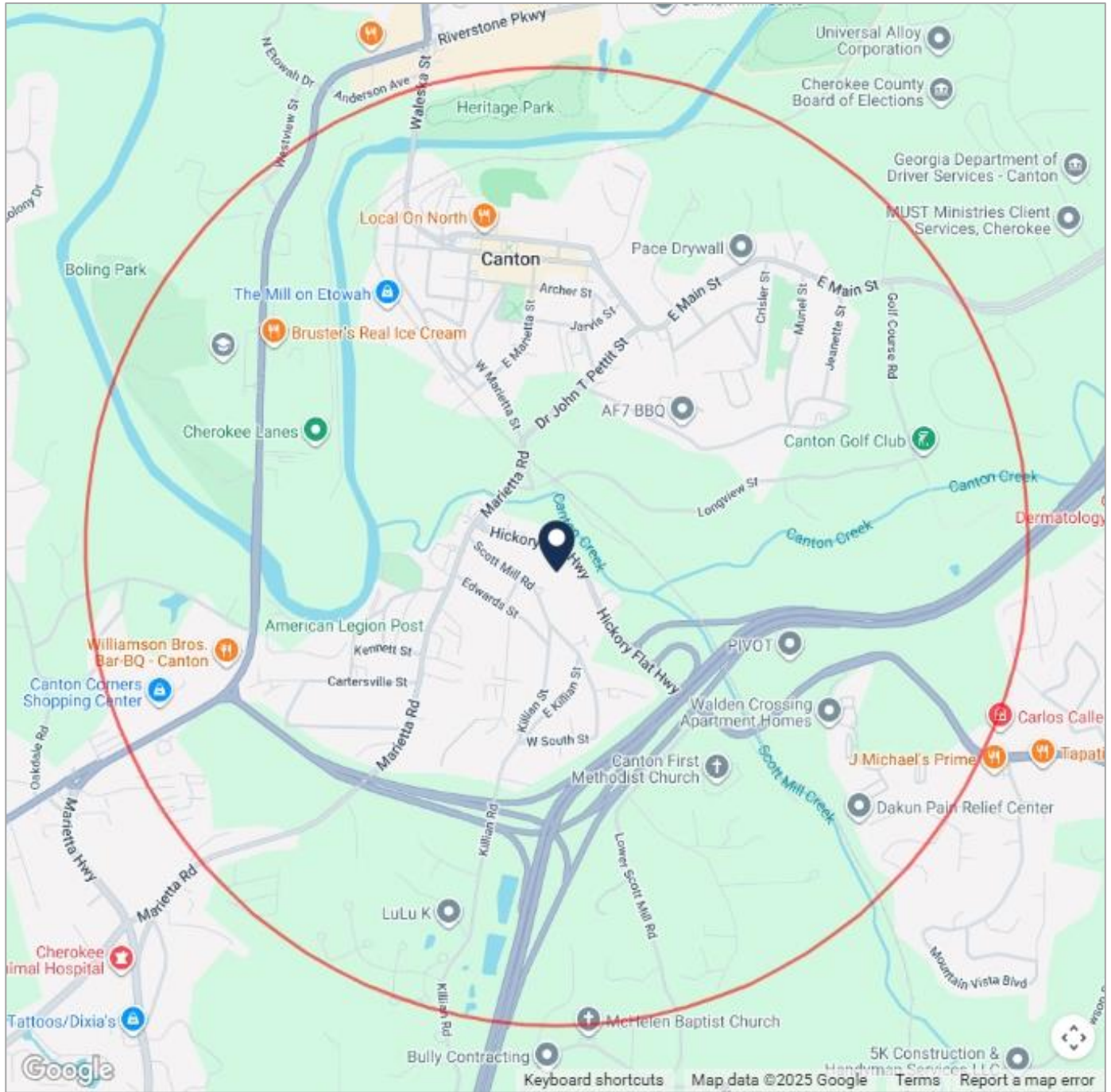


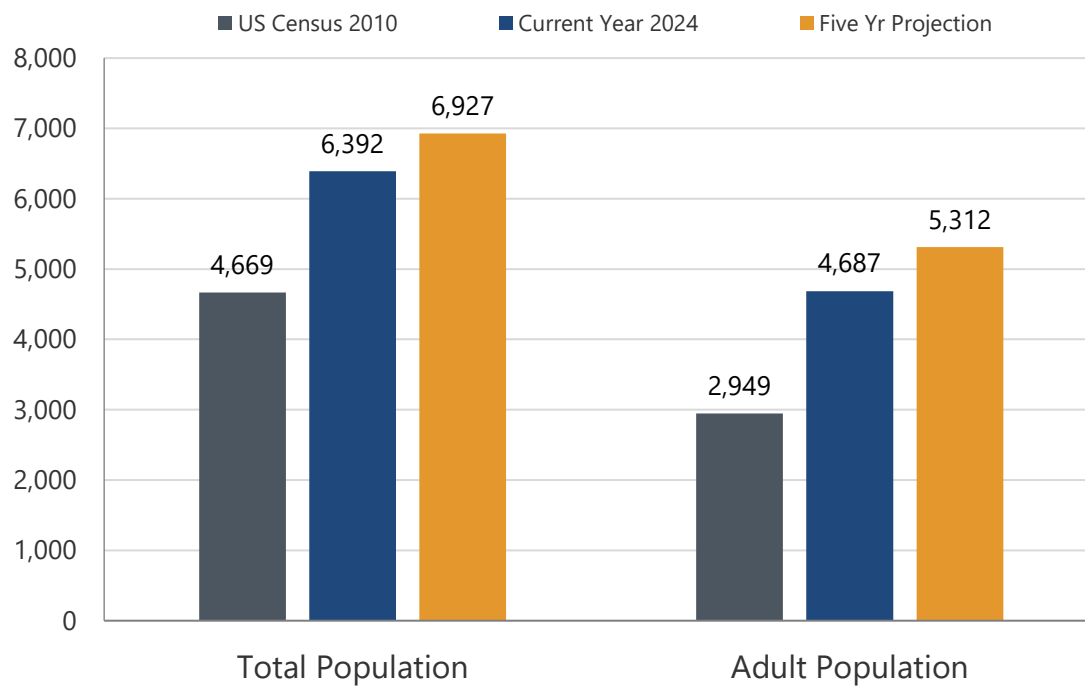
153 Hickory Flat Hwy - Demographics

Trade Area: 1 Mile

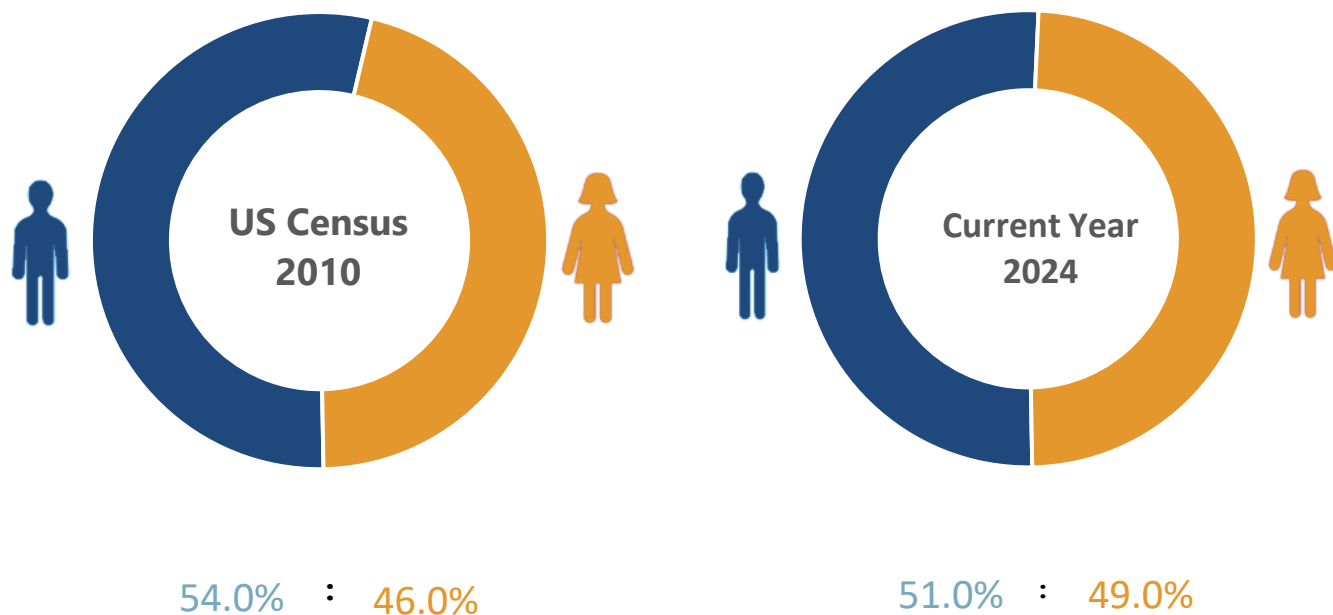


Population Charts

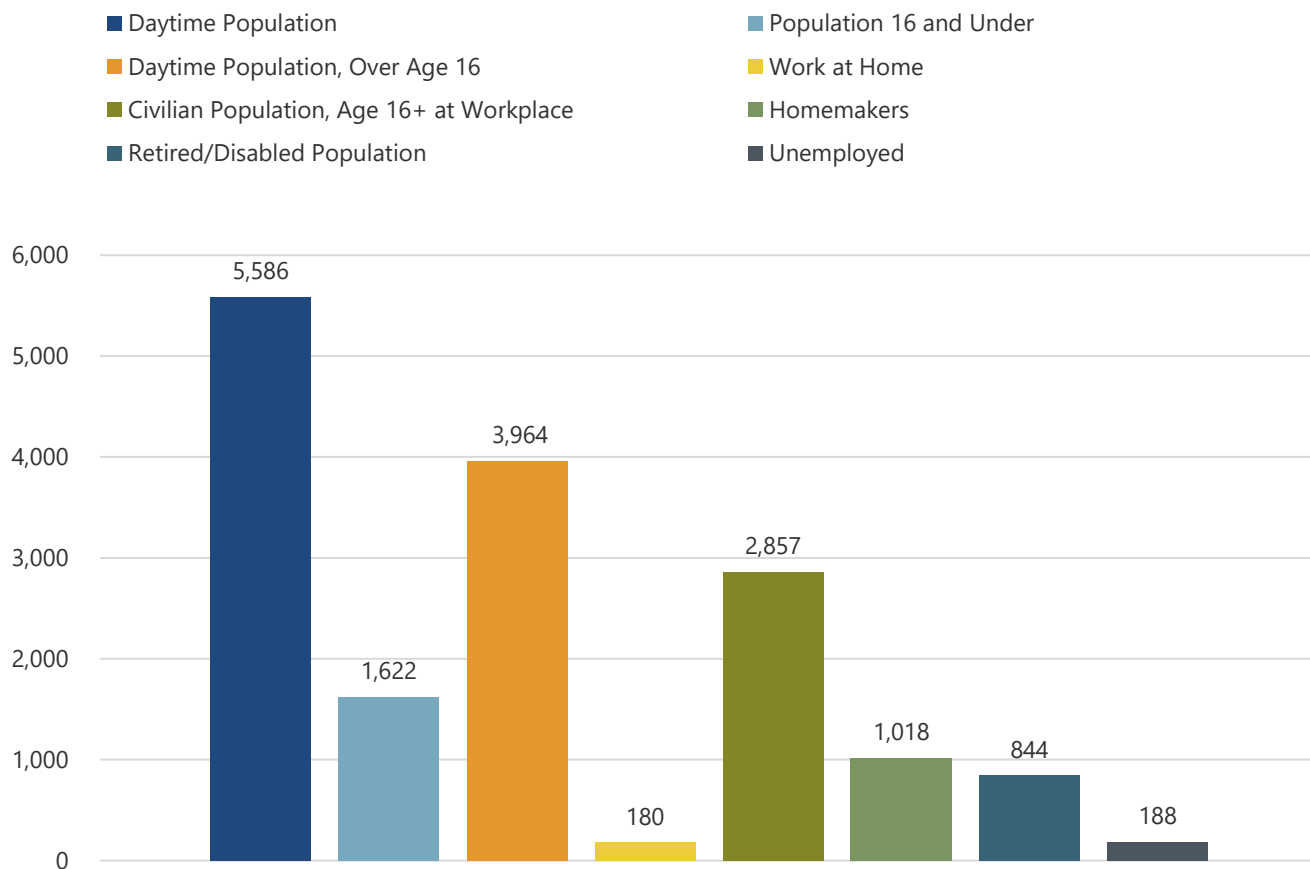
Population



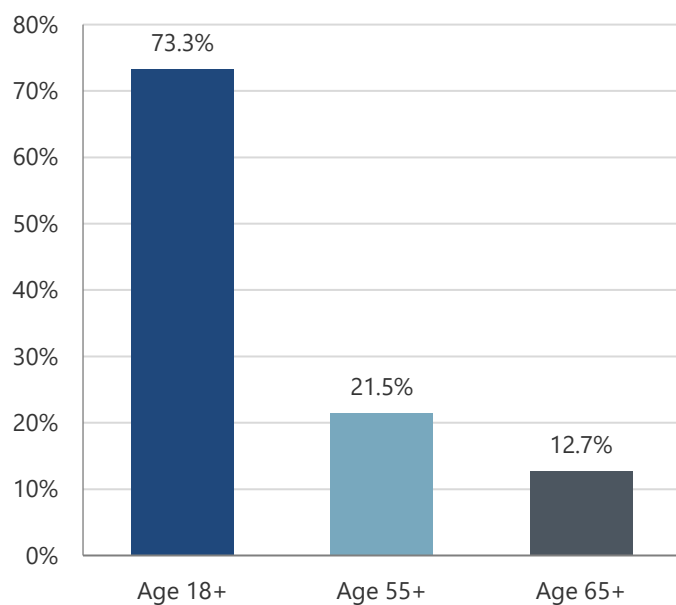
Female/Male Ratio



Daytime Population



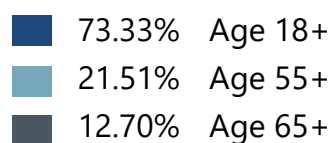
Age



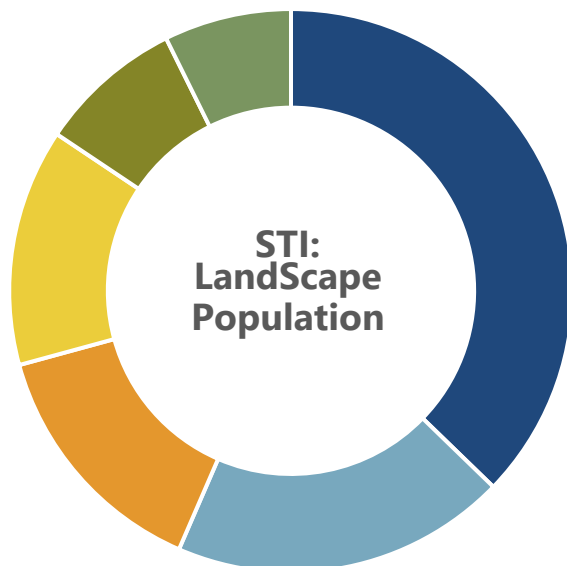
Median Age, Total

33.9

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 34.6% Los Novios (N3)
- 17.9% Couples with Capital (I3)
- 13.2% Middle of the Road (B4)
- 12.7% Wizards (E2)
