

**Demographic Detail Report**

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

	1 Mile		3 Miles		5 Miles	
<b>Population</b>						
2022 Population	21,252	---	216,916	---	527,679	---
2027 Projected Population	21,540	---	219,626	---	534,391	---
2027 Projected Population (High Estimate)	21,793	---	223,956	---	545,296	---
2027 Projected Population (Low Estimate)	20,175	---	198,129	---	483,888	---
% Projected Annual Change (2022 - 2027)	0.3%	---	0.2%	---	0.3%	---
% Projected Annual Change (High Estimate)	0.5%	---	0.6%	---	0.7%	---
% Projected Annual Change (Low Estimate)	-1.0%	---	-1.7%	---	-1.7%	---
2000 Census Population	20,704	---	220,168	---	535,804	---
2010 Census Population	21,545	---	221,977	---	539,218	---
% Annual Change (2010 - 2022)	-0.1%	---	-0.2%	---	-0.2%	---
Population Density	7,810		8,070		6,894	
Land Area (Square Miles)	2.72		26.88		76.54	
<b>Households</b>						
2022 Households	5,937	---	58,697	---	148,334	---
2027 Projected Households	6,018	---	59,430	---	150,222	---
% Projected Annual Change (2022 - 2027)	0.3%	---	0.2%	---	0.3%	---
2000 Households	5,754	---	58,349	---	148,910	---
2010 Households	6,026	---	59,996	---	151,587	---
% Annual Change (2010 - 2022)	0.4%	---	0.2%	---	0.1%	---
Growth Stability Indicator (-1 to +1)	-0.7479	---	-0.6587	---	-0.6683	---
<b>Daytime Population</b>						
Daytime Population	18,088	---	186,939	---	511,654	---
Children at Home	1,058	---	10,948	---	26,348	---
Students	5,067	---	41,371	---	112,359	---
Work at Home	598	---	6,388	---	17,695	---
Homemakers	2,493	---	29,182	---	71,054	---
Retired/Disabled Population	3,251	---	30,734	---	76,090	---
Unemployed	253	---	4,267	---	10,816	---

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	1 Mile		3 Miles		5 Miles	
<b>Total Population by Age</b>						
<b>Average Age (2022)</b>	39.9		38.8		39.2	
<b>Children (2022)</b>						
0 - 4 Years	1,408	6.6%	14,571	6.7%	35,077	6.6%
5 - 9 Years	1,357	6.4%	13,745	6.3%	33,076	6.3%
10 - 13 Years	1,149	5.4%	11,843.0	5.5%	28,567	5.4%
14 - 17 Years	999	4.7%	10,828	5.0%	25,266	4.8%
<b>Adults (2022)</b>						
18 - 21 Years	966	4.5%	10,931	5.0%	25,854	4.9%
22 - 24 Years	788	3.7%	9,082	4.2%	21,834	4.1%
25 - 34 Years	2,718	12.8%	30,336	14.0%	72,526	13.7%
35 - 44 Years	2,783	13.1%	27,304	12.6%	65,521	12.4%
45 - 54 Years	2,632	12.4%	26,971	12.4%	66,204	12.5%
55 - 64 Years	2,585	12.2%	26,398	12.2%	66,392	12.6%
65 - 74 Years	2,290	10.8%	20,989	9.7%	51,999	9.9%
75 - 84 Years	1,181	5.6%	10,413	4.8%	26,337	5.0%
85+ Years	397	1.9%	3,504	1.6%	9,026	1.7%
<b>Age, Female (2022)</b>						
0 - 4 Years	689	3.2%	7,117	3.3%	17,140	3.2%
5 - 9 Years	671	3.2%	6,753	3.1%	16,241	3.1%
10 - 13 Years	549	2.6%	5,769	2.7%	13,943	2.6%
14 - 17 Years	486	2.3%	5,298	2.4%	12,382	2.3%
18 - 21 Years	491	2.3%	5,316	2.5%	12,620	2.4%
22 - 24 Years	391	1.8%	4,387	2.0%	10,601	2.0%
25 - 34 Years	1,292	6.1%	14,678	6.8%	35,118	6.7%
35 - 44 Years	1,366	6.4%	13,426	6.2%	32,224	6.1%
45 - 54 Years	1,300	6.1%	13,733	6.3%	33,936	6.4%
55 - 64 Years	1,348	6.3%	13,819	6.4%	34,625	6.6%
65 - 74 Years	1,247	5.9%	11,420	5.3%	28,326	5.4%
75 - 84 Years	663	3.1%	5,921	2.7%	15,201	2.9%
85+ Years	263	1.2%	2,307	1.1%	5,982	1.1%
<b>% of Population, Female</b>		<b>50.6%</b>		<b>50.7%</b>		<b>50.9%</b>
Average Age, Female	41.1	---	39.9	---	40.4	---

