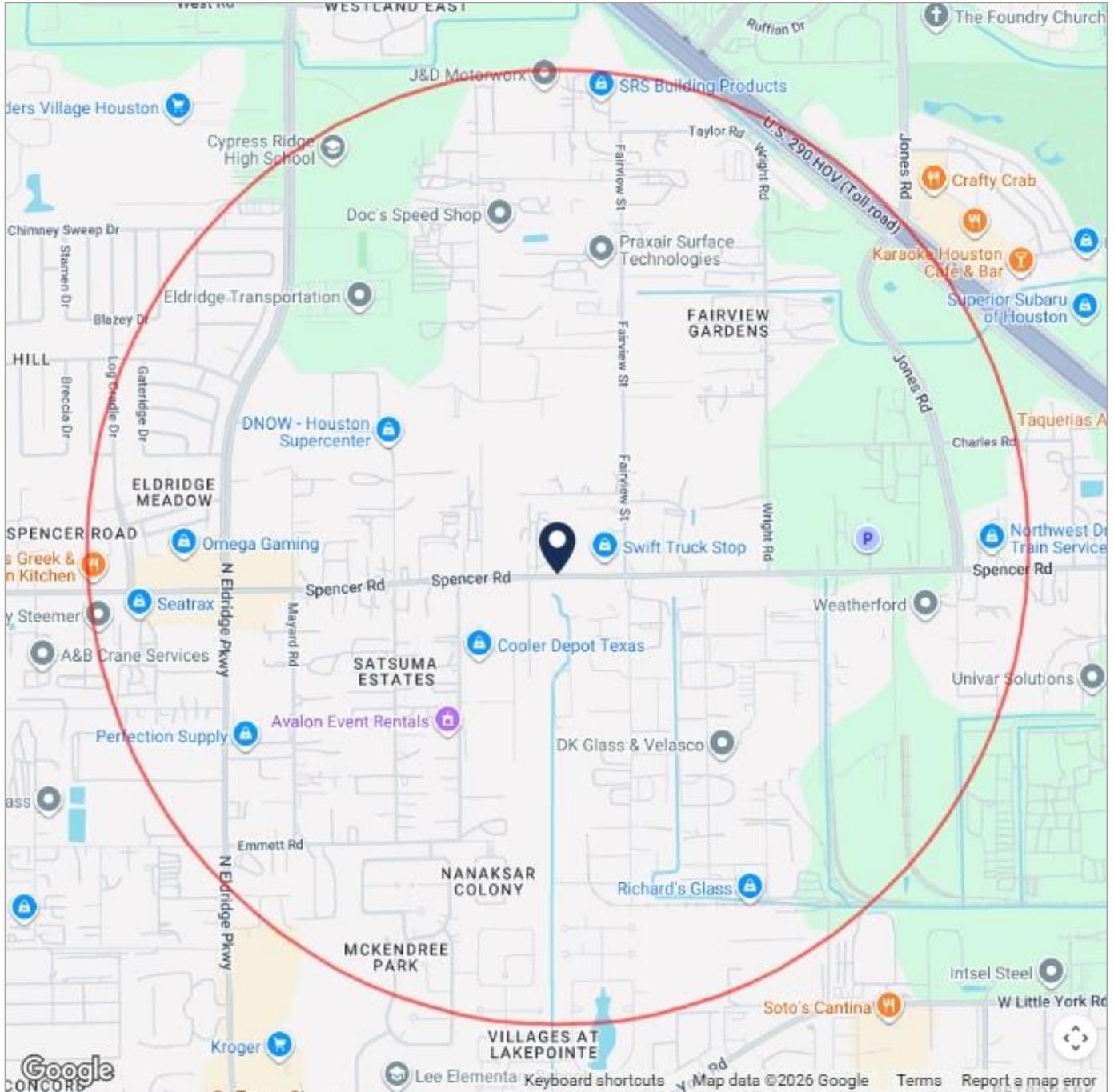![Coldwell Banker Commercial logo]
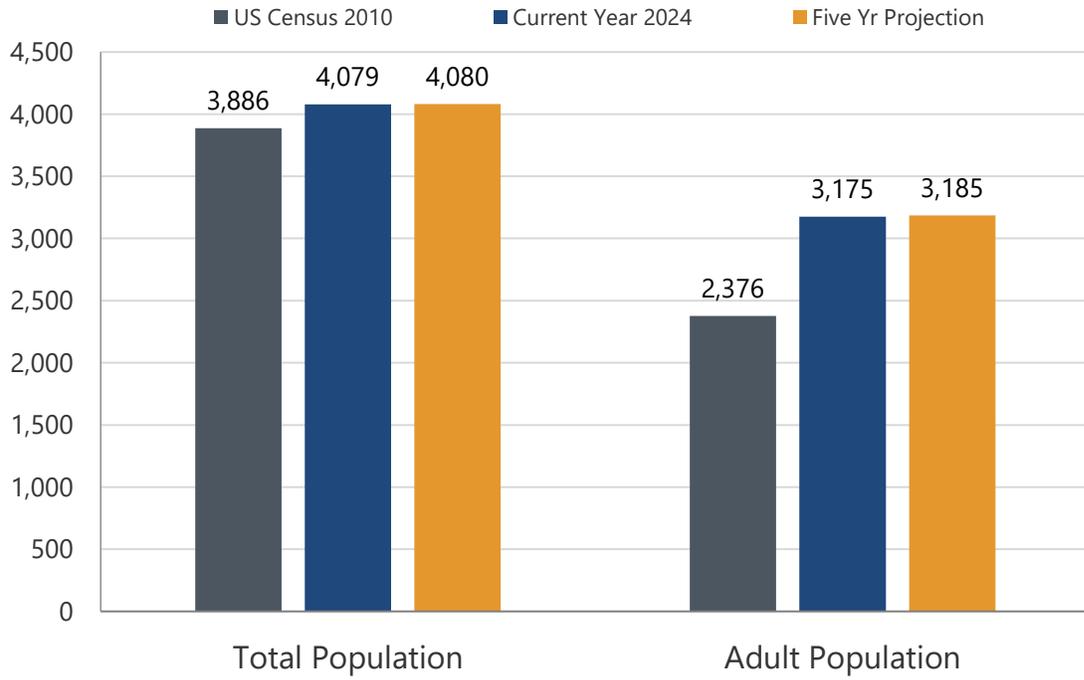
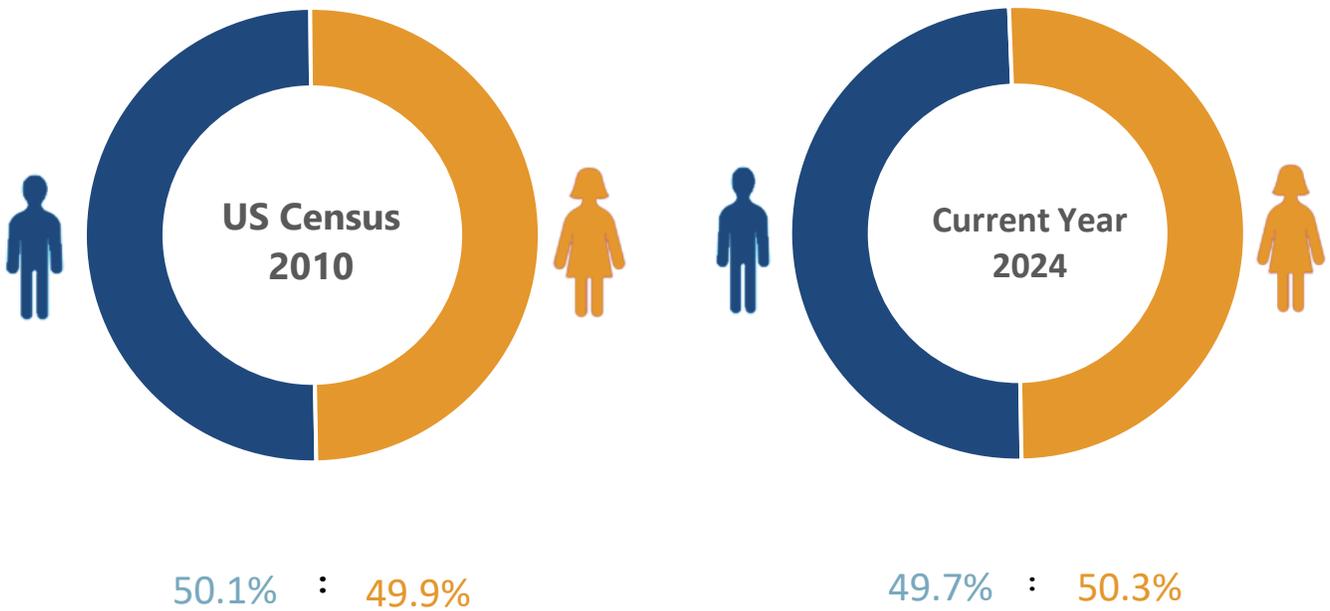# INDUSTRIAL COMPLEX

