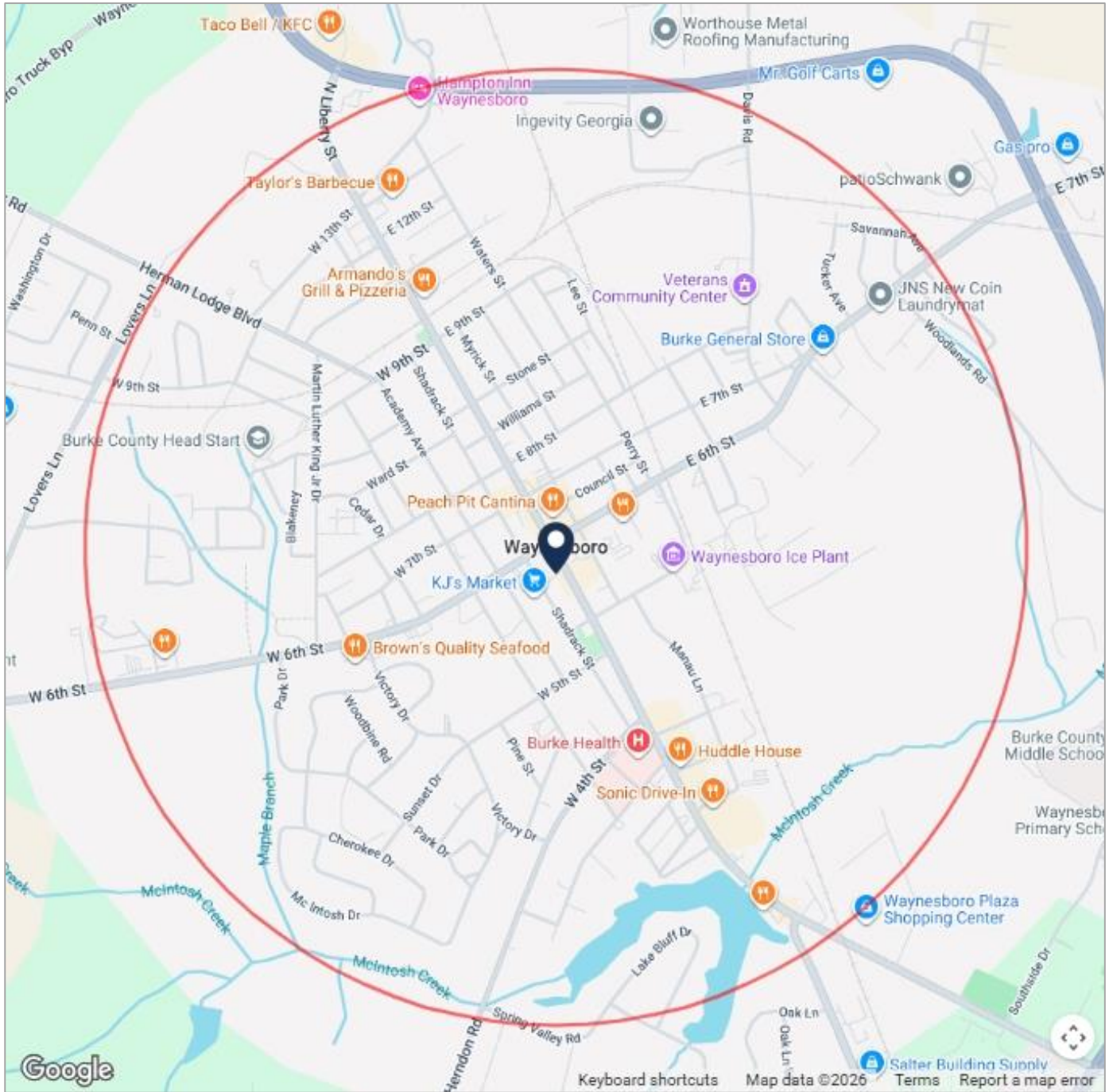


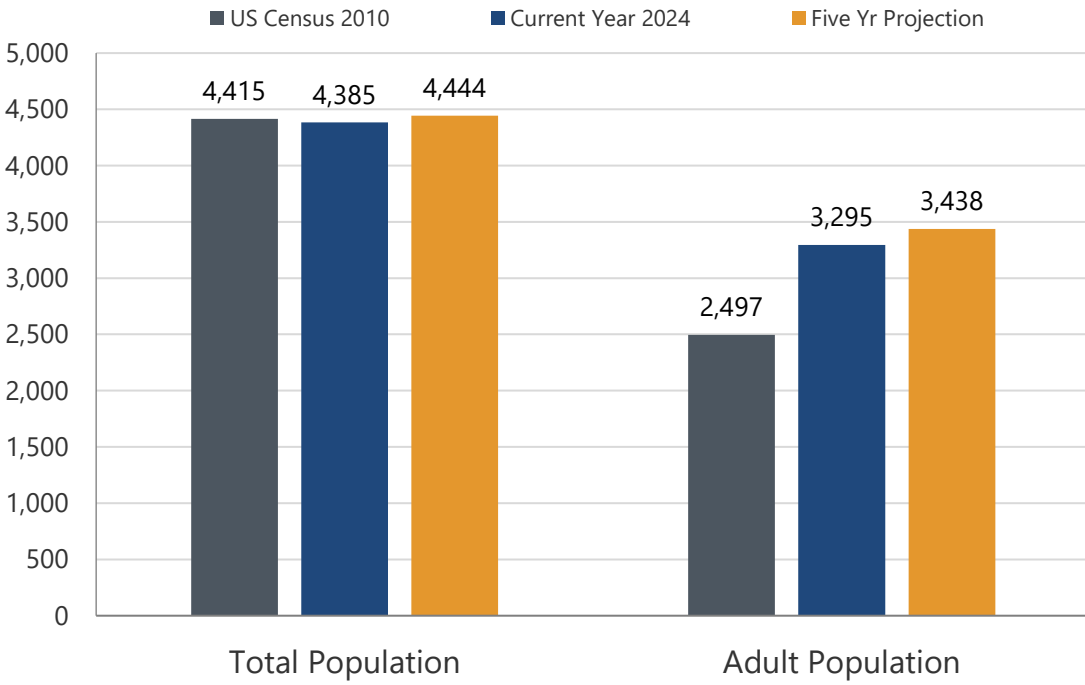
# Sullivan Place - Demographics

Trade Area: 1 Mile

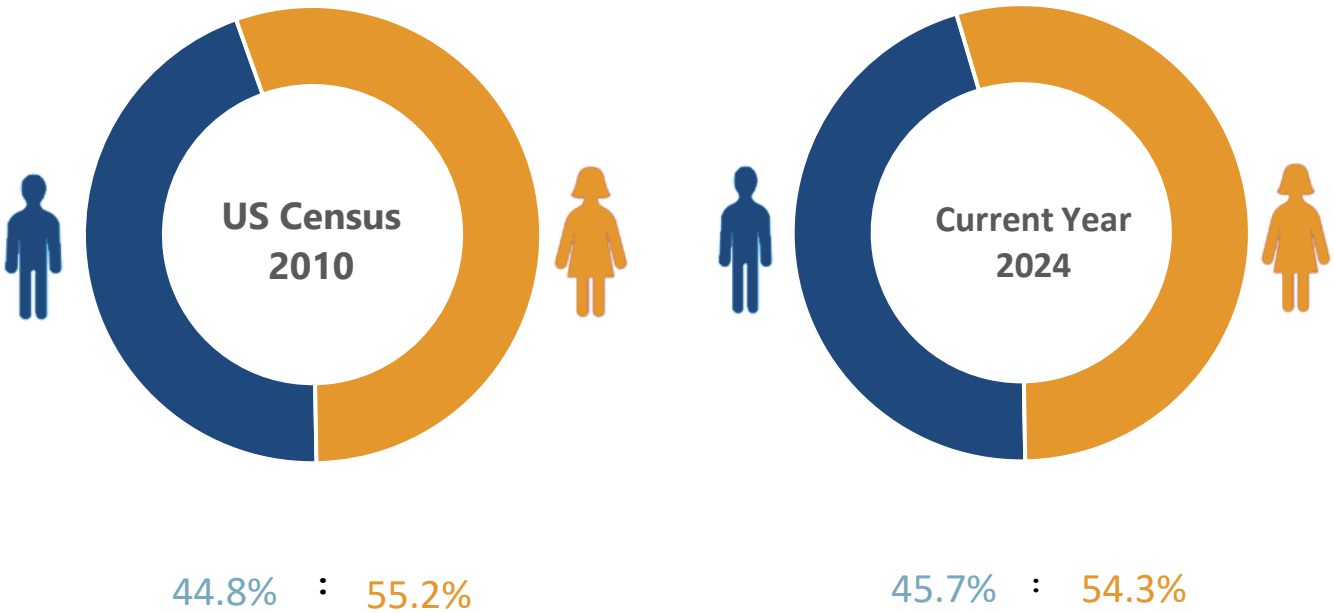


# Population Charts

## Population

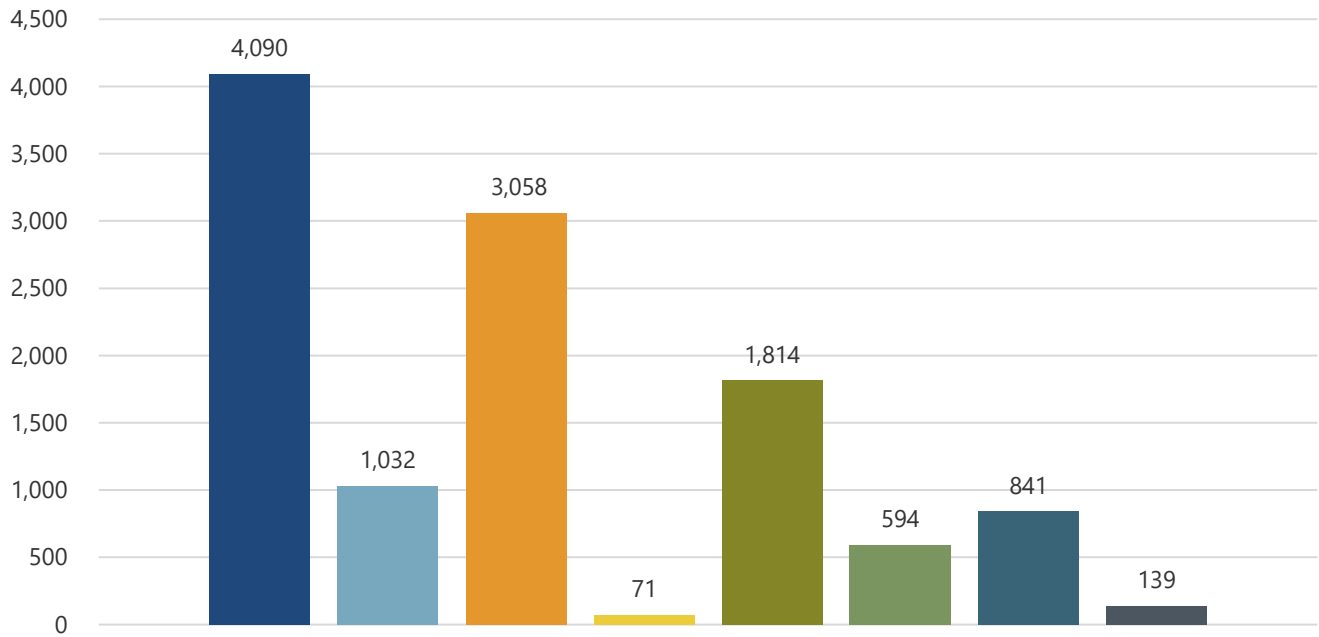


## Female/Male Ratio

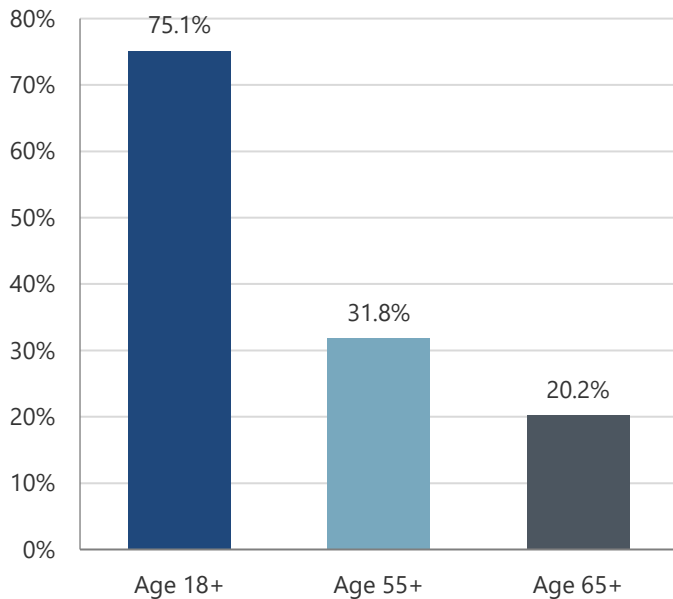


