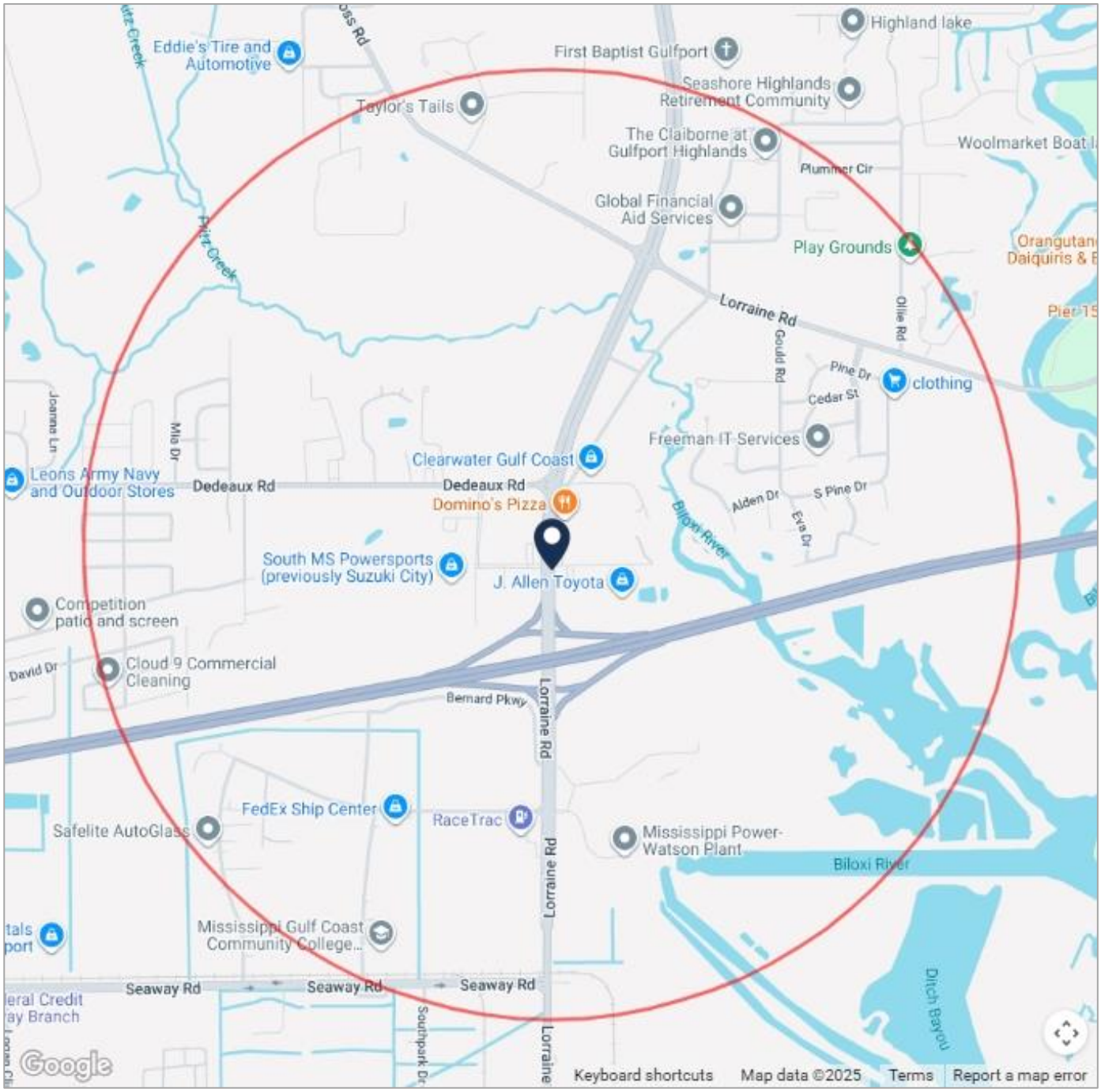
COLDWELL BANKER COMMERCIAL

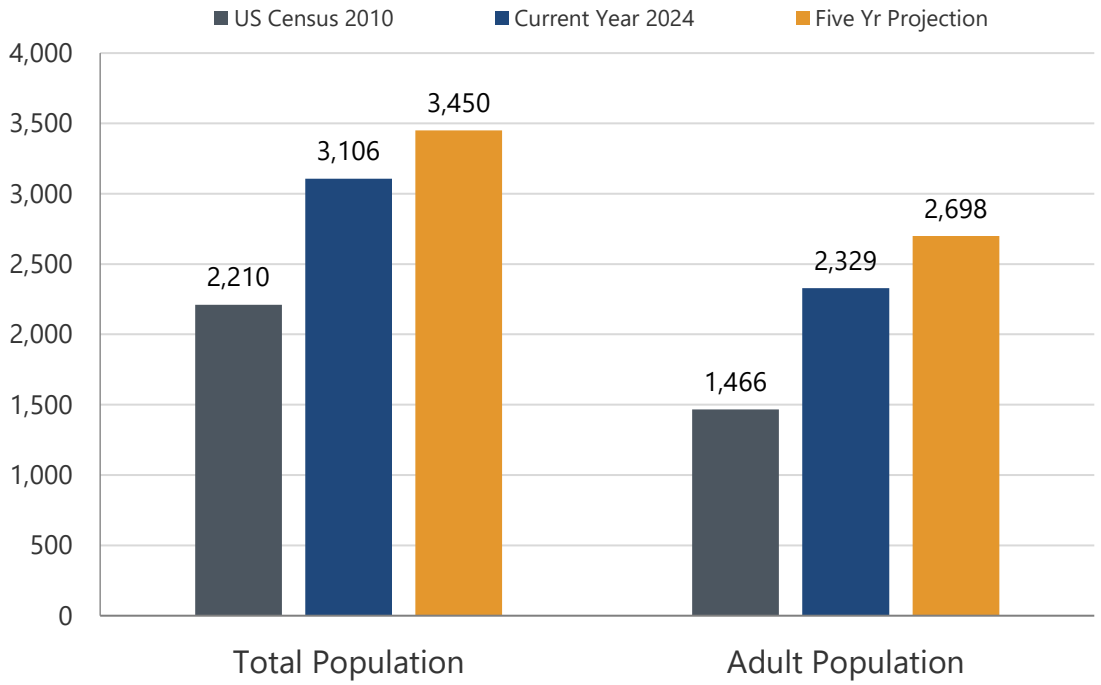
0 Hwy 605

Trade Area: 1 Mile

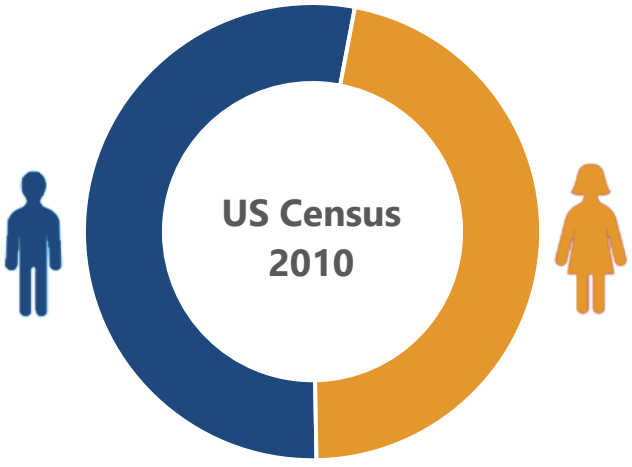


Population Charts

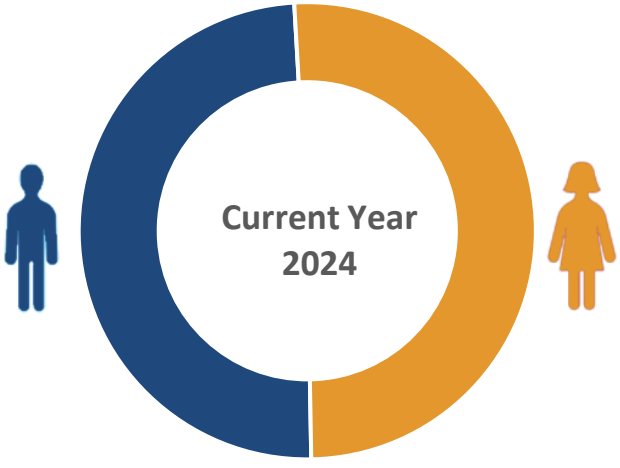
Population



Female/Male Ratio

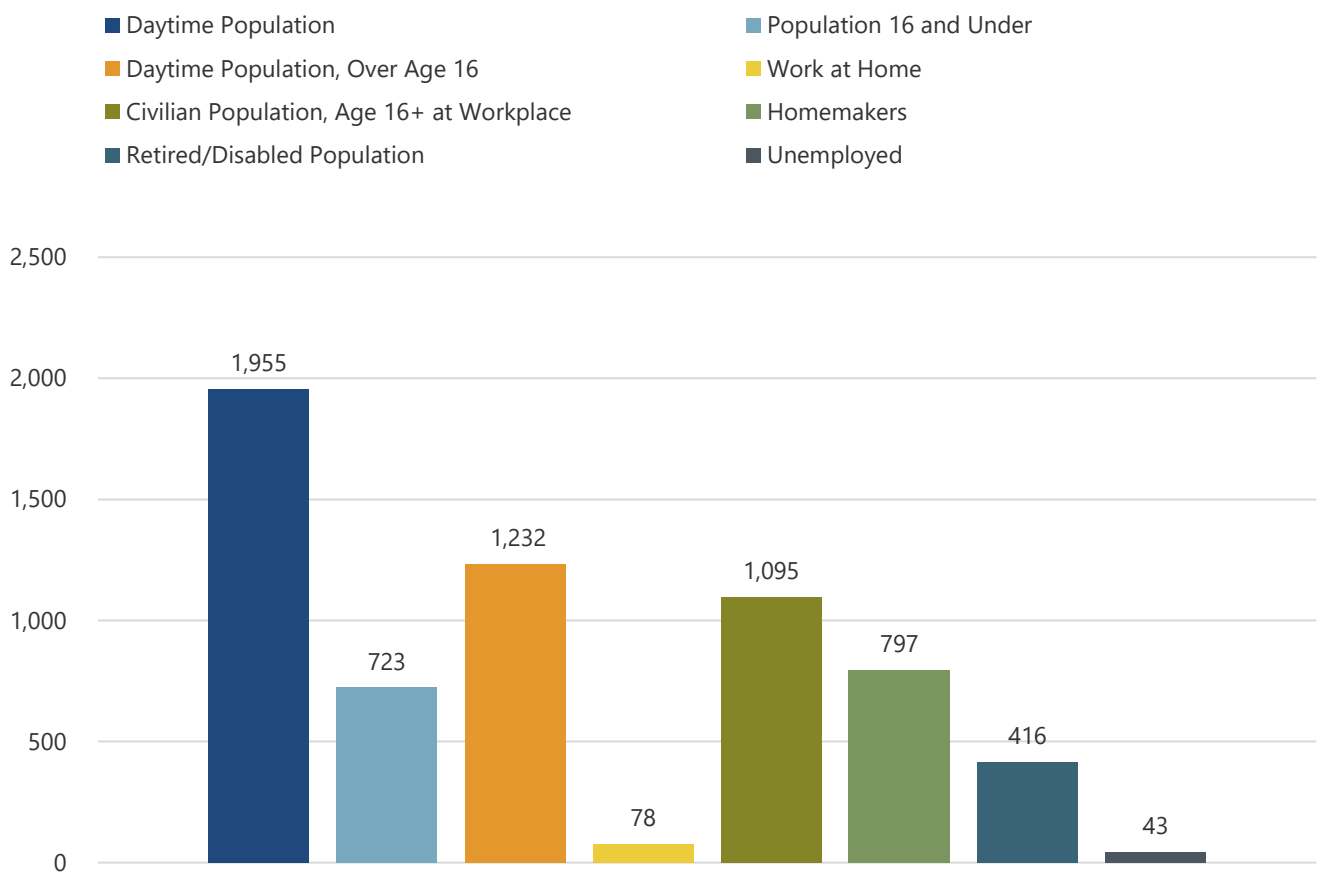


53.3% : 46.7%

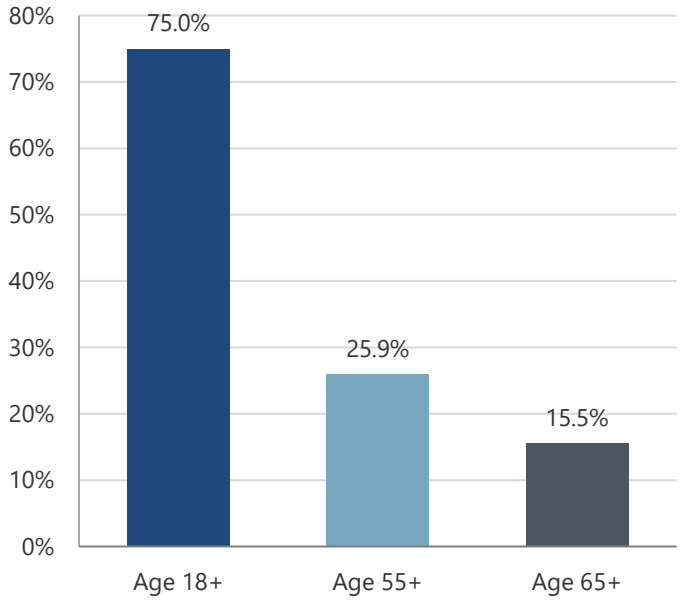


49.4% : 50.6%

Daytime Population



Age



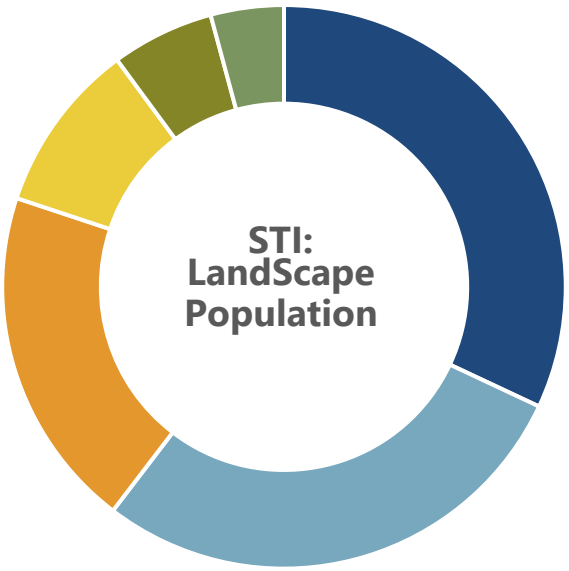
Median Age, Total

36.6

Age Demographics

74.98% Age 18+
25.93% Age 55+
