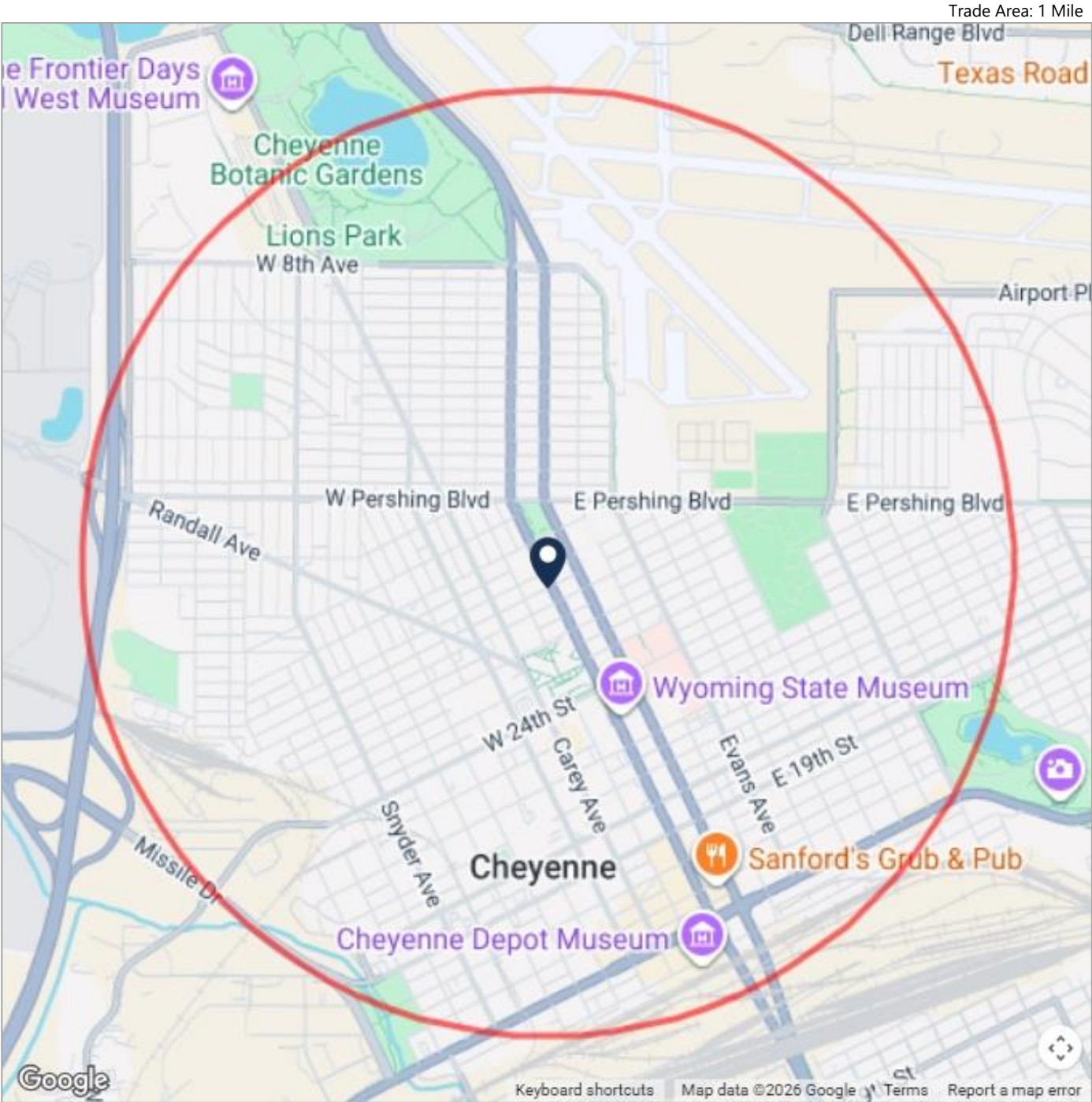
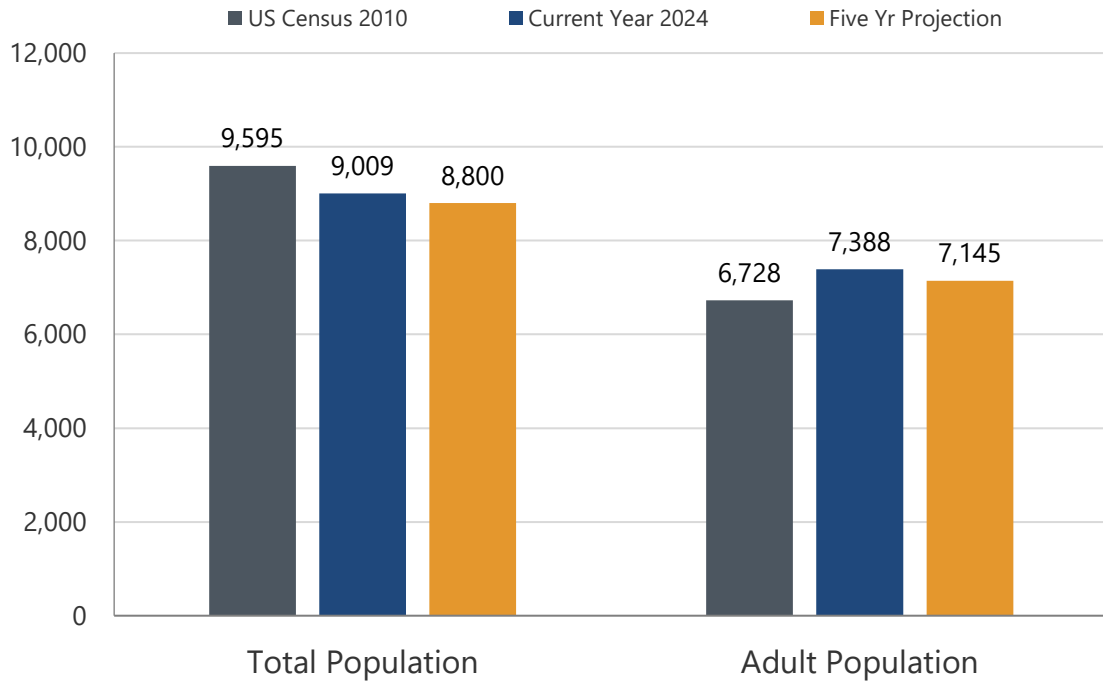


