Demographics around 2334 S Grand Ave E, Springfield, Illinois 62703, United States

COLDWELL BANKER COMMERCIAL DEVONSHIRE REALTY

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
Population						
2022 Population	8,885	---	66,430	---	115,768	---
2027 Projected Population	8,842	---	65,976	---	115,056	---
2027 Projected Population (High Estimate)	9,051	---	67,733	---	118,362	---
2027 Projected Population (Low Estimate)	8,734	---	64,944	---	113,590	---
% Projected Annual Change (2022 - 2027)	-0.1%	---	-0.1%	---	-0.1%	---
% Projected Annual Change (High Estimate)	0.4%	---	0.4%	---	0.4%	---
% Projected Annual Change (Low Estimate)	-0.3%	---	-0.4%	---	-0.4%	---
2000 Census Population	9,953	---	72,306	---	122,906	---
2010 Census Population	9,105	---	69,353	---	120,049	---
% Annual Change (2010 - 2022)	-0.2%	---	-0.4%	---	-0.3%	---
Population Density	2,859		2,413		1,513	
Land Area (Square Miles)	3.11		27.53		76.53	
Households						
2022 Households	3,212	---	28,726	---	50,710	---
2027 Projected Households	3,195	---	28,532	---	50,384	---
% Projected Annual Change (2022 - 2027)	-0.1%	---	-0.1%	---	-0.1%	---
2000 Households	3,578	---	31,568	---	53,861	---
2010 Households	3,291	---	30,025	---	52,657	---
% Annual Change (2010 - 2022)	-0.7%	---	-0.4%	---	-0.2%	---
Growth Stability Indicator (-1 to +1)	0.3540	---	0.2630	---	0.2975	---
Daytime Population						
Daytime Population	15,843	---	123,210	---	201,219	---
Children at Home	477	---	3,384	---	5,610	---
Students	3,575	---	15,893	---	41,753	---
Work at Home	80	---	1,855	---	3,897	---
Homemakers	2,137	---	9,156	---	14,150	---
Retired/Disabled Population	1,309	---	10,918	---	21,079	---
Unemployed	347	---	1,782	---	2,542	---

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	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2022)	35.8		39.0		40.4	
Children (2022)						
0 - 4 Years	636	7.2%	4,507	6.8%	7,470	6.5%
5 - 9 Years	605	6.8%	4,526	6.8%	7,513	6.5%
10 - 13 Years	490	5.5%	3,511.1	5.3%	5,726	4.9%
14 - 17 Years	619	7.0%	3,587	5.4%	5,779	5.0%
Adults (2022)						
18 - 21 Years	635	7.1%	3,465	5.2%	6,034	5.2%
22 - 24 Years	433	4.9%	2,433	3.7%	4,336	3.7%
25 - 34 Years	1,378	15.5%	8,100	12.2%	13,760	11.9%
35 - 44 Years	1,069	12.0%	9,204	13.9%	15,174	13.1%
45 - 54 Years	889	10.0%	7,812	11.8%	13,185	11.4%
55 - 64 Years	921	10.4%	8,065	12.1%	14,441	12.5%
65 - 74 Years	715	8.0%	6,798	10.2%	13,233	11.4%
75 - 84 Years	386	4.3%	3,318	5.0%	6,852	5.9%
85+ Years	109	1.2%	1,104	1.7%	2,266	2.0%
Age, Female (2022)						
0 - 4 Years	309	3.5%	2,192	3.3%	3,636	3.1%
5 - 9 Years	294	3.3%	2,198	3.3%	3,640	3.1%
10 - 13 Years	238	2.7%	1,715	2.6%	2,817	2.4%
14 - 17 Years	309	3.5%	1,765	2.7%	2,855	2.5%
18 - 21 Years	328	3.7%	1,721	2.6%	3,021	2.6%
22 - 24 Years	221	2.5%	1,198	1.8%	2,143	1.9%
25 - 34 Years	697	7.8%	4,043	6.1%	6,855	5.9%
35 - 44 Years	597	6.7%	4,757	7.2%	7,816	6.8%
45 - 54 Years	504	5.7%	3,959	6.0%	6,700	5.8%
55 - 64 Years	492	5.5%	4,150	6.2%	7,533	6.5%
65 - 74 Years	406	4.6%	3,754	5.7%	7,396	6.4%
75 - 84 Years	244	2.7%	2,042	3.1%	4,168	3.6%
85+ Years	77	0.9%	814	1.2%	1,653	1.4%
% of Population, Female		53.1%		51.6%		52.0%
Average Age, Female	37.4	---	40.5	---	41.9	---