15.52% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 30.8% Between Jobs (M5)
- 27.4% SM Seeks SF (F2)
- 19.0% Los Trabajadores (N6)
- 9.5% Charmed Life (B1)
- 5.7% Black Gentry (M1)
- 4.0% Marmalade & Money (J2)

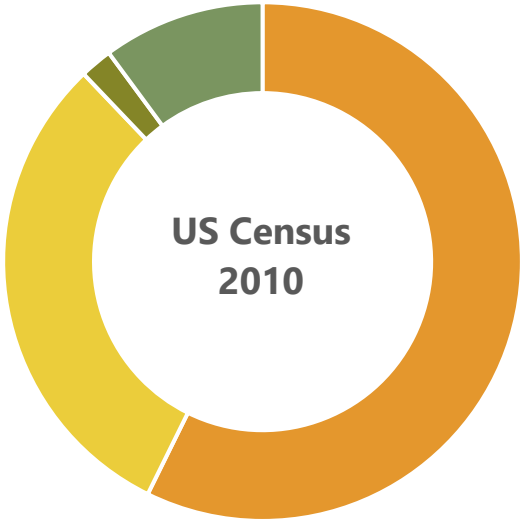
Other top segments:

- 3.6% Golden Heritage (O1)
- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)

Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Between Jobs (M5)	$24K	35.4	Urban	Single	Black	Families	High School	Unemployed
SM Seeks SF (F2)	$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Los Trabajadores (N6)	$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Charmed Life (B1)	$76K	35.7	Urban	Married	White	Families	College/Trades	White Collar
Black Gentry (M1)	$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Marmalade & Money (J2)	$92K	50.1	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	$70K	64.2	Urban	Married/Single	White	None	High School Grad	White 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/Trades	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

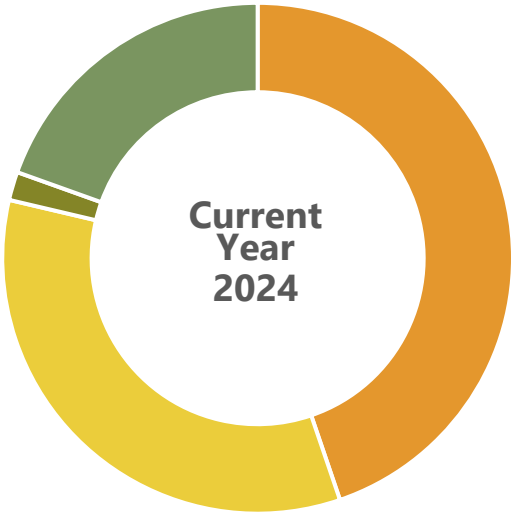
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

