

Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
Population						
2024 Population	1,120	---	10,265	---	16,751	---
2029 Projected Population	1,189	---	10,706	---	17,514	---
2029 Projected Population (High Estimate)	1,299	---	11,522	---	18,773	---
2029 Projected Population (Low Estimate)	1,174	---	10,613	---	17,328	---
% Projected Annual Change (2024 - 2029)	1.2%	---	0.9%	---	0.9%	---
% Projected Annual Change (High Estimate)	3.2%	---	2.4%	---	2.4%	---
% Projected Annual Change (Low Estimate)	1.0%	---	0.7%	---	0.7%	---
2000 Census Population	825	---	7,407	---	12,329	---
2010 Census Population	1,002	---	9,445	---	15,417	---
% Annual Change (2010 - 2024)	0.8%	---	0.6%	---	0.6%	---
Population Density	323		379		211	
Land Area (Square Miles)	3.47		27.06		79.47	
Households						
2024 Households	423	---	3,764	---	6,152	---
2029 Projected Households	449	---	3,929	---	6,435	---
% Projected Annual Change (2024 - 2029)	1.2%	---	0.9%	---	0.9%	---
2000 Households	320	---	2,860	---	4,665	---
2010 Households	378	---	3,457	---	5,656	---
% Annual Change (2010 - 2024)	1.3%	---	1.5%	---	1.5%	---
Growth Stability Indicator (-1 to +1)	0.2793	---	0.2583	---	0.2403	---
Daytime Population						
Daytime Population	648	---	7,865	---	13,354	---
Children at Home	47	---	426	---	691	---
Students	52	---	1,546	---	3,028	---
Work at Home	26	---	442	---	641	---
Homemakers	107	---	900	---	1,921	---
Retired/Disabled Population	163	---	1,528	---	2,578	---
Unemployed	15	---	118	---	211	---

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	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2024)	38.8		39.1		39.7	
Children (2024)						
0 - 4 Years	63	5.6%	568	5.5%	920	5.5%
5 - 9 Years	82	7.3%	677	6.6%	1,063	6.3%
10 - 13 Years	60	5.4%	596.9	5.8%	937	5.6%
14 - 17 Years	70	6.3%	658	6.4%	1,019	6.1%
Adults (2024)						
18 - 21 Years	70	6.3%	620	6.0%	974	5.8%
22 - 24 Years	54	4.8%	429	4.2%	682	4.1%
25 - 34 Years	125	11.2%	1,145	11.2%	1,917	11.4%
35 - 44 Years	142	12.6%	1,319	12.9%	2,099	12.5%
45 - 54 Years	131	11.7%	1,331	13.0%	2,138	12.8%
55 - 64 Years	136	12.1%	1,198	11.7%	2,073	12.4%
65 - 74 Years	106	9.5%	928	9.0%	1,610	9.6%
75 - 84 Years	63	5.7%	608	5.9%	1,035	6.2%
85+ Years	18	1.6%	187	1.8%	283	1.7%
Age, Female (2024)						
0 - 4 Years	31	2.8%	283	2.8%	457	2.7%
5 - 9 Years	45	4.1%	351	3.4%	541	3.2%
10 - 13 Years	30	2.6%	300	2.9%	466	2.8%
14 - 17 Years	37	3.3%	332	3.2%	508	3.0%
18 - 21 Years	36	3.2%	315	3.1%	495	3.0%
22 - 24 Years	27	2.4%	219	2.1%	353	2.1%
25 - 34 Years	66	5.9%	606	5.9%	1,002	6.0%
35 - 44 Years	77	6.9%	700	6.8%	1,101	6.6%
45 - 54 Years	65	5.8%	679	6.6%	1,100	6.6%
55 - 64 Years	71	6.3%	589	5.7%	1,014	6.1%
65 - 74 Years	56	5.0%	514	5.0%	874	5.2%
75 - 84 Years	36	3.2%	350	3.4%	589	3.5%
85+ Years	11	1.0%	130	1.3%	190	1.1%
% of Population, Female		52.4%		52.3%		51.9%
Average Age, Female	39.2	---	39.9	---	40.5	---

