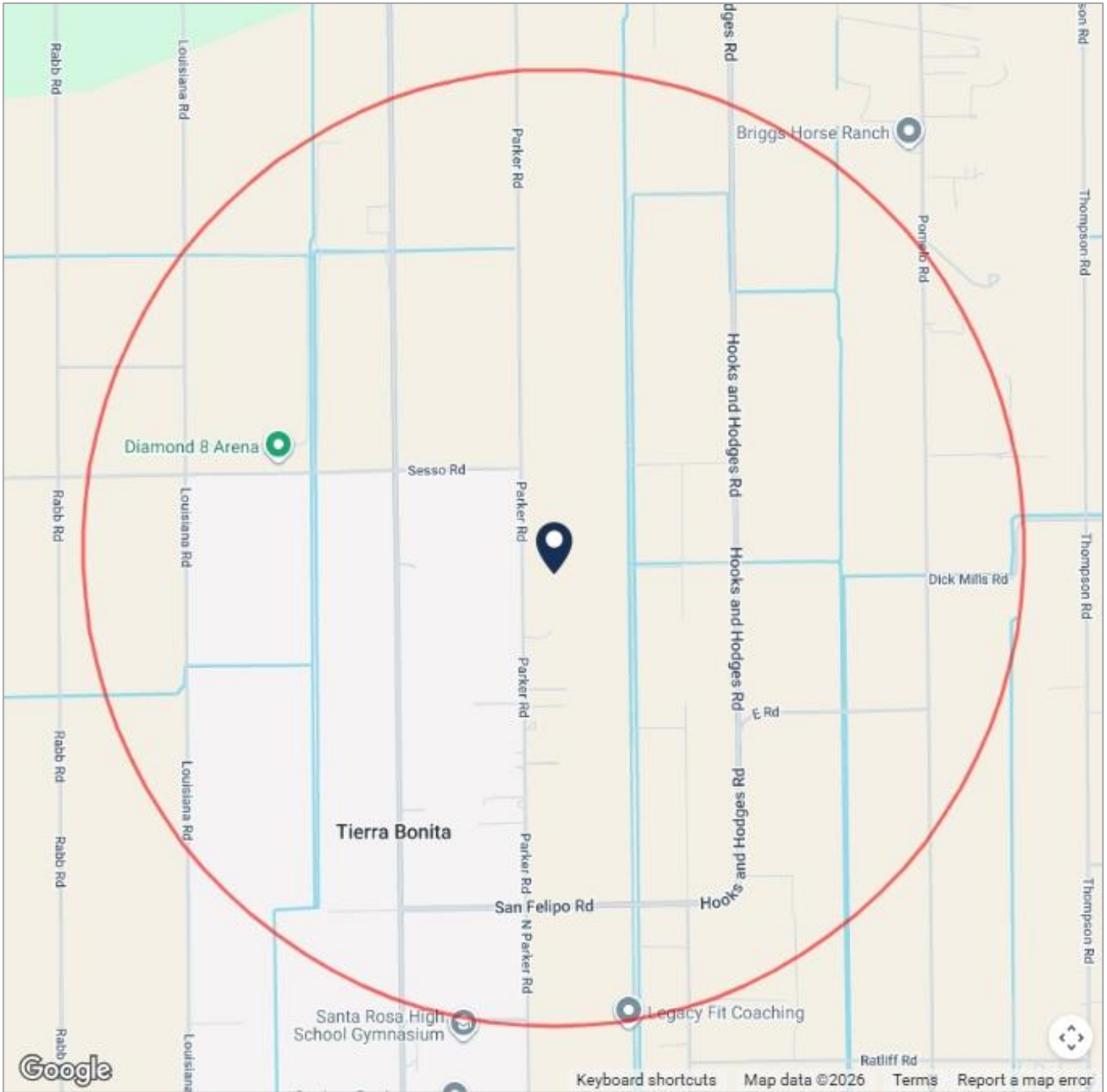


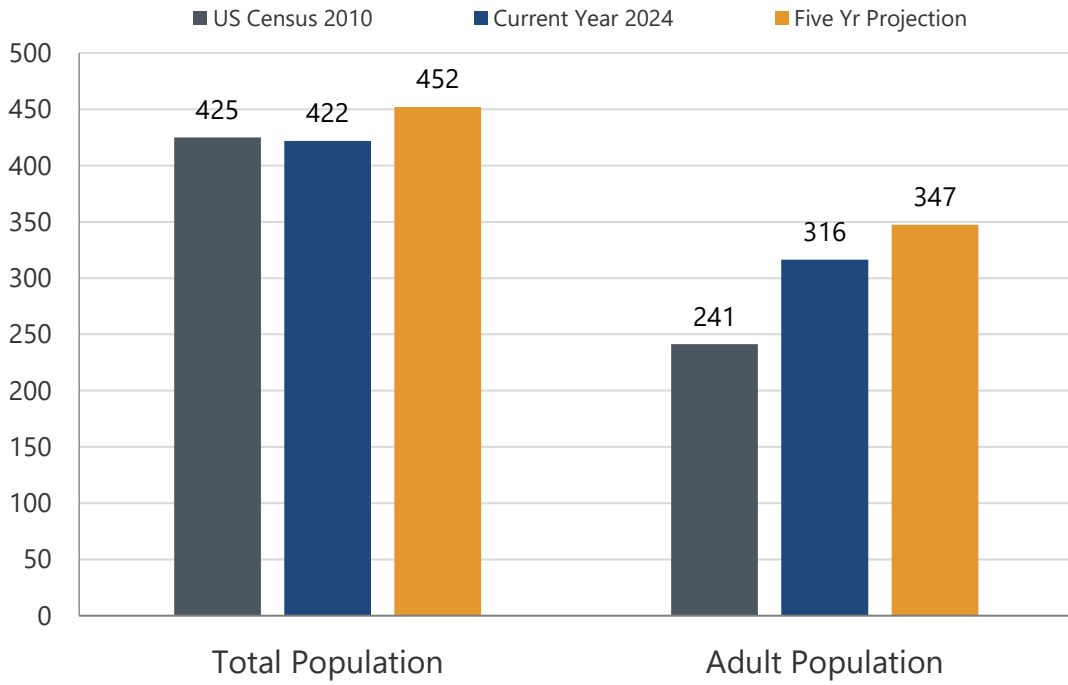
# Parker Road N - Demographics

Trade Area: 1 Mile

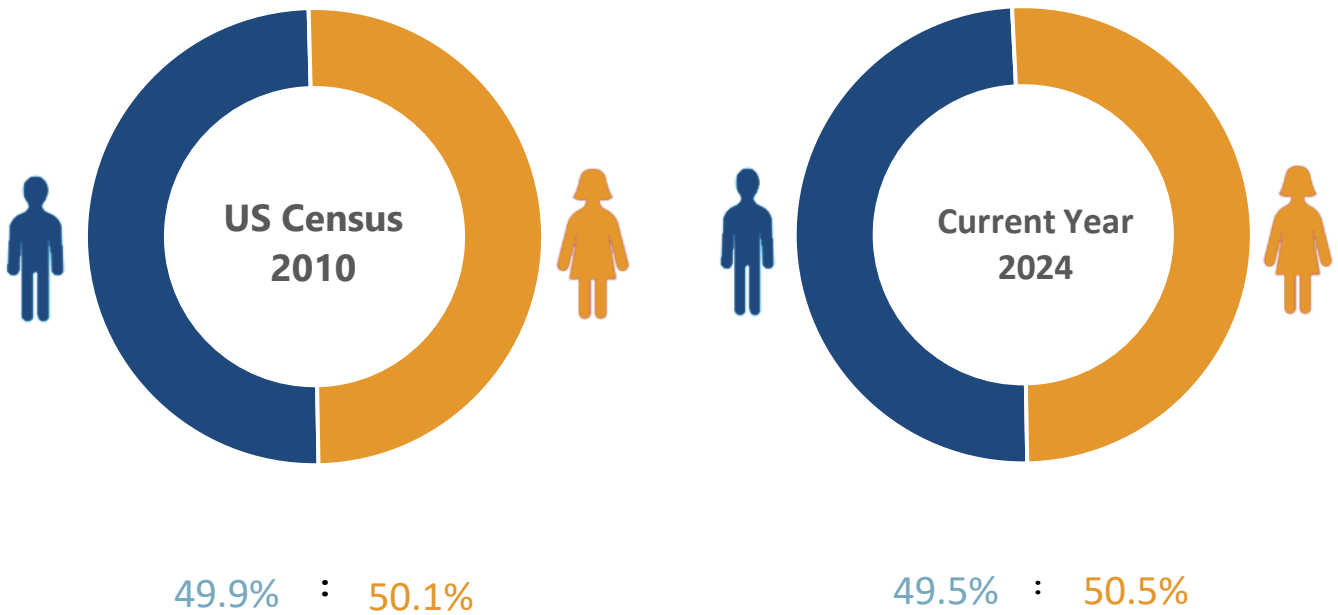


# Population Charts

## Population

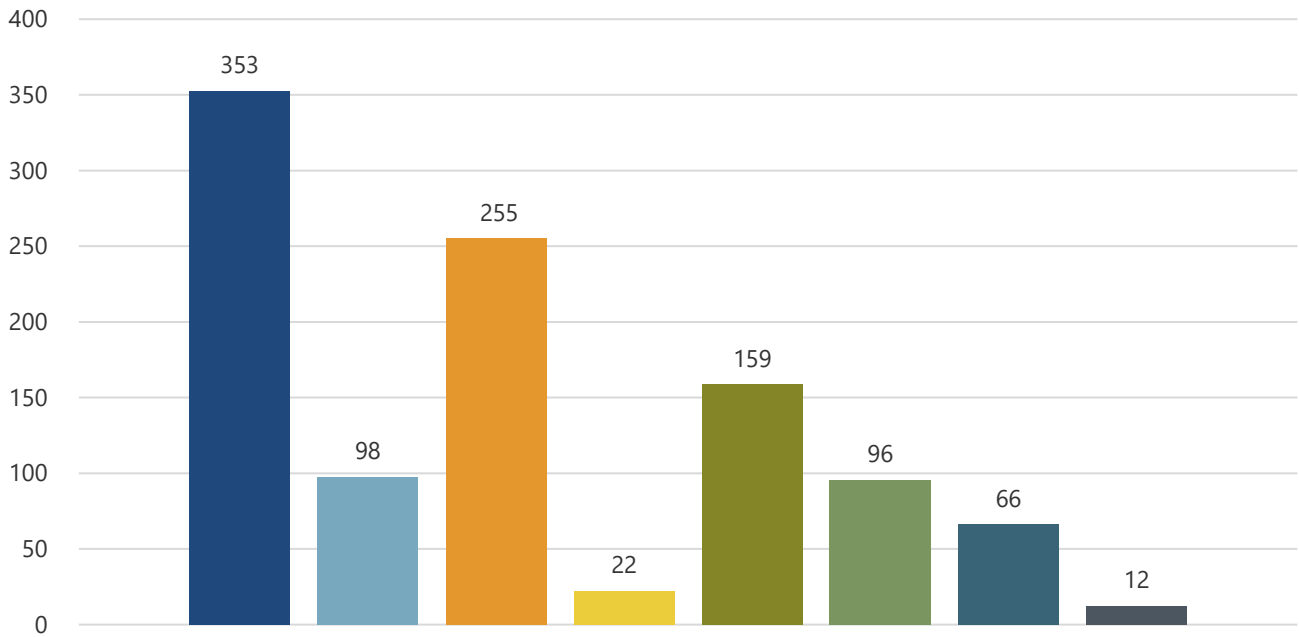


## Female/Male Ratio

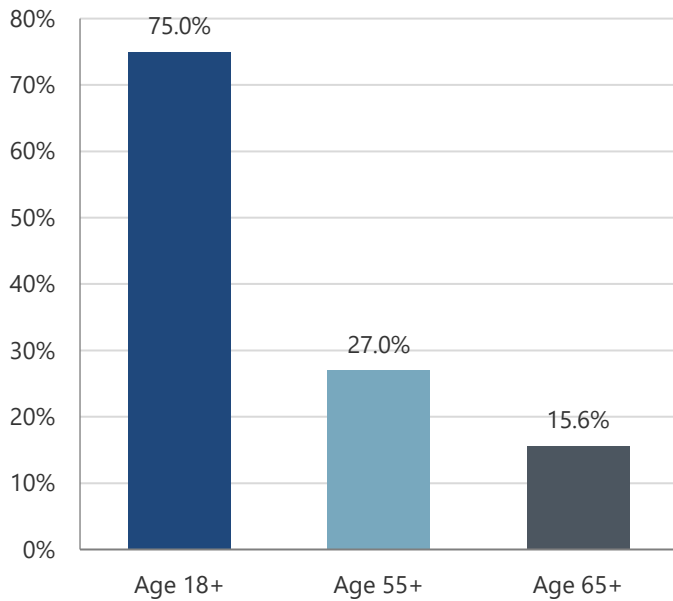


# Daytime Population

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



# Age



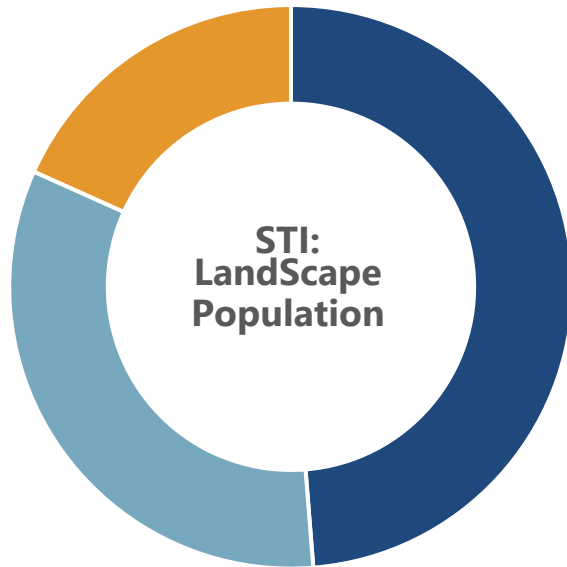
Median Age, Total

