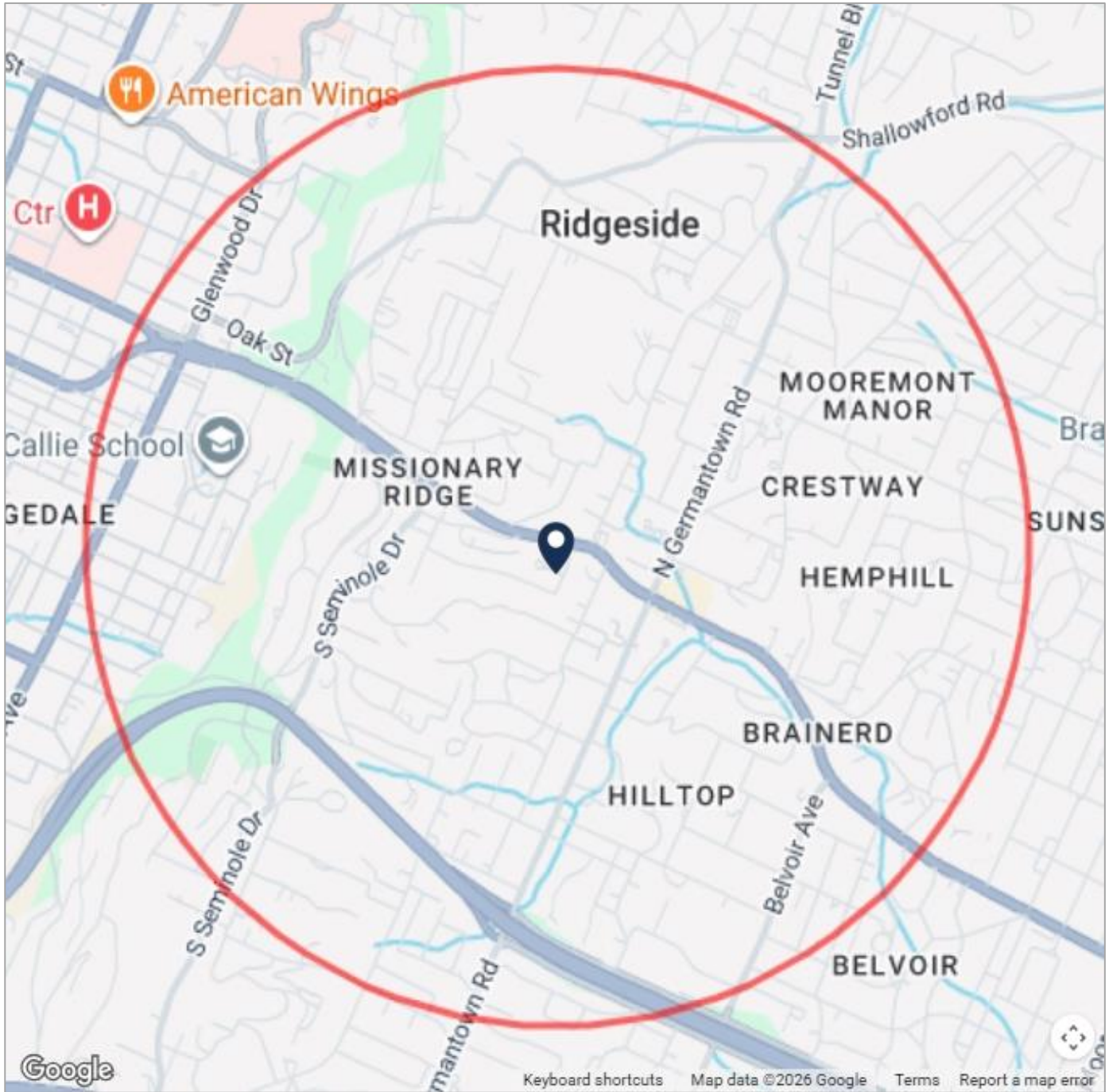


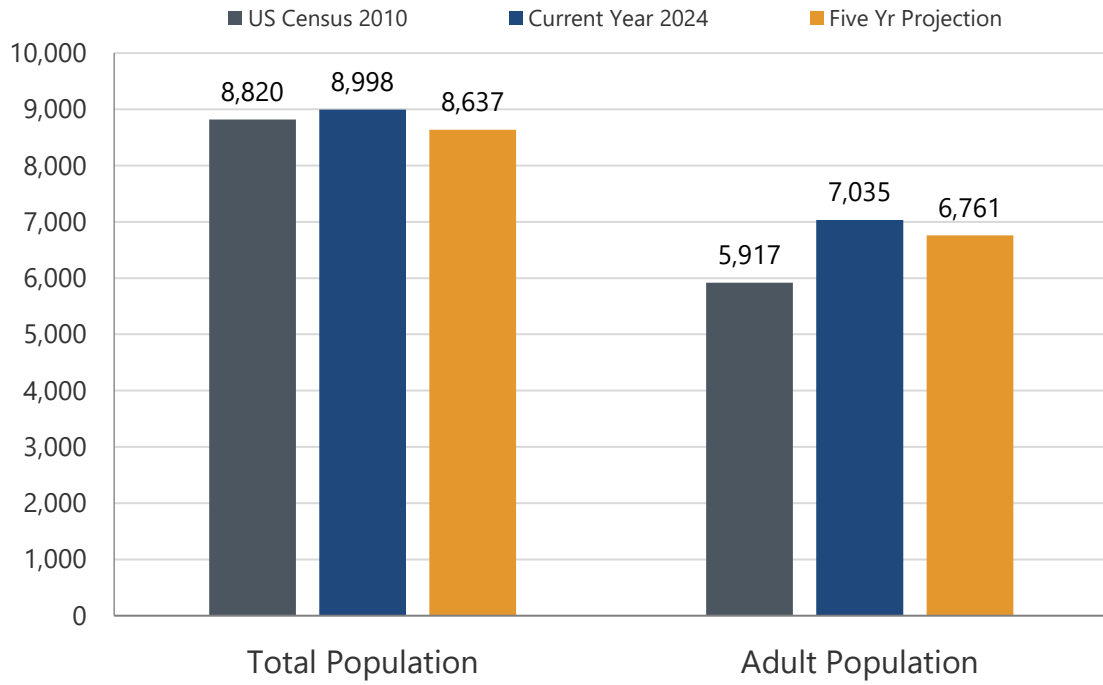
# 3450 Brainerd Road - Demographics

Trade Area: 1 Mile

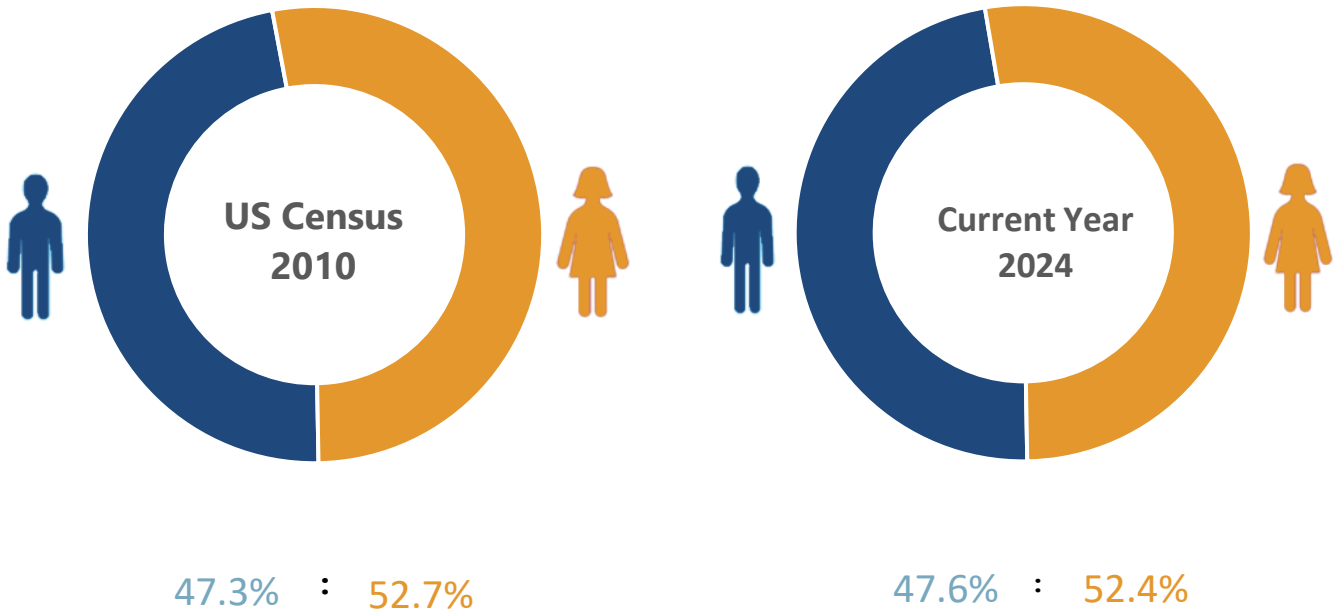


# Population Charts

## Population

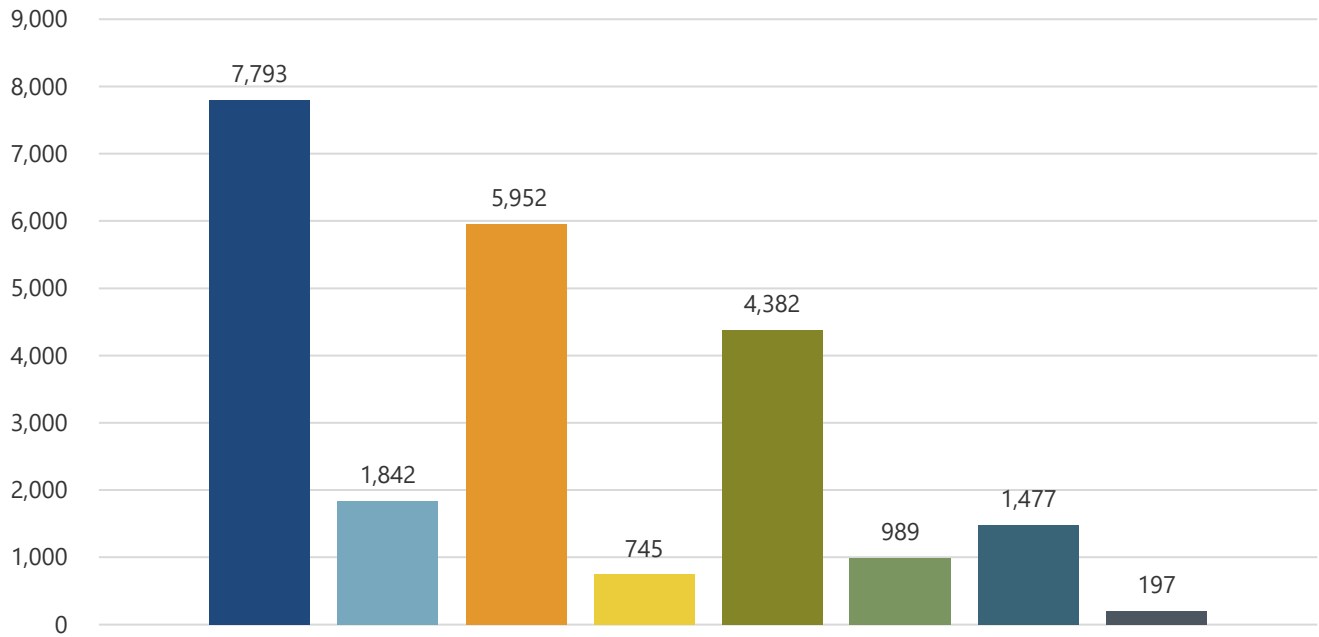


## Female/Male Ratio

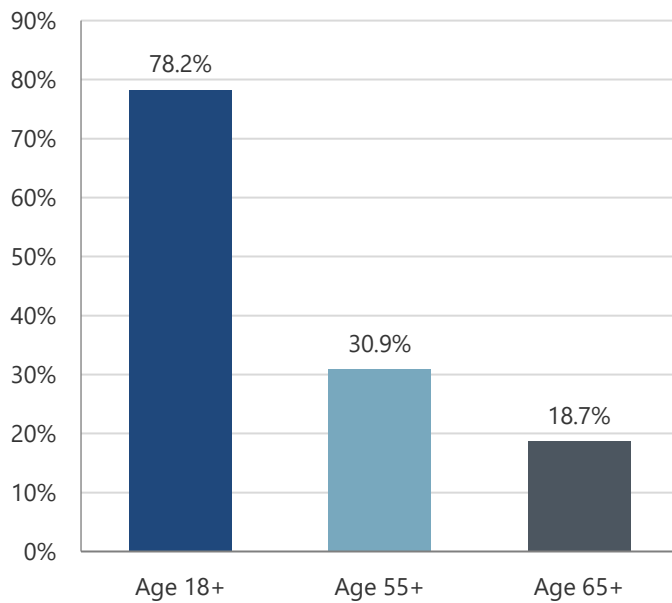


# Daytime Population

- 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



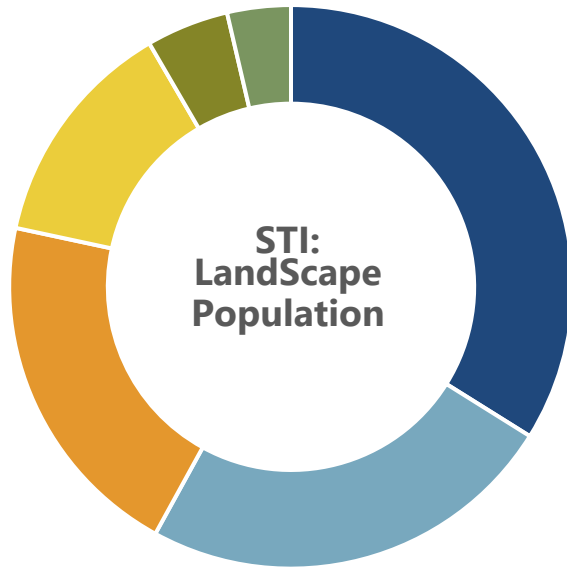
Median Age, Total

**39.3**

## Age Demographics

- 78.19% Age 18+
- 30.88% Age 55+