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	1 Mile		3 Miles		5 Miles	
<b>Age, Male</b>						
0 - 4 Years	719	3.4%	7,454	3.4%	17,937	3.4%
5 - 9 Years	686	3.2%	6,992	3.2%	16,835	3.2%
10 - 13 Years	600	2.8%	6,074	2.8%	14,624	2.8%
14 - 17 Years	513	2.4%	5,531	2.5%	12,885	2.4%
18 - 21 Years	476	2.2%	5,615	2.6%	13,233	2.5%
22 - 24 Years	396	1.9%	4,695	2.2%	11,233	2.1%
25 - 34 Years	1,426	6.7%	15,658	7.2%	37,408	7.1%
35 - 44 Years	1,416	6.7%	13,878	6.4%	33,297	6.3%
45 - 54 Years	1,331	6.3%	13,238	6.1%	32,268	6.1%
55 - 64 Years	1,237	5.8%	12,579	5.8%	31,766	6.0%
65 - 74 Years	1,043	4.9%	9,569	4.4%	23,673	4.5%
75 - 84 Years	518	2.4%	4,491	2.1%	11,135	2.1%
85+ Years	133	0.6%	1,197	0.6%	3,043	0.6%
<b>% of Population, Male</b>		<b>49.4%</b>		<b>49.3%</b>		<b>49.1%</b>
Average Age, Male	38.8	---	37.6	---	38.0	---
<b>Income (2022)</b>						
<b>Per Capita Income</b>	\$27,296	---	\$26,298	---	\$28,767	---
<b>Average Household Income</b>	\$97,713	---	\$97,184	---	\$102,334	---
<b>Median Household Income</b>	\$74,590	---	\$77,000	---	\$81,875	---
Less than \$15,000	491	8.3%	4,641	7.9%	10,400	7.0%
\$15,000 - \$19,999	84	1.4%	1,844	3.1%	4,523	3.0%
\$20,000 - \$24,999	261	4.4%	2,235	3.8%	5,416	3.7%
\$25,000 - \$29,999	249	4.2%	2,386	4.1%	5,476	3.7%
\$30,000 - \$34,999	231	3.9%	2,390	4.1%	5,924	4.0%
\$35,000 - \$39,999	119	2.0%	2,232	3.8%	5,307	3.6%
\$40,000 - \$44,999	242	4.1%	2,038	3.5%	5,512	3.7%
\$45,000 - \$49,999	298	5.0%	1,838	3.1%	4,836	3.3%
\$50,000 - \$54,999	229	3.8%	2,194	3.7%	5,097	3.4%
\$55,000 - \$59,999	231	3.9%	2,069	3.5%	4,834	3.3%
\$60,000 - \$64,999	208	3.5%	2,122	3.6%	5,300	3.6%
\$65,000 - \$69,999	192	3.2%	1,922	3.3%	4,903	3.3%
\$70,000 - \$79,999	377	6.4%	3,445	5.9%	8,772	5.9%