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	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	32	2.8%	285	2.8%	463	2.8%
5 - 9 Years	36	3.3%	326	3.2%	522	3.1%
10 - 13 Years	31	2.7%	297	2.9%	471	2.8%
14 - 17 Years	34	3.0%	326	3.2%	511	3.1%
18 - 21 Years	34	3.1%	305	3.0%	479	2.9%
22 - 24 Years	27	2.4%	210	2.0%	329	2.0%
25 - 34 Years	59	5.3%	539	5.3%	915	5.5%
35 - 44 Years	65	5.8%	619	6.0%	999	6.0%
45 - 54 Years	67	6.0%	652	6.3%	1,038	6.2%
55 - 64 Years	65	5.8%	609	5.9%	1,060	6.3%
65 - 74 Years	50	4.5%	414	4.0%	736	4.4%
75 - 84 Years	28	2.5%	258	2.5%	446	2.7%
85+ Years	6	0.6%	57	0.6%	93	0.6%
% of Population, Male		47.6%		47.7%		48.1%
Average Age, Male	38.3	---	38.2	---	38.9	---
Income (2024)						
Per Capita Income	\$33,427	---	\$37,938	---	\$33,965	---
Average Household Income	\$88,513	---	\$103,453	---	\$92,480	---
Median Household Income	\$69,761	---	\$81,685	---	\$74,200	---
Less than \$15,000	37	8.6%	174	4.6%	431	7.0%
\$15,000 - \$19,999	13	3.0%	166	4.4%	283	4.6%
\$20,000 - \$24,999	13	3.1%	167	4.4%	293	4.8%
\$25,000 - \$29,999	11	2.5%	68	1.8%	156	2.5%
\$30,000 - \$34,999	10	2.3%	66	1.8%	208	3.4%
\$35,000 - \$39,999	24	5.6%	132	3.5%	240	3.9%
\$40,000 - \$44,999	14	3.4%	115	3.0%	209	3.4%
\$45,000 - \$49,999	11	2.6%	110	2.9%	232	3.8%
\$50,000 - \$54,999	18	4.3%	123	3.3%	215	3.5%
\$55,000 - \$59,999	21	5.0%	159	4.2%	231	3.8%
\$60,000 - \$64,999	24	5.6%	201	5.3%	279	4.5%
\$65,000 - \$69,999	21	4.9%	173	4.6%	236	3.8%
\$70,000 - \$79,999	38	9.0%	327	8.7%	476	7.7%

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	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	24	5.8%	234	6.2%	391	6.4%
\$90,000 - \$99,999	20	4.7%	188	5.0%	309	5.0%
\$100,000 - \$125,000	38	9.0%	288	7.6%	499	8.1%
\$125,000 - \$149,999	18	4.3%	199	5.3%	309	5.0%
\$150,000 - \$199,999	38	9.0%	537	14.3%	730	11.9%
\$200,000 - \$249,999	17	4.1%	189	5.0%	239	3.9%
\$250,000 - \$499,999	8	1.8%	81	2.1%	102	1.7%
\$500,000+	6	1.5%	68	1.8%	86	1.4%
Income (2029 Projected)						
Per Capita Income	\$38,186	---	\$43,254	---	\$38,694	---
Average Household Income	\$101,124	---	\$117,860	---	\$105,311	---
Median Household Income	\$79,961	---	\$93,181	---	\$84,574	---
Education (2024)						
Less than 9th Grade	23	3.2%	278	4.1%	628	5.6%
Some High School	61	8.4%	603	9.0%	1,192	10.7%
High School Grad	233	32.4%	1,985	29.5%	3,759	33.7%
Some College	206	28.6%	1,619	24.1%	2,367	21.2%
Associate Degree	20	2.7%	561	8.4%	796	7.1%
Bachelors Degree	100	13.9%	1,040	15.5%	1,494	13.4%
Masters Degree	51	7.0%	397	5.9%	563	5.1%
Doctorate or Professional Degree	27	3.7%	234	3.5%	354	3.2%
Population by Race/Ethnicity (2024)						
Race Excluding Hispanic Ethnic Group						
White	947	84.6%	9,124	88.9%	14,654	87.5%
Black	81	7.3%	456	4.4%	964	5.8%
Asian	26	2.3%	126	1.2%	180	1.1%
Other	66	5.9%	559	5.4%	952	5.7%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	942	84.2%	9,082	88.5%	14,523	86.7%
Hispanic	9	0.8%	199	1.9%	414	2.5%
Black, Non-Hispanic	81	7.3%	455	4.4%	960	5.7%
Asian, Non-Hispanic	26	2.3%	126	1.2%	180	1.1%
Other, Non-Hispanic	61	5.5%	403	3.9%	674	4.0%

