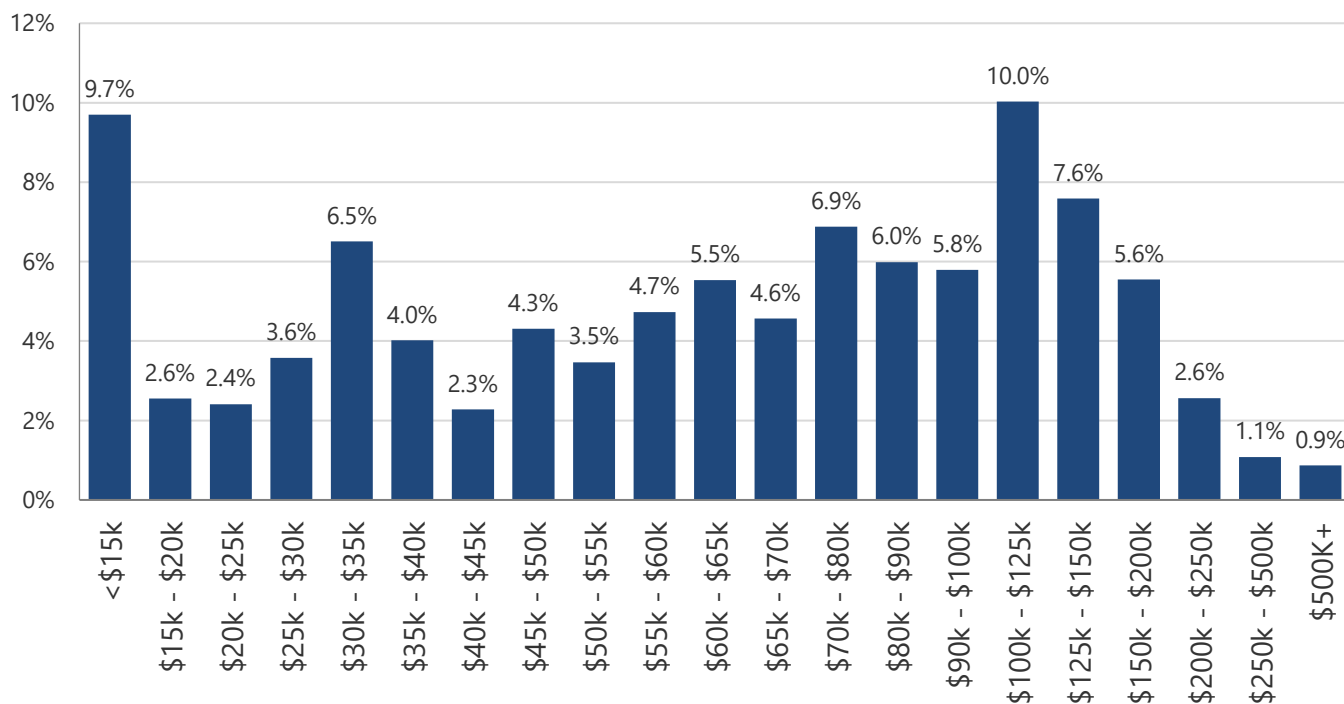
\$80,776

Median Household Income

\$73,061

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



1,061

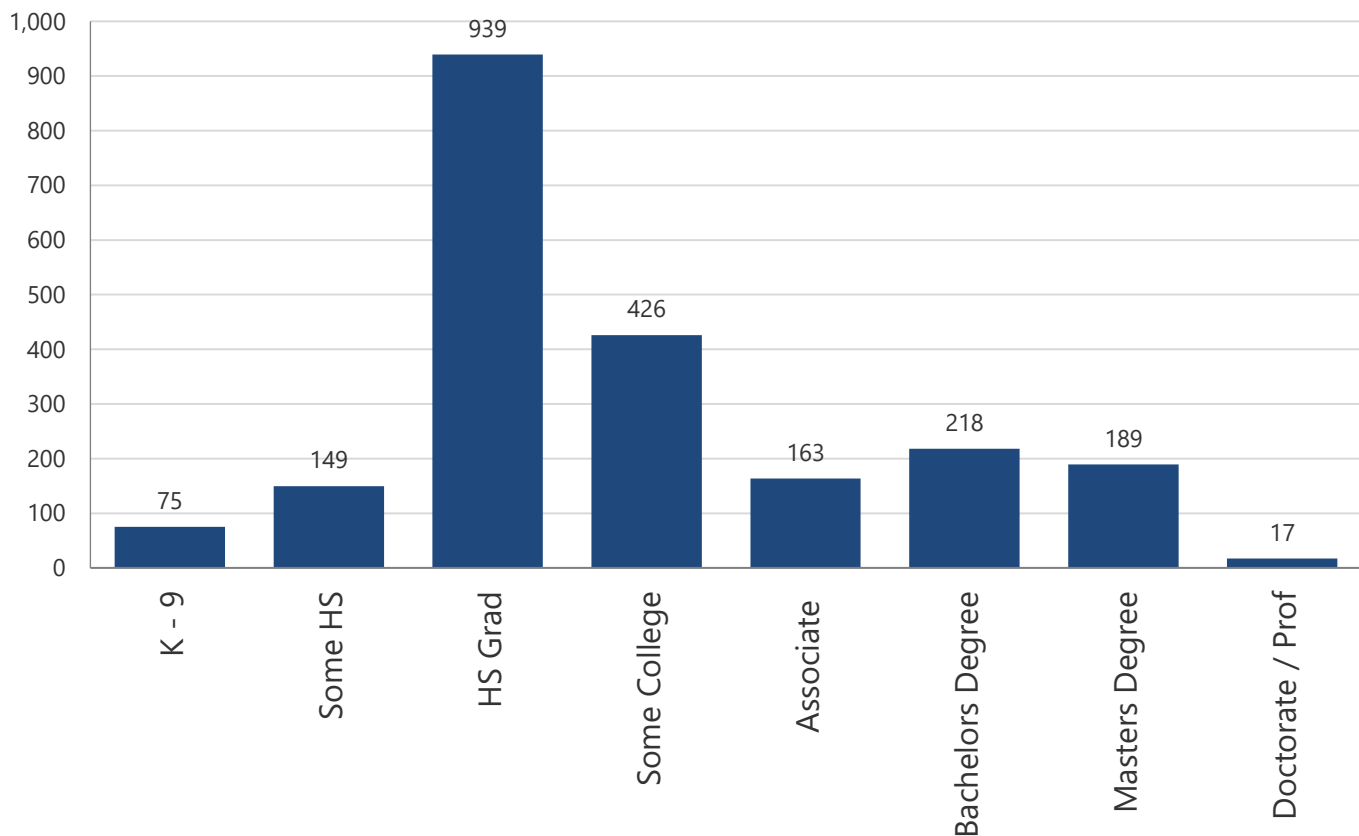