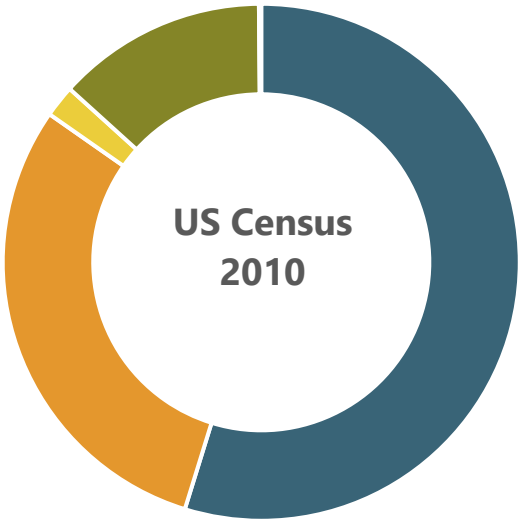
- 55.50% White
- 29.62% Black
- 1.95% Asian
- 9.79% Other



Current Year (Not Hispanic/Latino)

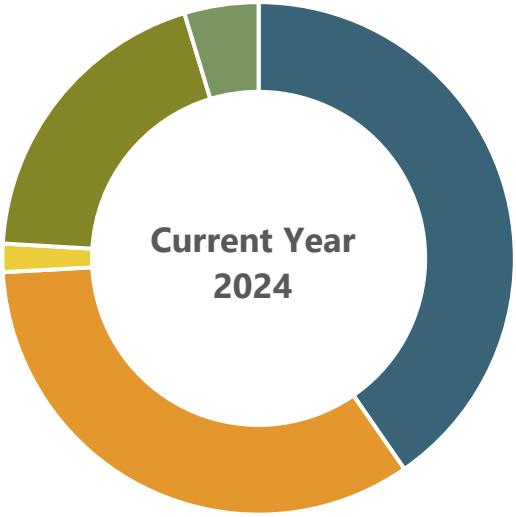
- 44.77% White
- 33.90% Black
- 1.80% Asian
- 19.53% Other

Ethnicity (Hispanic/Latino)



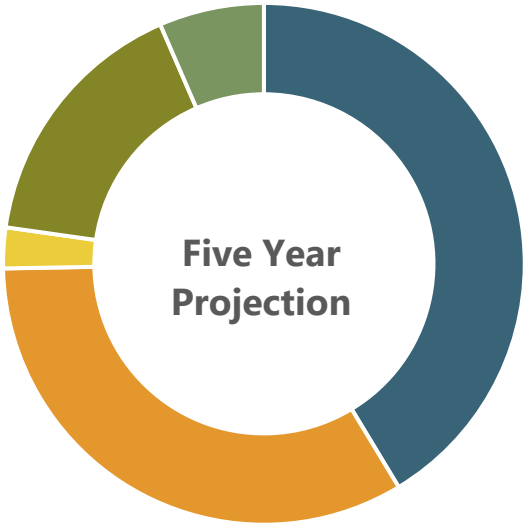
2010 US Census (Hispanic/Latino)

- 53.52% White
- 29.25% Black
- 1.95% Asian
- 12.84% Hispanic
- 0.14% Other



Current Year (Hispanic/Latino)

- 40.37% White
- 33.77% Black
- 1.79% Asian
- 19.40% Hispanic
- 4.68% Other



Five Year Projection (Hispanic/Latino)