100 E 28th St - Demographics

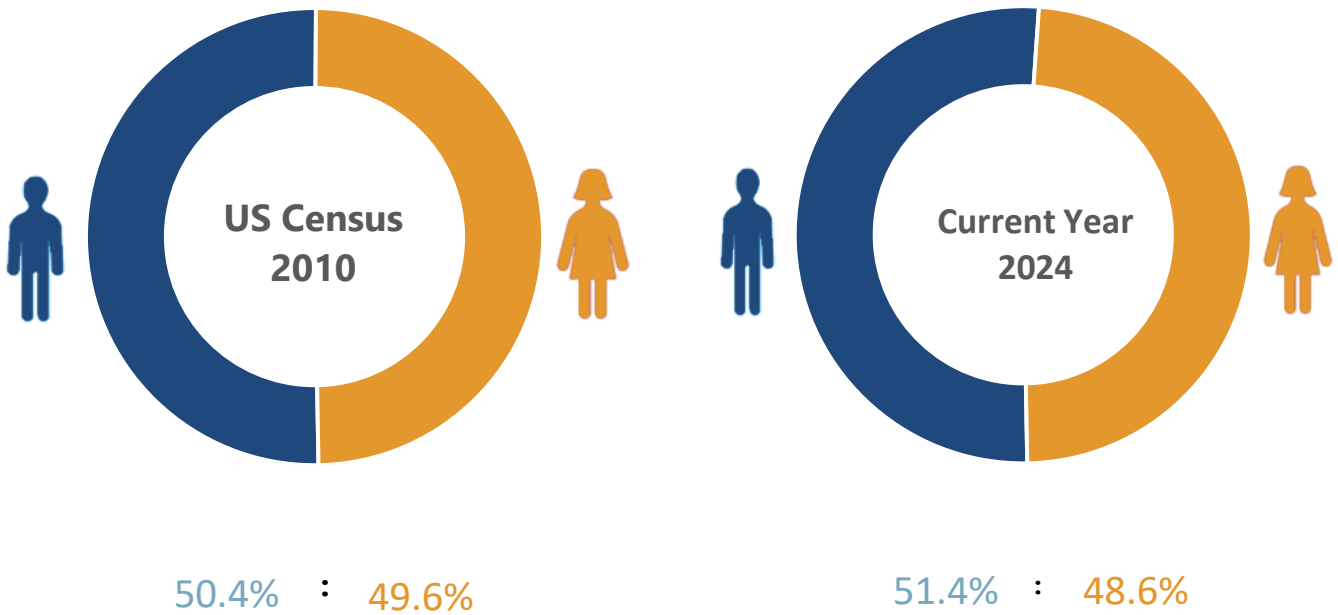


Population Charts

Population

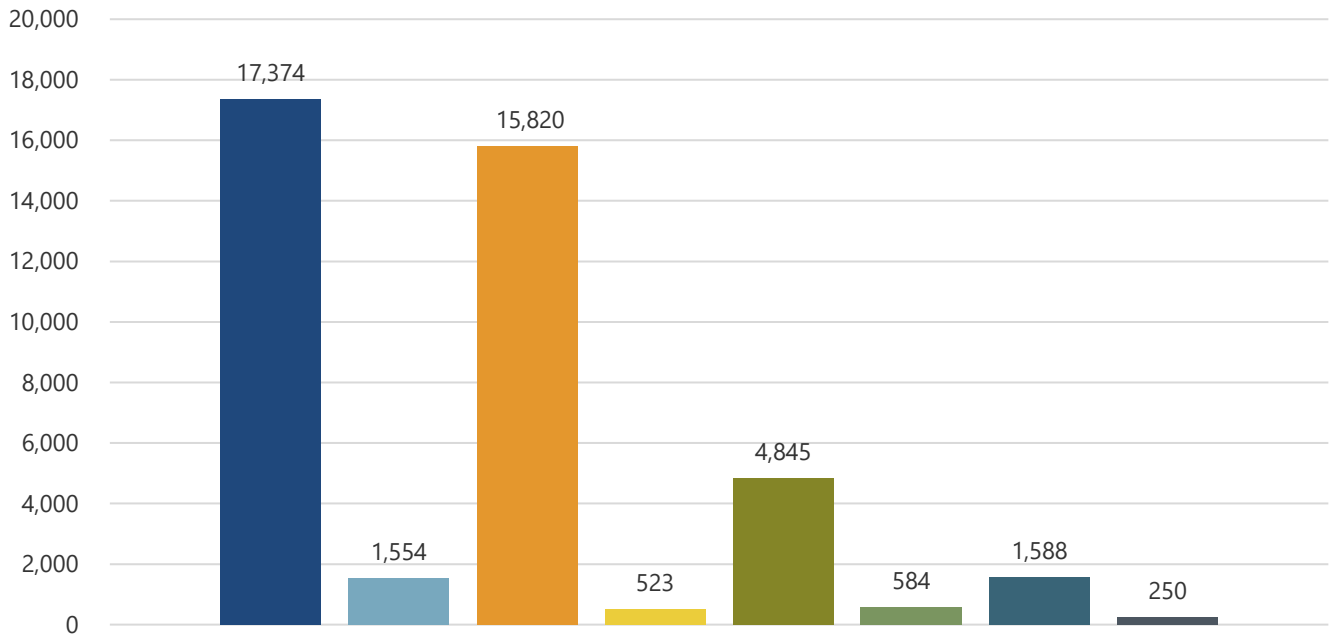


Female/Male Ratio

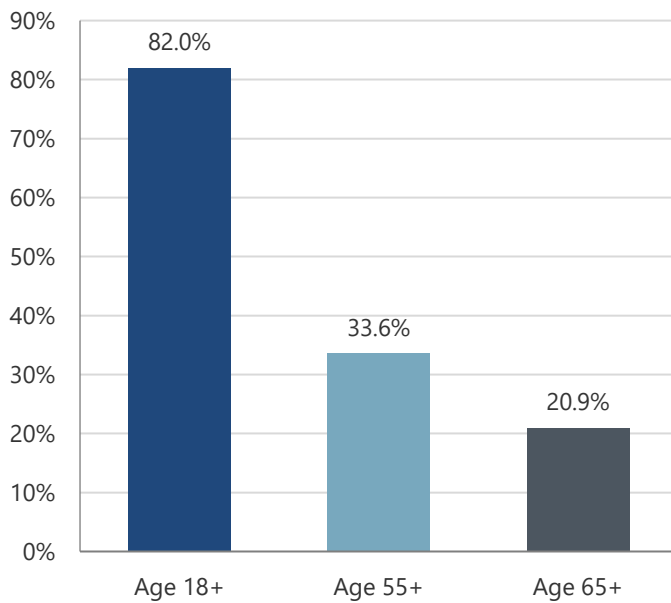


Daytime Population

- 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



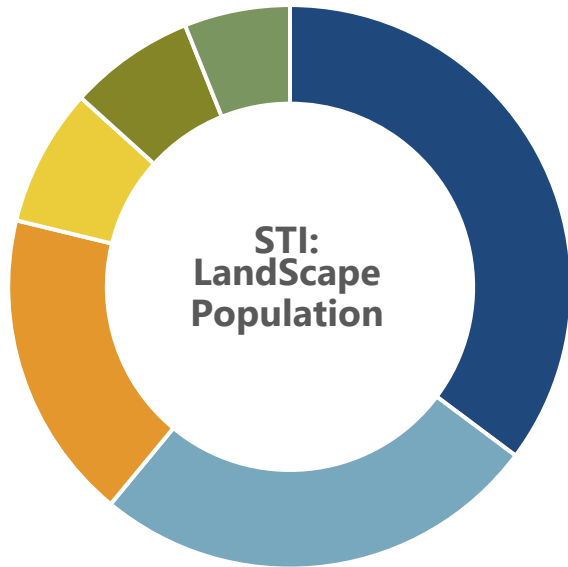