**34.4**

## Age Demographics

- 75.02% Age 18+
- 27.00% Age 55+
- 15.59% Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 48.7% Urban Moms/Dads (G1)
- 33.0% White Collar Starts (B5)
- 18.3% Cornucopia (K7)
- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)

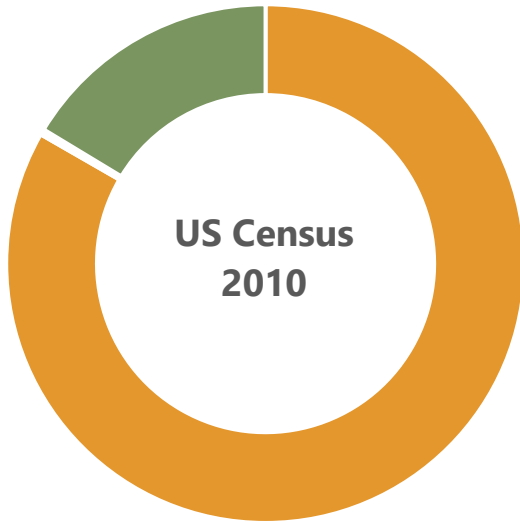
## Other top segments:

- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)
- 0.0% Golden Heritage (O1)
- 0.0% Los Trabajadores (N6)
- 0.0% Los Solteros (N5)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
White Collar Starts (B5)	\$43K	33.1	Urban	Married	White, Hispanic	Some Children	Some College	White Collar
Cornucopia (K7)	\$51K	35.4	Rural	Married	White	Some Children	High School	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/Trad	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar

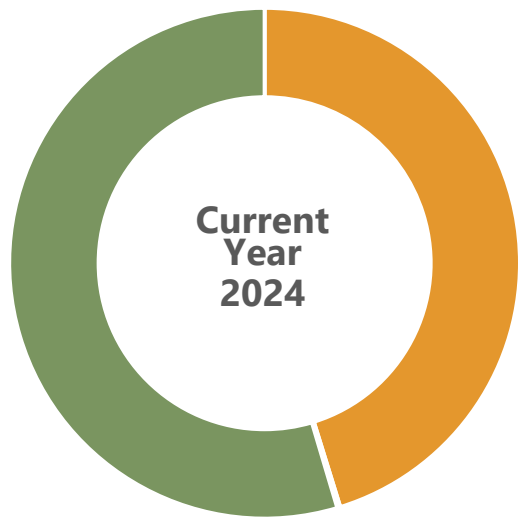
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