- 7.7% American Knights (A4)
- 6.8% Stately Suburbs (J3)

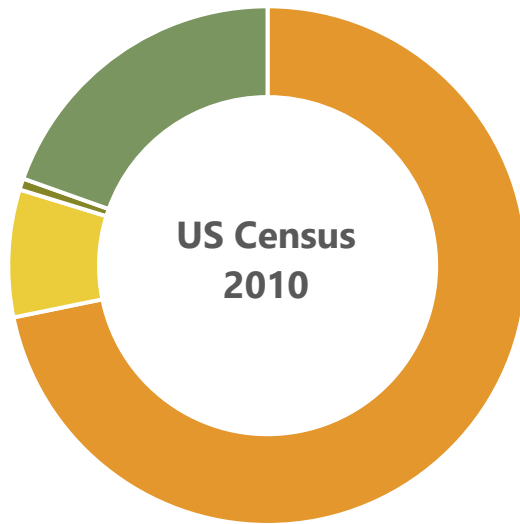
Other top segments:

- 4.4% Hard Hats/Hair Nets (H3)
- 2.3% Los Trabajadores (N6)
- 0.0% Collegians (O7)
- 0.2% Educated Earners (H1)
- 0.1% Kindred Spirit (B3)
- 0.0% Legacy Years (O6)

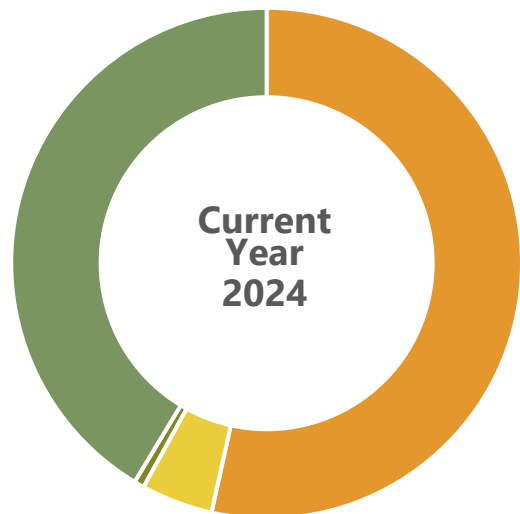
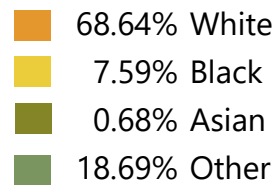
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Los Novios (N3)	\$39K	29.6	Urban	Married	Hispanic	Families	Low Education	Blue Collar
Couples with Capital (I3)	\$96K	42.4	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Middle of the Road (B4)	\$51K	35.7	Urban	Married	White, Hispanic	Some Children	High School Grad	Blue Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
American Knights (A4)	\$99K	36.2	Urban	Married	White	Families	Bachelor's Plus	White Collar
Stately Suburbs (J3)	\$65K	48	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Hard Hats/Hair Nets (H3)	\$35K	33.2	Suburban	Single/Couple	Diverse	Families	High School	Blue Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Educated Earners (H1)	\$52K	34.6	Suburban	Single	Diverse	Some Children	Bachelor's Degree	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar

