

# Cash, Culture and Creativity

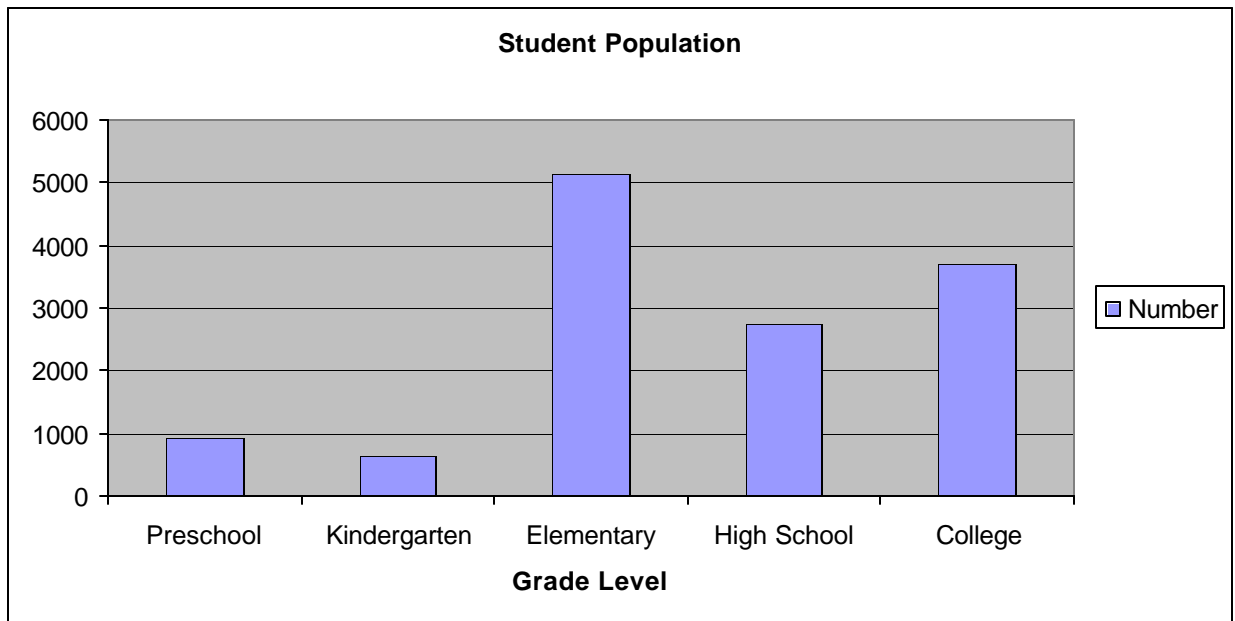
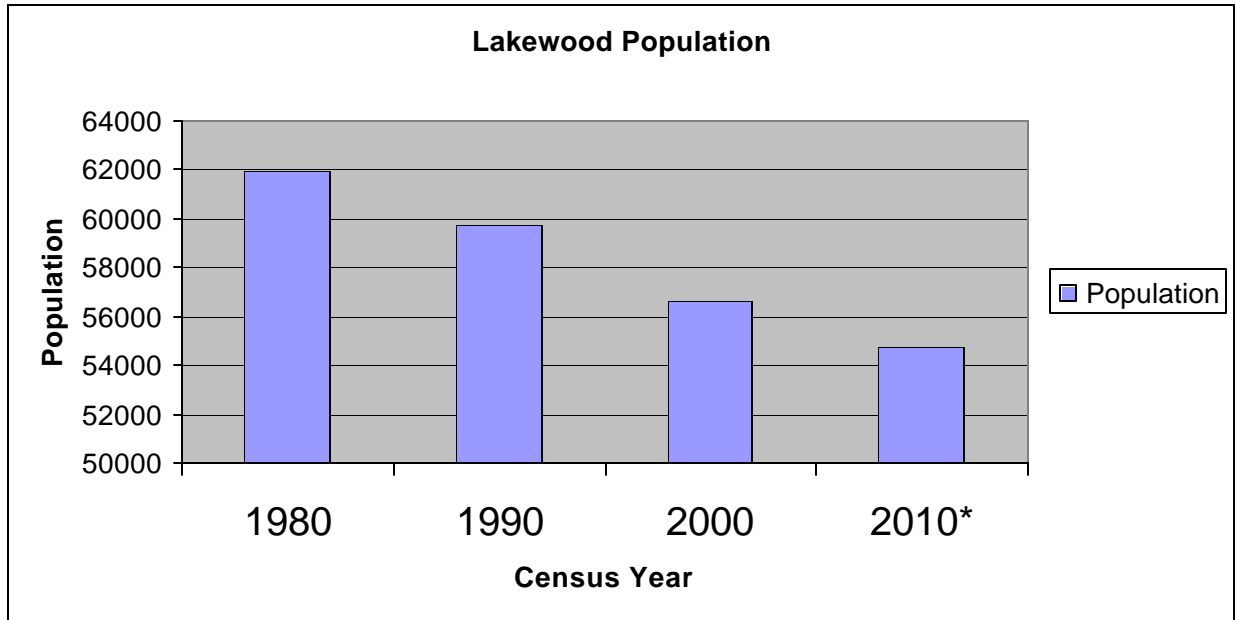
## Understanding Lakewood's Demographics