- 18.67% Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 32.9% Standing Tall (M2)
- 23.4% Hard Act to Follow (F1)
- 19.8% Wizards (E2)
- 12.9% Managing Business (C2)
- 4.6% Gainfully Employed (C4)
- 3.5% SM Seeks SF (F2)

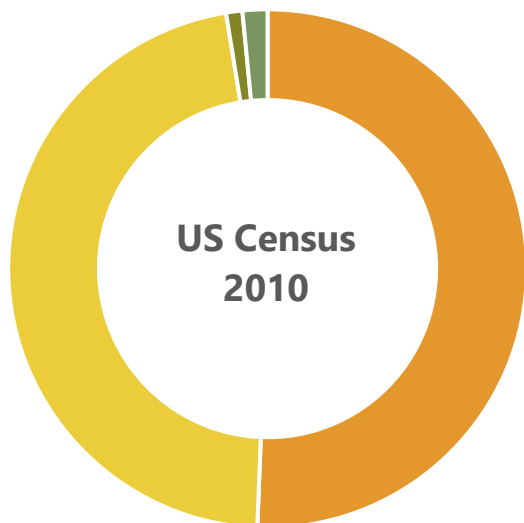
## Other top segments:

- 0.0% Collegians (O7)
- 2.0% Still Standing (M3)
- 0.6% Kindred Spirit (B3)
- 0.3% Between Jobs (M5)
- 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>Standing Tall (M2)</b>	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
<b>Hard Act to Follow (F1)</b>	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
<b>Wizards (E2)</b>	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
<b>Managing Business (C2)</b>	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
<b>Gainfully Employed (C4)</b>	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trad	White Collar
<b>SM Seeks SF (F2)</b>	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Between Jobs (M5)	\$24K	35.4	Urban	Single	Black	Families	High School	Unemployed
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

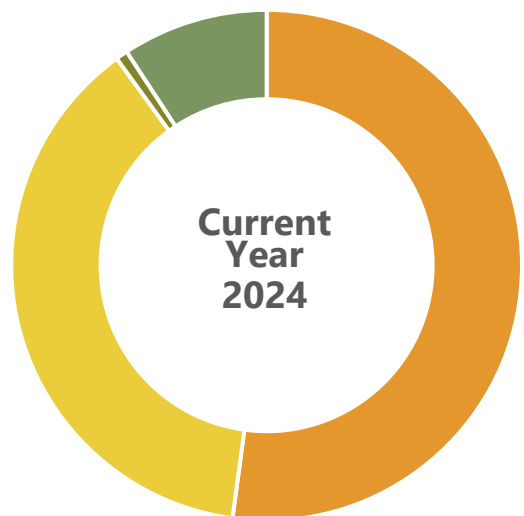
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