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

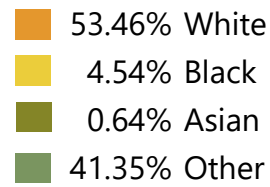
Ethnicity (Not Hispanic/Latino)



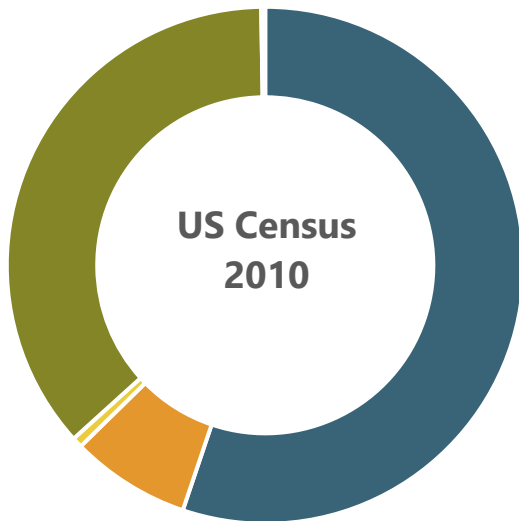
2010 US Census (Not Hispanic/Latino)



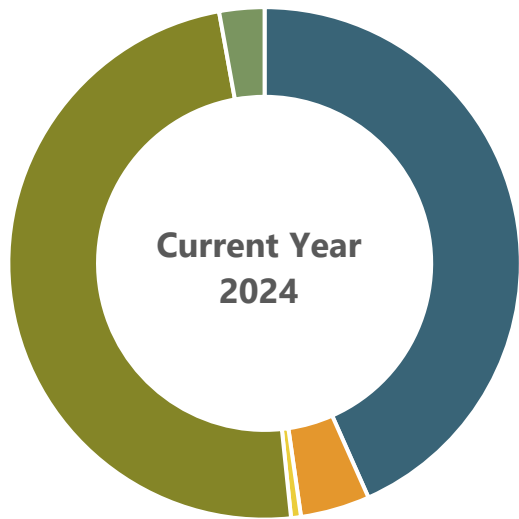
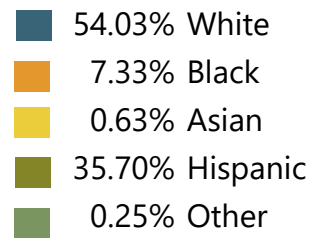
Current Year (Not Hispanic/Latino)



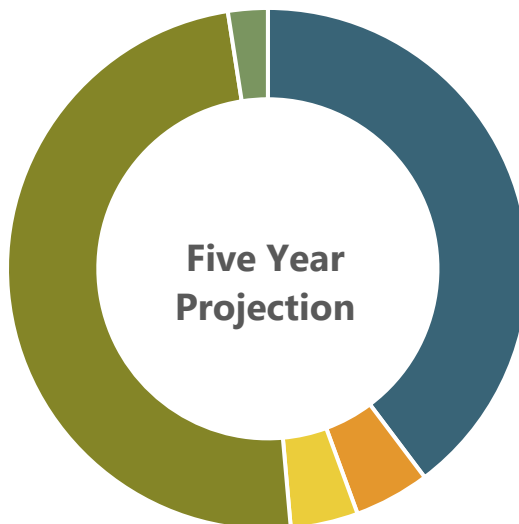
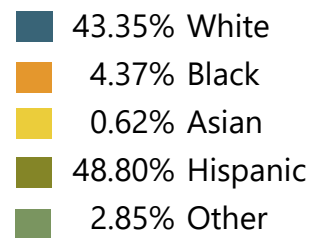
Ethnicity (Hispanic/Latino)



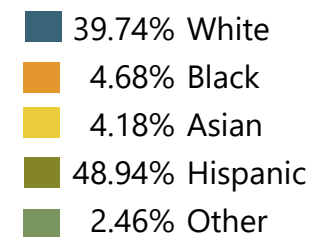
2010 US Census (Hispanic/Latino)



Current Year (Hispanic/Latino)



Five Year Projection (Hispanic/Latino)