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	328	3.7%	2,316	3.5%	3,833	3.3%
5 - 9 Years	311	3.5%	2,328	3.5%	3,873	3.3%
10 - 13 Years	252	2.8%	1,796	2.7%	2,909	2.5%
14 - 17 Years	309	3.5%	1,822	2.7%	2,924	2.5%
18 - 21 Years	307	3.5%	1,743	2.6%	3,013	2.6%
22 - 24 Years	212	2.4%	1,235	1.9%	2,193	1.9%
25 - 34 Years	681	7.7%	4,058	6.1%	6,905	6.0%
35 - 44 Years	472	5.3%	4,446	6.7%	7,358	6.4%
45 - 54 Years	385	4.3%	3,853	5.8%	6,486	5.6%
55 - 64 Years	429	4.8%	3,916	5.9%	6,908	6.0%
65 - 74 Years	308	3.5%	3,044	4.6%	5,837	5.0%
75 - 84 Years	143	1.6%	1,276	1.9%	2,683	2.3%
85+ Years	32	0.4%	290	0.4%	613	0.5%
% of Population, Male		**46.9%**		**48.4%**		**48.0%**
Average Age, Male	34.0	---	37.4	---	38.6	---
Income (2022)						
Per Capita Income	$14,385	---	$25,535	---	$31,065	---
Average Household Income	$39,795	---	$59,049	---	$70,920	---
Median Household Income	$27,936	---	$47,129	---	$56,955	---
Less than $15,000	942	29.3%	4,930	17.2%	7,207	14.2%
$15,000 - $19,999	281	8.7%	1,744	6.1%	2,583	5.1%
$20,000 - $24,999	234	7.3%	1,466	5.1%	2,227	4.4%
$25,000 - $29,999	237	7.4%	1,796	6.3%	2,863	5.6%
$30,000 - $34,999	173	5.4%	1,425	5.0%	2,430	4.8%
$35,000 - $39,999	139	4.3%	1,584	5.5%	2,346	4.6%
$40,000 - $44,999	131	4.1%	1,183	4.1%	2,022	4.0%
$45,000 - $49,999	74	2.3%	1,635	5.7%	2,467	4.9%
$50,000 - $54,999	136	4.2%	1,077	3.8%	1,895	3.7%
$55,000 - $59,999	159	4.9%	1,101	3.8%	1,917	3.8%
$60,000 - $64,999	97	3.0%	1,045	3.6%	1,762	3.5%
$65,000 - $69,999	70	2.2%	986	3.4%	1,612	3.2%
$70,000 - $79,999	120	3.7%	1,654	5.8%	3,093	6.1%