# Daytime Population

- 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



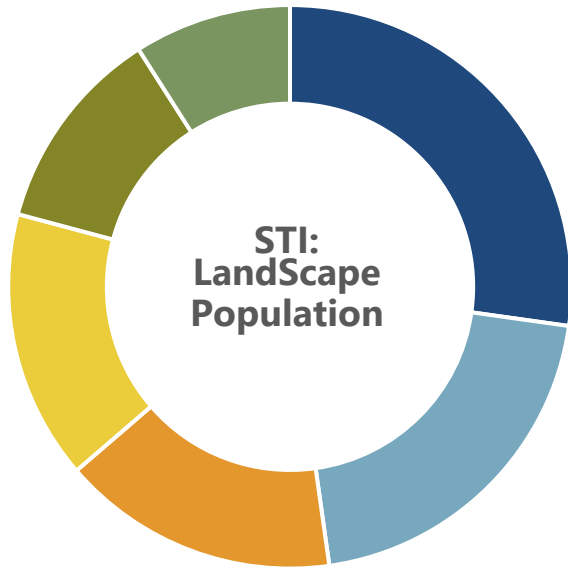
Median Age, Total

**38.1**

## Age Demographics

- 75.15% Age 18+
- 31.81% Age 55+
- 20.22% Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 25.2% Pushing Through (M4)