College undergraduate



417

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

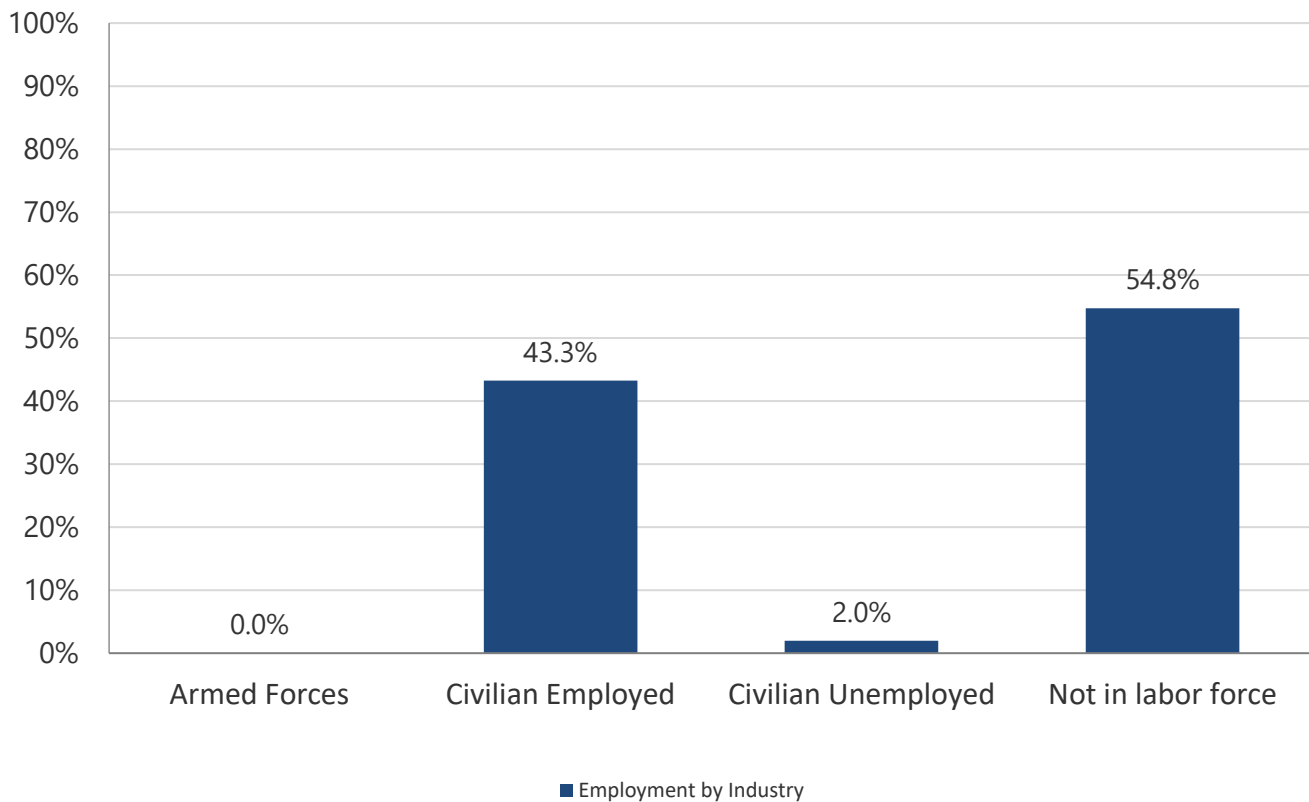
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



2,470

Current Year