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	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	370	6.2%	3,271	5.6%	8,161	5.5%
\$90,000 - \$99,999	312	5.2%	2,755	4.7%	6,985	4.7%
\$100,000 - \$125,000	525	8.9%	6,539	11.1%	15,961	10.8%
\$125,000 - \$149,999	514	8.7%	3,902	6.6%	11,299	7.6%
\$150,000 - \$199,999	692	11.7%	6,175	10.5%	16,573	11.2%
\$200,000 - \$249,999	174	2.9%	2,625	4.5%	7,303	4.9%
\$250,000 - \$499,999	74	1.2%	1,126	1.9%	3,126	2.1%
\$500,000+	63	1.1%	947	1.6%	2,626	1.8%
<b>Income (2027 Projected)</b>						
Per Capita Income	\$31,033	---	\$29,879	---	\$32,696	---
Average Household Income	\$111,077	---	\$110,419	---	\$116,311	---
Median Household Income	\$84,842	---	\$88,513	---	\$93,611	---
<b>Education (2022)</b>						
Less than 9th Grade	2,040	14.0%	23,772	16.3%	54,401	15.2%
Some High School	1,376	9.4%	14,584	10.0%	32,937	9.2%
High School Grad	4,091	28.0%	37,206	25.5%	88,947	24.8%
Some College	2,823	19.4%	24,167	16.6%	61,321	17.1%
Associate Degree	1,041	7.1%	9,533	6.5%	23,877	6.7%
Bachelors Degree	2,442	16.7%	26,314	18.0%	66,600	18.6%
Masters Degree	476	3.3%	7,122	4.9%	20,450	5.7%
Doctorate or Professional Degree	295	2.0%	3,218	2.2%	9,472	2.6%
<b>Population by Race/Ethnicity (2022)</b>						
<b>Race Excluding Hispanic Ethnic Group</b>						
White	7,265	34.2%	72,501	33.4%	188,669	35.8%
Black / African American	129	0.6%	3,104	1.4%	9,182	1.7%
Asian	7,965	37.5%	71,239	32.8%	165,711	31.4%
Other	5,893	27.7%	70,072	32.3%	164,117	31.1%
<b>Race Including Hispanic Ethnic Group</b>						
White, Non-Hispanic	2,376	11.2%	21,042	9.7%	64,911	12.3%
Hispanic	10,580	49.8%	118,750	54.7%	280,348	53.1%
Black / African American, Non-Hispanic	105	0.5%	2,735	1.3%	8,152	1.5%
Asian, Non-Hispanic	7,915	37.2%	70,797	32.6%	164,401	31.2%
Other, Non-Hispanic	276	1.3%	3,592	1.7%	9,867	1.9%

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	1 Mile		3 Miles		5 Miles	
<b>Population by Race/Ethnicity (2027 Projected)</b>						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,345	11.0%	21,052	9.7%	65,054	12.3%
Hispanic	10,751	50.6%	119,746	55.2%	282,792	53.6%
Black / African American, Non-Hispanic	105	0.5%	2,773	1.3%	8,268	1.6%
Asian, Non-Hispanic	8,048	37.9%	72,081	33.2%	167,273	31.7%
Other, Non-Hispanic	291	1.4%	3,974	1.8%	11,005	2.1%
<b>Language at Home (2022)</b>						
Spanish	7,403	37.3%	86,801	42.9%	196,967	40.0%
Asian/Pacific Language	6,810	34.3%	60,753	30.0%	141,566	28.7%
European/Indo-European	241	1.2%	2,425	1.2%	7,450	1.5%
Arabic	19	0.1%	271	0.1%	838	0.2%
Other Non-English	22	0.1%	441	0.2%	1,032	0.2%
<b>Family Structure (2022)</b>						
Male Householder, No Children	458	9.0%	4,102	8.1%	9,950	7.9%
Female Householder, No Children	674	13.2%	6,846	13.5%	16,482	13.2%
Single Parent - Male	313	6.1%	1,911	3.8%	4,195	3.3%
Single Parent - Female	280	5.5%	4,138	8.2%	9,394	7.5%
Married w/ Children	1,165	22.9%	12,163	24.1%	31,135	24.8%
Married w/out Children	1,886	37.1%	18,596	36.8%	47,094	37.6%
Non-family Households	313	6.2%	2,786	5.5%	7,075	5.6%
<b>Household Size (2022)</b>						
1 Person	849	14.3%	8,155	13.9%	23,009	15.5%
2 Persons	1,361	22.9%	12,364	21.1%	32,995	22.2%
3 Persons	1,046	17.6%	10,506	17.9%	26,430	17.8%
4 Persons	1,071	18.0%	10,660	18.2%	26,544	17.9%
5 Persons	716	12.1%	7,362	12.5%	17,172	11.6%
6 Persons	414	7.0%	4,161	7.1%	9,663	6.5%
7+ Persons	480	8.1%	5,490	9.4%	12,522	8.4%