### 2010 US Census (Not Hispanic/Latino)

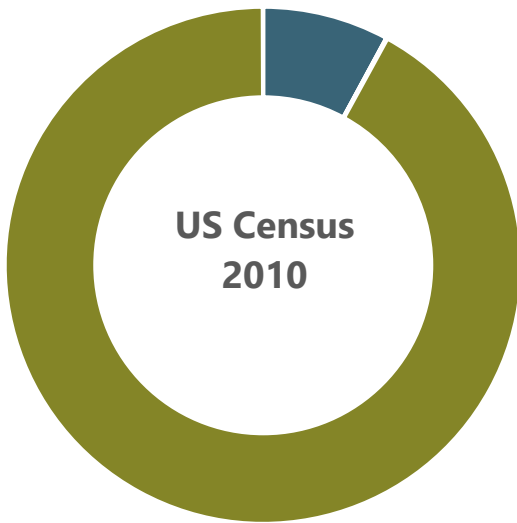
- 81.49% White
- 0.24% Black
- 0.11% Asian
- 15.99% Other



### Current Year (Not Hispanic/Latino)

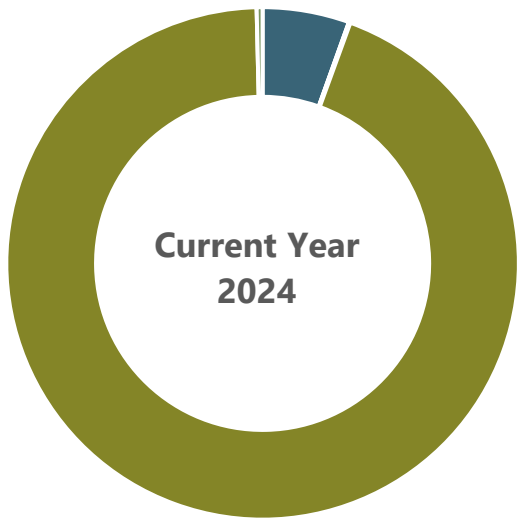
- 45.21% White
- 0.09% Black
- 0.10% Asian
- 54.60% Other