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November 18, 2002

### Census 2000

#### General Population Trends



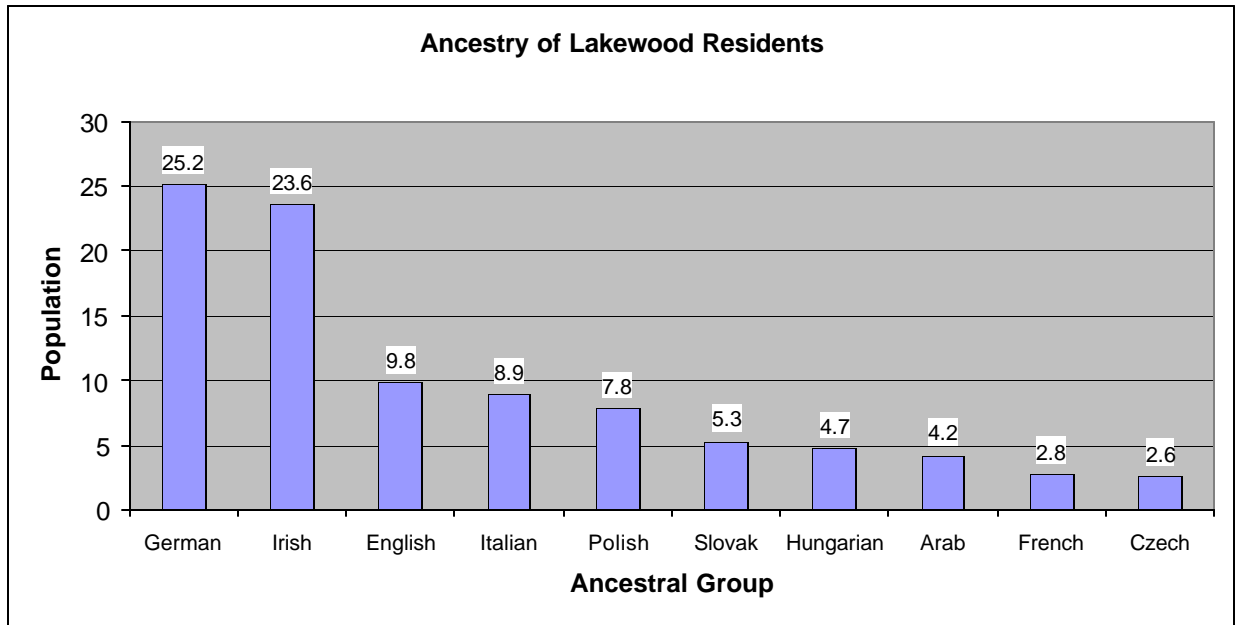
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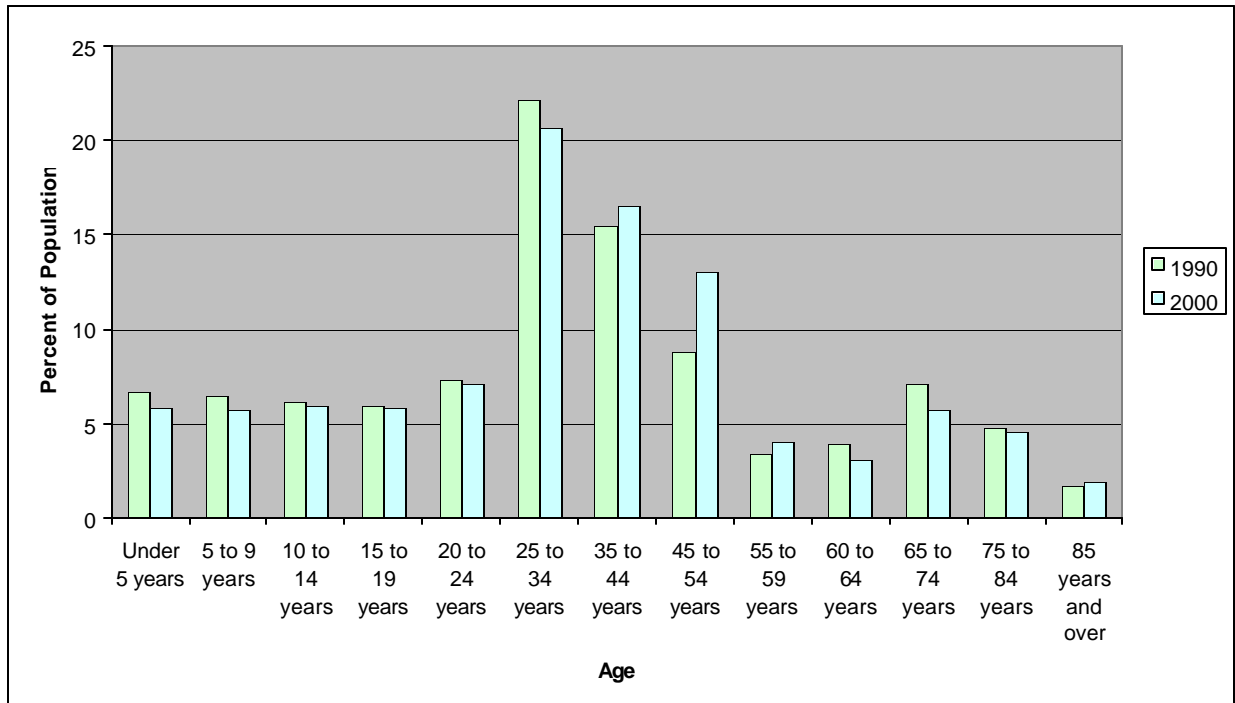
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### Race and Ancestry Distribution