COLDWELL BANKER COMMERCIAL
DEVONSHIRE REALTY

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
$80,000 - $89,999	94	2.9%	1,379	4.8%	2,949	5.8%
$90,000 - $99,999	70	2.2%	1,120	3.9%	2,444	4.8%
$100,000 - $125,000	179	5.6%	2,226	7.8%	4,598	9.1%
$125,000 - $149,999	30	0.9%	951	3.3%	2,205	4.3%
$150,000 - $199,999	42	1.3%	982	3.4%	2,698	5.3%
$200,000 - $249,999	2	0.1%	253	0.9%	786	1.5%
$250,000 - $499,999	1	0.0%	100	0.3%	327	0.6%
$500,000+	0	0.0%	88	0.3%	281	0.6%
Income (2027 Projected)						
Per Capita Income	$15,787	---	$28,050	---	$34,112	---
Average Household Income	$43,685	---	$64,861	---	$77,897	---
Median Household Income	$31,943	---	$52,061	---	$63,139	---
Education (2022)						
Less than 9th Grade	310	5.7%	1,465	3.3%	1,830	2.3%
Some High School	1,355	24.8%	4,743	10.7%	6,117	7.8%
High School Grad	1,874	34.3%	13,900	31.3%	23,250	29.5%
Some College	1,145	20.9%	10,549	23.8%	18,314	23.2%
Associate Degree	359	6.6%	3,914	8.8%	6,735	8.5%
Bachelors Degree	323	5.9%	6,182	13.9%	13,616	17.3%
Masters Degree	81	1.5%	2,569	5.8%	6,468	8.2%
Doctorate or Professional Degree	20	0.4%	1,079	2.4%	2,581	3.3%
Population by Race/Ethnicity (2022)						
Race Excluding Hispanic Ethnic Group						
White	2,455	27.6%	45,701	68.8%	86,376	74.6%
Black / African American	5,945	66.9%	16,694	25.1%	22,038	19.0%
Asian	19	0.2%	753	1.1%	2,085	1.8%
Other	465	5.2%	3,283	4.9%	5,269	4.6%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,386	26.9%	44,917	67.6%	85,010	73.4%
Hispanic	187	2.1%	1,645	2.5%	2,790	2.4%
Black / African American, Non-Hispanic	5,897	66.4%	16,571	24.9%	21,883	18.9%
Asian, Non-Hispanic	19	0.2%	744	1.1%	2,064	1.8%
Other, Non-Hispanic	396	4.5%	2,553	3.8%	4,022	3.5%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
Population by Race/Ethnicity (2027 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,388	26.9%	44,238	66.6%	83,867	72.4%
Hispanic	175	2.0%	1,841	2.8%	3,024	2.6%
Black / African American, Non-Hispanic	5,852	65.9%	16,458	24.8%	21,761	18.8%
Asian, Non-Hispanic	27	0.3%	802	1.2%	2,174	1.9%
Other, Non-Hispanic	400	4.5%	2,637	4.0%	4,230	3.7%
Language at Home (2022)						
Spanish	51	0.6%	1,466	2.4%	2,241	2.1%
Asian/Pacific Language	31	0.4%	558	0.9%	1,202	1.1%
European/Indo-European	21	0.2%	582	0.9%	1,888	1.7%
Arabic	0	0.0%	75	0.1%	132	0.1%
Other Non-English	6	0.1%	242	0.4%	341	0.3%
Family Structure (2022)						
Male Householder, No Children	198	8.6%	756	4.3%	1,186	3.7%
Female Householder, No Children	239	10.4%	1,862	10.5%	3,426	10.7%
Single Parent - Male	58	2.5%	905	5.1%	1,391	4.4%
Single Parent - Female	722	31.5%	3,511	19.8%	5,151	16.1%
Married w/ Children	177	7.7%	2,473	13.9%	5,125	16.1%
Married w/out Children	665	29.0%	5,871	33.1%	11,830	37.1%
Non-family Households	235	10.2%	2,381	13.4%	3,799	11.9%
Household Size (2022)						
1 Person	917	28.6%	10,969	38.2%	18,803	37.1%
2 Persons	831	25.9%	8,583	29.9%	16,385	32.3%
3 Persons	554	17.2%	4,084	14.2%	7,023	13.8%
4 Persons	435	13.6%	2,783	9.7%	4,892	9.6%
5 Persons	249	7.8%	1,364	4.7%	2,267	4.5%
6 Persons	112	3.5%	519	1.8%	799	1.6%
7+ Persons	114	3.5%	423	1.5%	542	1.1%