## Ethnicity (Hispanic/Latino)



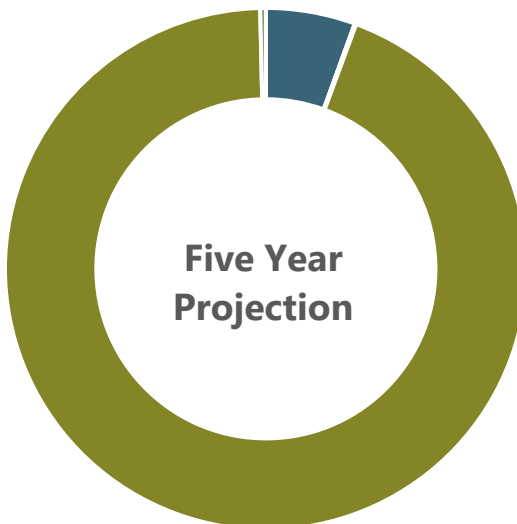
**2010 US Census (Hispanic/Latino)**

- 7.89% White
- 0.03% Black
- 0.05% Asian
- 91.87% Hispanic
- 0.03% Other



**Current Year (Hispanic/Latino)**

- 5.47% White
- 0.03% Black
- 0.07% Asian
- 94.06% Hispanic
- 0.37% Other



**Five Year Projection (Hispanic/Latino)**

- 5.53% White
- 0.03% Black
- 0.06% Asian
- 94.02% Hispanic
- 0.35% Other

# Housing & Households

**3.6**

Land Area

**130**

Total Housing Units