Employment by Industry



Transportation to Work (Current Year)



721

Total Workers 16+



633

Car, Truck or Van



0

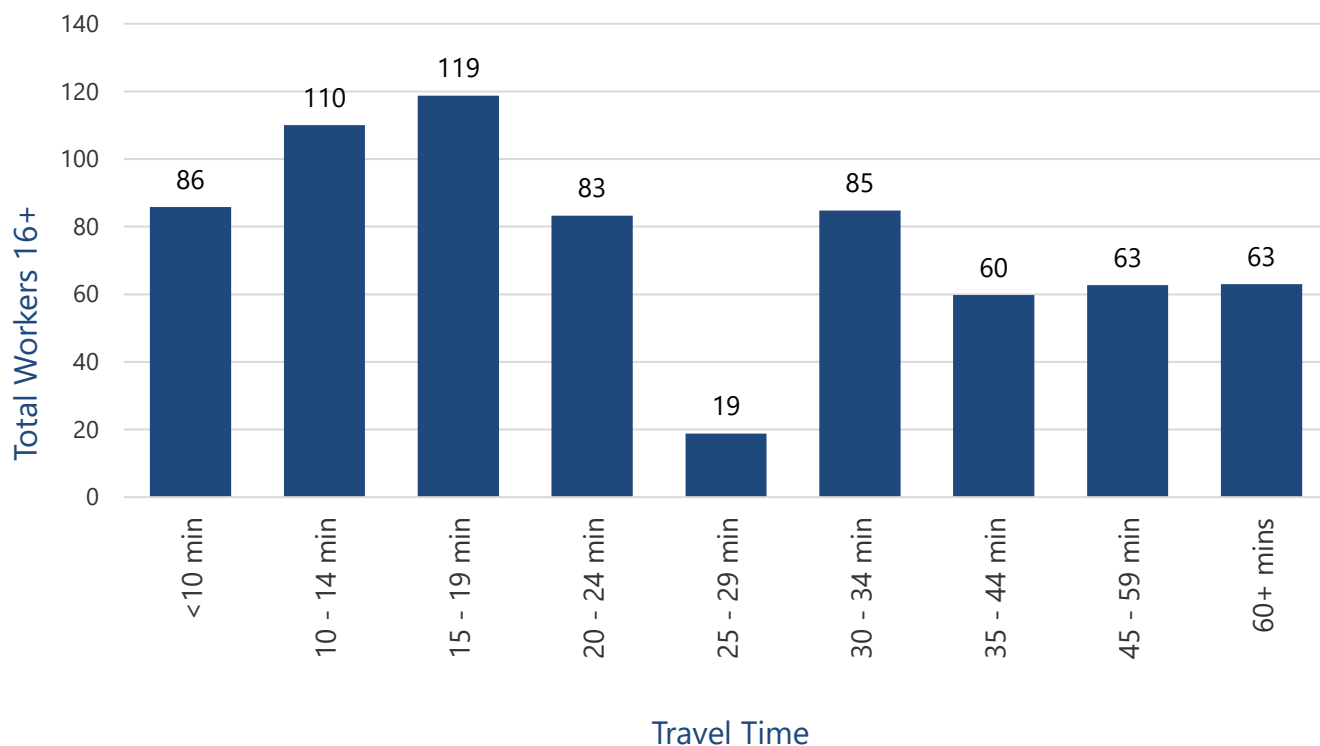
Public transport (not taxi)