Trade Area: 1 Mile

Population Charts

Population

Legend: US Census 2010 | Current Year 2024 | Five Yr Projection

	US Census 2010	Current Year 2024	Five Yr Projection
Total Population	3,886	4,079	4,080
Adult Population	2,376	3,175	3,185

Female/Male Ratio

US Census 2010

50.1% : 49.9%

Current Year 2024

49.7% : 50.3%

Daytime Population

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

Daytime Population: 9,351
Population 16 and Under: 851
Daytime Population, Over Age 16: 8,499
Work at Home: 185
Civilian Population, Age 16+ at Workplace: 2,283
Homemakers: 314
Retired/Disabled Population: 519
Unemployed: 114

Age

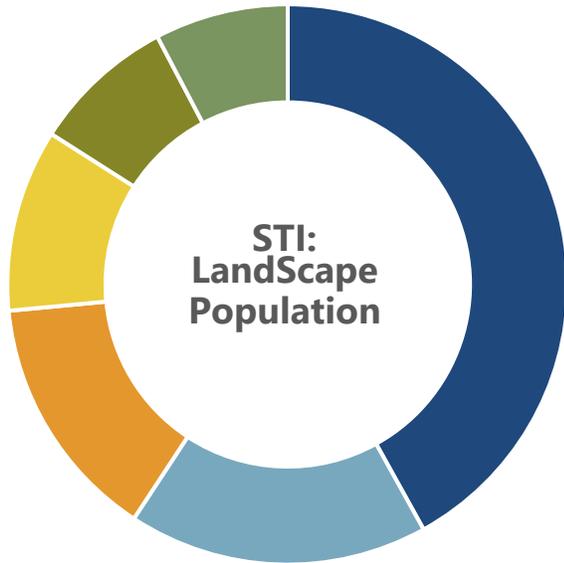Age 18+: 77.8%
Age 55+: 25.8%
Age 65+: 14.0%
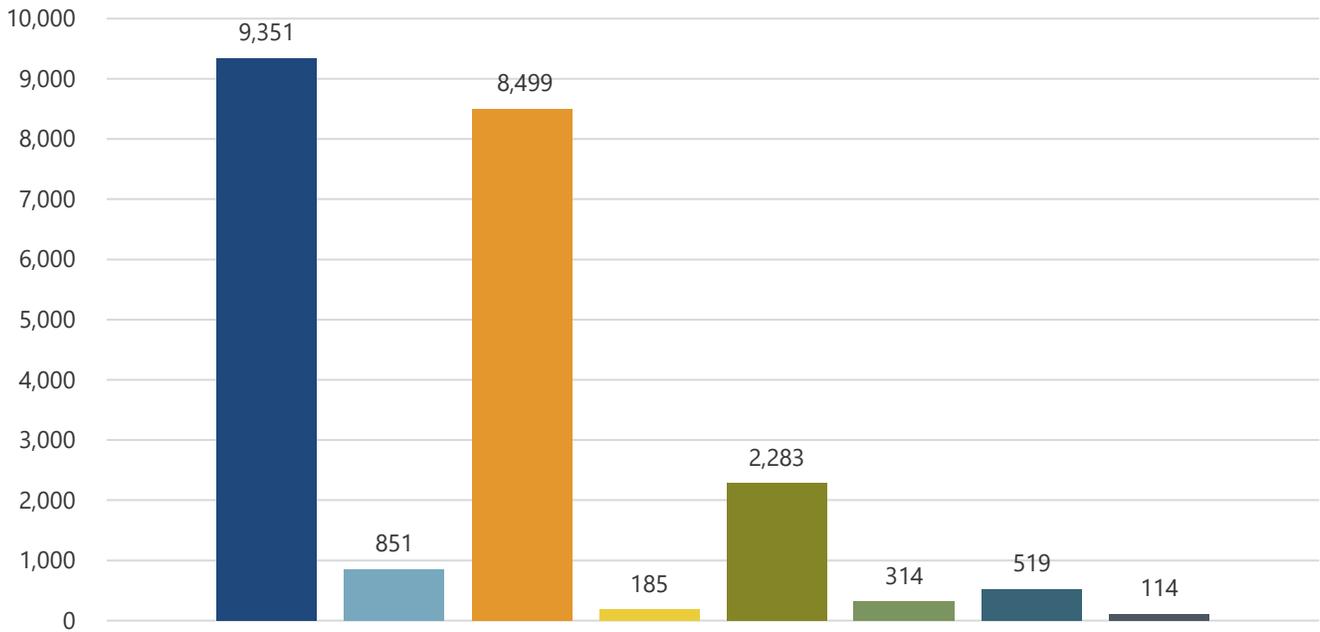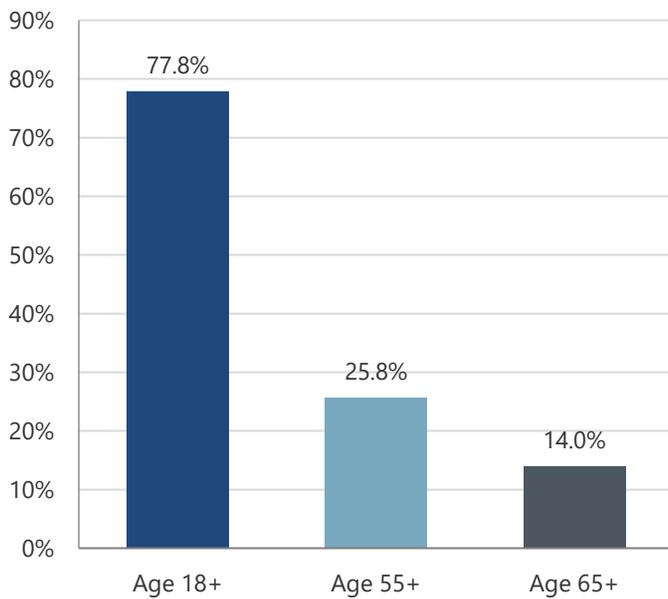
Median Age, Total

37.3

Age Demographics

- ■ 77.85%   Age 18+
- ■ 25.75%   Age 55+
- ■ 14.04%   Age 65+

Population STI: LandScape (Current Year)

Top Six Segments:

- **41.9%** Los Solteros (N5)
- **17.3%** East Meets West (O2)
- **14.3%** American Knights (A4)
- **10.5%** Apprentices (E3)
- **8.3%** Doublewides (O4)
- **7.7%** Los Novios (N3)

STI:
LandScape
Population

Other top segments:

- **0.0%** Collegians (O7)
- **0.0%** Legacy Years (O6)
- **0.0%** Centurions (O5)
- **0.0%** Group Quarters (O3)
- **0.0%** Golden Heritage (O1)
- **0.0%** Los Trabajadores (N6)

| Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Los Solteros (N5)	$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
East Meets West (O2)	$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
American Knights (A4)	$99K	36.2	Urban	Married	White	Families	Bachelor's Plus	White Collar
Apprentices (E3)	$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Doublewides (O4)	$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Los Novios (N3)	$39K	29.6	Urban	Married	Hispanic	Families	Low Education	Blue Collar
Collegians (O7)	$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Legacy Years (O6)	$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	$49K	24.7	Urban	Married	Diverse	Families	College/Trades	Blue/White Collar
Group Quarters (O3)	$40K	37.3	Urban	Single	Diverse	None	High School	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

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

Ethnicity (Not Hispanic/Latino)
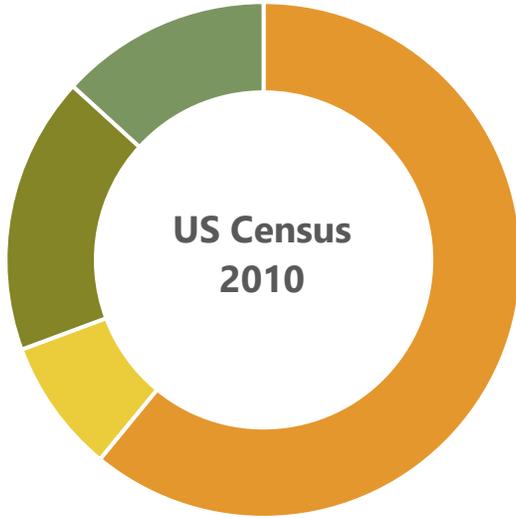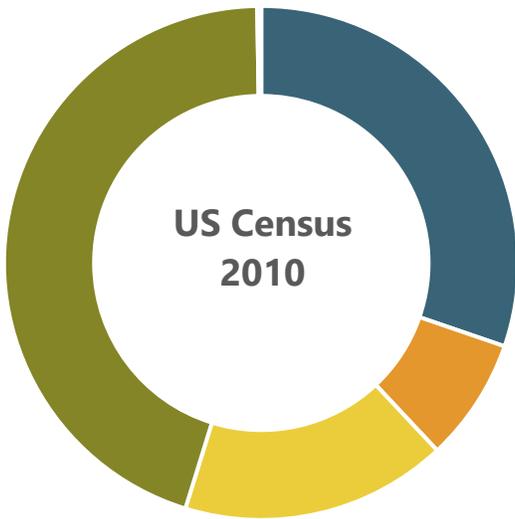