- 19.0% Gray Eminence (D1)
- 14.7% Standing Tall (M2)
- 14.3% Black Gentry (M1)
- 10.9% Gurus (E1)
- 8.4% Hard Hats/Hair Nets (H3)

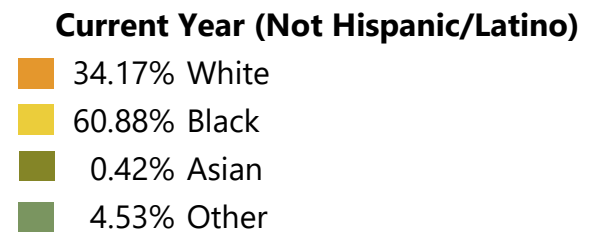
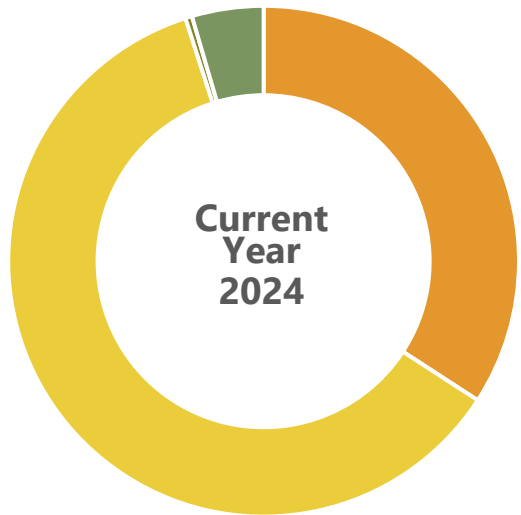
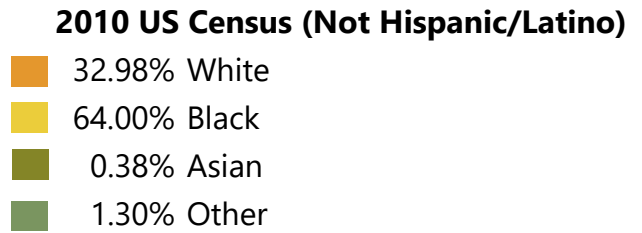
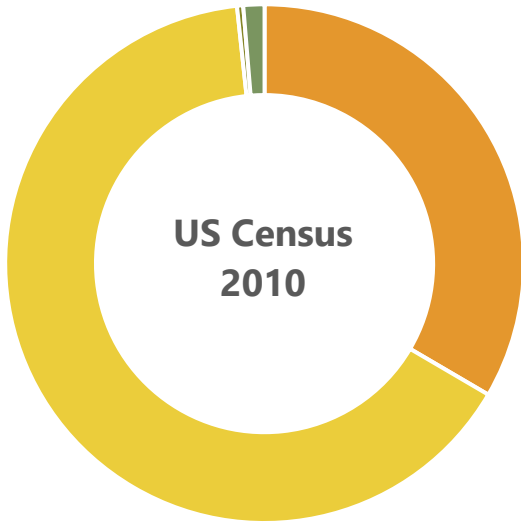
## Other top segments:

- 5.4% Blue Collar Starts (B6)
- 0.0% Collegians (O7)
- 1.2% Hard Act to Follow (F1)
- 0.9% Gainfully Employed (C4)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)

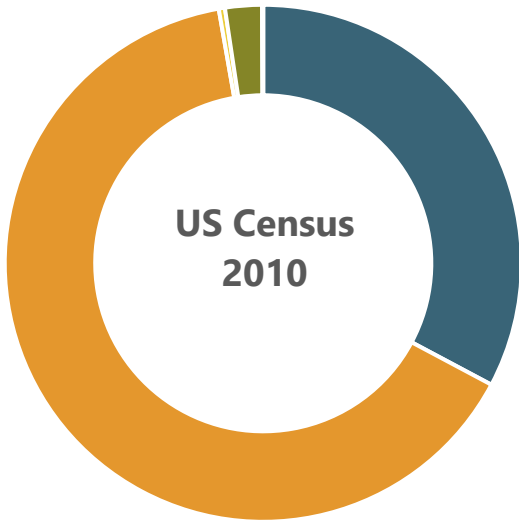
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
<b>Pushing Through (M4)</b>	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
<b>Gray Eminence (D1)</b>	\$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
<b>Standing Tall (M2)</b>	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
<b>Black Gentry (M1)</b>	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
<b>Gurus (E1)</b>	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
<b>Hard Hats/Hair Nets (H3)</b>	\$35K	33.2	Suburban	Single/Couple	Diverse	Families	High School	Blue Collar
Blue Collar Starts (B6)	\$40K	34.2	Urban	Married	White, Hispanic	Some Children	High School	Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trad	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