### Age Distribution

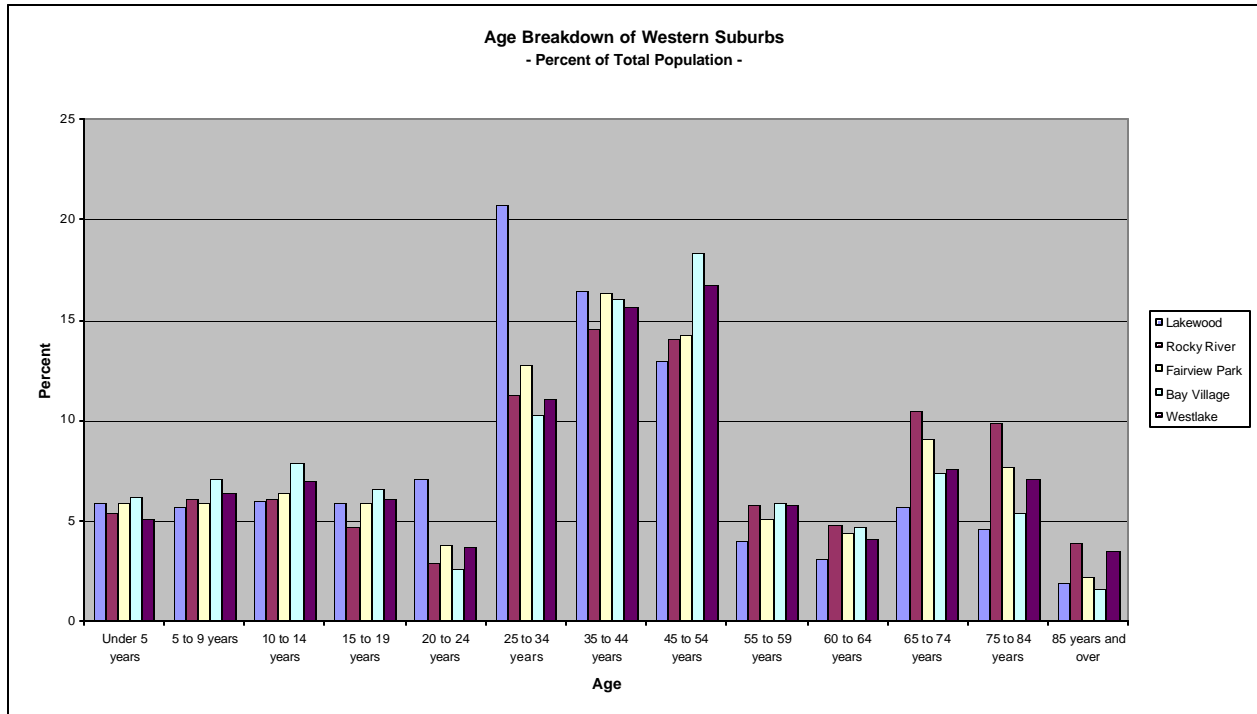


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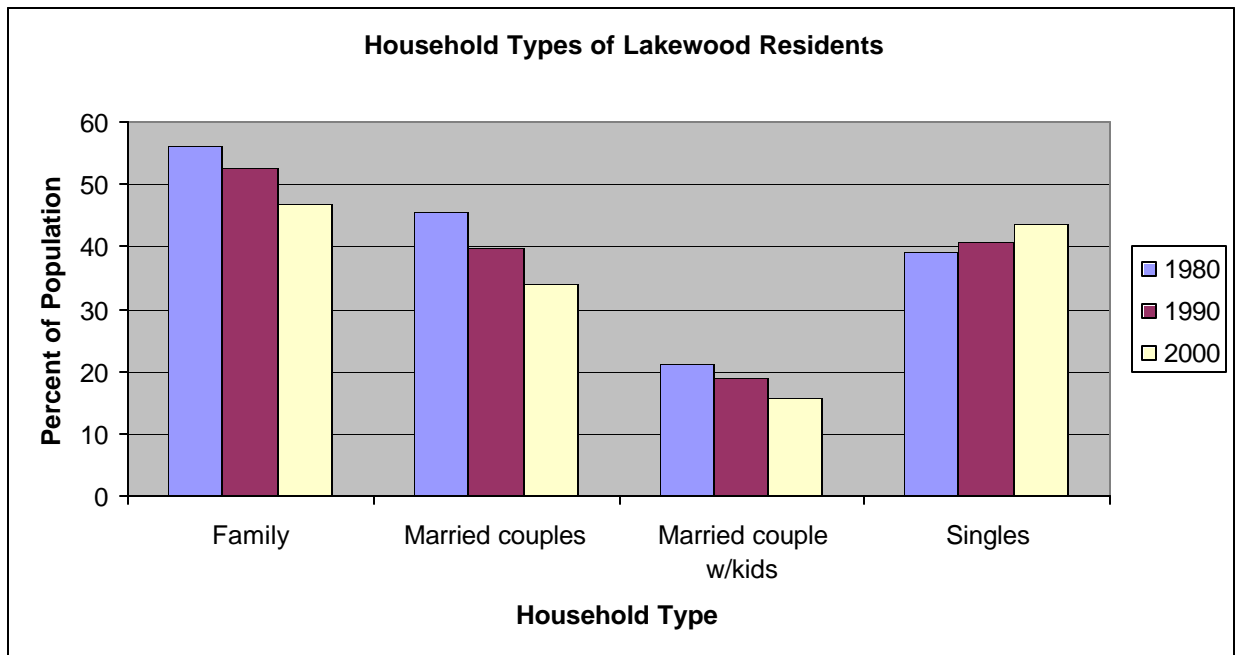
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## Household Types