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	1 Mile		3 Miles		5 Miles	
Population by Race/Ethnicity (2029 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	1,001	89.4%	9,474	92.3%	15,189	90.7%
Hispanic	10	0.9%	208	2.0%	432	2.6%
Black, Non-Hispanic	86	7.7%	478	4.7%	1,008	6.0%
Asian, Non-Hispanic	27	2.4%	130	1.3%	186	1.1%
Other, Non-Hispanic	64	5.7%	416	4.1%	699	4.2%
Language at Home (2024)						
Spanish	9	0.8%	87	0.9%	183	1.2%
Asian/Pacific Language	0	0.0%	8	0.1%	49	0.3%
European/Indo-European	33	3.1%	228	2.3%	332	2.1%
Arabic	0	0.0%	0	0.0%	0	0.0%
Other Non-English	0	0.0%	0	0.0%	0	0.0%
Family Structure (2024)						
Male Householder, No Children	15	4.8%	132	4.6%	226	4.8%
Female Householder, No Children	44	14.0%	275	9.5%	474	10.0%
Single Parent - Male	5	1.6%	74	2.6%	96	2.0%
Single Parent - Female	22	6.9%	140	4.8%	292	6.2%
Married w/ Children	112	35.6%	1,100	38.1%	1,511	31.9%
Married w/out Children	108	34.2%	1,000	34.6%	1,838	38.8%
Non-family Households	10	3.0%	170	5.9%	295	6.2%
Household Size (2024)						
1 Person	107	25.4%	873	23.2%	1,419	23.1%
2 Persons	129	30.5%	1,116	29.7%	1,897	30.8%
3 Persons	67	15.8%	655	17.4%	1,083	17.6%
4 Persons	58	13.6%	621	16.5%	948	15.4%
5 Persons	37	8.8%	317	8.4%	486	7.9%
6 Persons	18	4.3%	141	3.7%	226	3.7%
7+ Persons	6	1.5%	41	1.1%	93	1.5%

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	1 Mile		3 Miles		5 Miles	
Housing (2024)						
Owner-Occupied	309	68.5%	2,654	65.0%	4,327	65.1%
Renter-Occupied	113	25.1%	1,111	27.2%	1,825	27.5%
Vacant	29	6.4%	320	7.8%	495	7.5%
Components of Change (2024)						
Births	13	1.2%	117	1.1%	189	1.1%
Deaths	9	0.8%	84	0.8%	141	0.8%
Migration	16	1.4%	151	1.5%	277	1.7%
Other Population (2024)						
Seasonal Population	1	---	6	---	18	---
Transient Population	0	---	36	---	126	---
Group Quarters Population	1	---	88	---	97	---
Institutionalized	1	---	88	---	97	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	0	---	0	---
Home Value (2024)						
Median Home Value	\$304,837	---	\$359,981	---	\$350,233	---
Average Home Value	\$234,316	---	\$315,676	---	\$303,577	---
Under \$20,000	1	0.2%	5	0.2%	33	0.8%
\$20,000 to \$40,000	4	1.1%	30	1.1%	94	2.2%
\$40,000 to \$60,000	2	0.7%	15	0.6%	39	0.9%
\$60,000 to \$80,000	16	5.3%	91	3.4%	134	3.1%
\$80,000 to \$100,000	20	6.5%	69	2.6%	112	2.6%
\$100,000 to \$125,000	30	9.6%	129	4.9%	200	4.6%
\$125,000 to \$150,000	21	6.7%	122	4.6%	240	5.6%
\$150,000 to \$200,000	37	11.8%	254	9.6%	440	10.2%
\$200,000 to \$250,000	34	11.1%	240	9.0%	388	9.0%
\$250,000 to \$300,000	61	19.6%	408	15.4%	596	13.8%
\$300,000 to \$400,000	40	12.9%	529	19.9%	863	19.9%
\$400,000 to \$500,000	19	6.2%	288	10.9%	419	9.7%
\$500,000 to \$750,000	15	5.0%	266	10.0%	462	10.7%
\$750,000 to \$1,000,000	3	1.1%	148	5.6%	170	3.9%
\$1,000,000 or more	1	0.4%	45	1.7%	118	2.7%