2010 US Census (Not Hispanic/Latino)
- 58.17% White
- 8.03% Black
- 16.62% Asian
- 12.63% Other
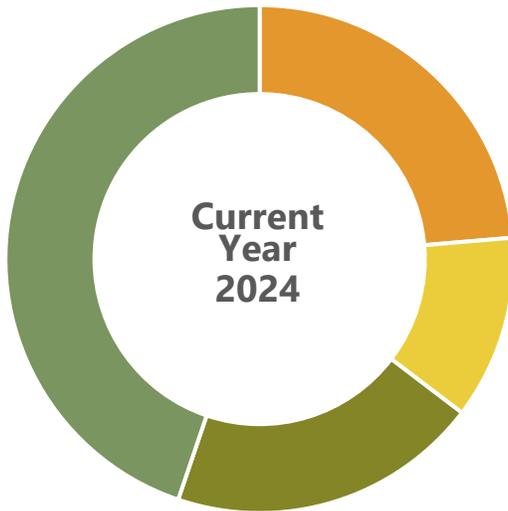
Current Year (Not Hispanic/Latino)
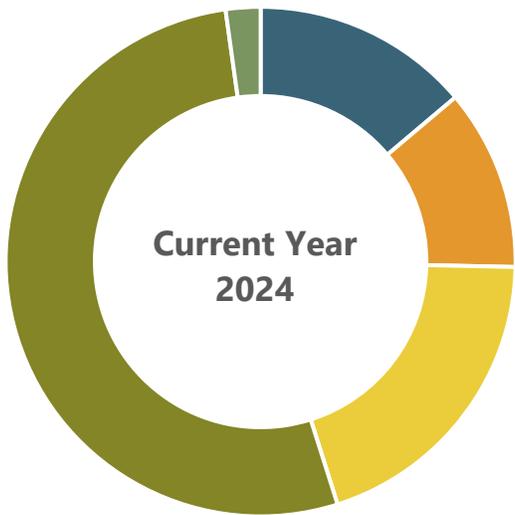- 23.65% White
- 11.69% Black
- 19.85% Asian
- 44.80% Other

Ethnicity (Hispanic/Latino)

US Census 2010
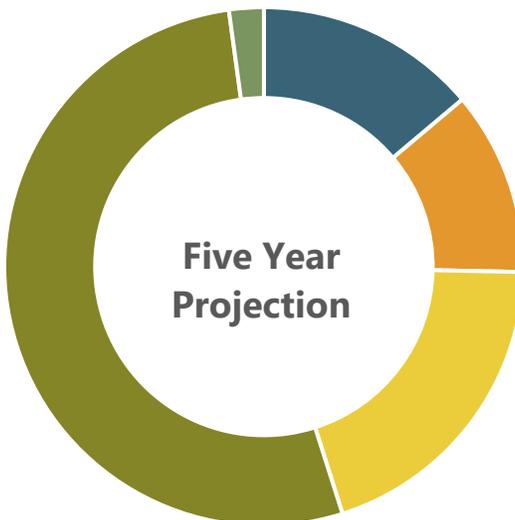
2010 US Census (Hispanic/Latino)

- 29.81% White
- 7.64% Black
- 16.51% Asian
- 44.31% Hispanic
- 0.25% Other

Current Year 2024

Current Year (Hispanic/Latino)

- 13.84% White
- 11.50% Black
- 19.78% Asian
- 52.67% Hispanic
- 2.20% Other

Five Year Projection

Five Year Projection (Hispanic/Latino)