- 41.36% White
- 33.36% Black
- 2.52% Asian
- 16.25% Hispanic
- 6.51% Other

Housing & Households

2.5
Land Area

1,211
Total Housing Units

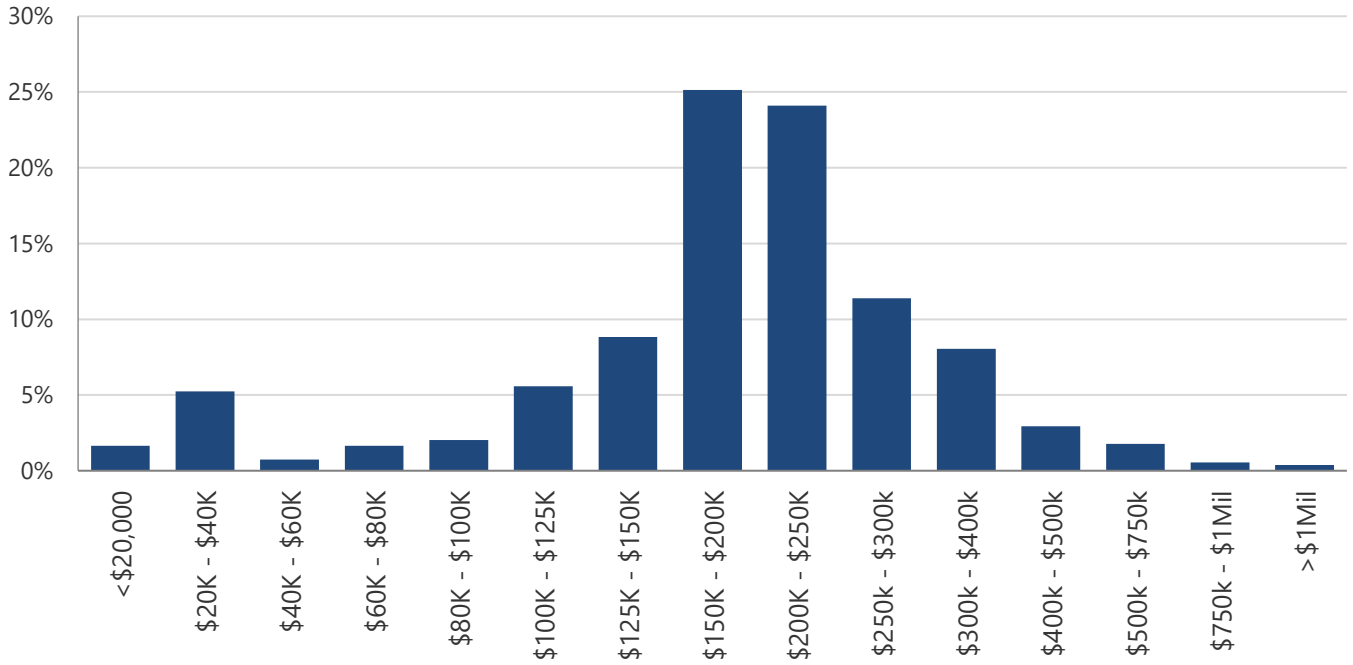
1,110
Total Households

1,234
Total Households
5 Year Projection

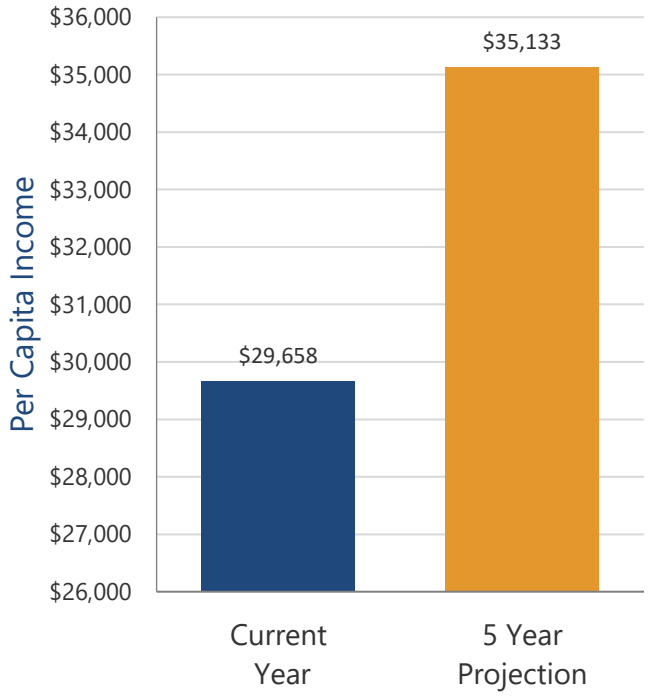
655
Owner-Occupied

455
Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

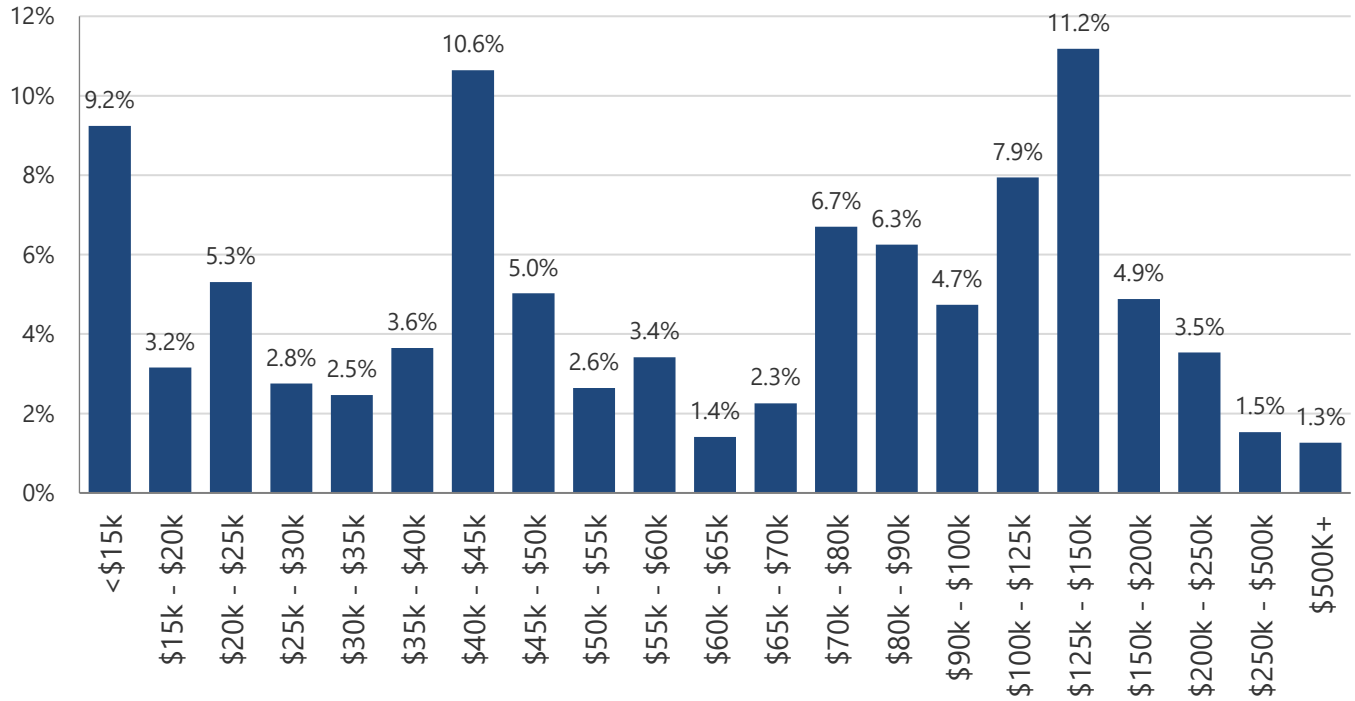
$83,001