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

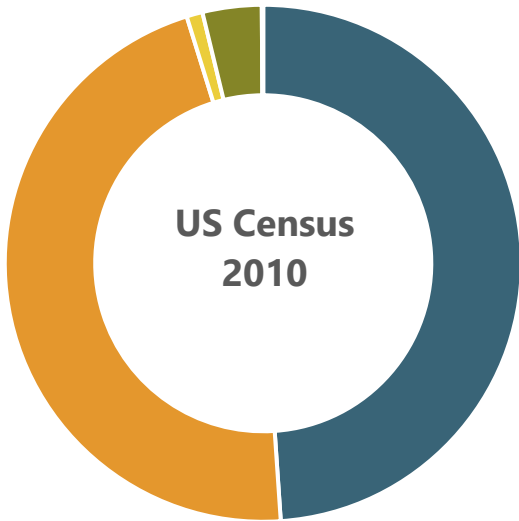
- 49.49% White
- 45.75% Black
- 0.99% Asian
- 1.52% Other



### Current Year (Not Hispanic/Latino)

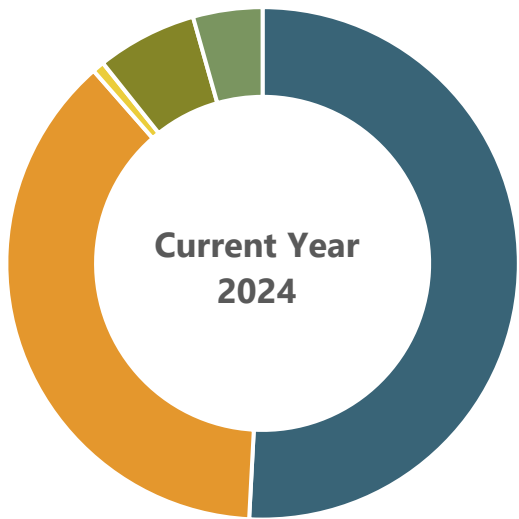
- 52.14% White
- 37.88% Black
- 0.76% Asian
- 9.23% Other