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

# Ethnicity (Not Hispanic/Latino)

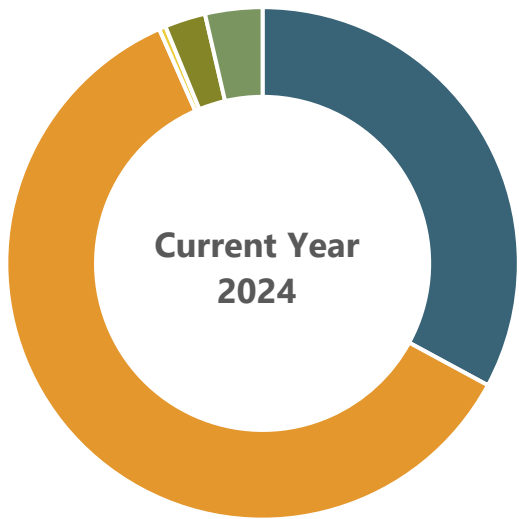


# Ethnicity (Hispanic/Latino)



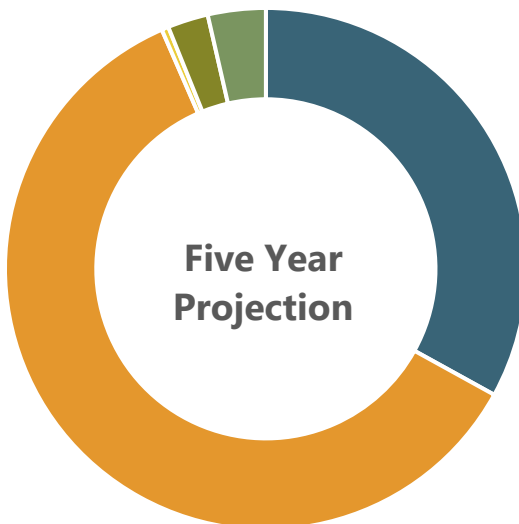
**2010 US Census (Hispanic/Latino)**

- 32.41% White
- 63.72% Black
- 0.38% Asian
- 2.27% Hispanic
- 0.07% Other



**Current Year (Hispanic/Latino)**

- 32.89% White
- 60.49% Black
- 0.42% Asian
- 2.58% Hispanic
- 3.61% Other



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

- 33.02% White
- 60.44% Black
- 0.43% Asian
- 2.52% Hispanic
- 3.59% Other

# Housing & Households

**2.8**

Land Area

**1,766**

Total Households

**2,006**

Total Housing Units

**1,791**

Total Households

5 Year Projection



**998**

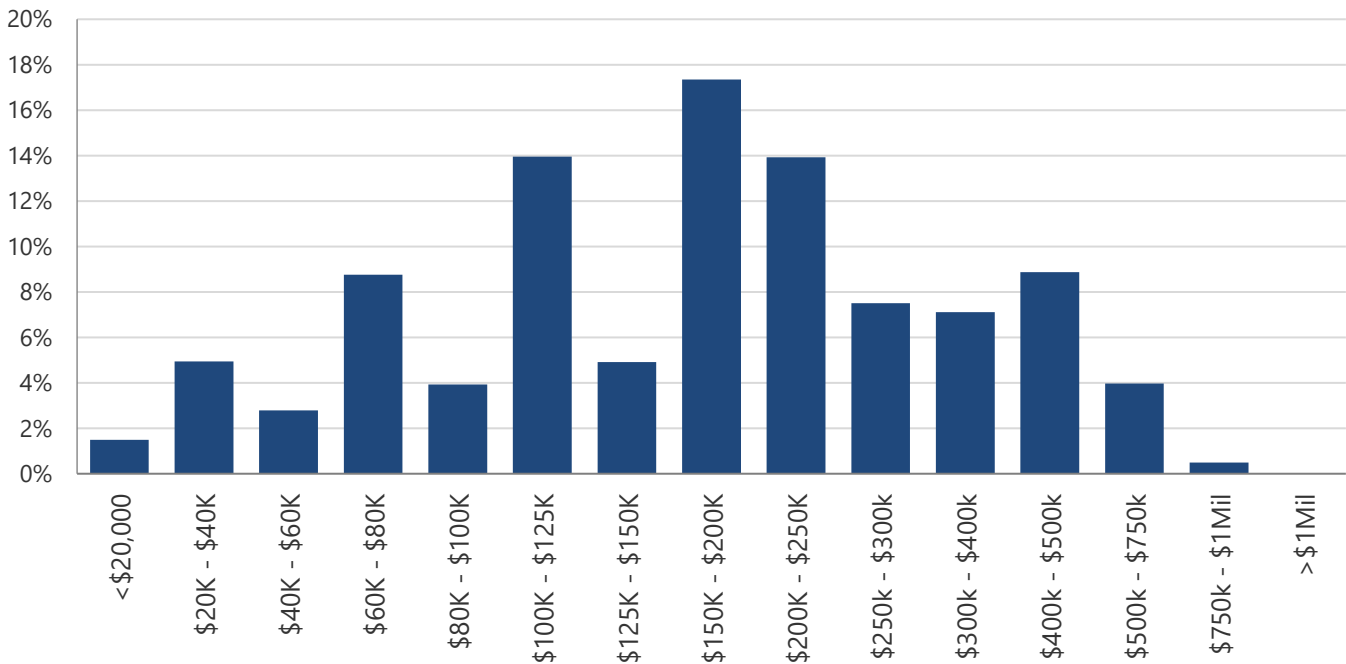