- 13.85% White
- 11.48% Black
- 19.77% Asian
- 52.74% Hispanic
- 2.16% Other

Housing & Households

3.3
Land Area

1,451
Total Housing Units

1,350
Total Households

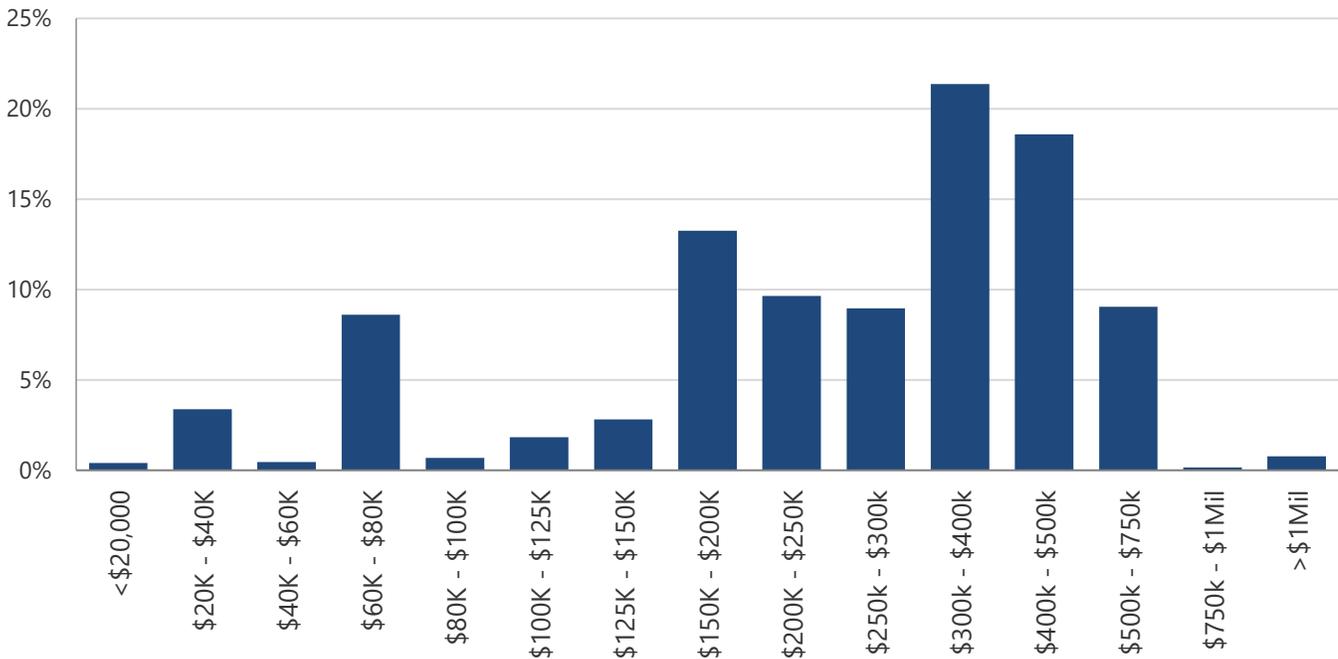**1,350**
Total Households

5 Year Projection

802
Owner-Occupied

548
Renter-Occupied

Housing Value (Current Year)

Income

Based on Total Population
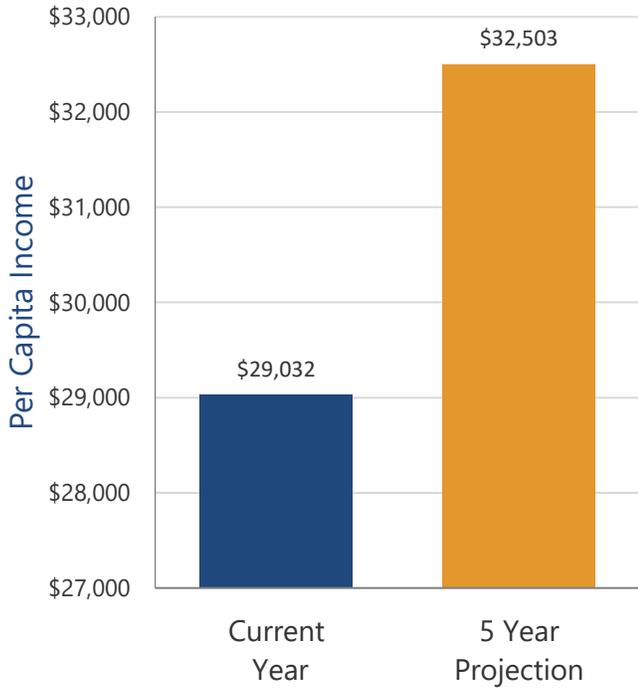
Average Household Income

$87,701

Median Household Income

$67,504

Households by Income (Current Year)

Income Range	Percent
<$15k	8.8%
$15k - $20k	1.6%
$20k - $25k	3.3%
$25k - $30k	5.4%
$30k - $35k	3.5%
$35k - $40k	4.5%
$40k - $45k	5.1%
$45k - $50k	5.4%
$50k - $55k	3.6%
$55k - $60k	2.6%
$60k - $65k	2.8%
$65k - $70k	6.0%
$70k - $80k	9.4%
$80k - $90k	5.3%
$90k - $100k	4.3%
$100k - $125k	6.0%
$125k - $150k	2.7%
$150k - $200k	11.3%
$200k - $250k	4.6%
$250k - $500k	2.0%
$500K+	1.6%
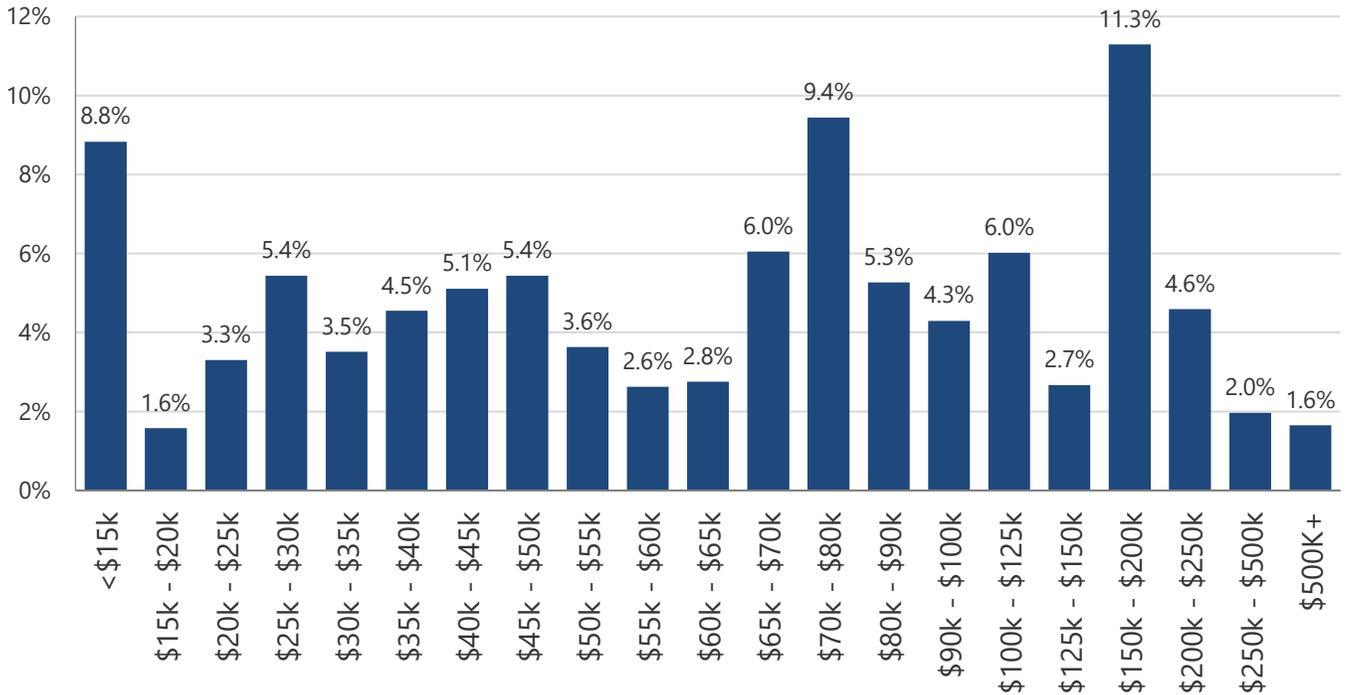
Education (Current Year)