Housing & Households

3.1

Land Area

2,082

Total Housing Units

2,003

Total Households

2,182

Total Households

5 Year Projection



787

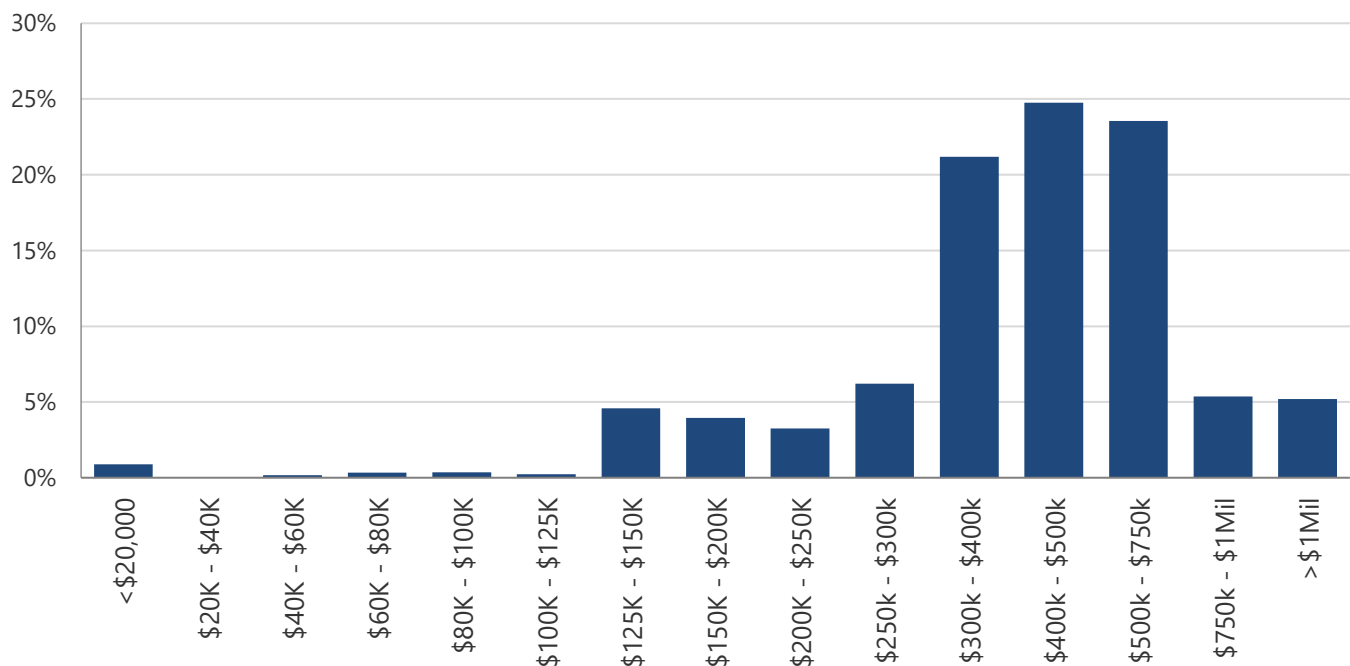
Owner-Occupied



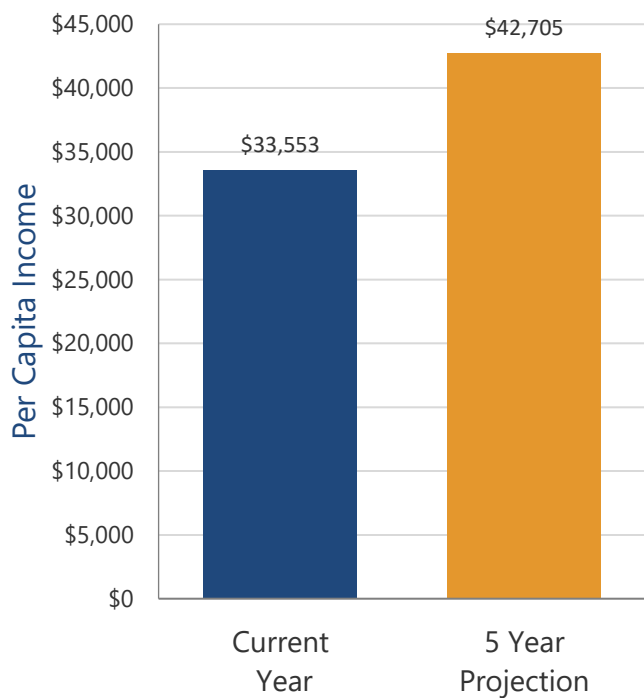
1,216

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

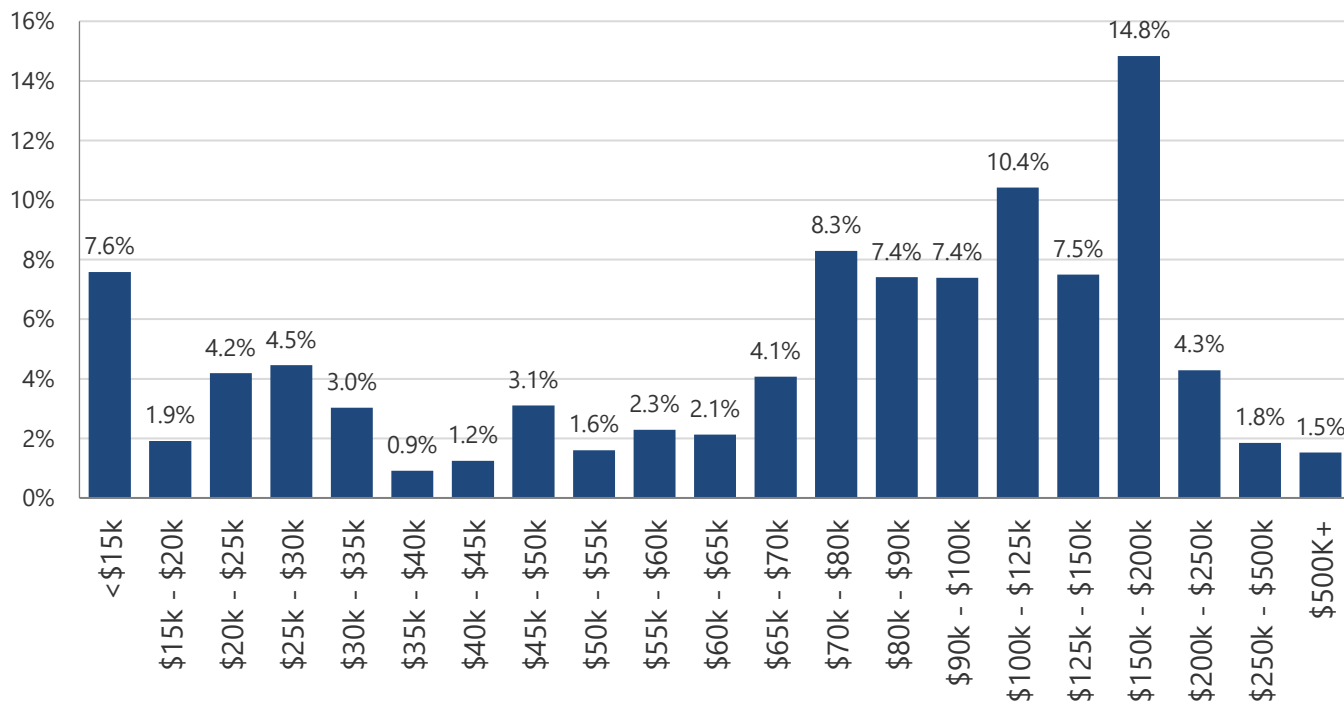