Median Age, Total

41.4

Age Demographics

- 82.01% Age 18+
- 33.58% Age 55+
- 20.93% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 30.8% Wizards (E2)
- 22.5% Solo Acts (F3)
- 15.6% Urban Squires (A5)
- 6.9% Managing Business (C2)
- 6.3% Golden Heritage (O1)
- 5.3% Gurus (E1)

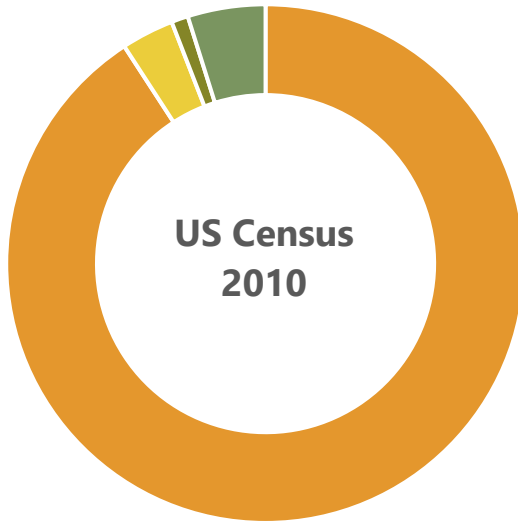
Other top segments:

- 3.6% Gray Eminence (D1)
- 3.4% Kindred Spirit (B3)
- 3.1% Social Whirls (C1)
- 0.0% Collegians (O7)
- 1.6% Hard Act to Follow (F1)
- 0.8% Regents (A6)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Solo Acts (F3)	\$49K	40.7	Urban	Single/Couple	White	Families	High School Grad	White Collar
Urban Squires (A5)	\$102K	42.6	Urban	0	White	Some Children	Bachelor's Plus	White Collar
Managing Business (C2)	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Gray Eminence (D1)	\$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Social Whirls (C1)	\$69K	41.3	Urban	Married	White	Some Children	High School Grad	White 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
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar

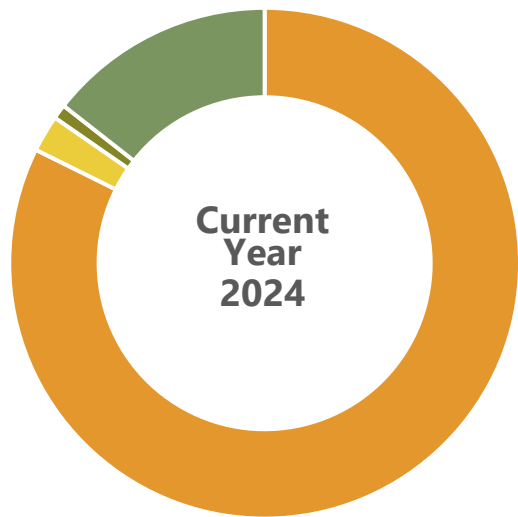
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

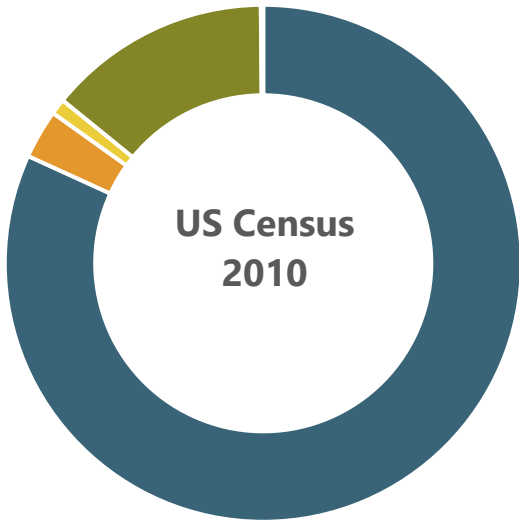
- 86.74% White
- 3.13% Black
- 1.00% Asian
- 4.63% Other



Current Year (Not Hispanic/Latino)

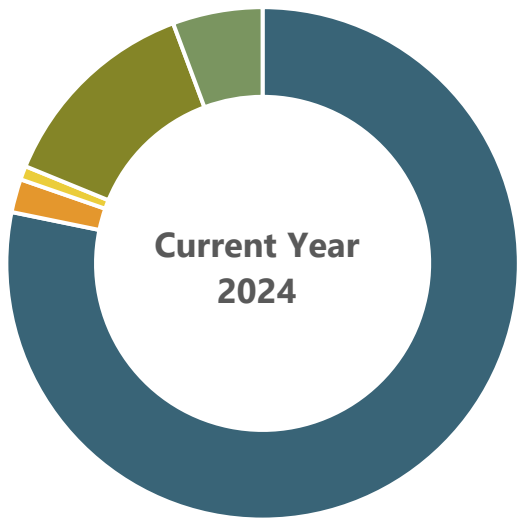
- 82.32% White
- 2.33% Black
- 0.92% Asian
- 14.42% Other

Ethnicity (Hispanic/Latino)



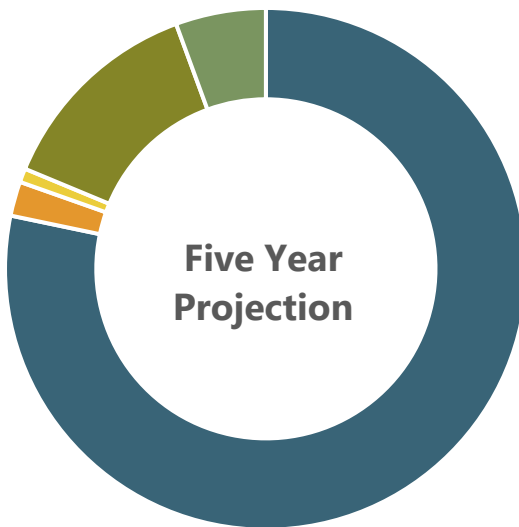
2010 US Census (Hispanic/Latino)

- 79.51% White
- 2.98% Black
- 0.96% Asian
- 13.59% Hispanic
- 0.15% Other



Current Year (Hispanic/Latino)

- 78.21% White
- 2.11% Black
- 0.87% Asian
- 13.14% Hispanic
- 5.68% Other



Five Year Projection (Hispanic/Latino)