## Ethnicity (Hispanic/Latino)



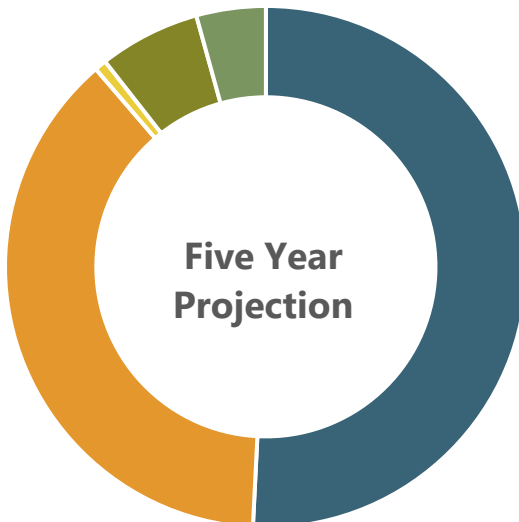
**2010 US Census (Hispanic/Latino)**

- 48.07% White
- 45.49% Black
- 0.98% Asian
- 3.63% Hispanic
- 0.09% Other



**Current Year (Hispanic/Latino)**

- 50.84% White
- 37.70% Black
- 0.76% Asian
- 6.33% Hispanic
- 4.38% Other



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

- 50.80% White
- 37.90% Black
- 0.73% Asian
- 6.27% Hispanic
- 4.30% Other

# Housing & Households

**3.1**

Land Area

**3,969**

Total Households