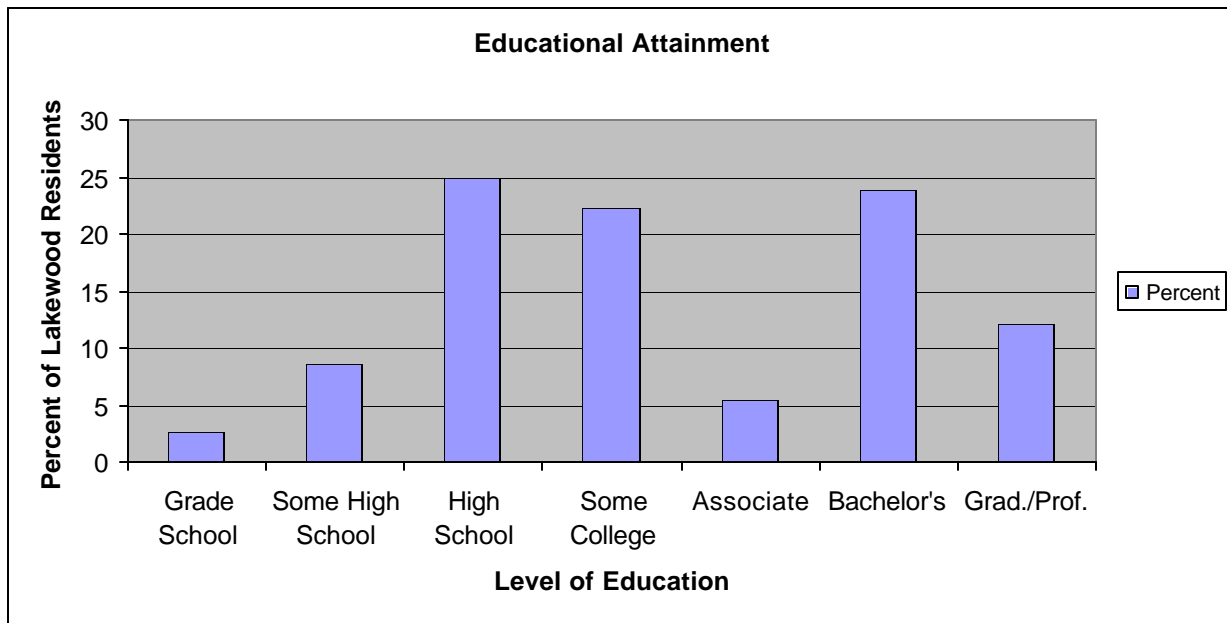
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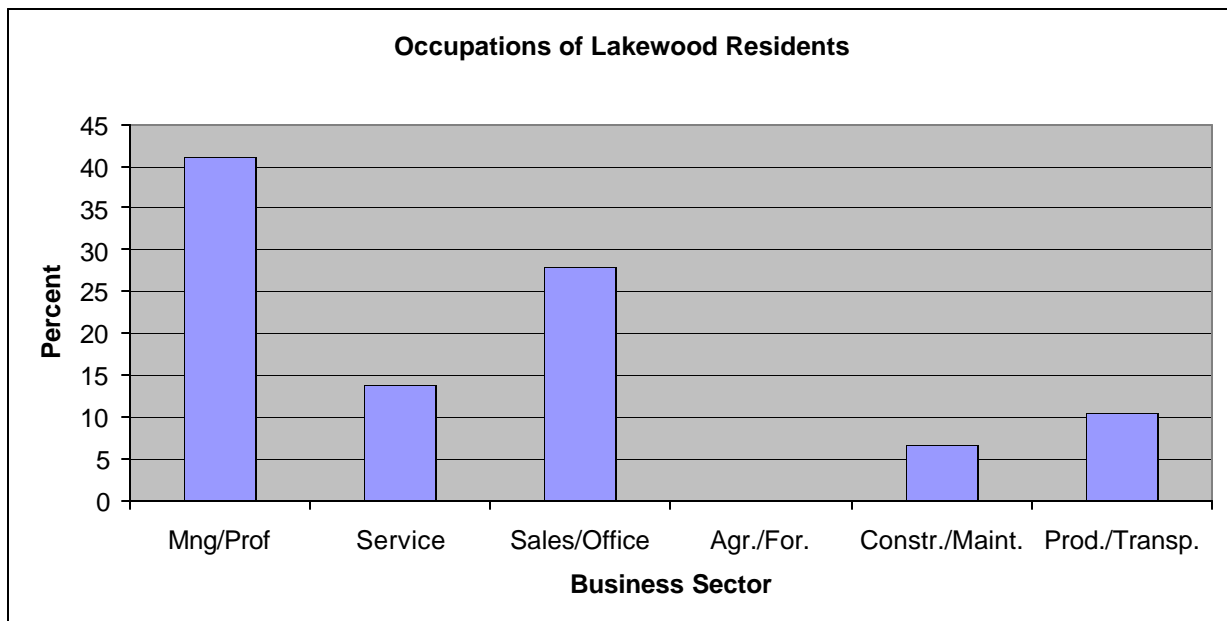
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### Educational Attainment