\$107,073

Median Household Income

\$93,379

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



3,268

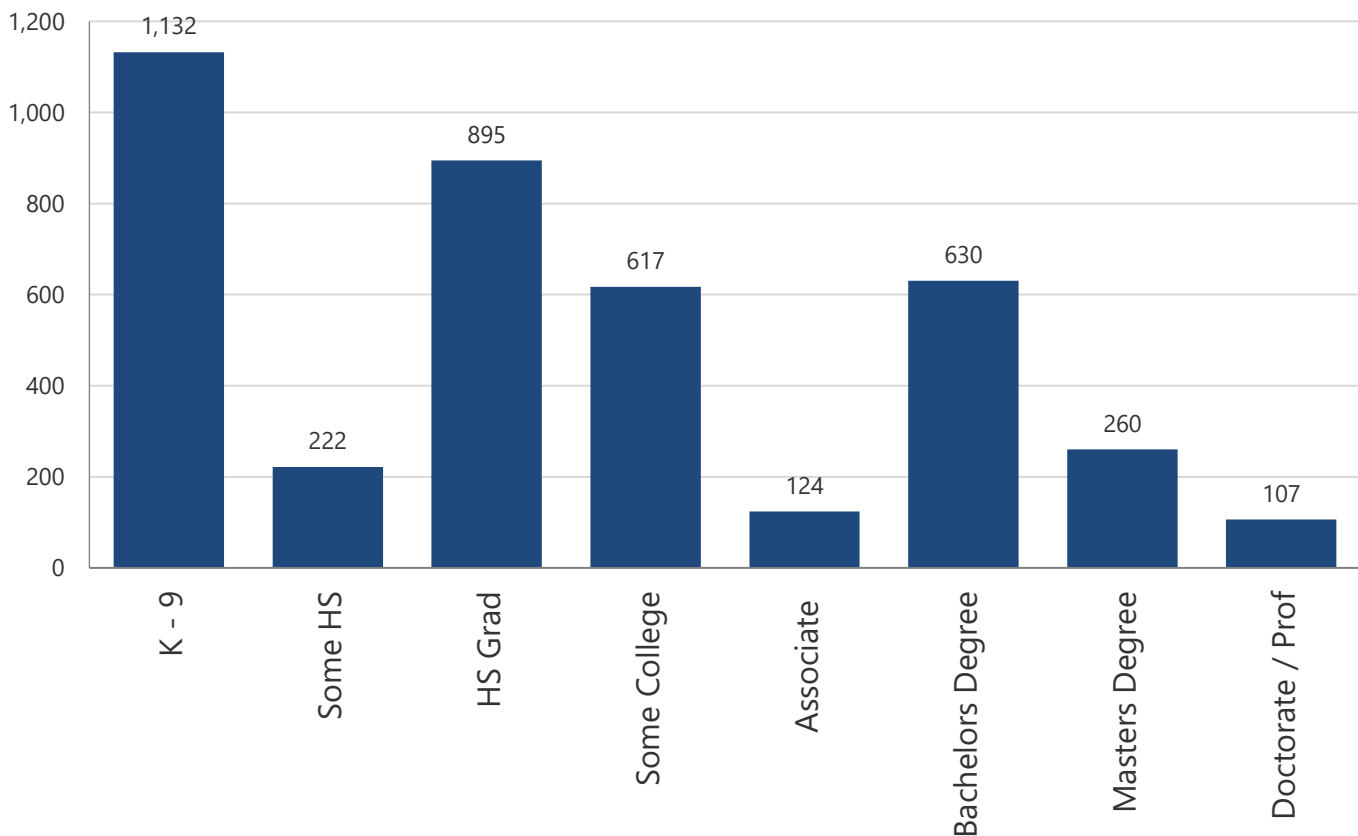
College undergraduate



671

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

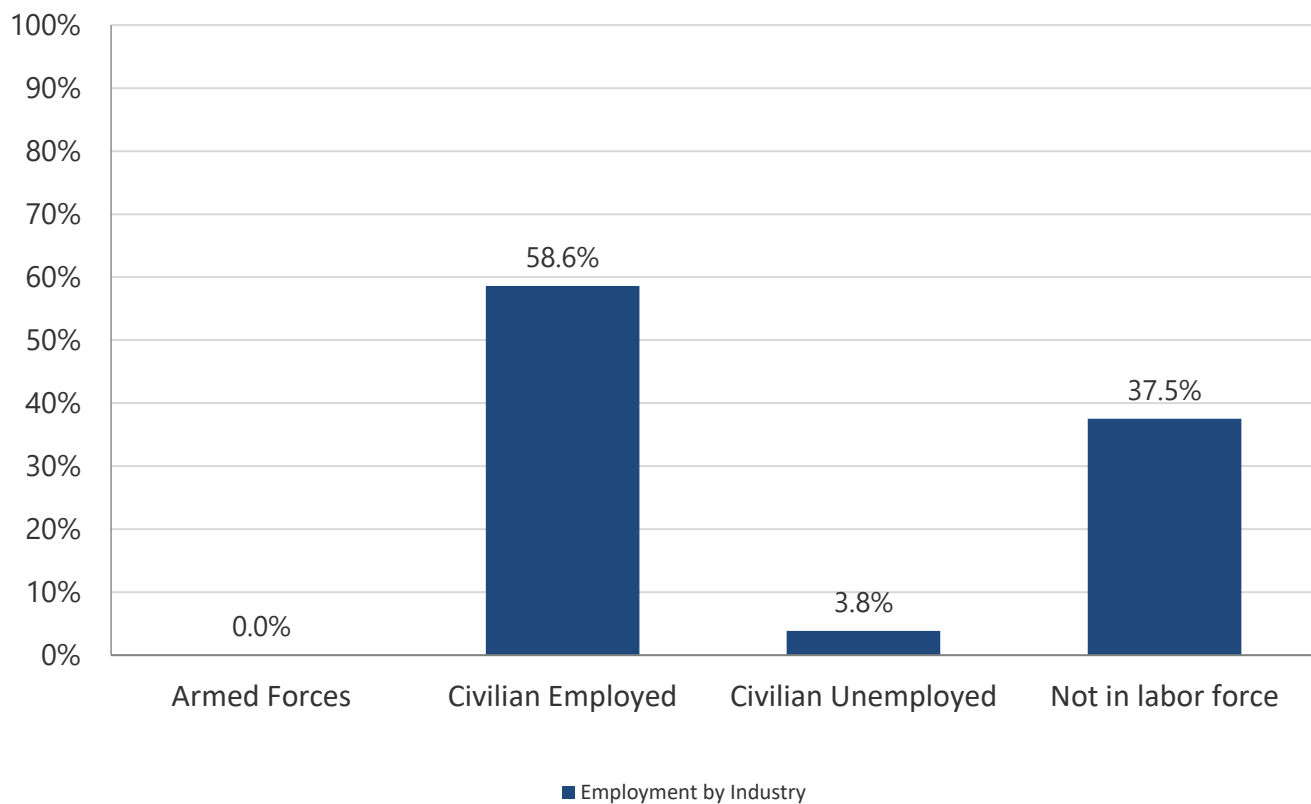
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