**122**

Total Households

**131**

Total Households

5 Year Projection



**97**

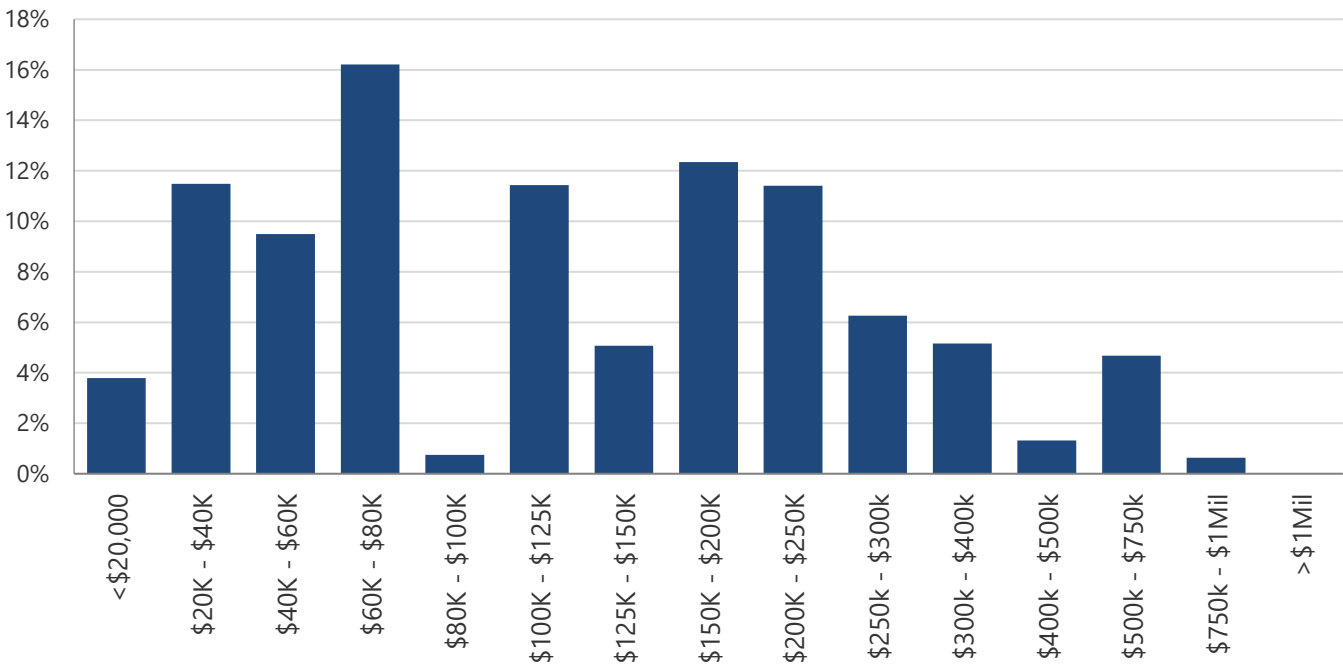
Owner-Occupied



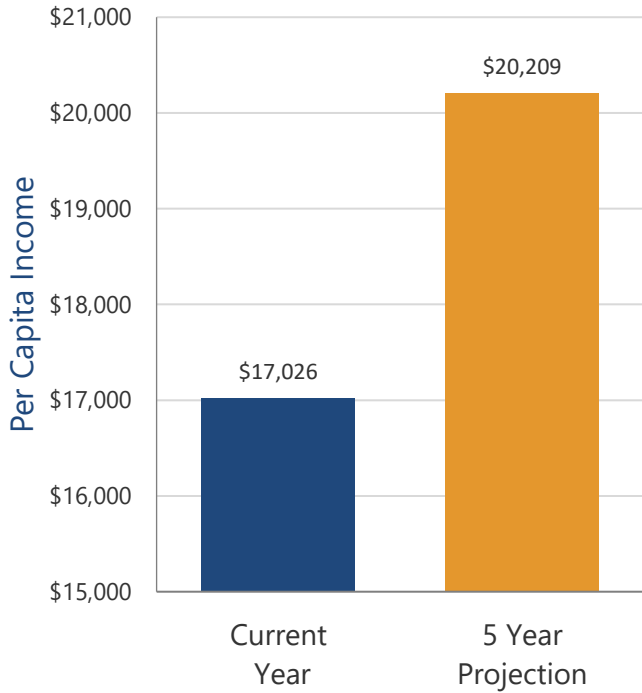
**25**

Renter-Occupied

## Housing Value (Current Year)



# Income



Average Household Income

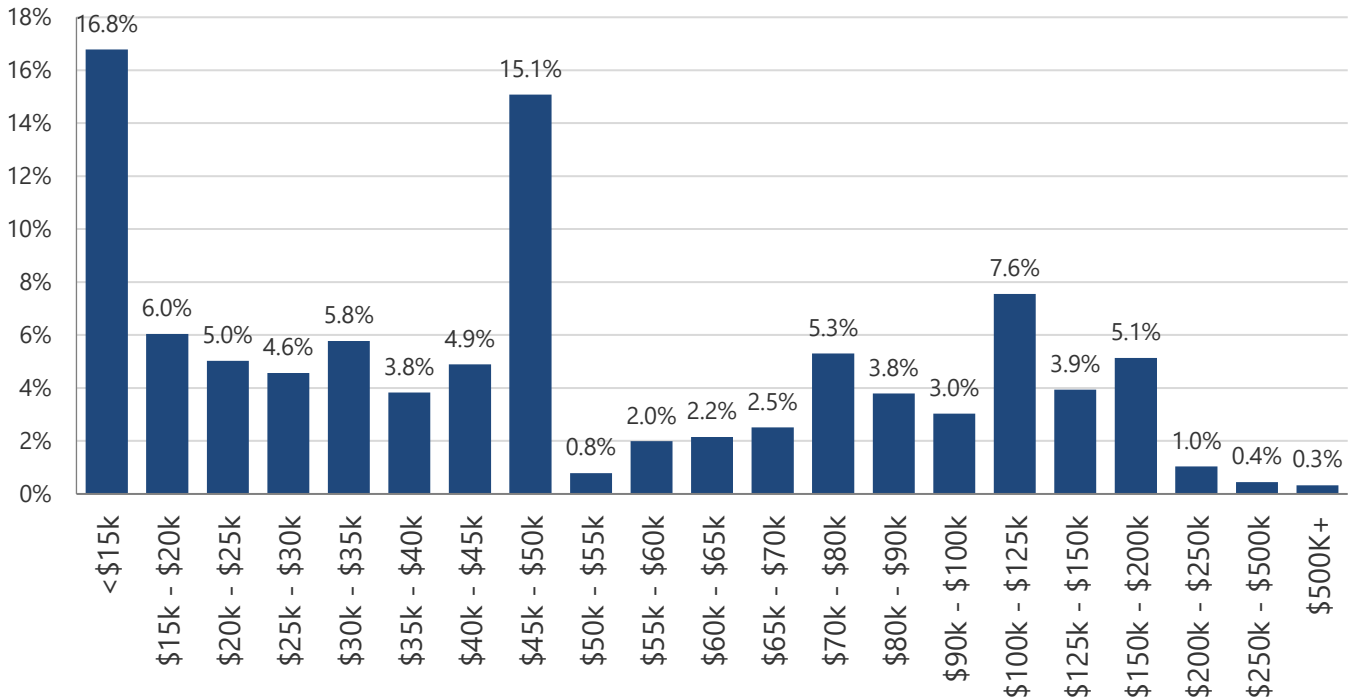
**\$58,698**

Median Household Income

**\$42,177**

Based on Total Population

# Households by Income (Current Year)



# Education (Current Year)

## Education



**168**

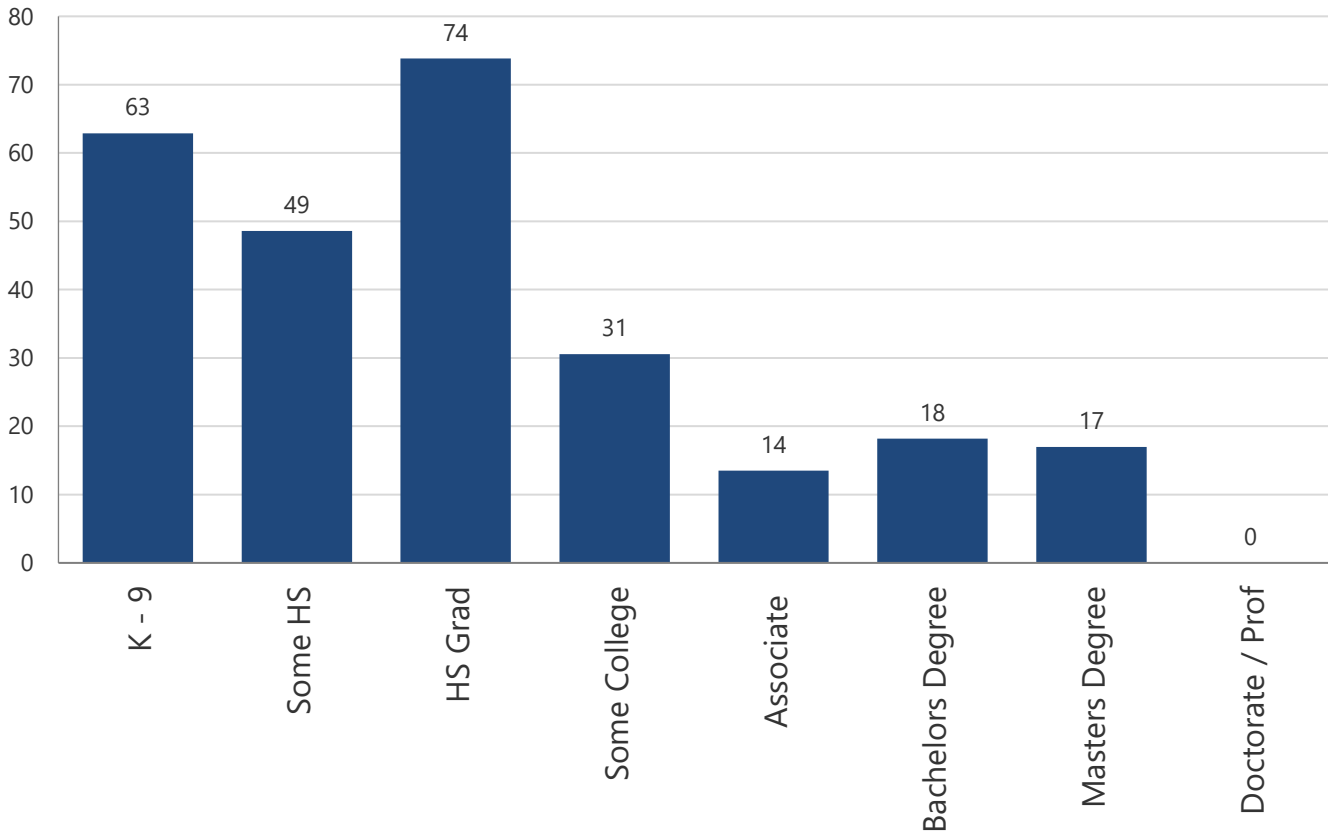