34

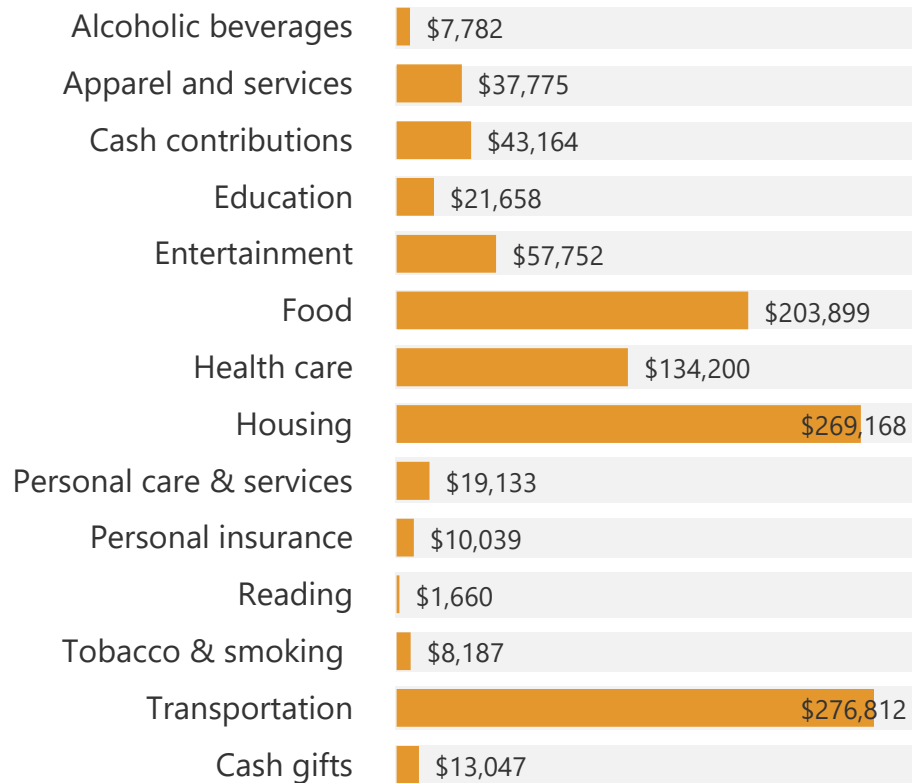
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

- | | |
|-----------------------------------------------------|------------------------------------------------------------|
| 1 Agriculture, Forestry, Fishing and Hunting | 8 Real Estate, Rental and Leasing |
| Mining, Quarrying, Oil and Gas Extraction | 10 Professional, Scientific, and Technical Services |
| Utilities | Management of Companies and Enterprises |
| 13 Construction | 7 Administrative and Support Services |
| 5 Manufacturing | 3 Educational Services |
| 3 Wholesale Trade | 20 Health Care and Social Assistance |
| 37 Retail Trade | 5 Arts, Entertainment, and Recreation |
| 4 Transportation and Warehousing | 11 Accommodation and Food Services |
| 2 Information | 30 Other Services |
| 5 Finance and Insurance | 29 Public Administration |