Median Household Income

$67,518

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education

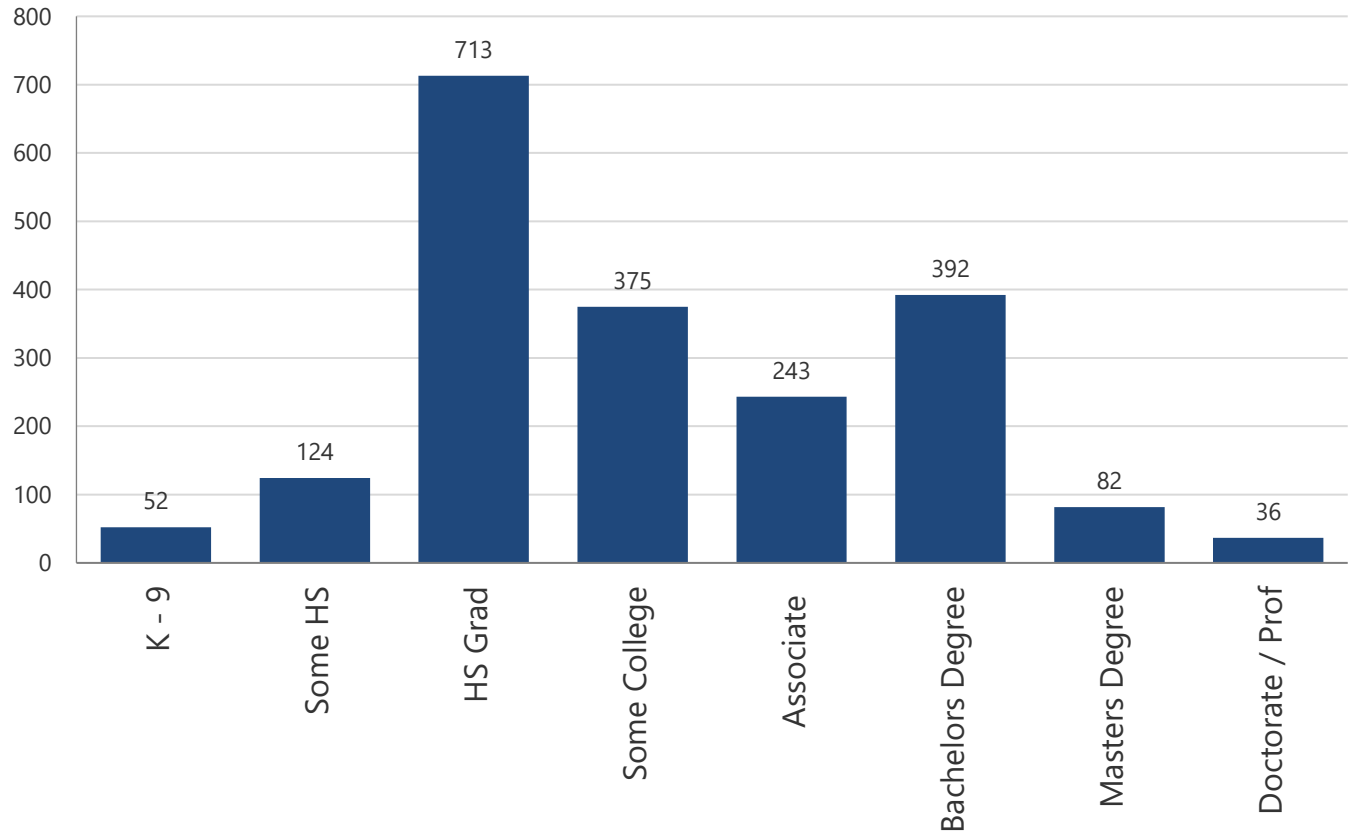
1,208

College undergraduate

154

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

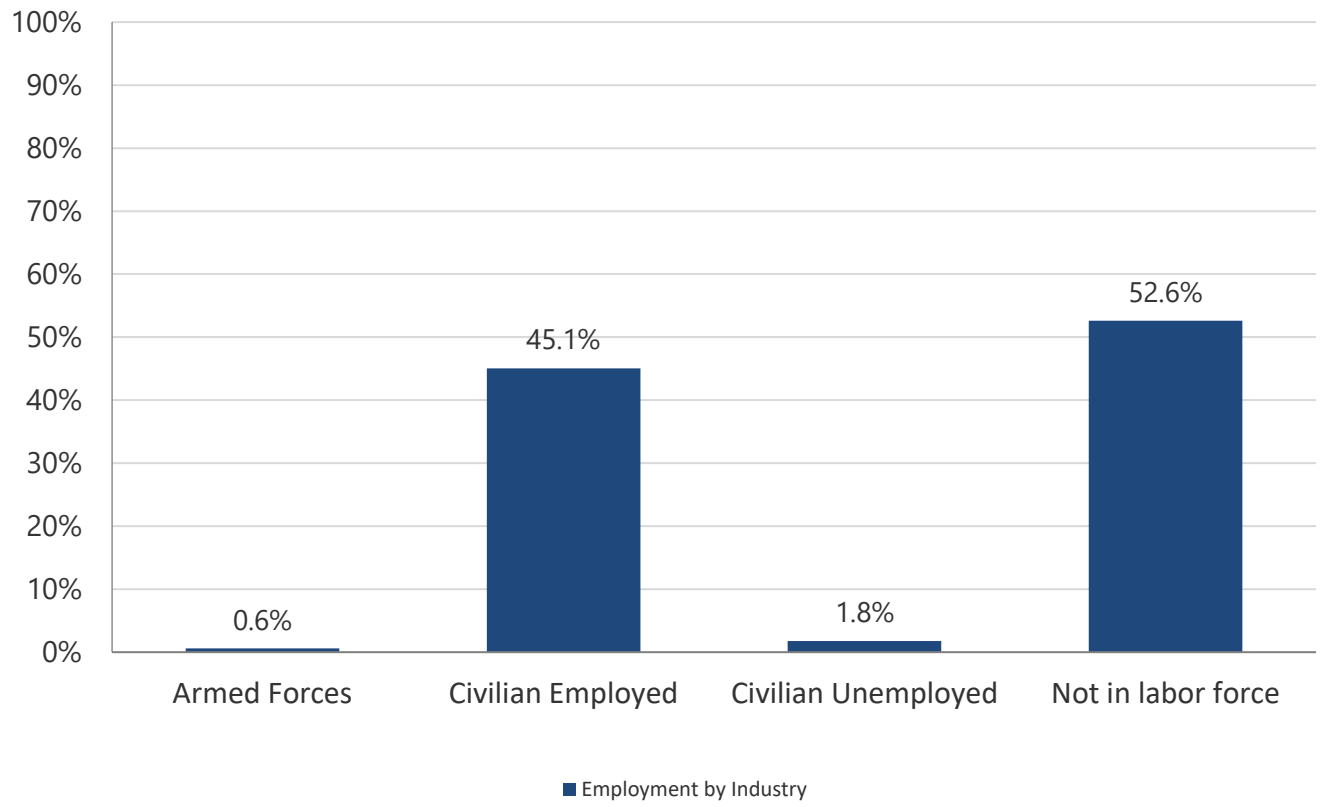
Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

2,418

Current Year

Employment by Industry



Transportation to Work (Current Year)