Owner-Occupied



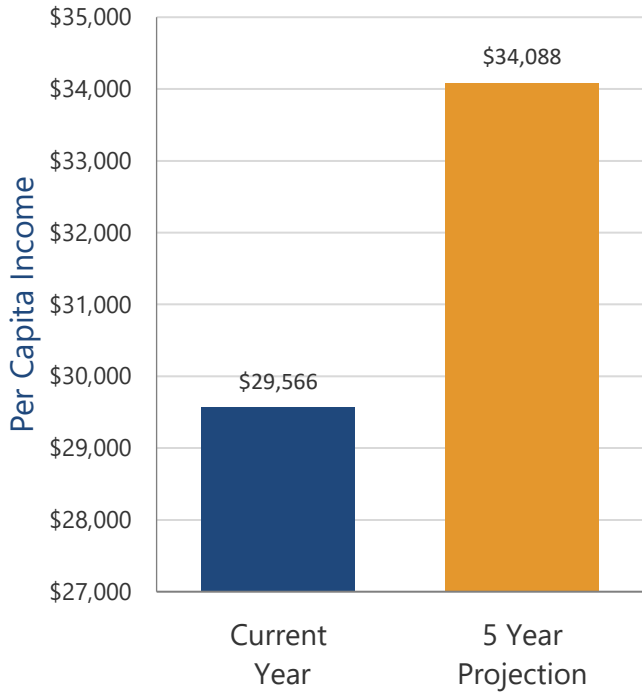
**768**

Renter-Occupied

## Housing Value (Current Year)



# Income



Average Household Income

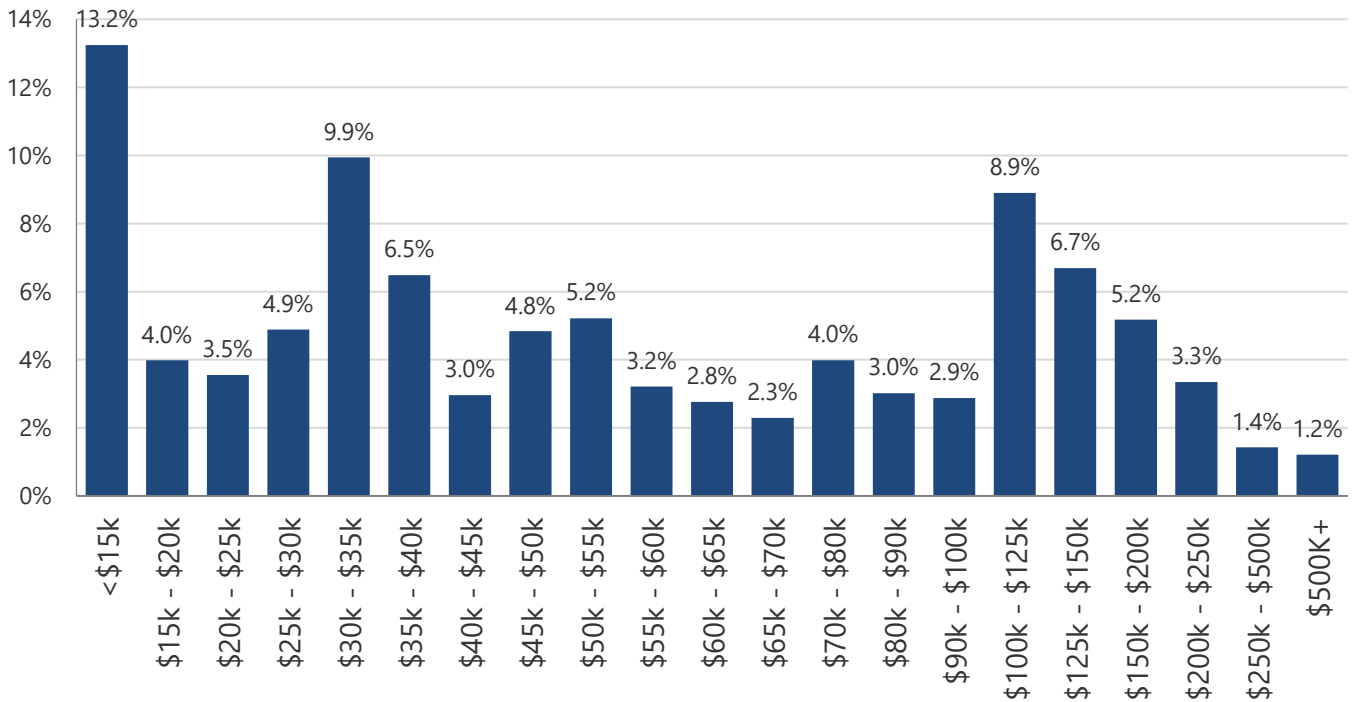
**\$73,399**

Median Household Income

**\$50,602**

Based on Total Population

# Households by Income (Current Year)



# Education (Current Year)

## Education



**1,245**

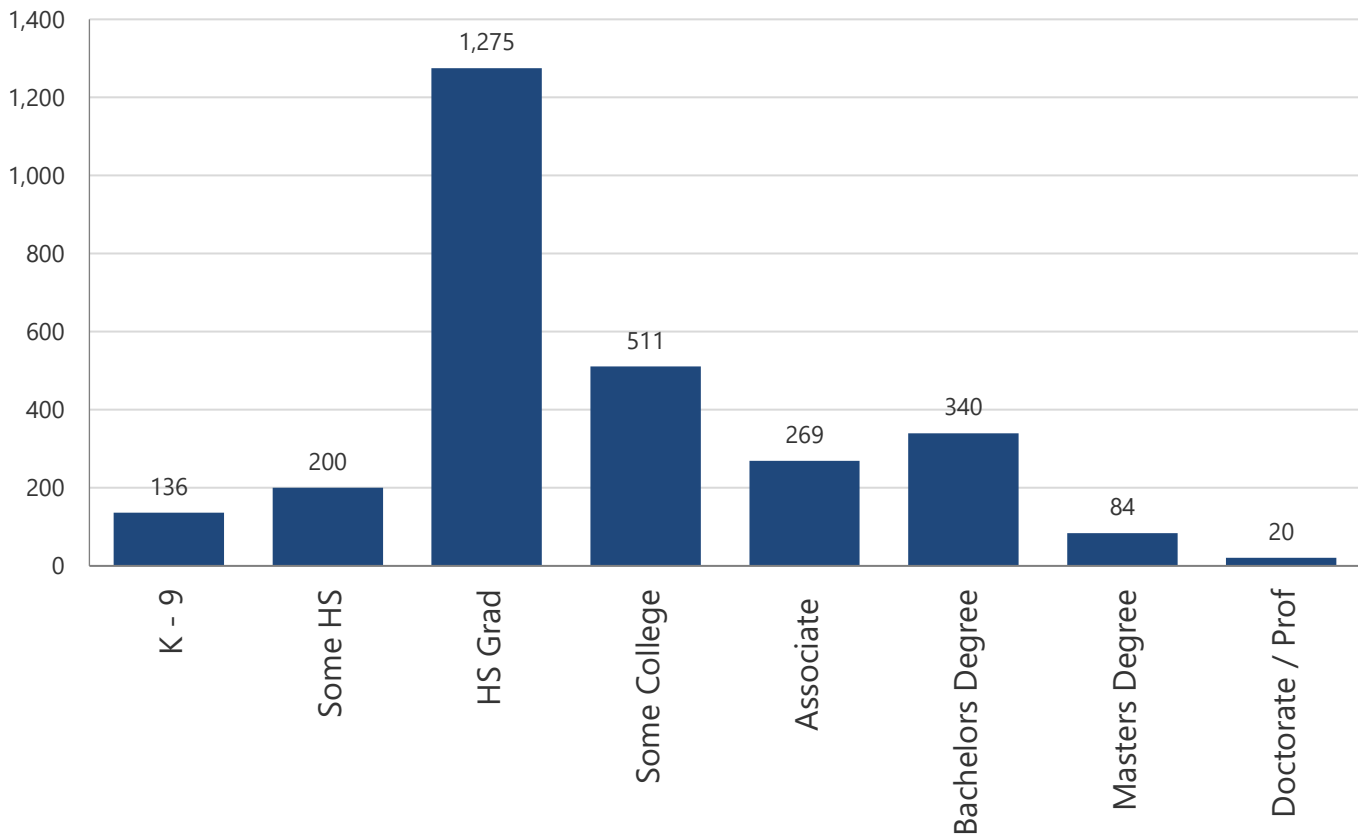
College undergraduate



**122**

Graduate or prof degree

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



# Employment and Occupation

## Employment and Occupation

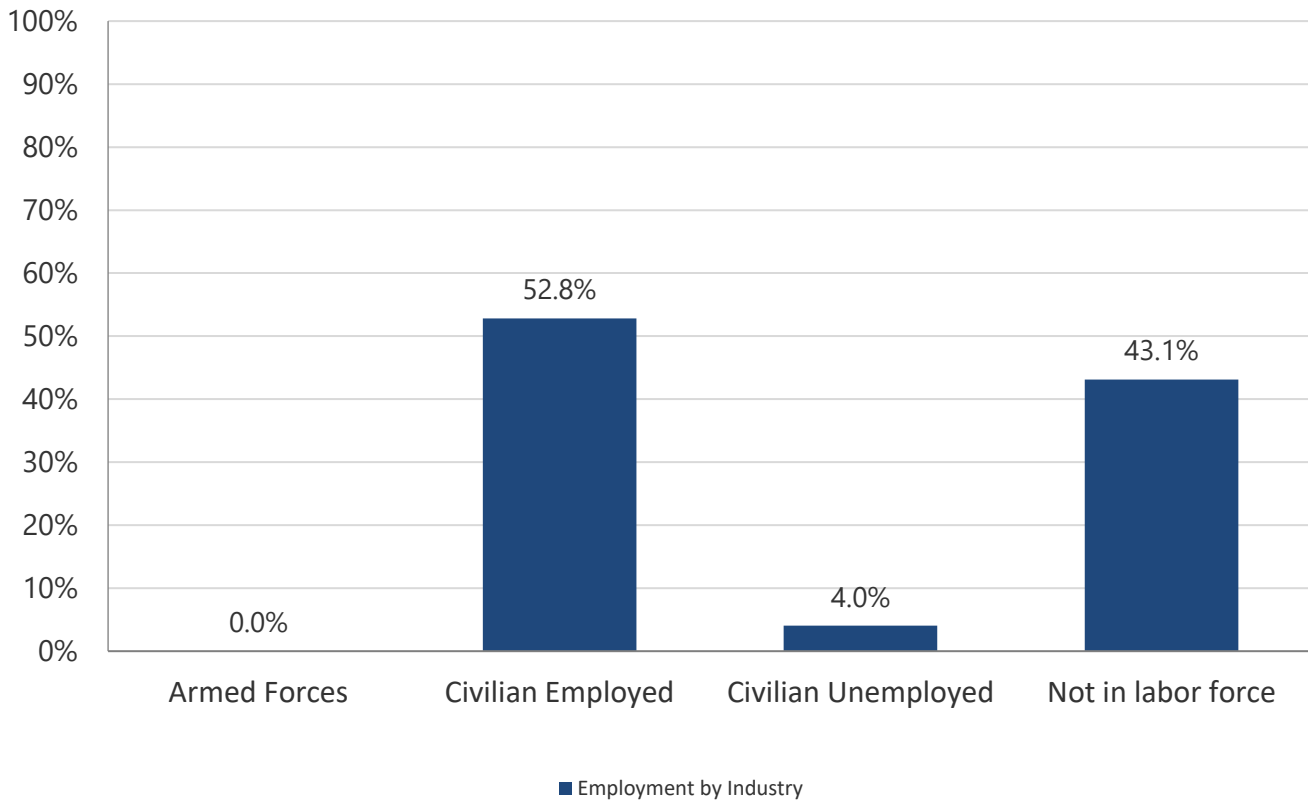
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**3,433**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**1,468**