- 78.27% White
- 2.13% Black
- 0.86% Asian
- 13.14% Hispanic
- 5.59% Other

Housing & Households

2.5

Land Area

4,515

Total Households

4,979

Total Housing Units

4,408

Total Households

5 Year Projection



2,408

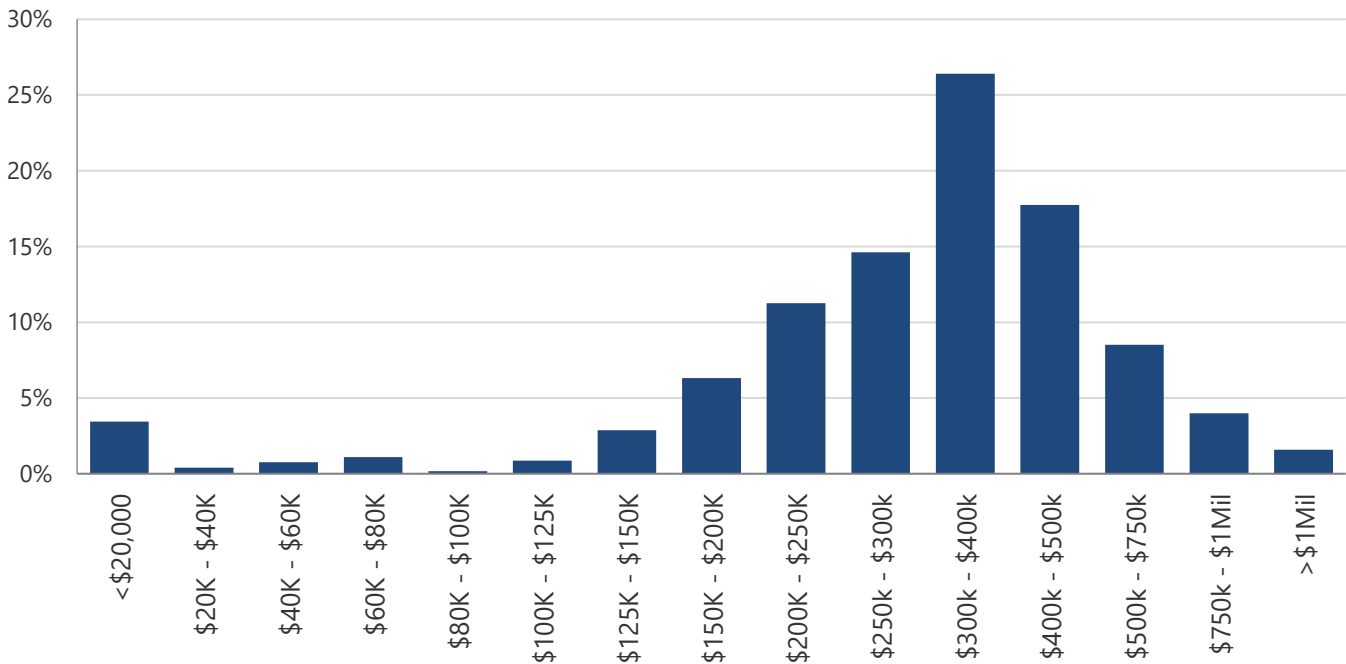
Owner-Occupied