4,874

Current Year

Employment by Industry



Transportation to Work (Current Year)



2,114

Total Workers 16+



1,742

Car, Truck or Van



46

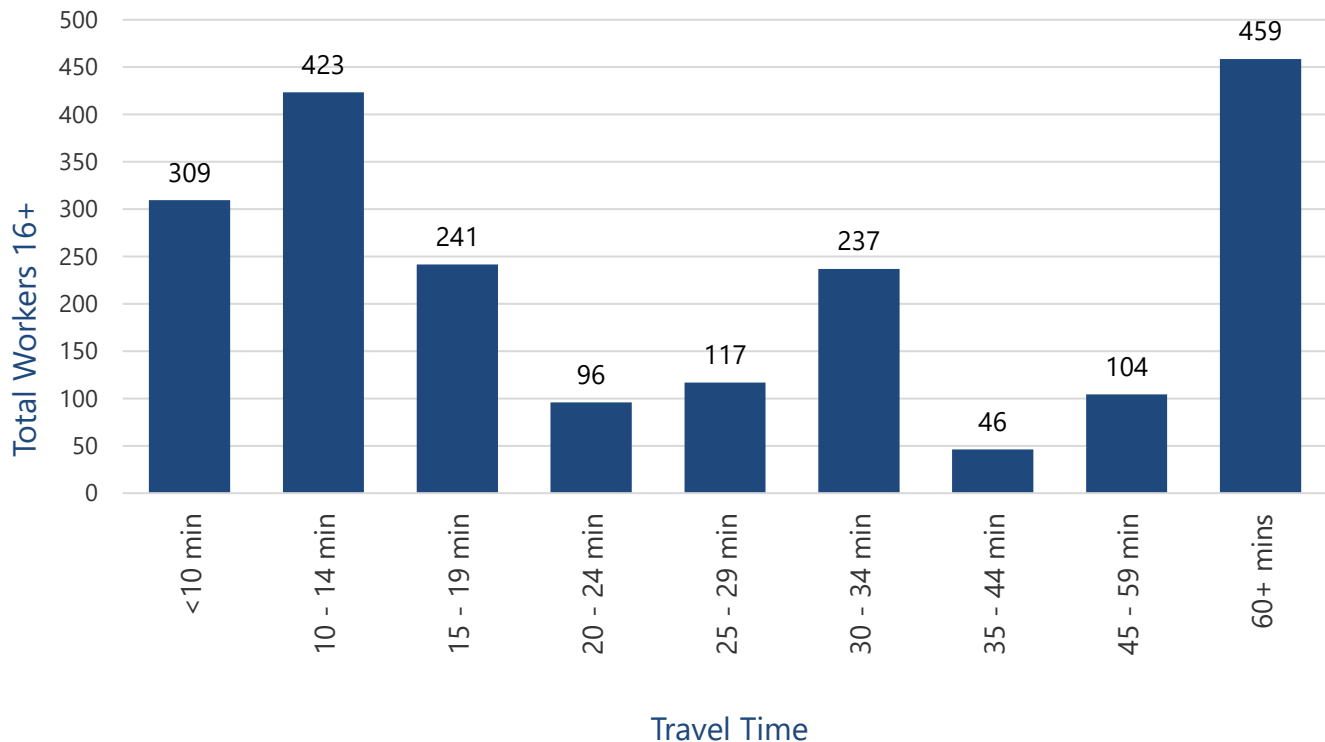
Public transport (not taxi)



81

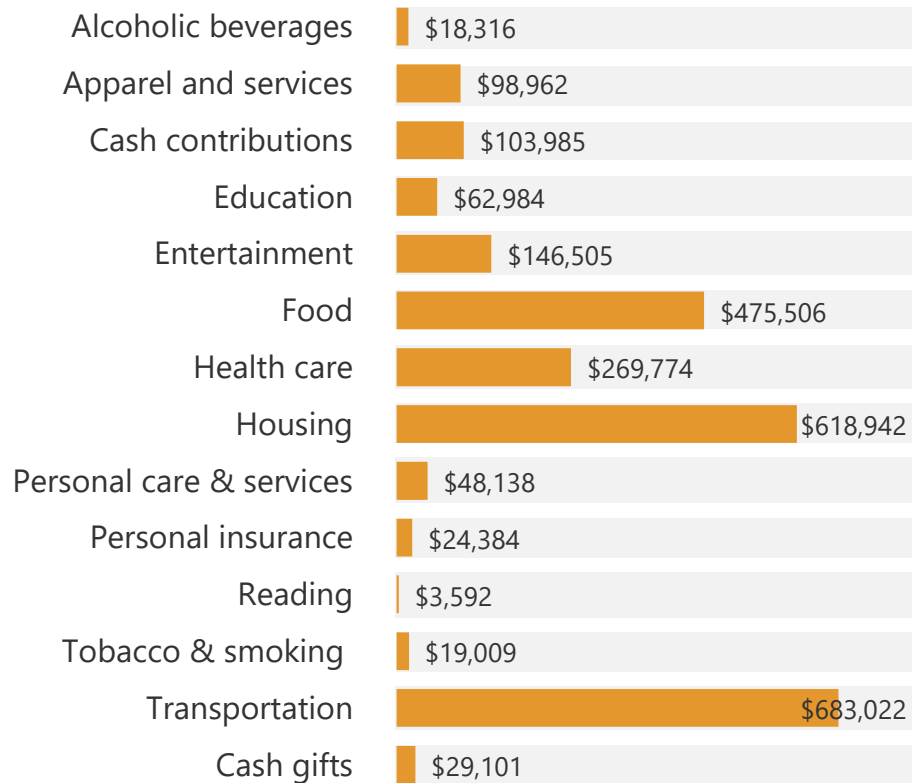
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