Demographic Detail Report
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	1 Mile		3 Miles		5 Miles	
Housing (2022)						
Owner-Occupied	1,426	37.3%	16,926	52.4%	32,230	57.7%
Renter-Occupied	1,786	46.7%	11,800	36.6%	18,480	33.1%
Vacant	613	16.0%	3,554	11.0%	5,102	9.1%
Components of Change (2022)						
Births	118	1.3%	668	1.0%	1,117	1.0%
Deaths	73	0.8%	625	0.9%	1,233	1.1%
Migration	24	0.3%	232	0.3%	736	0.6%
Other Population (2022)						
Seasonal Population	4	---	91	---	237	---
Transient Population	400	---	3,436	---	4,213	---
Group Quarters Population	93	---	1,739	---	3,356	---
Institutionalized	31	---	942	---	1,322	---
College	0	---	43	---	1,083	---
Military	0	---	0	---	0	---
Other	62	---	753	---	951	---
Home Value (2022)						
Median Home Value	$88,175	---	$125,890	---	$152,974	---
Average Home Value	$71,514	---	$117,956	---	$147,033	---
Under $20,000	65	4.5%	530	3.1%	971	3.0%
$20,000 to $40,000	218	15.3%	581	3.4%	949	2.9%
$40,000 to $60,000	303	21.2%	1,066	6.3%	1,456	4.5%
$60,000 to $80,000	246	17.2%	1,500	8.9%	1,798	5.6%
$80,000 to $100,000	205	14.4%	2,285	13.5%	3,007	9.3%
$100,000 to $125,000	131	9.2%	3,317	19.6%	4,509	14.0%
$125,000 to $150,000	66	4.6%	1,986	11.7%	3,216	10.0%
$150,000 to $200,000	110	7.7%	2,791	16.5%	5,847	18.1%
$200,000 to $250,000	35	2.5%	979	5.8%	3,979	12.3%
$250,000 to $300,000	11	0.8%	623	3.7%	2,192	6.8%
$300,000 to $400,000	19	1.3%	617	3.6%	2,200	6.8%
$400,000 to $500,000	1	0.0%	159	0.9%	626	1.9%
$500,000 to $750,000	4	0.3%	139	0.8%	647	2.0%
$750,000 to $1,000,000	8	0.5%	56	0.3%	177	0.5%
$1,000,000 or more	5	0.3%	290	1.7%	646	2.0%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2022)						
No Vehicle	583	18.1%	4,152	14.5%	5,232	10.3%
1 Vehicle	1,577	49.1%	13,291	46.3%	22,569	44.5%
2 Vehicles	759	23.6%	8,057	28.0%	16,290	32.1%
3 Vehicles	197	6.1%	2,346	8.2%	4,842	9.5%
4 Vehicles	95	3.0%	673	2.3%	1,400	2.8%
5 or more Vehicles	1	0.0%	207	0.7%	376	0.7%
Economic Indicators (2022)						
Gross Domestic Product (GDP) - in 1,000s	$341,142	---	$4,241,046	---	$7,894,421	---
Economic Viability	197	---	193	---	193	---
Economic Viability, Indexed	93	---	91	---	91	---
Average Salary	$35,930	---	$42,643	---	$44,870	---
Average Mortgage-Risk	1.35	---	1.83	---	1.87	---
Businesses (2022)						
Establishments	227	---	2,205	---	3,851	---
Employees (FTEs)	7,919	---	80,223	---	112,189	---
Employment, Pop 16+ (2022)	6,870		52,187		92,282	
Armed Forces	0	0.0%	22	0.0%	78	0.1%
Civilian	3,524	51.3%	31,885	61.1%	55,983	60.7%
Employed	3,177	46.2%	30,102	57.7%	53,441	57.9%
Unemployed	347	5.1%	1,782	3.4%	2,542	2.8%
Not in Labor Force	3,347	48.7%	20,302	38.9%	36,299	39.3%
Unemployment Rate (2022)		9.7%		5.7%		4.6%
Employment by Industry (2022)						
Agriculture, Mining and Construction	99	3.1%	1,706	5.7%	2,712	5.1%
Manufacturing	183	5.8%	1,716	5.7%	3,081	5.8%
Transportation	177	5.6%	1,288	4.3%	2,424	4.5%
Information	0	0.0%	251	0.8%	691	1.3%