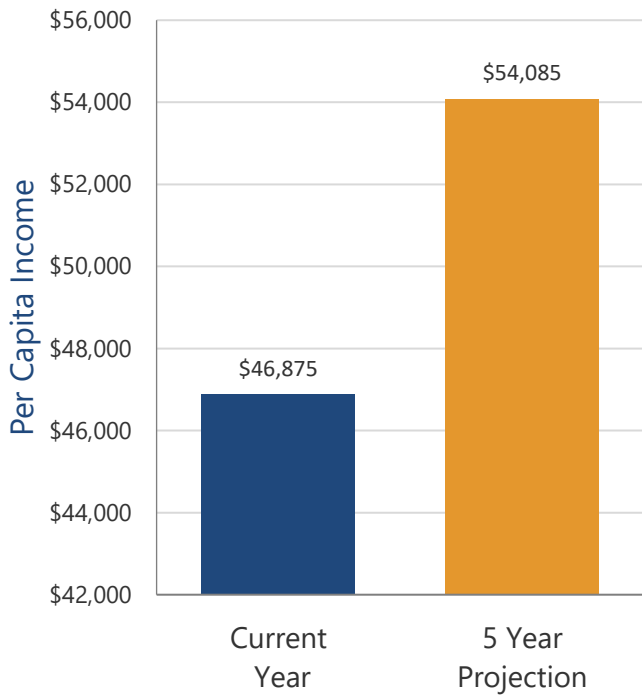
2,106

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

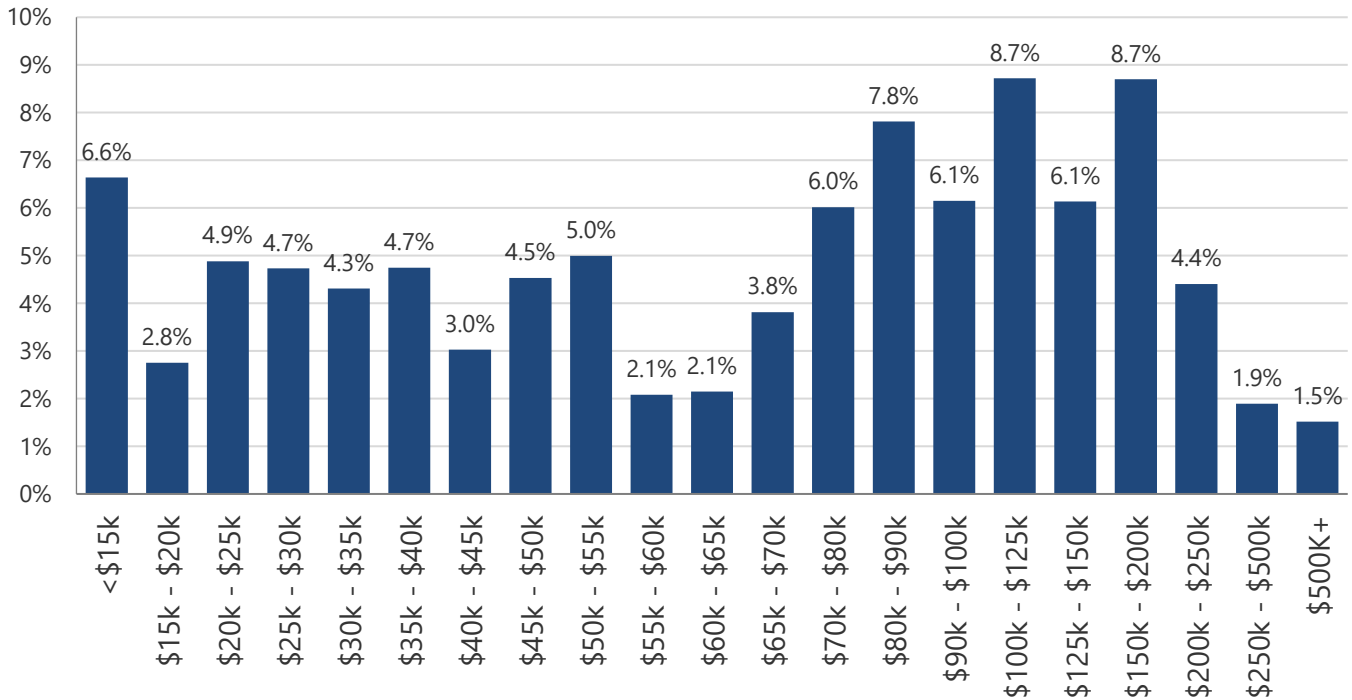
\$93,533

Median Household Income

\$74,177

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



3,803

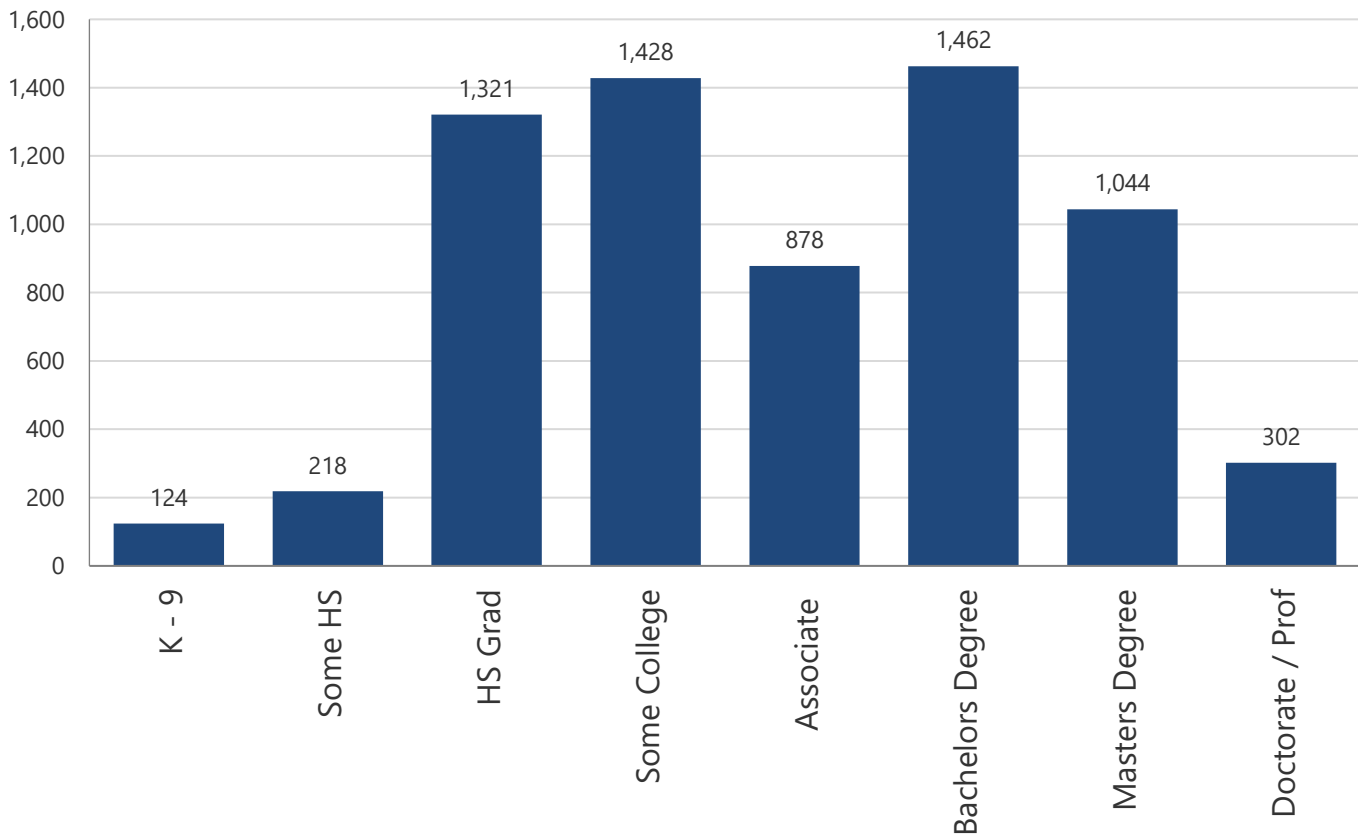