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	1 Mile		3 Miles		5 Miles	
<b>Housing (2022)</b>						
Owner-Occupied	3,633	59.1%	32,953	54.1%	85,109	55.1%
Renter-Occupied	2,304	37.5%	25,743	42.3%	63,225	40.9%
Vacant	206	3.4%	2,213	3.6%	6,162	4.0%
<b>Components of Change (2022)</b>						
Births	224	1.1%	2,452	1.1%	5,878	1.1%
Deaths	185	0.9%	1,672	0.8%	4,239	0.8%
Migration	-292	-1.4%	-4,916	-2.3%	-10,667	-2.0%
<b>Other Population (2022)</b>						
Seasonal Population	74	---	582	---	1,624	---
Transient Population	0	---	623	---	2,755	---
Group Quarters Population	157	---	2,193	---	4,296	---
Institutionalized	137	---	1,686	---	2,859	---
College	0	---	0	---	14	---
Military	0	---	0	---	0	---
Other	20	---	507	---	1,423	---
<b>Home Value (2022)</b>						
Median Home Value	\$896,157	---	\$1,077,376	---	\$1,087,167	---
Average Home Value	\$832,545	---	\$983,654	---	\$992,046	---
Under \$20,000	21	0.6%	213	0.6%	648	0.8%
\$20,000 to \$40,000	56	1.5%	171	0.5%	438	0.5%
\$40,000 to \$60,000	54	1.5%	90	0.3%	214	0.3%
\$60,000 to \$80,000	9	0.3%	67	0.2%	309	0.4%
\$80,000 to \$100,000	1	0.0%	92	0.3%	395	0.5%
\$100,000 to \$125,000	3	0.1%	69	0.2%	208	0.2%
\$125,000 to \$150,000	5	0.1%	144	0.4%	294	0.3%
\$150,000 to \$200,000	15	0.4%	154	0.5%	304	0.4%
\$200,000 to \$250,000	12	0.3%	116	0.4%	294	0.3%
\$250,000 to \$300,000	7	0.2%	146	0.4%	298	0.3%
\$300,000 to \$400,000	59	1.6%	328	1.0%	644	0.8%
\$400,000 to \$500,000	94	2.6%	779	2.4%	1,763	2.1%
\$500,000 to \$750,000	705	19.4%	7,467	22.7%	17,254	20.3%
\$750,000 to \$1,000,000	1,032	28.4%	7,119	21.6%	18,761	22.0%
\$1,000,000 or more	1,290	35.5%	11,335	34.4%	31,645	37.2%

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	1 Mile		3 Miles		5 Miles	
<b>Vehicles Per Household (2022)</b>						
No Vehicle	380	6.4%	3,512	6.0%	7,988	5.4%
1 Vehicle	1,312	22.1%	13,773	23.5%	36,388	24.5%
2 Vehicles	1,972	33.2%	21,311	36.3%	53,459	36.0%
3 Vehicles	1,263	21.3%	11,661	19.9%	29,470	19.9%
4 Vehicles	610	10.3%	5,311	9.0%	13,739	9.3%
5 or more Vehicles	400	6.7%	3,129	5.3%	7,289	4.9%
<b>Economic Indicators (2022)</b>						
Gross Domestic Product (GDP) - in 1,000s	\$1,398,573	---	\$14,141,572	---	\$38,941,344	---
Economic Viability	219	---	218	---	216	---
Economic Viability, Indexed	103	---	103	---	102	---
Average Salary	\$47,718	---	\$48,286	---	\$50,443	---
Average Mortgage-Risk	4.37	---	4.44	---	4.36	---
<b>Businesses (2022)</b>						
Establishments	592	---	4,970	---	15,340	---
Employees (FTEs)	5,368	---	64,048	---	197,291	---
<b>Employment, Pop 16+ (2022)</b>						
Armed Forces	35	0.2%	76	0.0%	210	0.1%
Civilian	10,481	62.3%	107,420	62.7%	260,233	62.2%
Employed	10,228	60.7%	103,153	60.2%	249,416	59.6%
Unemployed	253	1.5%	4,267	2.5%	10,816	2.6%
Not in Labor Force	6,355	37.7%	64,013	37.3%	158,310	37.8%
<b>Unemployment Rate (2022)</b>						
		2.4%		3.9%		4.1%
<b>Employment by Industry (2022)</b>						
Agriculture, Mining and Construction	711	6.9%	7,569	7.3%	17,509	7.0%
Manufacturing	1,351	13.2%	12,114	11.7%	27,739	11.1%
Transportation	699	6.8%	7,263	7.0%	18,000	7.2%
Information	174	1.7%	1,715	1.7%	4,499	1.8%