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Wholesale-Retail	330	10.4%	3,824	12.7%	6,567	12.3%
Finance, Insurance, and Real Estate	104	3.3%	1,799	6.0%	3,581	6.7%
Professional Services	107	3.4%	1,341	4.5%	2,994	5.6%
Management Services	0	0.0%	0	0.0%	17	0.0%
Administration and Waste Services	261	8.2%	1,096	3.6%	1,844	3.4%
Educational Services	1,013	31.9%	8,161	27.1%	14,791	27.7%
Entertainment Services	576	18.1%	3,755	12.5%	5,366	10.0%
Other Professional Services	154	4.8%	1,630	5.4%	2,946	5.5%
Public Administration	173	5.5%	3,536	11.7%	6,428	12.0%
Employment by Occupation (2022)		---		---		---
White Collar						
Managerial and Executive	205	6.4%	3,961	13.2%	8,179	15.3%
Professional Specialty	461	14.5%	6,215	20.6%	12,703	23.8%
Healthcare and Support	305	9.6%	1,599	5.3%	2,390	4.5%
Sales	274	8.6%	2,604	8.7%	4,512	8.4%
Office and Administration	461	14.5%	4,523	15.0%	7,607	14.2%
Blue Collar						
Protective Services	111	3.5%	892	3.0%	1,405	2.6%
Food Preparation and Serving	391	12.3%	2,730	9.1%	3,817	7.1%
Building Maintenance and Cleaning	215	6.8%	1,261	4.2%	2,102	3.9%
Personal Care Services	171	5.4%	879	2.9%	1,430	2.7%
Farming, Fishing & Forestry	0	0.0%	51	0.2%	102	0.2%
Construction	127	4.0%	1,701	5.7%	3,064	5.7%
Production & Transportation	455	14.3%	3,686	12.2%	6,129	11.5%
School Enrollment (2022)						
Nursery School/Pre-school	169	1.9%	1,008	1.5%	2,165	1.9%
Kindergarten/Elementary School	1,177	13.3%	7,291	11.0%	12,157	10.5%
High School	840	9.5%	3,609	5.4%	6,041	5.2%
College/Graduate/Professional School	365	4.1%	3,151	4.7%	6,695	5.8%
Not Enrolled	6,334	71.3%	51,371	77.3%	88,710	76.6%

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Travel Time to Work						
Less than 10 minutes	724	26.4%	5,677	20.4%	9,368	18.6%
10 to 14 minutes	436	15.9%	6,938	24.9%	12,287	24.4%
15 to 19 minutes	846	30.9%	7,459	26.8%	14,245	28.3%
20 to 24 minutes	309	11.3%	3,488	12.5%	7,259	14.4%
25 to 29 minutes	72	2.6%	552	2.0%	1,248	2.5%
30 to 34 minutes	128	4.7%	1,496	5.4%	2,273	4.5%
35 to 44 minutes	53	1.9%	393	1.4%	785	1.6%
45 to 59 minutes	2	0.1%	660	2.4%	1,059	2.1%
60 or more minutes	170	6.2%	1,171	4.2%	1,888	3.7%
Average travel time to work in minutes	28.8	---	18.7	---	18.5	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	45	0.07%	595	0.52%
A2: Grand Masters	0	0.00%	0	0.00%	1,860	1.63%
A3: Marquis Class	0	0.00%	282	0.43%	1,258	1.10%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	0	0.00%	461	0.70%	461	0.40%
A6: Regents	0	0.00%	469	0.72%	1,304	1.14%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	0	0.00%	312	0.27%
B3: Kindred Spirit	0	0.00%	2,778	4.24%	5,448	4.78%
B4: Middle of the Road	0	0.00%	1,435	2.19%	1,435	1.26%
B5: White Collar Starts	0	0.00%	821	1.25%	1,038	0.91%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	865	1.32%	865	0.76%
C2: Managing Business	0	0.00%	1,683	2.57%	3,687	3.23%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	1,190	1.82%	2,172	1.90%
C5: Strapped	0	0.00%	3,305	5.05%	3,637	3.19%
D1: Gray Eminence	0	0.00%	119	0.18%	2,566	2.25%
D2: Fall Years	0	0.00%	620	0.95%	1,666	1.46%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	0	0.00%	553	0.84%	3,438	3.01%