Total Workers 16+



**1,380**

Car, Truck or Van



**2**

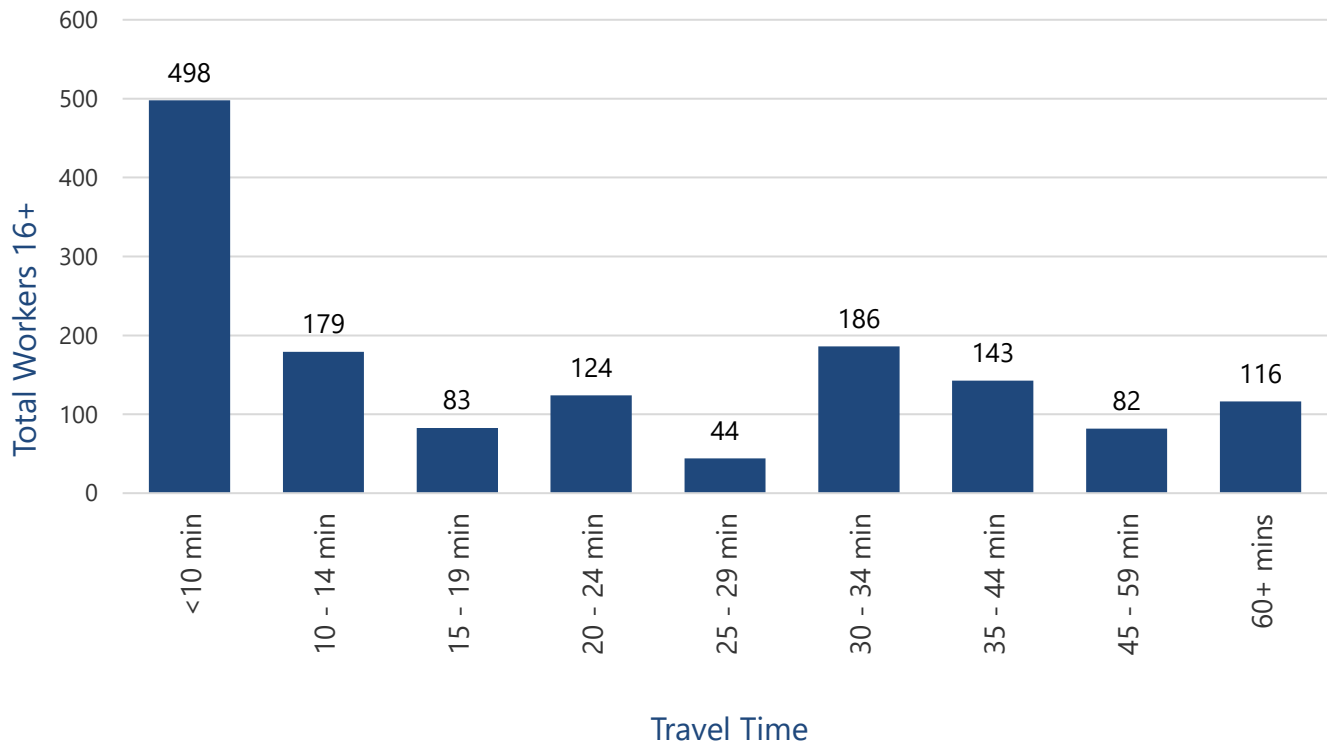
Public transport (not taxi)