College undergraduate



1,495

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

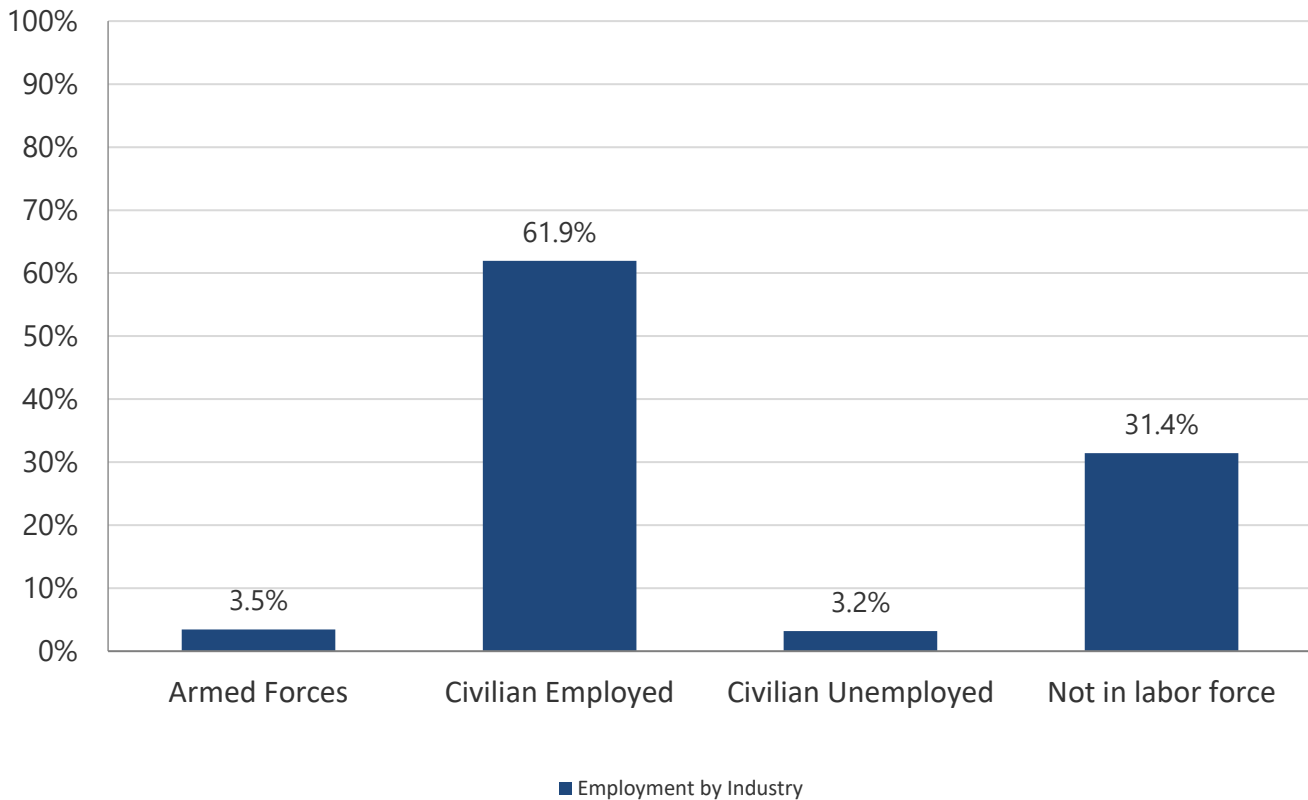
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



7,554

Current Year

Employment by Industry



Transportation to Work (Current Year)