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	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2024)						
No Vehicle	13	3.2%	186	4.9%	275	4.5%
1 Vehicle	99	23.5%	748	19.9%	1,311	21.3%
2 Vehicles	155	36.6%	1,649	43.8%	2,579	41.9%
3 Vehicles	91	21.5%	733	19.5%	1,201	19.5%
4 Vehicles	35	8.2%	315	8.4%	596	9.7%
5 or more Vehicles	30	7.1%	133	3.5%	189	3.1%
Economic Indicators (2024)						
Gross Domestic Product (GDP) - in 1,000s	\$67,645	---	\$704,667	---	\$1,045,248	---
Economic Viability	248	---	260	---	260	---
Economic Viability, Indexed	92	---	96	---	96	---
Average Salary	\$50,398	---	\$50,049	---	\$47,745	---
Average Mortgage-Risk	3.21	---	3.15	---	3.14	---
Businesses (2024)						
Establishments	22	---	253	---	359	---
Employees (FTEs)	237	---	2,906	---	4,284	---
Employment, Pop 16+ (2024)						
Armed Forces	0	0.0%	0	0.0%	0	0.0%
Civilian	587	66.6%	5,463	67.6%	8,462	63.6%
Employed	572	64.9%	5,345	66.1%	8,251	62.0%
Unemployed	15	1.7%	118	1.5%	211	1.6%
Not in Labor Force	295	33.4%	2,623	32.4%	4,849	36.4%
Unemployment Rate (2024)						
		2.7%		2.3%		2.6%
Employment by Industry (2024)						
Agriculture, Mining and Construction	13	2.3%	212	4.0%	540	6.5%
Manufacturing	136	23.7%	1,206	22.6%	1,820	22.1%
Transportation	30	5.2%	339	6.3%	555	6.7%
Information	13	2.3%	153	2.9%	193	2.3%

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	1 Mile		3 Miles		5 Miles	
Wholesale-Retail	45	7.9%	810	15.2%	1,109	13.4%
Finance, Insurance, and Real Estate	26	4.6%	362	6.8%	461	5.6%
Professional Services	34	6.0%	223	4.2%	286	3.5%
Management Services	2	0.3%	4	0.1%	5	0.1%
Administration and Waste Services	16	2.8%	82	1.5%	198	2.4%
Educational Services	158	27.6%	1,125	21.0%	1,687	20.4%
Entertainment Services	17	2.9%	382	7.1%	655	7.9%
Other Professional Services	42	7.3%	237	4.4%	442	5.4%
Public Administration	41	7.1%	209	3.9%	301	3.6%

Employment by Occupation (2024)

	1 Mile		3 Miles		5 Miles	
White Collar	---		---		---	
Managerial and Executive	96	16.8%	933	17.5%	1,298	15.7%
Professional Specialty	133	23.2%	1,112	20.8%	1,608	19.5%
Healthcare and Support	16	2.9%	103	1.9%	152	1.8%
Sales	31	5.4%	547	10.2%	736	8.9%
Office and Administration	52	9.1%	631	11.8%	969	11.7%
Blue Collar						
Protective Services	36	6.4%	142	2.7%	211	2.6%
Food Preparation and Serving	4	0.7%	204	3.8%	385	4.7%
Building Maintenance and Cleaning	21	3.7%	123	2.3%	262	3.2%
Personal Care Services	16	2.8%	77	1.4%	157	1.9%
Farming, Fishing & Forestry	13	2.3%	112	2.1%	153	1.8%
Construction	33	5.8%	324	6.1%	710	8.6%
Production & Transportation	120	21.0%	1,038	19.4%	1,610	19.5%

School Enrollment (2024)

	1 Mile		3 Miles		5 Miles	
Nursery School/Pre-school	17	1.6%	162	1.6%	201	1.2%
Kindergarten/Elementary School	194	17.3%	1,488	14.5%	2,092	12.5%
High School	99	8.9%	741	7.2%	1,146	6.8%
College/Graduate/Professional School	86	7.6%	461	4.5%	739	4.4%
Not Enrolled	724	64.6%	7,413	72.2%	12,574	75.1%

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	1 Mile		3 Miles		5 Miles	
Travel Time to Work						
Less than 10 minutes	79	17.0%	677	17.0%	1,030	15.6%
10 to 14 minutes	68	14.6%	488	12.2%	923	13.9%
15 to 19 minutes	67	14.4%	495	12.4%	836	12.6%
20 to 24 minutes	43	9.2%	651	16.3%	988	14.9%
25 to 29 minutes	38	8.1%	342	8.6%	541	8.2%
30 to 34 minutes	65	14.0%	481	12.1%	810	12.2%
35 to 44 minutes	1	0.1%	166	4.2%	276	4.2%
45 to 59 minutes	30	6.4%	176	4.4%	322	4.9%
60 or more minutes	75	16.2%	510	12.8%	895	13.5%
Average travel time to work in minutes	2.0	---	24.1	---	30.5	---