**2,068**

Owner-Occupied

**4,416**

Total Housing Units

**3,809**

Total Households

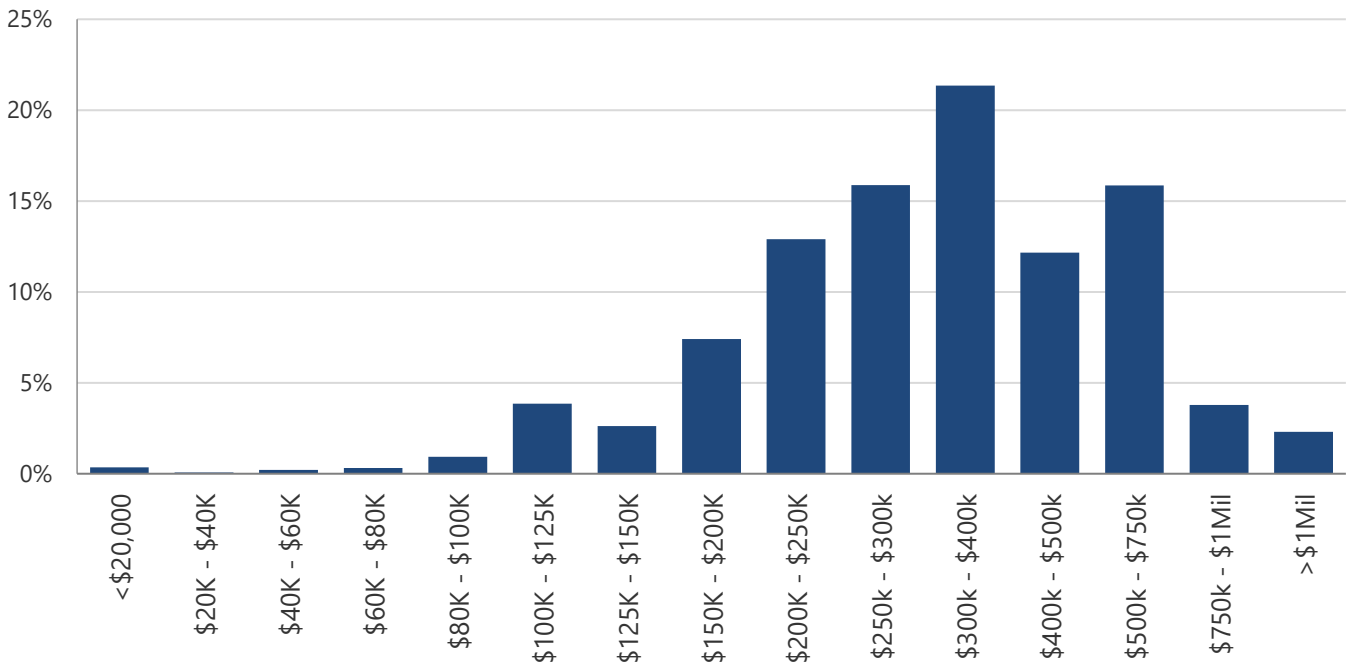
5 Year Projection



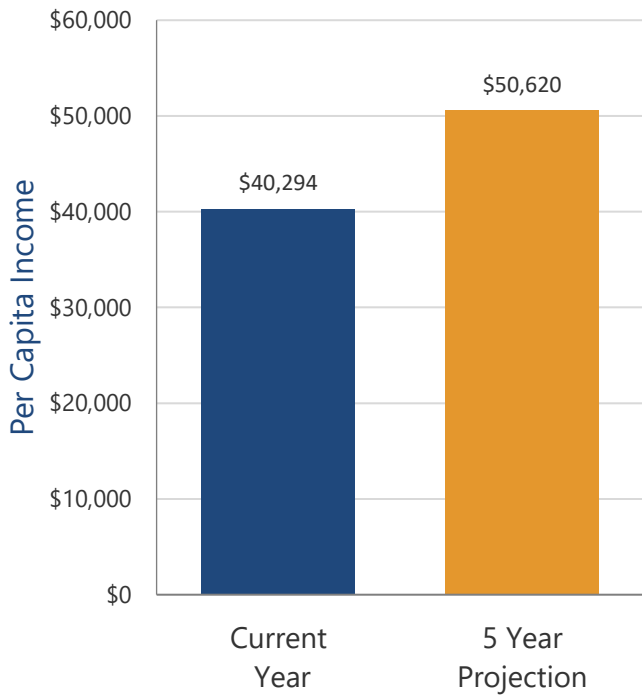
**1,900**

Renter-Occupied

## Housing Value (Current Year)



# Income



Average Household Income

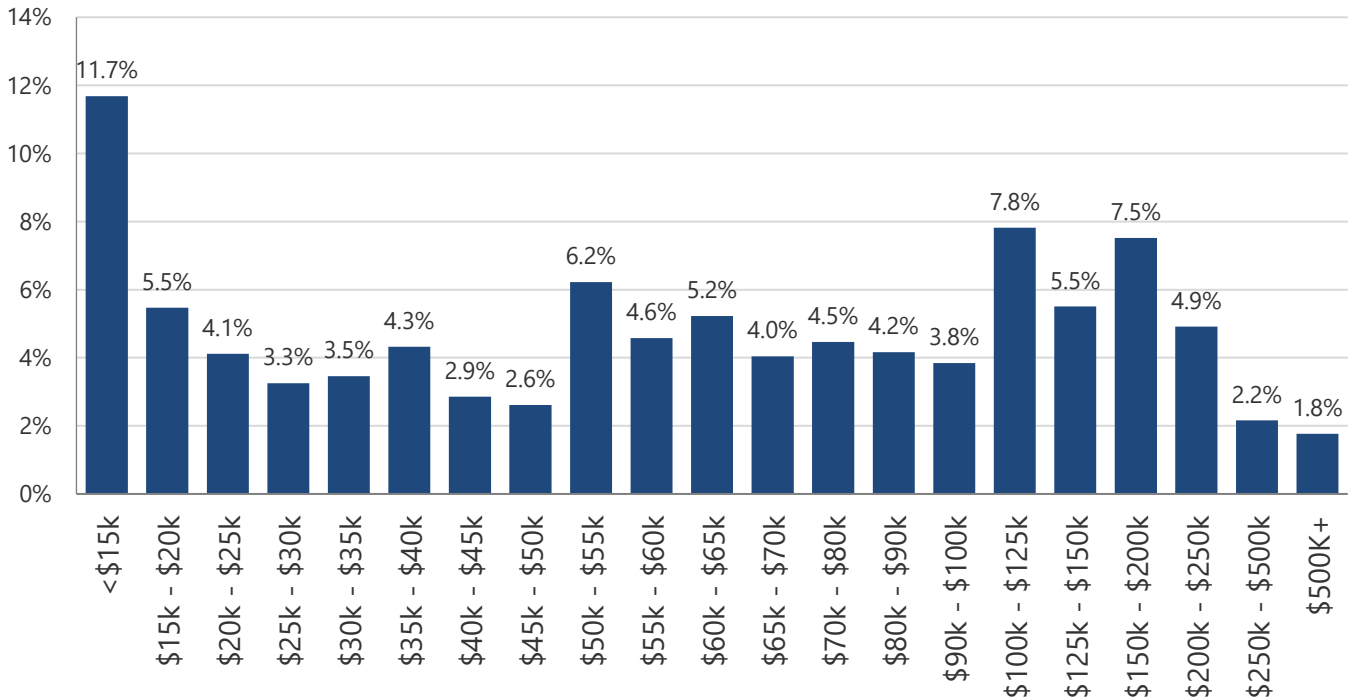
**\$91,354**

Median Household Income

**\$64,168**

Based on Total Population

# Households by Income (Current Year)



# Education (Current Year)

## Education



**3,403**

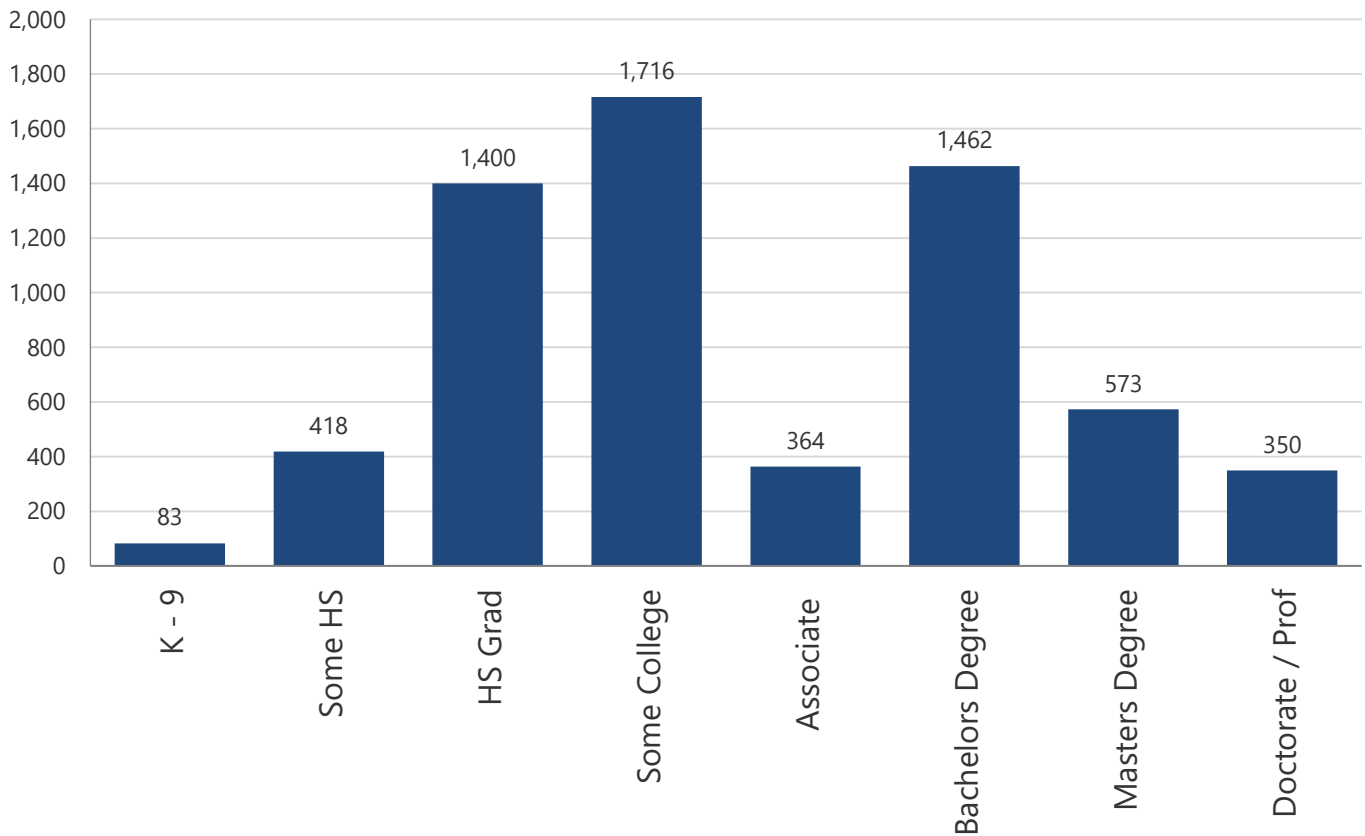