### Employment & Income

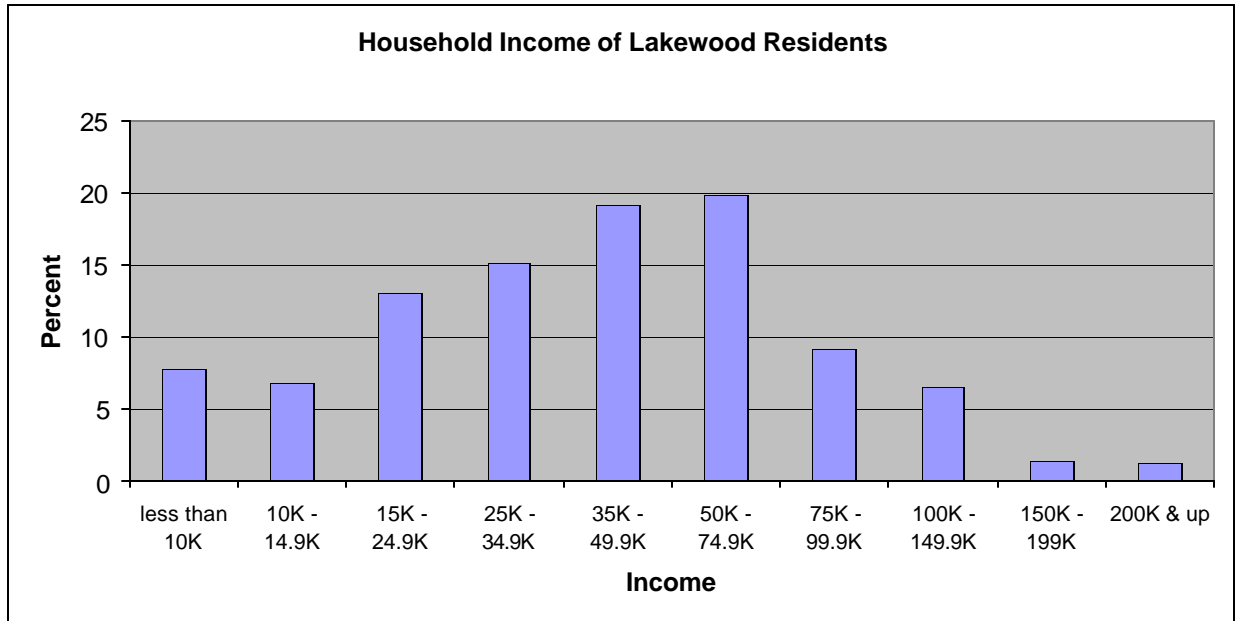


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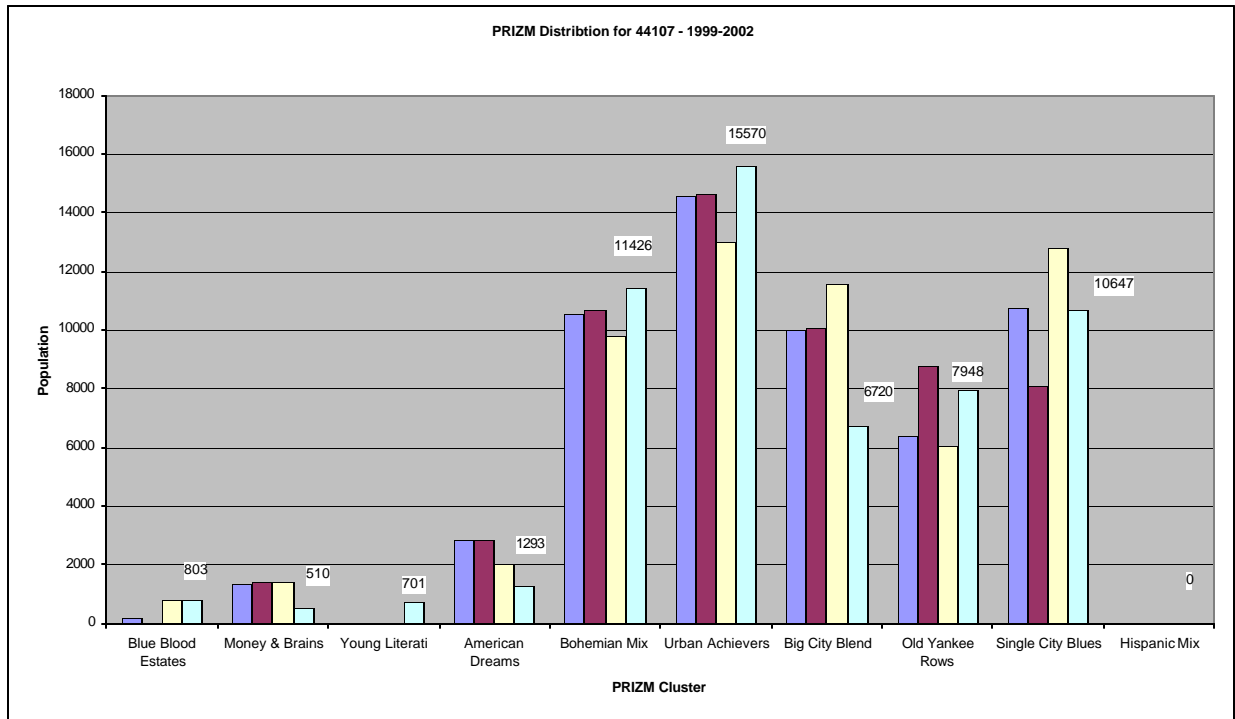
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## PRIZM Cluster Segmentation



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### Lakewood's PRIZM Clusters

#### URBAN ACHIEVERS



*Progressive, ethnically diverse with a mixture of youth and age; upper middle class world of apartment dwellers, exotic restaurants and cultural centers*

*% in Lakewood: 28.0%*

*# of Lakewood Households: 26.2%*

#### OLD YANKEE ROWS



*Similar to Big City Blend, but less affluent; singles predominate*

*% in Lakewood: 14.3%*

*# of Lakewood Households: 13.0%*

#### BOHEMIAN MIX



*Progressive, eclectic group of city-dwelling executives, students, artists and writers*

*% in Lakewood: 20.5%*

*# of Lakewood Households: 26.5%*

#### BIG CITY BLEND



*White and blue collar families living in older row house neighborhoods*

*% in Lakewood: 12.1%*

*# of Lakewood Households: 9.9%*

#### SINGLE CITY BLUES



*Ethnically and racially diverse "poor man's Bohemia"; young, voluntarily downscale, transient*

*% in Lakewood: 19.1%*

*# of Lakewood Households: 19.4%*

#### AMERICAN DREAMS



*Immigrant and descendant families that typify the American Dream of working hard and getting ahead*

*% in Lakewood: 2.3%*

*# of Lakewood Households: 1.9%*

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### BLUE BLOOD ESTATES



*Established executives, professionals and "old money" heirs accustomed to luxury and privilege*  
 % in Lakewood: 1.4%  
 # of Lakewood Households: 1.9%

### MONEY & BRAINS



*Highly educated, sophisticated, dual-income families and couples living in upscale neighborhoods*  
 % in Lakewood: 0.9%  
 # of Lakewood Households: 0.8%