Retail Sales Volume

Automotive Dealers	\$27,927,194
Other Motor Vehicle Dealers	\$1,201,804
Automotive Parts, Accessories, Tires	\$3,099,299
Furniture Stores	\$0
Home Furnishing Stores	\$3,803,640
Electronics and Appliance	\$1,085,443
Building Material, Supplies	\$11,749,297
Lawn and Garden Equipment	\$1,255,413
Grocery Stores	\$13,469,800
Specialty Food Stores	\$210,364
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$6,291,697
Gasoline Stations	\$20,542,568
Clothing Stores	\$3,519,809
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$1,024,351
Book, Periodical, and Music	\$0
Department Stores	\$3,447,147
Other General Merchandise	\$21,740,579
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$372,174
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$1,169,403
Electronic Shopping and Mail Order	\$24,681,056
Direct Selling Establishments	\$457,973
Full-Service Restaurants	\$5,296,924
Limited-Service Eating Places	\$5,483,344
Special Food Services	\$85,240
Bar/Drinking Places (Alcoholic Beverages)	\$1,892,023

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

LandScape Segment Descriptions

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

Between Jobs (M5)

Based on the demographic statistics of the highly urban Between Jobs segments, these neighborhoods may very well be the so- called "mean streets" across our nation that are frequently referenced in popular media. Two demographics, in particular, point to this possibility: age and marital status. Between Job neighborhoods are home to black residents in their 20s and low- 30s. However, these residents have a high propensity to be widows and widowers: nearly two- times- the- national- average number of males are widowers and nearly 50- percent- above- average of females are widows. Furthermore, between 50- and- 75- percent- above- average percentage never married. Overall, these facts make for predominantly single- parent communities, especially single- females. In fact, these areas rate a 50- percent- below- average level of married- couples. And while there are a 50- percent- higher- than- average level of single- males- with- children, there are nearly four- times- the- national- average number of single- females- with- children. Other statistics that speak to a hardscrabble life in Between Jobs areas are a two- times- the- average percent without high- school educations, incomes in the low- \$30,000s or less, a well above- the- national- average number of children. It all adds up to markets with one of the highest levels of public- assistance income: three- to- four- times- the- national- average. Of

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.

Doublewides (O4)

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.

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.

Centurions (O5)

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 commonalties 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-

Group Quarters

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single- family home renters. It's logical to imagine this group being much more transient than home- owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median- age in the 30s, very few children, more singles than married- couples, and a two- times- the- national- average level of people with less- than- high- school educations. Income for these rental- housing residents ranks 50- percent- higher- than- average on public- assistance. However, many of the residents are employed in blue- collar jobs, such as farming/fishing/forestry (nearly four- times- average), protective services (nearly two- and- a- half- times- average), and healthcare support, building maintenance, and transportation (all about 25- percent- above- average). Incomes are in the high- \$30,000s and \$40,000s ranges.

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels inmarried- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where

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 Americans 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

Los Trabajadores (N6)

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 Mundo Latino 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 Mundo Latino 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-

Los Solteros (N5)

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income- levels: the high- \$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one things, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

Los Padrinos (N4)

Among the predominantly Hispanic Mundo Latino segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single- parent households than other segments. As a result, these areas have been names Los Padrinos, which means "godparents," a very common honorarium bestowed on older singles in the Hispanic culture. The number of single- parent homes ranks high for both males (75- percent- above- average) and females (over 75- percent- above- average). However, these neighborhoods rank at an overall average- level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents over- 65- years- old in this category. Owing, no doubt, to the older median age, these areas show above- average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Mundo Latino category with the highest median- income levels: the high- \$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public- assistance: about two- and- a- half- above- average. Those who are employed are primarily blue- collar workers: presumably a reflection of a two- times- the- national- average number of people with less- than- high- school educations. The residents' dominant job categories include