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Wholesale-Retail	1,391	13.6%	15,598	15.1%	37,375	15.0%
Finance, Insurance, and Real Estate	486	4.7%	5,508	5.3%	14,201	5.7%
Professional Services	619	6.0%	6,074	5.9%	15,018	6.0%
Management Services	0	0.0%	43	0.0%	253	0.1%
Administration and Waste Services	546	5.3%	5,455	5.3%	12,530	5.0%
Educational Services	1,930	18.9%	21,586	20.9%	54,372	21.8%
Entertainment Services	1,121	11.0%	10,573	10.2%	24,789	9.9%
Other Professional Services	763	7.5%	6,000	5.8%	13,863	5.6%
Public Administration	438	4.3%	3,655	3.5%	9,269	3.7%
<b>Employment by Occupation (2022)</b>	---	---	---	---	---	---
White Collar						
Managerial and Executive	1,137	11.1%	13,729	13.3%	34,502	13.8%
Professional Specialty	1,840	18.0%	18,383	17.8%	48,042	19.3%
Healthcare and Support	375	3.7%	4,973	4.8%	11,450	4.6%
Sales	779	7.6%	9,729	9.4%	24,131	9.7%
Office and Administration	1,406	13.7%	12,579	12.2%	32,906	13.2%
Blue Collar						
Protective Services	217	2.1%	1,603	1.6%	3,870	1.6%
Food Preparation and Serving	735	7.2%	6,590	6.4%	14,939	6.0%
Building Maintenance and Cleaning	592	5.8%	4,952	4.8%	10,094	4.0%
Personal Care Services	387	3.8%	3,343	3.2%	7,868	3.2%
Farming, Fishing & Forestry	40	0.4%	317	0.3%	861	0.3%
Construction	875	8.6%	8,993	8.7%	19,962	8.0%
Production & Transportation	1,843	18.0%	17,962	17.4%	40,790	16.4%
<b>School Enrollment (2022)</b>						
Nursery School/Pre-school	276	1.3%	3,104	1.4%	7,414	1.4%
Kindergarten/Elementary School	2,075	9.8%	24,465	11.3%	57,506	10.9%
High School	1,111	5.2%	12,589	5.8%	29,344	5.6%
College/Graduate/Professional School	1,911	9.0%	17,575	8.1%	42,939	8.1%
Not Enrolled	15,880	74.7%	159,183	73.4%	390,476	74.0%



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<b>Travel Time to Work</b>						
Less than 10 minutes	639	6.6%	5,183	5.2%	14,772	6.1%
10 to 14 minutes	1,116	11.4%	10,022	10.0%	25,537	10.6%
15 to 19 minutes	1,256	12.9%	14,510	14.5%	33,519	13.9%
20 to 24 minutes	1,277	13.1%	13,714	13.7%	33,073	13.7%
25 to 29 minutes	420	4.3%	5,006	5.0%	12,028	5.0%
30 to 34 minutes	2,085	21.4%	19,046	19.1%	43,792	18.1%
35 to 44 minutes	713	7.3%	6,983	7.0%	17,529	7.3%
45 to 59 minutes	832	8.5%	10,550	10.6%	26,572	11.0%
60 or more minutes	1,417	14.5%	14,733	14.8%	34,708	14.4%
Average travel time to work in minutes	21.3	---	24.7	---	23.4	---