Education

3,908

College undergraduate

692

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)

Category	Value
K - 9	154
Some HS	238
HS Grad	700
Some College	554
Associate	178
Bachelors Degree	599
Masters Degree	268
Doctorate / Prof	45
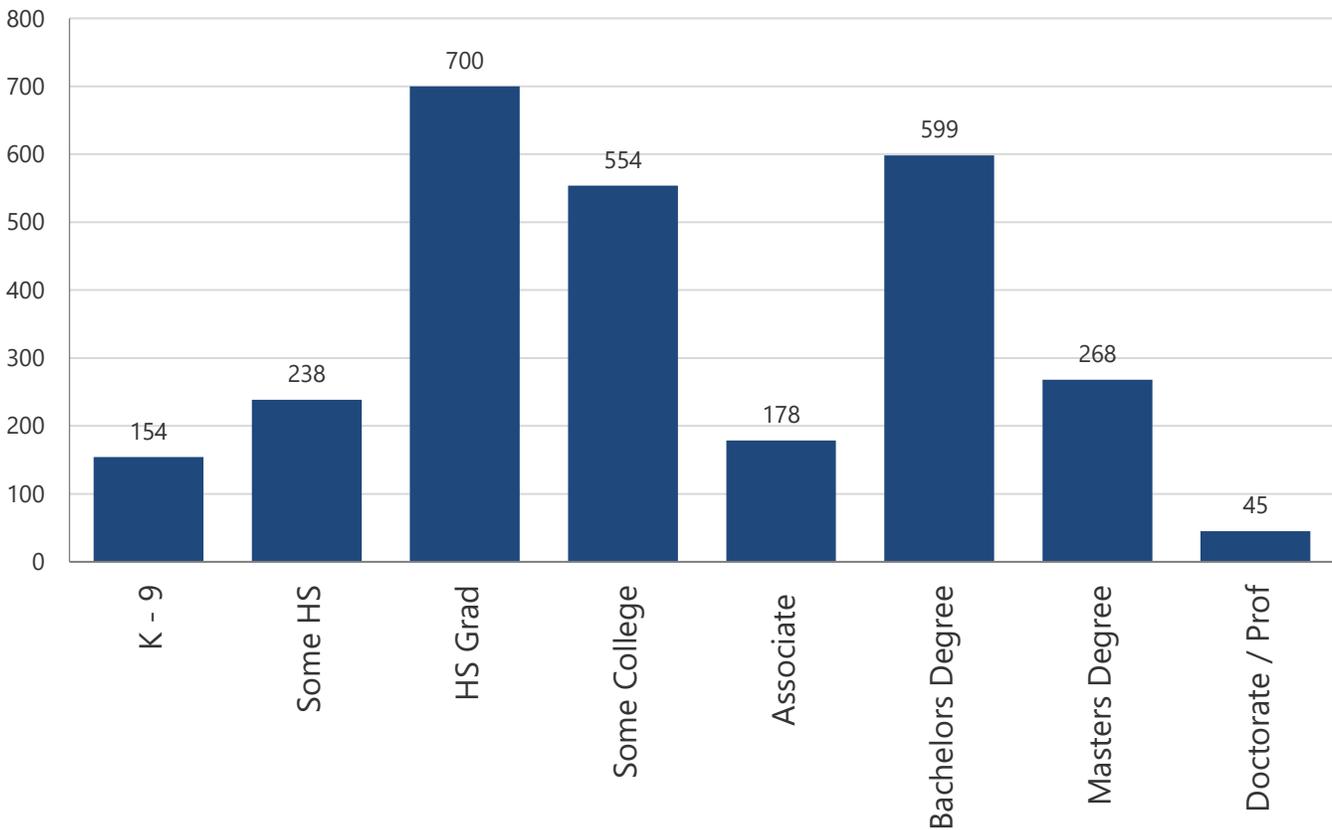
Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

3,284

Current Year

Employment by Industry

Armed Forces	0.0%
Civilian Employed	69.5%
Civilian Unemployed	3.5%
Not in labor force	27.0%