**14**

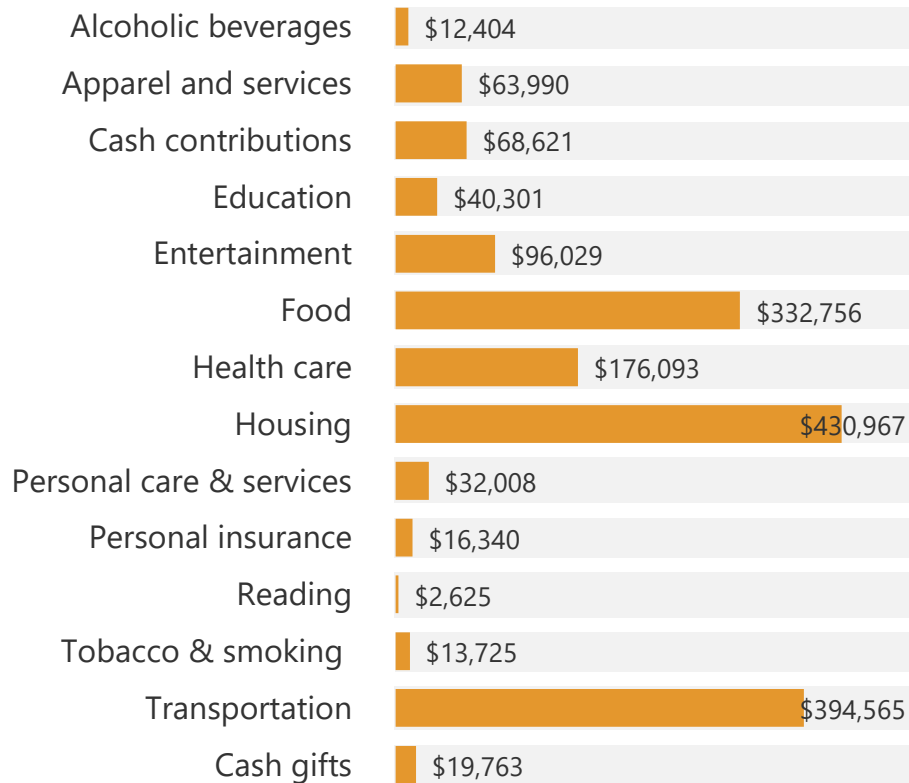
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

<b>2</b> Agriculture, Forestry, Fishing and Hunting	<b>6</b> Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>16</b> Professional, Scientific, and Technical Services
<b>2</b> Utilities	<b>1</b> Management of Companies and Enterprises
<b>5</b> Construction	<b>4</b> Administrative and Support Services
<b>3</b> Manufacturing	<b>3</b> Educational Services
<b>2</b> Wholesale Trade	<b>31</b> Health Care and Social Assistance
<b>24</b> Retail Trade	<b>2</b> Arts, Entertainment, and Recreation
<b>1</b> Transportation and Warehousing	<b>10</b> Accommodation and Food Services
<b>6</b> Information	<b>27</b> Other Services
<b>12</b> Finance and Insurance	<b>39</b> Public Administration

## Retail Sales Volume

Automotive Dealers	\$2,916,095
Other Motor Vehicle Dealers	\$106,778
Automotive Parts, Accessories, Tires	\$1,072,424
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$0
Building Material, Supplies	\$1,856,110
Lawn and Garden Equipment	\$501,952
Grocery Stores	\$1,979,308
Specialty Food Stores	\$55,716
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$1,211,792
Gasoline Stations	\$1,714,429
Clothing Stores	\$0
Shoe Stores	\$142,687
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$0
Book, Periodical, and Music	\$0
Department Stores	\$1,747,574
Other General Merchandise	\$3,082,215
Florists and Misc. Store Retailers	\$144,195
Office Supplies, Stationary, Gift	\$34,372
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$217,013
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$72,793
Full-Service Restaurants	\$428,557
Limited-Service Eating Places	\$587,327
Special Food Services	\$78,998
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**

### **Pushing Through (M4)**

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years-old), except for one predominant distinction - they are home to the "blue-collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

### **Gray Eminence (D1)**

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.

### **Standing Tall (M2)**

Within occupations such as healthcare, protective services, and office administration, you'll find levels of status and income. Residents of Standing Tall market segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is high- \$30,000s to the \$40,000s. They also have the second lowest ranking on public- assistance income in their market segmentation category: about 50- percent- the- national- average. Overall, these demographic facts put the Standing Tall residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high- school degrees, are single- parent households, and have an average number of children under their roofs. Specifically, Standing Tall segments have about a 50- percent- higher- than- average percent of single- parent homes, but well- over- two- times- the- national- average are with female- heads- of- households. These areas also have an over- 25- percent- higher- than- average number of divorcees and widows/widowers.

### **Black Gentry (M1)**

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white- collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well- off 30- something African Americans, who are married with some children of all ages. However, they also have a 50- percent- above- average level of households with single mothers. Their median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher- than- the- national- average on this measurement. Along with a relatively high percent of white- collar jobs, these segments also show many blue- collar workers mixed in. Across the board these areas have an average percent of high- school and a below- average standing on college- education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50- percent- above- average). Other areas ranking above- average are transportation, office administration, and building maintenance.

## **Gurus (E1)**

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

## **Hard Hats/Hair Nets (H3)**

Among Single in the Suburbs segments, Hard Hats & Hair Nets are the lowest- income neighborhoods. Their annual incomes are below \$30,000, and aren't generated exclusively from salaries: These people also rely on a high level of public- assistance to make ends meet. In fact, they rank at over two- times- the- national- average in supplemental- public- assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may not have a lot of hope for rising above their current situations, because not only are college educations few and far between, but also a large number of residents do not even have high- school degrees. In fact, they rank nearly 50- percent- below- average in this measurement. Residents of these areas are also encumbered by two- times- or- more- than- average number of single- parent families, particularly of children under six- years- old. The people are single due to both above- average- levels of never- married people and divorce. Owing to their low education levels, these manual laborers work predominantly in blue- collar jobs. They rank particularly

## **Blue Collar Starts**

The residents in Blue- Collar Starts neighborhoods struggle financially the most among their Urban Cliff Climbers brethren. They not only support themselves in blue- collar positions, they also have a commensurately lower education level: a significant percent have less- than- high- school education levels. While an average- number of these 20- to 30- year- old are married- with- children, they have higher rates of residents who are single householders (either male or female) with children, especially younger children. All of these factors help explain the fact that Blue- Collar Starts supplement their less- than- \$30,000 incomes from production, transportation, construction, and building maintenance jobs with some level of public- assistance income. They most likely enjoy fewer of life's comforts than many other Americas - and work harder for what they do own.

## **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.

### **Hard Act to Follow (F1)**

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.

### **Gainfully Employed (C4)**

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.

### **Legacy Years (O6)**

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average

### **Centurions (O5)**

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalties of the residents include salary ranges in the high- \$30,000s and the \$40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.