College undergraduate



**1,119**

Graduate or prof degree

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



# Employment and Occupation

## Employment and Occupation

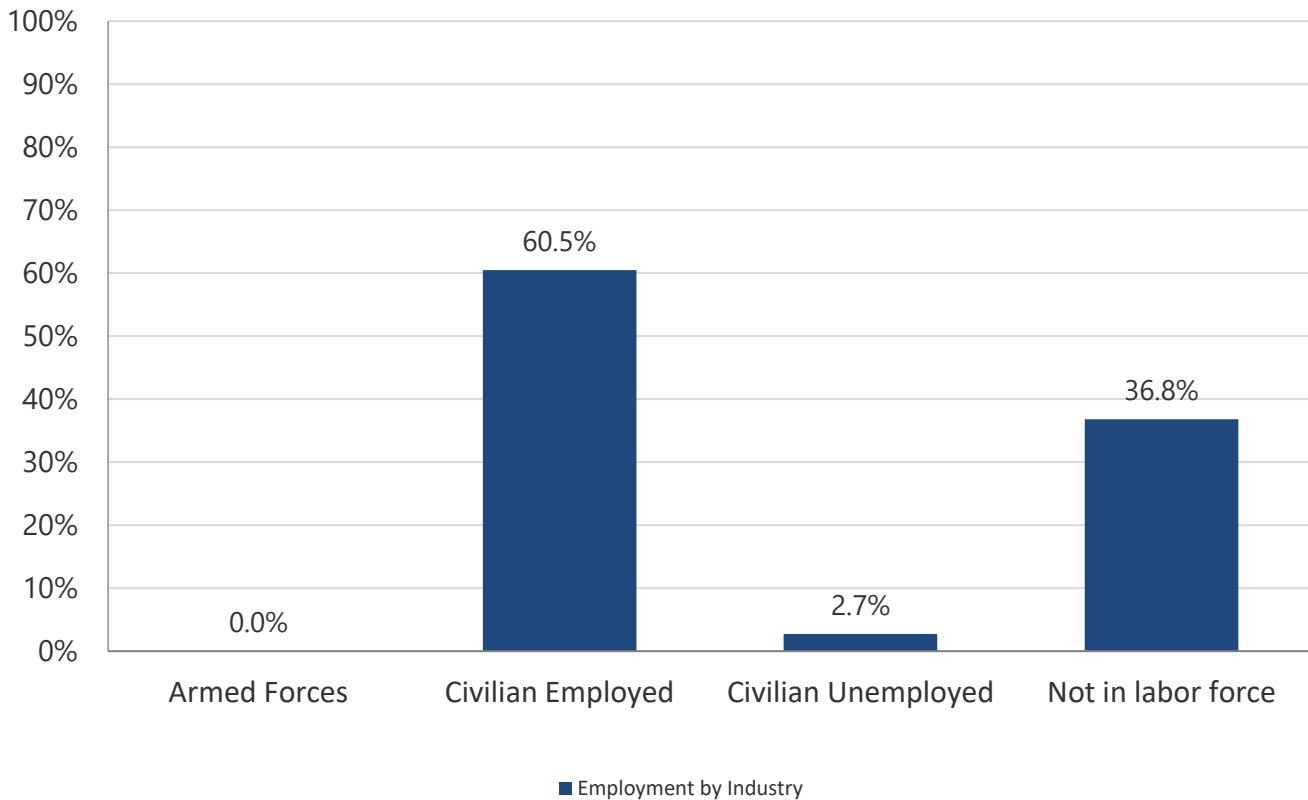
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**7,247**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**4,277**

Total Workers 16+



**3,620**

Car, Truck or Van



**300**

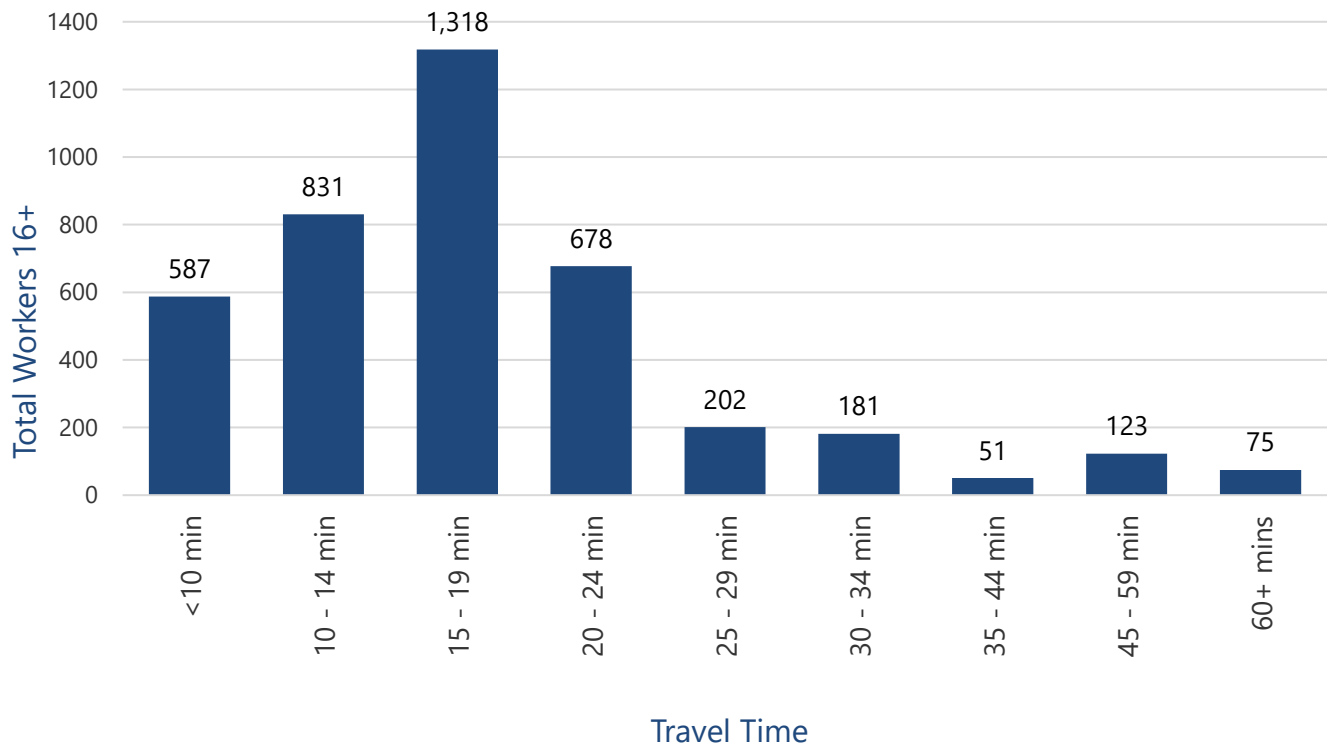
Public transport (not taxi)