College undergraduate



**17**

Graduate or prof degree

## Educational Attainment at Age 25+ (Current Year)



# Employment and Occupation

## Employment and Occupation

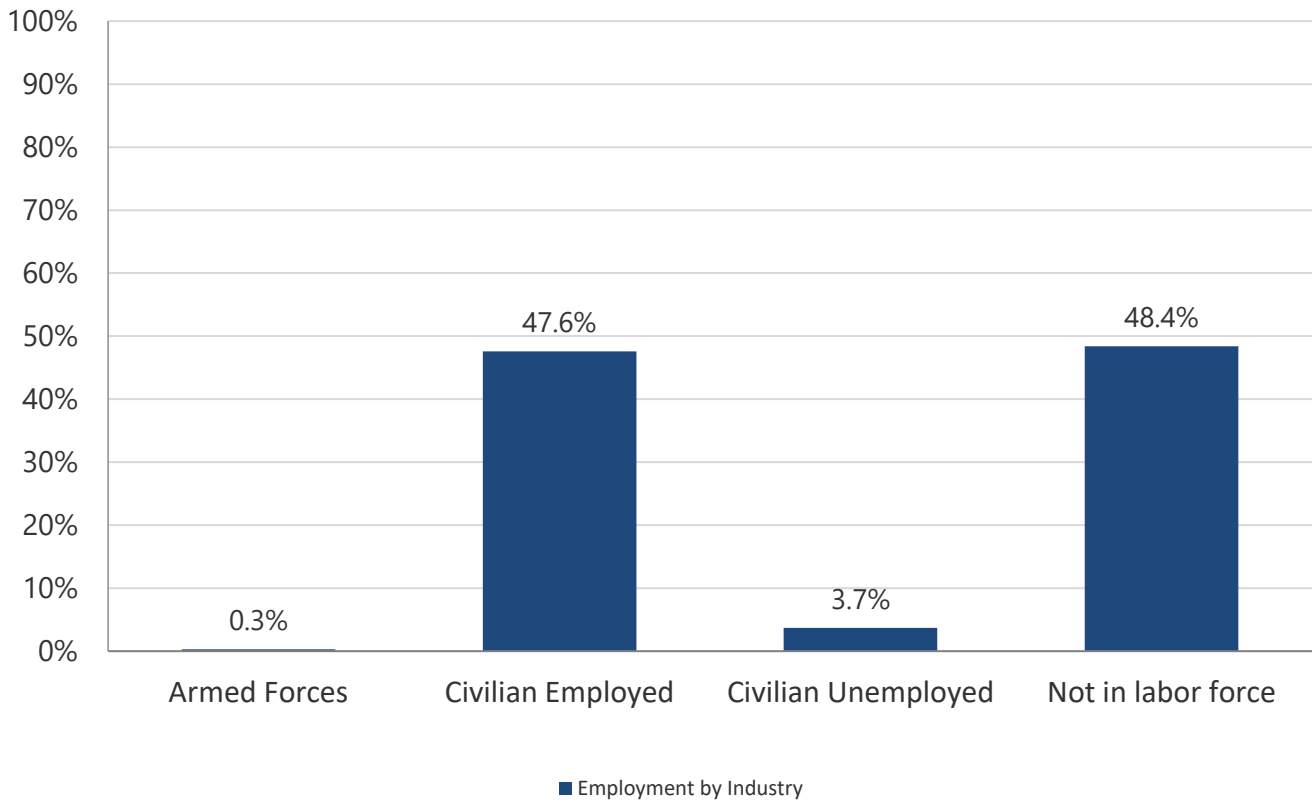
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**332**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**177**

Total Workers 16+



**167**

Car, Truck or Van



**0**

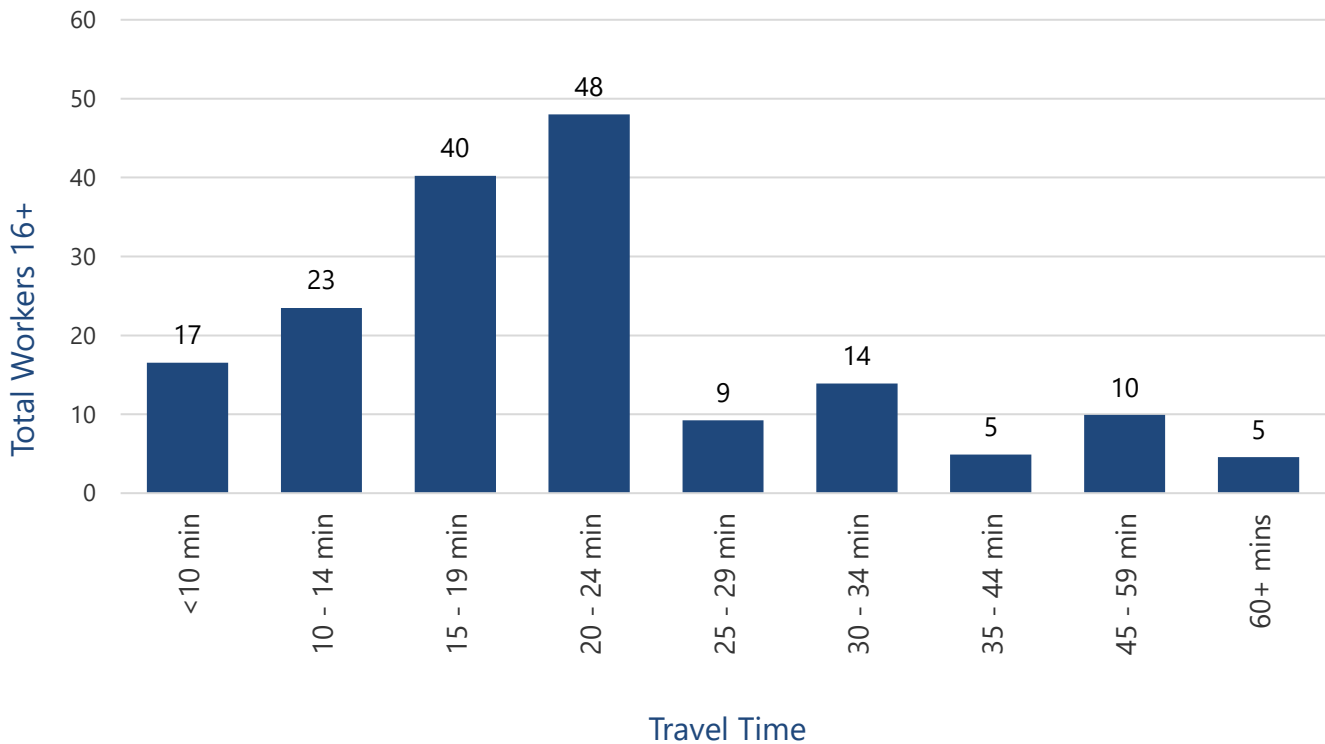
Public transport (not taxi)