Population by LandScape Segment

A1: Empire Builders	0	0.00%	0	0.00%	0	0.00%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	0	0.00%	0	0.00%	0	0.00%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	0	0.00%	0	0.00%	0	0.00%
A6: Regents	0	0.00%	0	0.00%	0	0.00%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	0	0.00%	0	0.00%
B3: Kindred Spirit	0	0.00%	0	0.00%	0	0.00%
B4: Middle of the Road	0	0.00%	0	0.00%	127	0.78%
B5: White Collar Starts	0	0.00%	0	0.00%	0	0.00%
B6: Blue Collar Starts	0	0.00%	0	0.00%	218	1.34%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	0	0.00%	0	0.00%	0	0.00%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	733	68.03%	3,343	33.57%	3,855	23.75%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	0	0.00%
D2: Fall Years	0	0.00%	0	0.00%	0	0.00%
D3: Still in the Game	0	0.00%	0	0.00%	226	1.39%
E1: Gurus	0	0.00%	0	0.00%	0	0.00%

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E2: Wizards	0	0.00%	897	9.01%	988	6.09%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	344	31.97%	1,882	18.90%	2,462	15.17%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	0	0.00%	0	0.00%	154	0.95%
F4: Down But Not Out	0	0.00%	0	0.00%	0	0.00%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	406	2.50%
G2: Apron Strings	0	0.00%	114	1.14%	730	4.50%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	291	1.79%
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%	1,680	16.87%	1,831	11.28%
I3: Couples with Capital	0	0.00%	0	0.00%	0	0.00%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	1,644	16.51%	1,811	11.16%
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%	683	4.21%
K5: Rough and Ready	0	0.00%	398	3.99%	2,037	12.55%
K6: The Outback	0	0.00%	0	0.00%	413	2.54%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	0	0.00%	0	0.00%	0	0.00%
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%	0	0.00%	0	0.00%
M2: East Side	0	0.00%	0	0.00%	0	0.00%
M3: Upper East Side	0	0.00%	0	0.00%	0	0.00%

Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
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%	0	0.00%	0	0.00%
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	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	0	0.00%	0	0.00%	0	0.00%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	0	0.00%	0	0.00%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	0	0.00%	0	0.00%	0	0.00%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$3,432	\$8.11	\$32,335	\$8.59	\$52,229	\$8.49
Total Apparel and services	\$15,511	\$36.68	\$143,621	\$38.15	\$230,604	\$37.48
Cash contributions	\$23,008	\$54.40	\$214,740	\$57.05	\$346,561	\$56.33
Total Education	\$8,092	\$19.13	\$74,280	\$19.73	\$118,715	\$19.30
Total Entertainment	\$26,007	\$61.49	\$245,366	\$65.18	\$390,989	\$63.55
Total Food	\$85,350	\$201.80	\$791,382	\$210.24	\$1,286,138	\$209.06
Total Health care	\$49,269	\$116.49	\$453,256	\$120.41	\$740,420	\$120.35
Total Housing	\$118,416	\$279.99	\$1,105,137	\$293.59	\$1,780,919	\$289.49
Total Personal care products and services	\$8,395	\$19.85	\$77,718	\$20.65	\$125,167	\$20.35
Personal insurance	\$4,585	\$10.84	\$43,599	\$11.58	\$69,127	\$11.24
Total Reading	\$806	\$1.91	\$7,421	\$1.97	\$12,066	\$1.96
Total Tobacco products and smoking supplies	\$3,597	\$8.50	\$31,528	\$8.38	\$53,166	\$8.64
Total Transportation	\$106,146	\$250.97	\$994,922	\$264.31	\$1,601,670	\$260.35
Cash gifts	\$7,537	\$17.82	\$68,643	\$18.24	\$116,291	\$18.90

Demographics near 6315 U.S. 78 Breman, GA

LandScape Descriptions (Trade Area 1 Only)

C4: Gainfully Employed

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above- average number of 65- plus- year- olds. This fact speaks to their slightly- less- than- average percent of children in their largely two- couple families. This fact also gives these areas a nearly- dead- on- average income from wages and salaries, as well as a somewhat higher- than- average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

F1: Hard Act to Follow

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50- percent- above- average level of singles. The households are single for a variety of reasons, including slightly higher- than- average levels of divorce, widowhood, and non- marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white- collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

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.

Demographics near 6315 U.S. 78 Breman, GA

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.

O3: 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.

O2: East Meets West

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 in married-couple-with-children household compositions, and have average 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 they hold both blue-and-white-collar jobs.

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.

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N5: Los Solteros

#N/A

N4: Los Padrinos

#N/A

N3: Los Novios

#N/A