**Population by LandScape Segment**

A1: Empire Builders	0	0.00%	0	0.00%	663	0.12%
A2: Grand Masters	0	0.00%	0	0.00%	551	0.10%
A3: Marquis Class	0	0.00%	0	0.00%	3,936	0.72%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	0	0.00%	0	0.00%	5,091	0.93%
A6: Regents	74	0.34%	1,803	0.80%	8,726	1.59%
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%	0	0.00%
B5: White Collar Starts	0	0.00%	0	0.00%	0	0.00%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	735	3.40%	735	0.33%	2,466	0.45%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	927	0.41%	1,339	0.24%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	652	3.01%	1,462	0.65%	2,416	0.44%
D2: Fall Years	384	1.77%	729	0.32%	729	0.13%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	0	0.00%	802	0.36%	4,071	0.74%

Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
E2: Wizards	0	0.00%	471	0.21%	3,096	0.57%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	464	2.15%	2,371	1.05%	7,244	1.32%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	0	0.00%	3,437	1.52%	6,051	1.10%
F4: Down But Not Out	0	0.00%	0	0.00%	1,172	0.21%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	498	0.22%	498	0.09%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
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%	0	0.00%	0	0.00%
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%	0	0.00%	1,119	0.20%
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%	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%	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, 2022 Q4

	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	4,249	19.65%	14,120	6.27%	46,288	8.45%
N2: Los Padres	0	0.00%	28,130	12.48%	50,353	9.19%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	8,569	39.62%	38,649	17.15%	88,369	16.13%
N5: Los Solteros	238	1.10%	62,787	27.86%	134,547	24.56%
N6: Los Trabajadores	0	0.00%	4,119	1.83%	9,587	1.75%
O1: Golden Heritage	0	0.00%	0	0.00%	2,731	0.50%
O2: East Meets West	6,165	28.51%	62,516	27.74%	157,928	28.83%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	40	0.19%	418	0.19%	4,523	0.83%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	55	0.25%	1,397	0.62%	4,312	0.79%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

	Per Household		Per Household		Per Household	
<b>Weekly Consumer Spending Patterns</b>						
Alcoholic beverages	\$104,190	\$17.55	\$1,063,114	\$18.11	\$2,633,918	\$17.76
Total Apparel and services	\$246,902	\$41.59	\$2,533,866	\$43.17	\$6,216,633	\$41.91
Cash contributions	\$419,797	\$70.71	\$4,246,456	\$72.35	\$10,506,130	\$70.83
Total Education	\$143,869	\$24.23	\$1,486,713	\$25.33	\$3,698,820	\$24.94
Total Entertainment	\$445,903	\$75.11	\$4,551,305	\$77.54	\$11,205,349	\$75.54
Total Food	\$1,521,369	\$256.26	\$15,508,967	\$264.22	\$38,044,095	\$256.48
Total Health care	\$1,009,754	\$170.08	\$10,161,540	\$173.12	\$24,993,416	\$168.49
Total Housing	\$2,120,942	\$357.25	\$21,609,819	\$368.16	\$53,124,755	\$358.14
Total Personal care products and services	\$131,351	\$22.12	\$1,339,593	\$22.82	\$3,291,055	\$22.19
Personal insurance	\$85,800	\$14.45	\$872,073	\$14.86	\$2,162,384	\$14.58
Total Reading	\$12,880	\$2.17	\$129,707	\$2.21	\$320,304	\$2.16
Total Tobacco products and smoking supplies	\$64,258	\$10.82	\$645,988	\$11.01	\$1,557,637	\$10.50
Total Transportation	\$1,779,437	\$299.73	\$18,254,450	\$311.00	\$44,933,452	\$302.92
Cash gifts	\$109,398	\$18.43	\$1,081,705	\$18.43	\$2,658,380	\$17.92

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## Demographics around 5207 Peck Rd, El Monte, California 91732, United States

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### LandScape Descriptions (Trade Area 1 Only)

#### **N4: Los Padrinos**

#N/A

#### **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 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.

#### **N1: Anos de Quincenera**

#N/A

#### **C2: Managing Business**

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable \$50,000 and \$60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

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## Demographics around 5207 Peck Rd, El Monte, California 91732, United States

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### D1: Gray Eminence

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable \$50,000s to \$60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

### 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.

### D2: Fall Years

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

### A6: Regents

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

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## Demographics around 5207 Peck Rd, El Monte, California 91732, United States

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### 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).

### 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.

### 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.