### YOUNG LITERATI



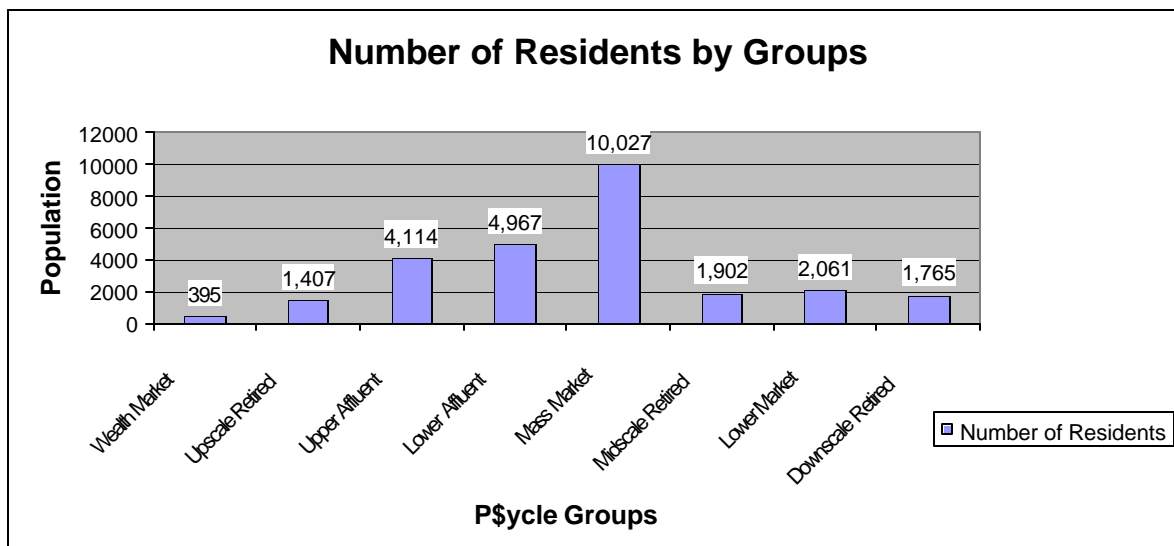
*High-tech, highly educated upwardly mobile singles and young couples*  
 % in Lakewood: 1.3%  
 # of Lakewood Households: 1.9%

### HISPANIC MIX



*Low-income Hispanic singles and families in blue-collar or service occupations*  
 % in Lakewood: 0.1%  
 # of Lakewood Households: 0.1%

## P\$YCLE Cluster Segmentation

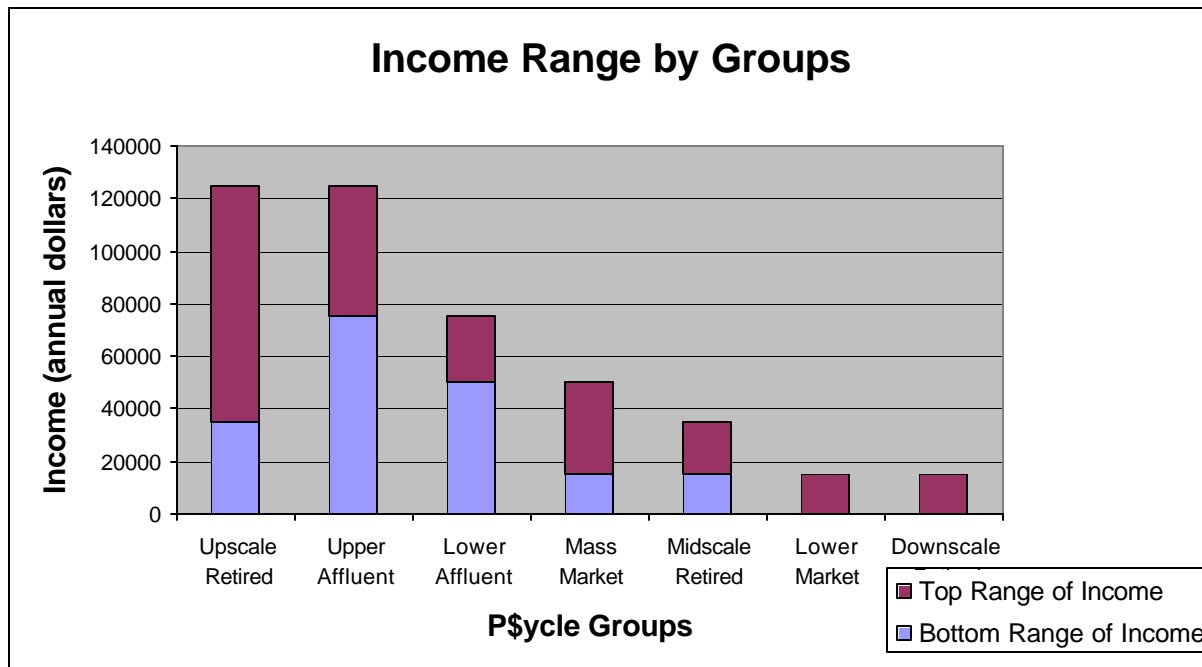


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The Income Range by Groups chart does not include the Wealth Market figure (\$125,000+ annual income) \*

### Age Distribution by Groups

<u>Segment Category</u>	<u>Dominant Age Ranges</u>	<u>% of Lakewood</u>
Wealth Market	55 – 64	1.48
Upscale Retired	65 and over	5.28
Upper Affluent	35 – 64	15.44
Lower Affluent	> 35 – 54	18.65
Mass Market	> 35 – 64	37.64
Midscale Retired	65 and over	7.14
Lower Market	> 35; 55-64	7.74
Downscale Retired	65 and over	6.63