Demographics around 2334 S Grand Ave E, Springfield, Illinois 62703, United States

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
E2: Wizards	0	0.00%	4,390	6.70%	6,654	5.83%
E3: Apprentices	0	0.00%	0	0.00%	572	0.50%
F1: Hard Act to Follow	261	2.99%	2,226	3.40%	3,342	2.93%
F2: SM Seeks SF	0	0.00%	5,838	8.91%	6,171	5.41%
F3: Solo Acts	0	0.00%	6,837	10.44%	11,187	9.81%
F4: Down But Not Out	0	0.00%	859	1.31%	2,372	2.08%
G1: Urban Moms/Dads	755	8.65%	7,291	11.13%	7,637	6.69%
G2: Apron Strings	0	0.00%	5,408	8.26%	6,013	5.27%
G3: Solemn Widows/ers	0	0.00%	1,004	1.53%	1,004	0.88%
H1: Educated Earners	0	0.00%	137	0.21%	1,636	1.43%
H2: Suburban Singles	0	0.00%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	0	0.00%	0	0.00%	1,712	1.50%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	59	0.05%
I3: Couples with Capital	0	0.00%	2,173	3.32%	3,678	3.22%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	0	0.00%	402	0.35%
J1: Stocks and Scholars	0	0.00%	0	0.00%	2,236	1.96%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	264	0.40%	2,251	1.97%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	0	0.00%	0	0.00%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	0	0.00%	0	0.00%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	0	0.00%	0	0.00%	0	0.00%
L2: Fertile Acres	0	0.00%	0	0.00%	222	0.19%
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	6,255	71.61%	8,535	13.03%	8,874	7.78%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q4

	1 Mile		3 Miles		5 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	1,276	14.61%	4,339	6.63%	4,339	3.80%
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%	31	0.05%	2,010	1.76%
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%	1,055	1.61%	5,108	4.48%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	187	2.14%	479	0.73%	2,741	2.40%
O7: Collegians	0	0.00%	0	0.00%	2,111	1.85%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$29,829	$9.29	$244,283	$8.50	$443,221	$8.74
Total Apparel and services	$83,634	$26.04	$634,152	$22.08	$1,120,340	$22.09
Cash contributions	$127,792	$39.79	$1,050,300	$36.56	$1,916,956	$37.80
Total Education	$49,767	$15.49	$363,765	$12.66	$639,699	$12.61
Total Entertainment	$145,398	$45.27	$1,140,639	$39.71	$2,035,713	$40.14
Total Food	$506,258	$157.62	$3,855,991	$134.23	$6,805,879	$134.21
Total Health care	$308,498	$96.05	$2,438,140	$84.87	$4,347,486	$85.73
Total Housing	$710,084	$221.08	$5,496,359	$191.33	$9,775,612	$192.77
Total Personal care products and services	$43,173	$13.44	$335,104	$11.67	$595,487	$11.74
Personal insurance	$26,101	$8.13	$213,642	$7.44	$386,875	$7.63
Total Reading	$4,053	$1.26	$32,453	$1.13	$58,866	$1.16
Total Tobacco products and smoking supplies	$25,998	$8.09	$182,527	$6.35	$308,893	$6.09
Total Transportation	$580,630	$180.77	$4,595,818	$159.99	$8,197,282	$161.65
Cash gifts	$35,050	$10.91	$281,258	$9.79	$507,227	$10.00

LandScape Descriptions (Trade Area 1 Only)

M3: Still Standing

#N/A

M5: Between Jobs

#N/A

G1: Urban Moms/Dads

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

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 predominantly 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 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.

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 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.

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 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 they hold both blue- and white- collar jobs.

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O1: Golden Heritage

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 Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.

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.

N5: Los Solteros

#N/A