■ Employment by Industry
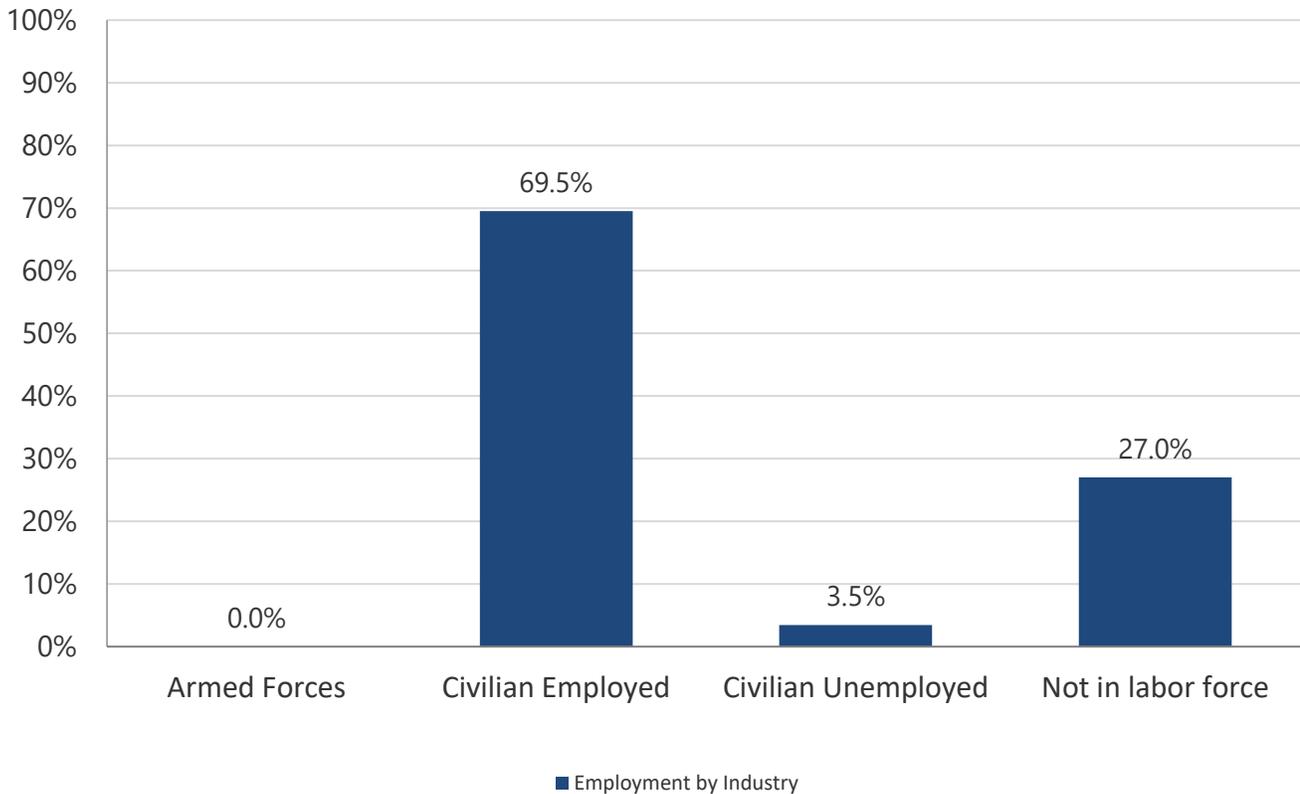
Transportation to Work (Current Year)
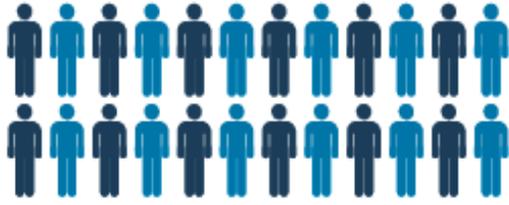
1,873

Total Workers 16+

1,711

Car, Truck or Van

14

Public transport (not taxi)

104

Worked at home

Travel Time to Work (Current Year)

Total Workers 16+

Travel Time	Total Workers 16+
<10 min	87
10 - 14 min	198
15 - 19 min	178
20 - 24 min	324
25 - 29 min	133
30 - 34 min	398
35 - 44 min	64
45 - 59 min	254
60+ mins	132

Travel Time
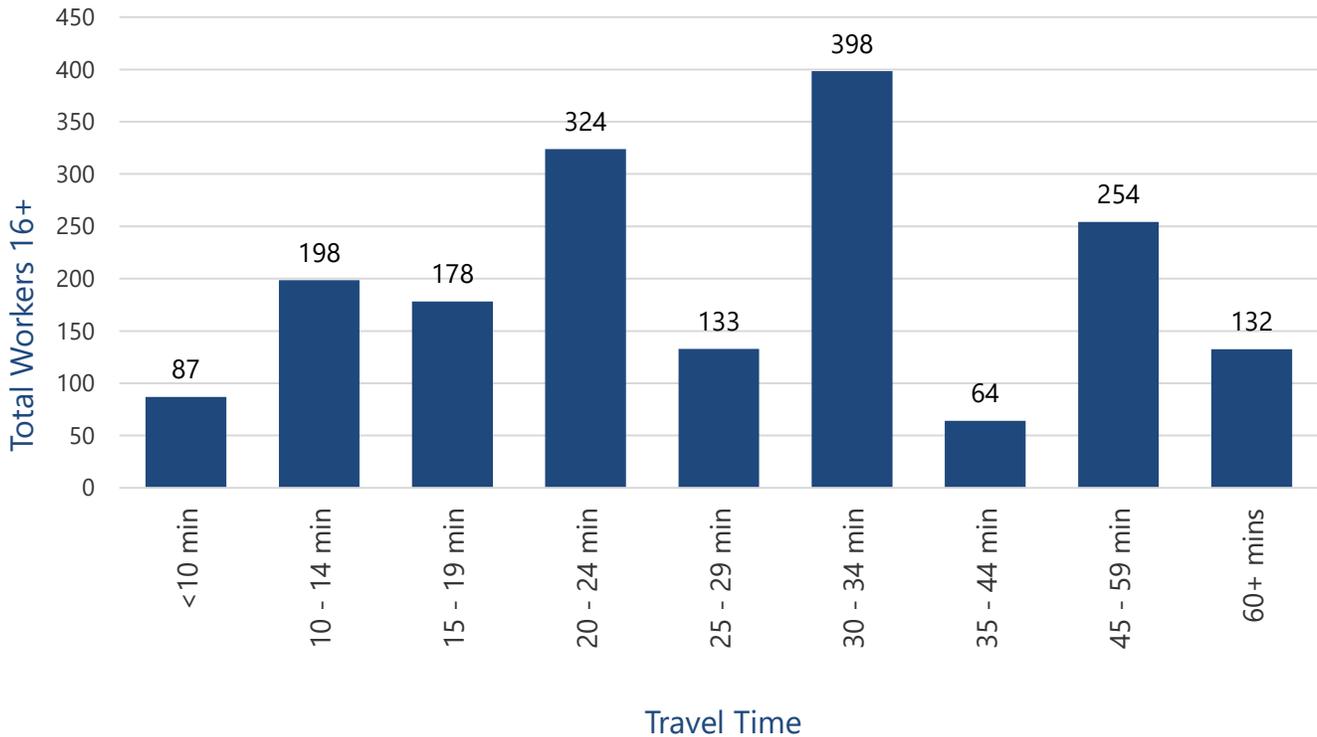
Consumer Expenditures (Current Year)