**232**

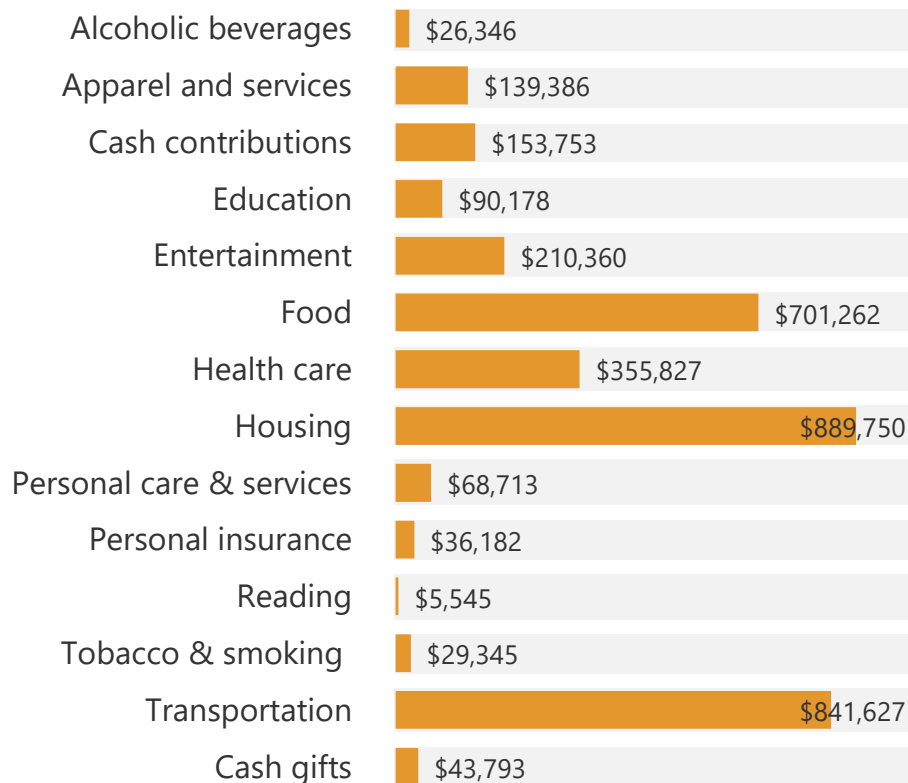
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	<b>6</b>	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>18</b>	Professional, Scientific, and Technical Services
Utilities		Management of Companies and Enterprises
<b>11</b> Construction	<b>5</b>	Administrative and Support Services
<b>5</b> Manufacturing	<b>3</b>	Educational Services
<b>2</b> Wholesale Trade	<b>123</b>	Health Care and Social Assistance
<b>27</b> Retail Trade	<b>2</b>	Arts, Entertainment, and Recreation
<b>0</b> Transportation and Warehousing	<b>8</b>	Accommodation and Food Services
<b>1</b> Information	<b>27</b>	Other Services
<b>7</b> Finance and Insurance	<b>1</b>	Public Administration

## Retail Sales Volume

Automotive Dealers	\$45,771,645
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$1,920,686
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$1,704,370
Building Material, Supplies	\$9,216,544
Lawn and Garden Equipment	\$0
Grocery Stores	\$358,229
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$3,895,313
Health and Personal Care Stores	\$15,596,333
Gasoline Stations	\$6,753,644
Clothing Stores	\$1,864,140
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$1,808,692
Book, Periodical, and Music	\$66,181
Department Stores	\$0
Other General Merchandise	\$6,932,562
Florists and Misc. Store Retailers	\$53,958
Office Supplies, Stationary, Gift	\$617,331
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$6,154,736
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$374,069
Full-Service Restaurants	\$2,827,666
Limited-Service Eating Places	\$4,209,560
Special Food Services	\$997,626
Bar/Drinking Places (Alcoholic Beverages)	\$453,311

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

## **LandScape Segment Descriptions**

### **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.

### **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.

### **Wizards (E2)**

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

### **Managing Business (C2)**

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.

### **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.

### **SM Seeks SF (F2)**

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledness. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation

### **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.

### **Still Standing (M3)**

Residents of Still Standing neighborhoods may face greater challenges than most Americans, but you can't say they aren't trying. These areas are home to people in their 20s to low- 30s, who rank at the national- average in income from salaries and wages. However, they also show about two- and- a- half- times- average- higher rate of public- assistance income. These residents are working at a wide variety of jobs, including an over two- times- average level of employment in healthcare services; nearly two- times- average in building maintenance; and over 50- percent- above- average in protective services, food preparation, and personal care industries. All in all their positions are categorized as white- collar, unlike the Standing Tall segments, which work in similar fields, but weight in as blue- collar. But with a 50- percent- higher- than- average- level of residents without high- school educations, and a median- salary range in the low- \$30,000s or less, these residents may continue to carefully spend the money they bring home. Additional distinctions include a between 50- and- 75- percent- above- average percentage who've never married; a well above- average number of children; and a 50- percent- below- average number of married- couple households. Additionally, there is a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number

### **Kindred Spirit (B3)**

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

### **Between Jobs (M5)**

Based on the demographic statistics of the highly urban Between Jobs segments, these neighborhoods may very well be the so-called "mean streets" across our nation that are frequently referenced in popular media. Two demographics, in particular, point to this possibility: age and marital status. Between Job neighborhoods are home to black residents in their 20s and low- 30s. However, these residents have a high propensity to be widows and widowers: nearly two- times- the- national- average number of males are widowers and nearly 50- percent- above- average of females are widows. Furthermore, between 50- and- 75- percent- above- average percentage never married. Overall, these facts make for predominantly single- parent communities, especially single- females. In fact, these areas rate a 50- percent- below- average level of married- couples. And while there are a 50- percent- higher- than- average level of single- males- with- children, there are nearly four- times- the- national- average number of single- females- with- children. Other statistics that speak to a hardscrabble life in Between Jobs areas are a two- times- the- average percent without high- school educations, incomes in the low- \$30,000s or less, a well above- the- national- average number of children. It all adds up to markets with one of the highest levels of public- assistance income: three- to- four- times- the- national- average. Of

### **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- 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.