- | | |
|---|--|
| 1 Agriculture, Forestry, Fishing and Hunting | 12 Real Estate, Rental and Leasing |
| Mining, Quarrying, Oil and Gas Extraction | 44 Professional, Scientific, and Technical Services |
| 1 Utilities | 1 Management of Companies and Enterprises |
| 10 Construction | 7 Administrative and Support Services |
| 10 Manufacturing | 5 Educational Services |
| 3 Wholesale Trade | 38 Health Care and Social Assistance |
| 37 Retail Trade | 4 Arts, Entertainment, and Recreation |
| 3 Transportation and Warehousing | 16 Accommodation and Food Services |
| 3 Information | 28 Other Services |
| 18 Finance and Insurance | 12 Public Administration |

Retail Sales Volume

Automotive Dealers	\$50,202,552
Other Motor Vehicle Dealers	\$383,017
Automotive Parts, Accessories, Tires	\$4,270,475
Furniture Stores	\$947,770
Home Furnishing Stores	\$316,925
Electronics and Appliance	\$1,573,621
Building Material, Supplies	\$16,083,631
Lawn and Garden Equipment	\$1,523,130
Grocery Stores	\$28,692,513
Specialty Food Stores	\$425,148
Beer, Wine, and Liquor Stores	\$13,583
Health and Personal Care Stores	\$8,647,409
Gasoline Stations	\$22,167,512
Clothing Stores	\$5,500,702
Shoe Stores	\$13,672
Jewelry, Luggage, Leather Goods	\$92,140
Sporting Goods, Hobby, Musical Instrument	\$4,603,582
Book, Periodical, and Music	\$4,551
Department Stores	\$2,245,817
Other General Merchandise	\$14,209,277
Florists and Misc. Store Retailers	\$1,140,616
Office Supplies, Stationary, Gift	\$506,801
Used Merchandise Stores	\$44,300
Other Misc. Store Retailers	\$1,012,869
Electronic Shopping and Mail Order	\$202,209,541
Direct Selling Establishments	\$613,944
Full-Service Restaurants	\$6,435,435
Limited-Service Eating Places	\$6,640,948
Special Food Services	\$413,933
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

Los Novios (N3)

Los Novios neighborhoods are neighborhoods with the highest percentage of married- with- children households. So their Spanish name, which means "newlyweds" is a perfect fit. What's more the median- age range of residents is in the lowest category - 20s and low- 30s. Fittingly, these areas rank highest in children under six at nearly 75- percent- above- average. But they also have a 50- percent- higher- than- average level of kids six- to 13- years- old. While many of the residents are married, there are also above- average levels of single- parent households: with the highest level (interestingly) in single- male- with- children at over 75- percent- above- average. The highly urban Los Novios areas share several demographics with their fellow Mundo Latino segments, including a high percent of residents without high- school educations (three- times- the national- average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public- assistance (three- times- above- average). However, the residents also rank at an average- level of income from their predominantly blue- collar jobs. They rank extremely high in five occupations: farming/fishing/forestry (a whopping seven- times- the- average), building maintenance (two- and- a- half- times- average), construction and production (both at nearly two- times- average), and transportation (about 75-

Couples with Capital (I3)

When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario - simply because they are home to a below- the- national- average level of children. Since these areas also rank below- average in single residences, what you'll find if you knock on most doors are white- collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes - because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30- somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white- collar management and professional jobs - instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well- above- average in interest/dividend income.

Middle of the Road (B4)

If you're looking for higher- than- average earners in the nation's blue- collar occupations, you're in the right neighborhood. Middle of the Road areas are a cross- section of America's heartland, but in an urban setting. Middle of the Road sectors are one of two blue- collar segments within the Urban Cliff Climbers category. While lower- than- the- national- average in white- collar workers, these areas have an above- average percent of people employed in construction, repair services, production, and transportation. These jobs give these married- with- children 20- to 30- year- olds an average annual income of between \$40,000 to \$50,000 - a relatively good income level, owing to a strong work ethic. And with their good incomes, they can probably be found playing as hard as they work.

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.

American Knights (A4)

American Knights are the "youngsters" of the highly urban Creme de la Creme category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above- average number of children below the age of six. These characteristics correlate to the higher- than- average number of married- with- children- under- 18 households. Though young, these urban neighborhoods are home to higher- than- average number of earners in white- collar management and professional occupations. These mostly college- educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly- higher- than- average level from interest/dividends. However, unlike many other Creme de la Creme neighborhoods, who have higher self- employment income levels, the American Knights residents are just at the national average in this measurement.

Stately Suburbs (J3)

The Stately Suburbs set have a lower educational ranking than other Retired in the Suburbs segments: Yet they're doing something right, because they're earning the same comfortable living of \$70,000s and \$80,000s. In these areas, there's no shortage of high- end vehicles, homes, and other comforts of the good life. This group weights in right at the national- average in college- educated individuals. These predominantly 40- something areas are also home to a growing number of 65- plus retirees. If they ever had children, they are overwhelmingly grown and out of the house, as these married- couples show a lower- than- average number of children at home. Due to the aging population, this is the only Retired in the Suburbs segment with an above- average number of widows and widowers. Owing no doubt to their increasing number of retirees, incomes for these areas are generated by a significantly above- average level of social- security income and interest/dividends. Some of the residents are still working, because the segment ranks in at an average level of management, professional, and office administration workers.

Hard Hats/Hair

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 high in food preparation jobs and building maintenance. They're also employed in healthcare support, construction, and personal care.

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-

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.

Educated Earners (H1)

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50- percent- above- average) and are employed in a slightly above- average level of professional, white- collar jobs, yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low- income level could be their young age, which is in the 20s and low- 30s. However, they could also be held down by their relatively high rate of single- parent households. This Single in the Suburbs segments has a 50- percent- higher- than- average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50- percent- above- average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50- percent- above- average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level. However, reaching that goal may mean moving out of the suburbs and into a city.

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.

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