**6**

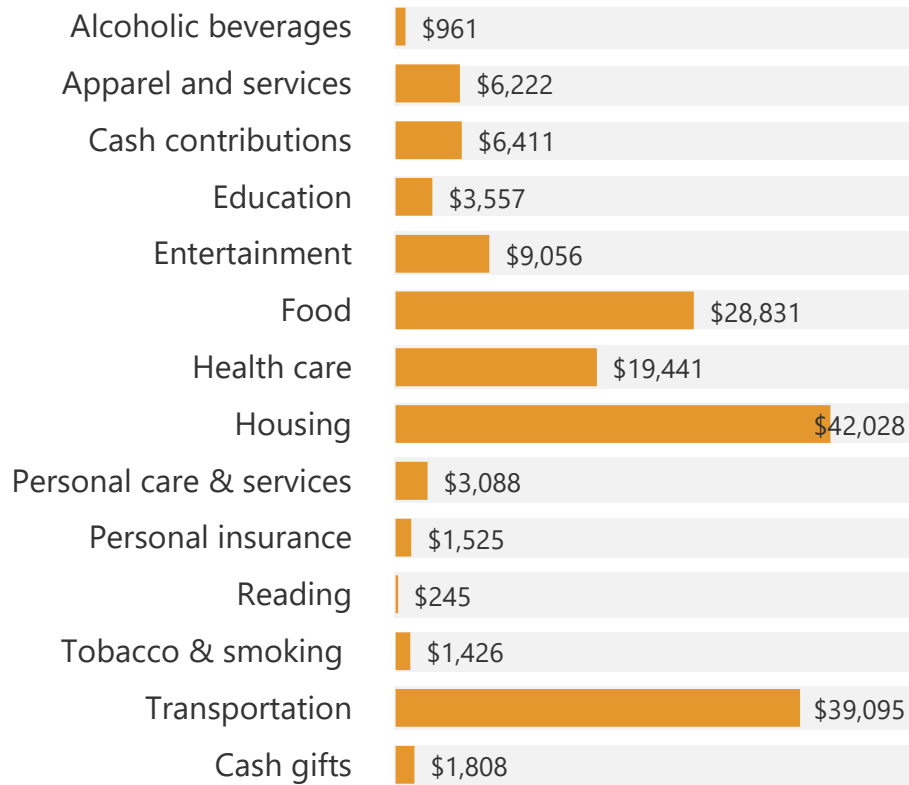
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

- |   |   |
|---|---|
| <b>0</b> Agriculture, Forestry, Fishing and Hunting | <b>0</b> Real Estate, Rental and Leasing                  |
| Mining, Quarrying, Oil and Gas Extraction           | <b>0</b> Professional, Scientific, and Technical Services |
| Utilities   | Management of Companies and Enterprises                   |
| <b>0</b> Construction                               | Administrative and Support Services                       |
| Manufacturing                                       | <b>0</b> Educational Services                             |
| <b>0</b> Wholesale Trade                            | <b>0</b> Health Care and Social Assistance                |
| <b>0</b> Retail Trade                               | Arts, Entertainment, and Recreation                       |
| Transportation and Warehousing                      | <b>0</b> Accommodation and Food Services                  |
| Information   | <b>1</b> Other Services                                   |
| <b>1</b> Finance and Insurance                      | <b>0</b> Public Administration                            |

## Retail Sales Volume

Automotive Dealers	\$2,544,171
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$0
Building Material, Supplies	\$0
Lawn and Garden Equipment	\$0
Grocery Stores	\$0
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$0
Gasoline Stations	\$0
Clothing Stores	\$0
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$0
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$1,440,531
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$0
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$0
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$26,133
Full-Service Restaurants	\$0
Limited-Service Eating Places	\$171,626
Special Food Services	\$0
Bar/Drinking Places (Alcoholic Beverages)	\$0

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

## **LandScape Segment Descriptions**

### **Urban Moms/Dads (G1)**

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.

### **White Collar Starts (B5)**

The urban White Collar Status neighborhoods prove that a lack of college education and an income range of less than \$30,000 doesn't equate to blue collar occupations. In fact, this group of Urban Cliff Climbers, which are home to people largely in their 20s and 30s and married with young children, are employed in middle class white collar occupations, probably with a lot of room for advancement. They measure above average employment in several fields, including healthcare, protective services, food preparation, and grounds maintenance. With only high school educations supporting them, this group of citizens keeps their heads above water while they work their way up into higher paying jobs by shopping for high value with every purchase and making use of a higher than average level of public assistance income.

### **Cornucopia (K7)**

Like the patchwork of freshly plowed fields, rows of crops, and seas of wheat blowing in the wind that you might see out the window of a plane as you fly over a typical rural area in America, the Cornucopia is a patchwork of rural communities that don't fit into any of the other segments. This group of Living With Nature segments is young: the residents range from 20 somethings to the low 30s. This group of mixed demographics is primarily married with children, but they have even more children than the other segments. They have the least educated demographic in this segment, with close to 50 percent higher than average percent without even high school degrees. These segments are home to a well above average number of self employed individuals, and a similarly high level of people seeking public assistance. They are not easily pegged on income levels, since the median household income is too broad to classify without misleading market researchers. However, the Cornucopia segments are a pretty solidly blue collar bunch, working in areas such as construction, repair services, production, and transportation. But while they rank at or near 50 percent above average in these jobs, they rank at a spectacular four times the national average in the category of farming, fishing, and forestry.

### **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 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-

## **Doublewides (O4)**

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- \$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americans, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.

## **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.

## **East Meets West (O2)**

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

## **Golden Heritage (O1)**

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older 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-

## **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.