1,105

Total Workers 16+



1,024

Car, Truck or Van



0

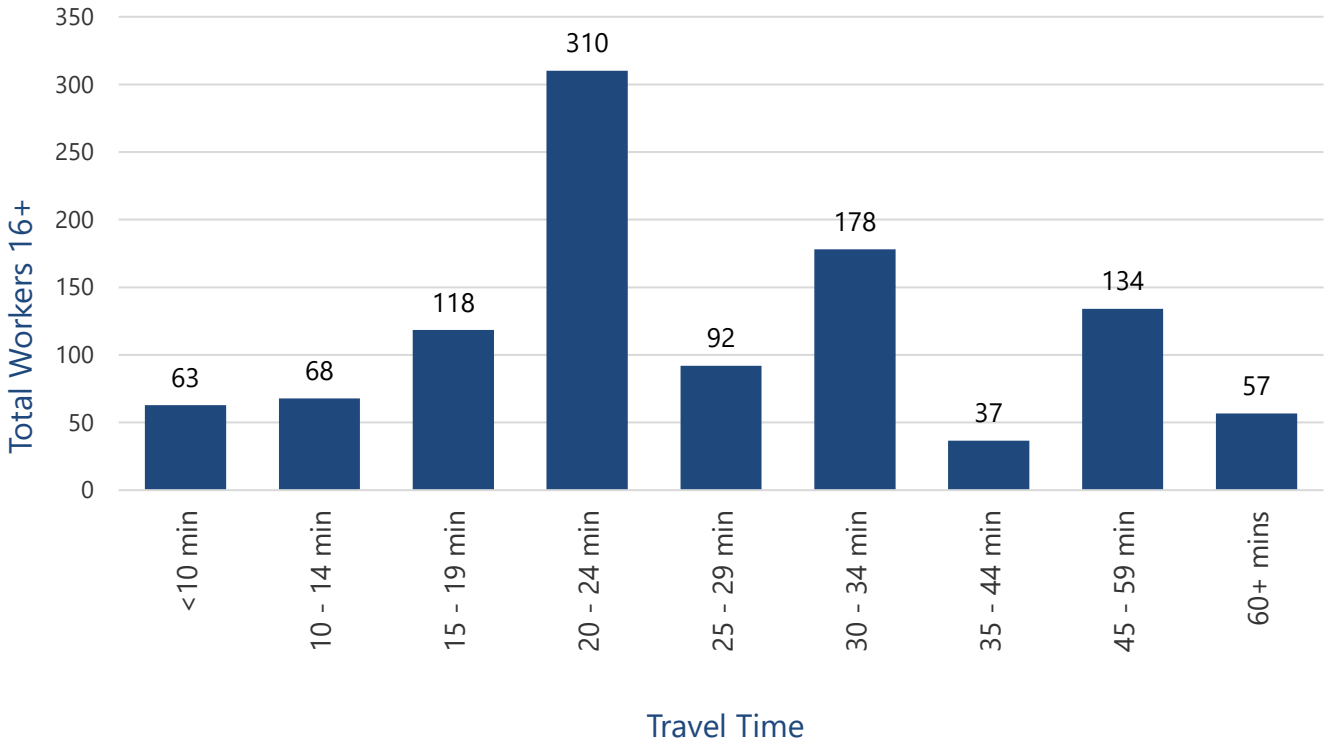
Public transport (not taxi)



48

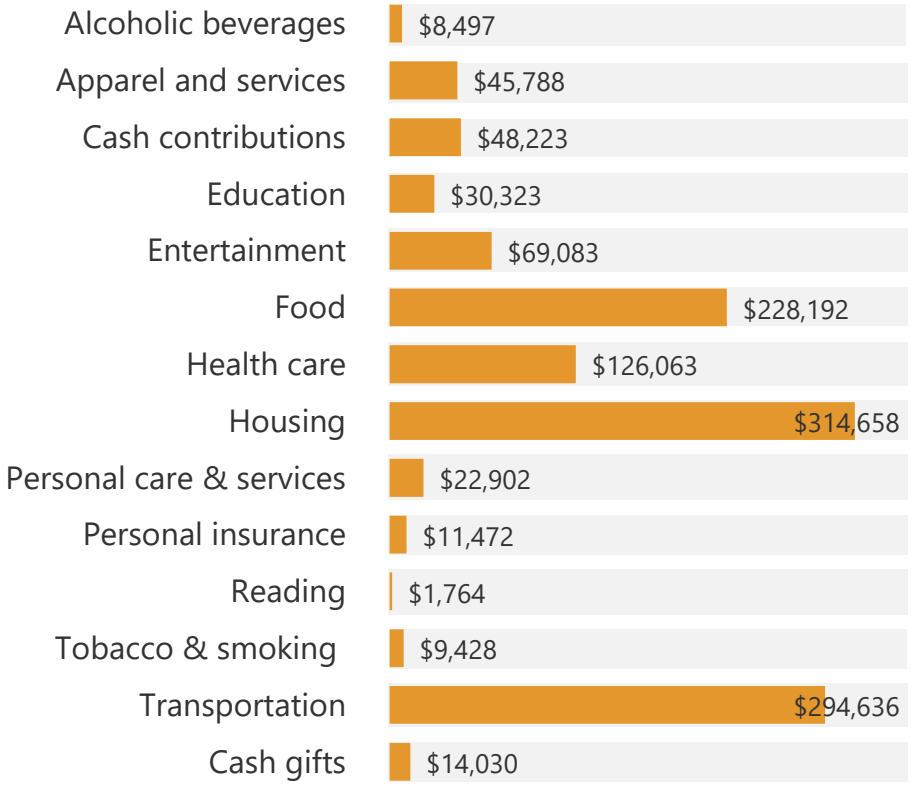
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