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### Top 10 Segments for Lakewood, Ohio 44107

<u>Rank</u>	<u>Segment Name</u>	<u># of Residents</u>	<u>% of Residents</u>
1	Affluent Renters	1,734	6.51
2	Hi Asset Affluent Climbers	1,692	6.35
3	Downscale Struggling Seniors	1,765	5.78
4	Conservative Retirees	1,411	5.30
5	Urban Boomer Spenders	1,371	5.15
6	Midscale Metro Renters	1,349	5.06
7	Inner City Strugglers	1,211	4.55
8	Striving Young Metros	1162	4.36
9	Hi Asset Suburban Boomers	1089	4.09
10	Aspiring Young Spenders	1,071	4.02

### **Lakewood's Generations**

	<b>Silent Generation</b>	<b>Baby Boom Generation</b>	<b>Generation X</b>	<b>Millennium Generation</b>
Years Born	1922-1943	1943-1960	1960-1980	1981-2000
Age Range	80-59	59-42	42-22	21-under
Strauss & Howe Category	Adaptive	Idealist	Reactive	Civic
Coming of Age	American High	Consciousness Revolution	Culture Wars	"Homeland Security"

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### The Creative Class

#### Characteristics of Cultural Creatives

Occupations	Scientists, engineers, professors, writers, entertainers, actors, designers, architects, editors, cultural figures, opinion makers
Interests and Values	Ecological sustainability and sacredness of nature; women's issues; globalism and state of global living conditions; alternative health care; technology moderates; natural foods and voluntary simplicity consumption patterns; values based purchasing; distrust of big business; social activism <u>Dislikes</u> : hedonism, survivor orientation, "winner" values, materialism
Top Cities	San Francisco, Austin, Boston, Seattle, Washington
Bottom Cities	Memphis, Louisville, New Orleans, Oklahoma City, Grand Rapids

"Now because so many of us are called upon to contribute to society with creative thinking instead of physical labor, more and more cities take on the characteristics long associated with creative centers known for the arts." Richard Florida

#### Cleveland

Ranking Among Major Regions: 30  
Creativity Index: 774

Rankings				
Overall Rank	Creative Class	High Tech	Innovation	Diversity
44	71	57	42	134

#### Columbus, OH

Ranking Among Major Regions: 24  
Creativity Index: 832

Rankings				
Overall Rank	Creative Class	High Tech	Innovation	Diversity
33	70	48	102	24

#### Youngstown - Warren, OH

Ranking Among Major Regions: n/a  
Creativity Index: 253

Ranking				
Overall Rank	Creative Class	High Tech	Innovation	Diversity
239	203	189	174	190

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<b>Spiral Dynamics</b>			
<b>COLOR</b>	<b>Life Conditions</b>	<b>Coping Means &amp; Psychological Activations</b>	<b>Lakewood Markers</b>
<b>BEIGE</b>	State of nature; biological urges, desires and needs; physical senses dictate state of being	Instinctive Reproduction Survival	Aristocrat/Nursing Homes
<b>PURPLE</b>	Placating the "spirit realm"; creating family bonds; protection from harm	Animistic Tribal traditions Group rituals	Lakewood Masonic Temple Vintage Clothing: Chelsea's, Seamonkey's Head Shops: Daystar Boutique; Blue Moon Antique Stores Ss. Cyril & Methodius Coffeeshops: Phoenix/Caribou Lion & Blue Craven Silver
<b>RED</b>	Survival of the fittest; law of the jungle; nature is an adversary to be conquered	Egocentric Self-assertion for conquest Exploitive	Kaba-San Mission Boutique Johnny Malloy's Marc's The Exchange Vincent Drost Murder
<b>BLUE</b>	Controlled by Higher Power that punishes; rewards for good work; righteous living	Absolutistic Obedience to Higher Power Conforming	Lakewood Police Dept. St. Edward High School Military Recruiters Donato's Pizza
<b>ORANGE</b>	Full of resources to build and develop; making things better; drive for prosperity	Multiplistic Pragmatic solutions to achieve ends Test options	Lakewood Chamber of Commerce Aladdin's CenterPoint West End Development Winton Place Virginia Marti College Beck Center
<b>GREEN</b>	A habitat wherein humanity can find love; human affiliations; sharing	Relativistic Respond to others' needs Consensual and situational	Nature's Bin Lakewood Christian Service Center Cannabis Connection
<b>YELLOW</b>	Chaotic organism in which change is constant; uncertainty is usual state of being	Systemic Integrative and interdependent models Accepting and flexible	Tao's Healing Arts
<b>TURQUOISE</b>	Delicately balanced system of interlocking forces at risk in human hands	Holistic Transpersonal "collective consciousness" Interconnected	Lakewood Public Library

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