Consumer Expenditures

Category	Amount
Alcoholic beverages	$11,361
Apparel and services	$61,681
Cash contributions	$66,899
Education	$39,546
Entertainment	$92,119
Food	$301,477
Health care	$194,083
Housing	$403,395
Personal care & services	$29,984
Personal insurance	$15,603
Reading	$2,359
Tobacco & smoking	$12,556
Transportation	$432,849
Cash gifts	$19,015
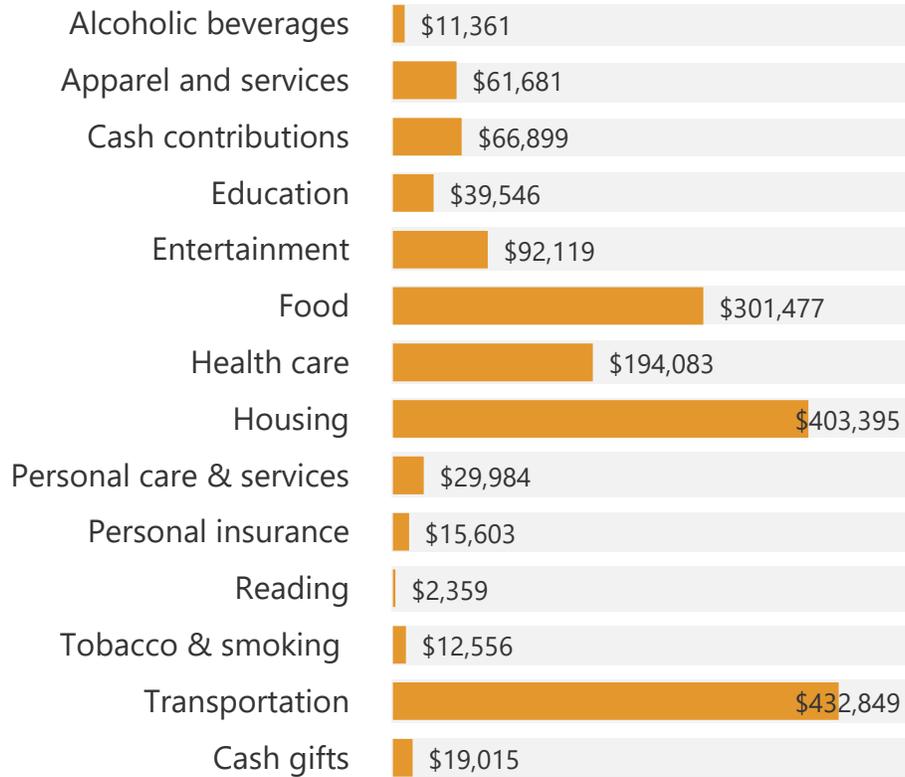
Business Summary by NAICS Code

1	Agriculture, Forestry, Fishing and Hunting	7	Real Estate, Rental and Leasing
3	Mining, Quarrying, Oil and Gas Extraction	19	Professional, Scientific, and Technical Services
1	Utilities	1	Management of Companies and Enterprises
29	Construction	7	Administrative and Support Services
37	Manufacturing	4	Educational Services
18	Wholesale Trade	8	Health Care and Social Assistance
38	Retail Trade	7	Arts, Entertainment, and Recreation
6	Transportation and Warehousing	15	Accommodation and Food Services
6	Information	23	Other Services
7	Finance and Insurance		Public Administration

Retail Sales Volume

Category	Value
Automotive Dealers	$179,515,181
Other Motor Vehicle Dealers	$3,370,844
Automotive Parts, Accessories, Tires	$13,268,203
Furniture Stores	$10,561,825
Home Furnishing Stores	$5,458,511
Electronics and Appliance	$6,653,036
Building Material, Supplies	$54,853,431
Lawn and Garden Equipment	$0
Grocery Stores	$15,435,282
Specialty Food Stores	$2,973,715
Beer, Wine, and Liquor Stores	$5,384,071
Health and Personal Care Stores	$10,915,601
Gasoline Stations	$27,044,869
Clothing Stores	$19,916,519
Shoe Stores	$3,370,628
Jewelry, Luggage, Leather Goods	$5,442,938
Sporting Goods, Hobby, Musical Instrument	$2,303,507
Book, Periodical, and Music	$1,314,726
Department Stores	$0
Other General Merchandise	$50,239,408
Florists and Misc. Store Retailers	$0
Office Supplies, Stationary, Gift	$1,282,992
Used Merchandise Stores	$0
Other Misc. Store Retailers	$3,480,883
Electronic Shopping and Mail Order	$0
Direct Selling Establishments	$543,875
Full-Service Restaurants	$18,096,166
Limited-Service Eating Places	$11,728,469
Special Food Services	$2,486,161
Bar/Drinking Places (Alcoholic Beverages)	$840,359

LandScape Segment Descriptions

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.

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

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.

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

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 were 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 Americas, 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.

Los Novios (N3)

Los Novios neighborhoods are neighborhoods with the highest percentage of married- with- children households. So their Spanish name, which means "newlyweds" is a perfect fit. What's more the median- age range of residents is in the lowest category - 20s and low- 30s. Fittingly, these areas rank highest in children under six at nearly 75- percent- above- average. But they also have a 50- percent- higher- than- average level of kids six- to 13- years- old. While many of the residents are married, there are also above- average levels of single- parent households: with the highest level (interestingly) in single- male- with- children at over 75- percent- above- average. The highly urban Los Novios areas share several demographics with their fellow Mundo Latino segments, including a high percent of residents without high- school educations (three- times- the national- average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public- assistance (three- times- above- average). However, the residents also rank at an average- level of income from their predominantly blue- collar

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.

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

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- 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.

Group Quarters (O3)

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.

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

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-