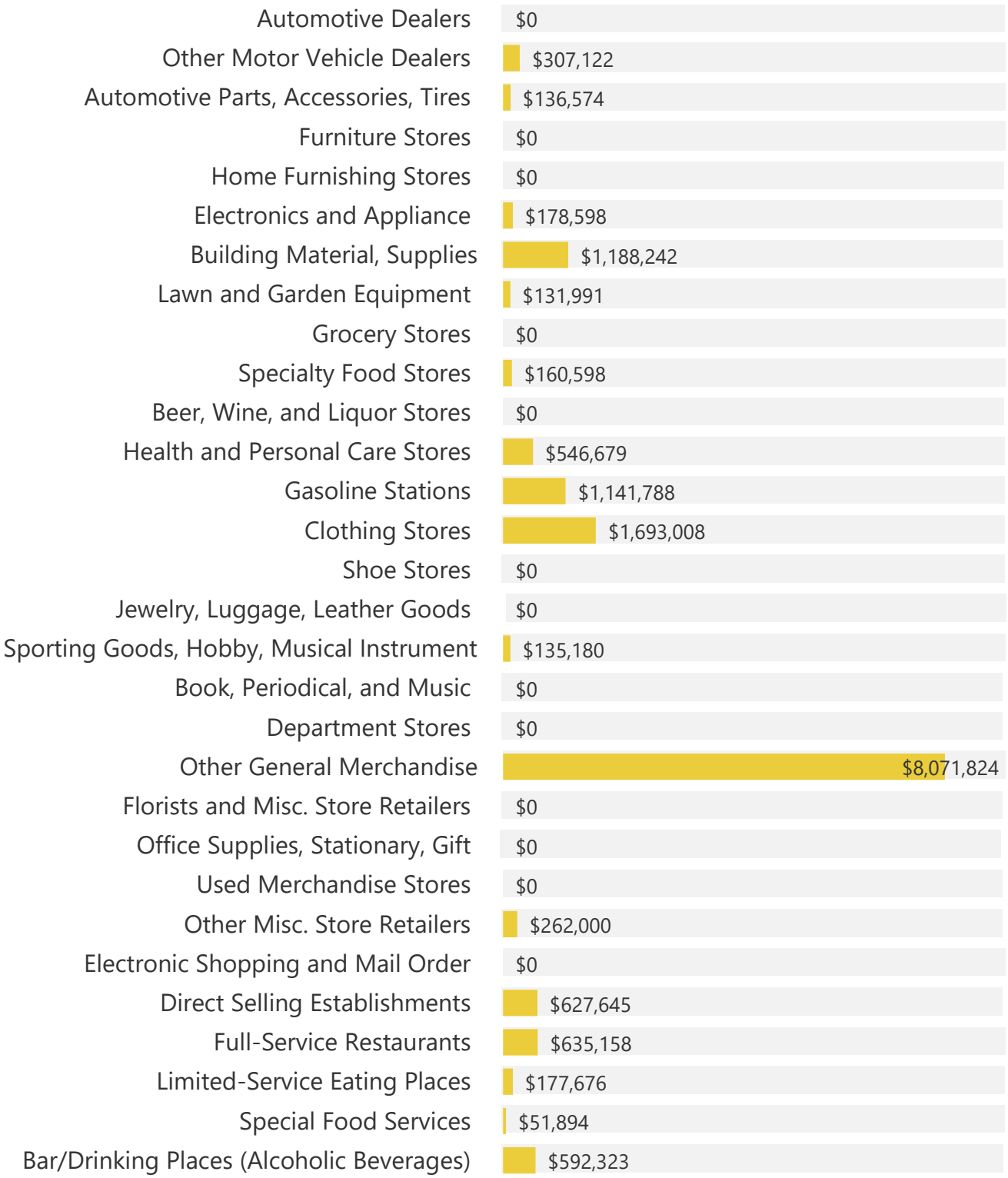
Consumer Expenditures



Business Summary by NAICS Code

0	Agriculture, Forestry, Fishing and Hunting	4	Real Estate, Rental and Leasing
	Mining, Quarrying, Oil and Gas Extraction	1	Professional, Scientific, and Technical Services
0	Utilities	0	Management of Companies and Enterprises
3	Construction	3	Administrative and Support Services
1	Manufacturing		Educational Services
1	Wholesale Trade	1	Health Care and Social Assistance
3	Retail Trade	0	Arts, Entertainment, and Recreation
1	Transportation and Warehousing	1	Accommodation and Food Services
0	Information	3	Other Services
1	Finance and Insurance	2	Public Administration

Retail Sales Volume



©2025 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC.
The Coldwell Banker System fully of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System supports the principles of the Equal Opportunity Act.
2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

LandScape Segment Descriptions

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

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- coupledom. 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 jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.

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-

Charmed Life (B1)

Married. 20- to 30- something- years- old. Children of all ages. Some college education. Incomes between $50,000 and $60,000. White- collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it's clear that the residents of Charmed Life neighborhood segments are a cross- section of young, working Americana. It's easy to imagine these neighborhoods filled with the middle- class cars, toys, and home furnishings - all of the merchandise that helps keep commerce humming at a pleasant pace in the United States. Positioned at the high- end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell- esk family images - hard- working citizens, who are in the full swing of their children- rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

Black Gentry (M1)

African Americans in the U.S. are working is 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. They're 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.

Marmalade & Money (J2)

Sitting pretty in the suburbs is the Marmalade & Money set. With a median- age still in the 40s, plus an expanding 65-plus- year- old population, few children underfoot, annual incomes in the $70,000s and $80,000s from a combination of white- collar jobs, interest/dividends, and retirement accounts - you can imagine this population having the time and money to savor the good things life in suburban American has to offer. You can visualize them serving up dinner on the best china, organizing their brand- name clothing collections in large walk- in closets, and dabbling in the world of art collection. The Retired in the Suburbs category neighborhoods are composed mainly of married couples with few children. However, they also rank at 50- percent- higher- than- average in retirement- age residents. They also rank at the same level in college- degreed folks. Those who have to work are employed in management, professional, and sales jobs. However, this group ranks 50- percent- above- average in interest/dividend income and near the same percent in retirement/social security income. Among the segment is a smattering of self- employed

Golden Heritage

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

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 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.

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 were 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 Americas, 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.