4,977

Total Workers 16+



4,382

Car, Truck or Van



13

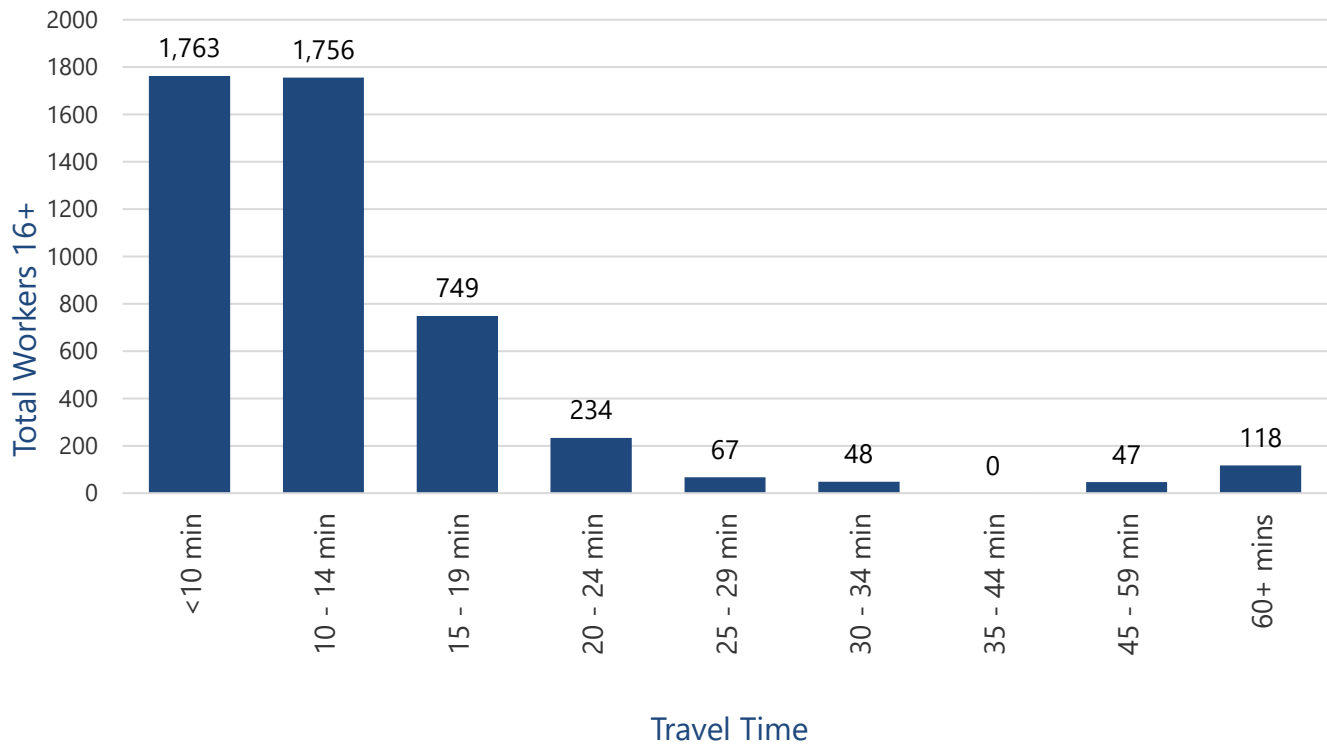
Public transport (not taxi)



195

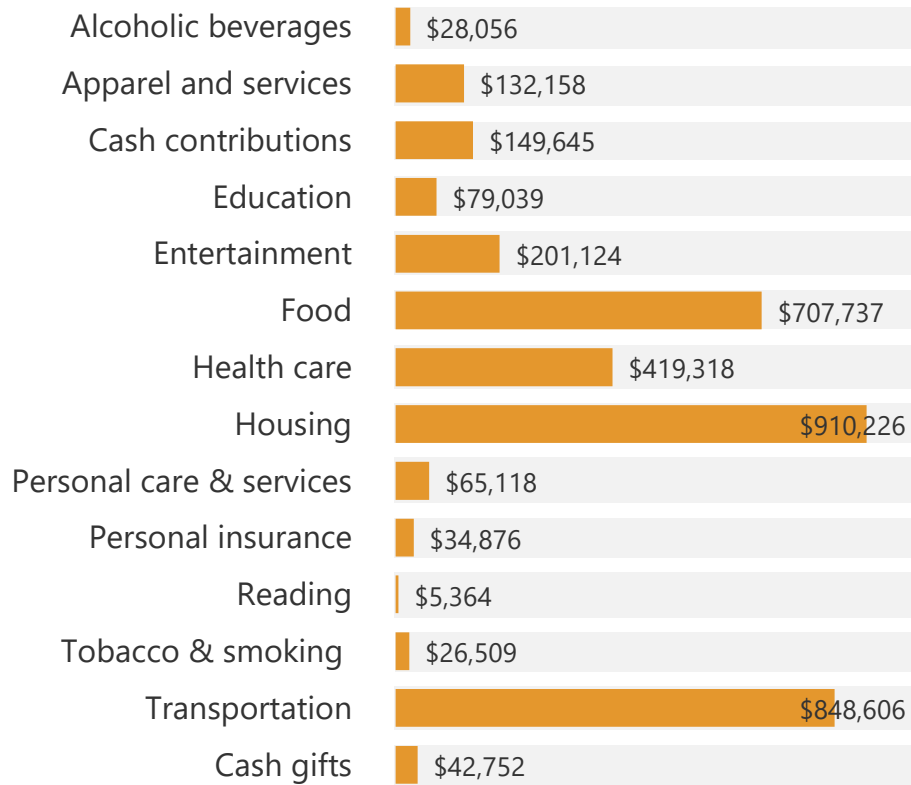
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

9 Agriculture, Forestry, Fishing and Hunting	27 Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	192 Professional, Scientific, and Technical Services
3 Utilities	6 Management of Companies and Enterprises
62 Construction	28 Administrative and Support Services
29 Manufacturing	15 Educational Services
14 Wholesale Trade	481 Health Care and Social Assistance
78 Retail Trade	25 Arts, Entertainment, and Recreation
12 Transportation and Warehousing	39 Accommodation and Food Services
45 Information	109 Other Services
87 Finance and Insurance	223 Public Administration

Retail Sales Volume

Automotive Dealers	\$89,080,157
Other Motor Vehicle Dealers	\$2,779,357
Automotive Parts, Accessories, Tires	\$4,720,726
Furniture Stores	\$0
Home Furnishing Stores	\$2,441,429
Electronics and Appliance	\$2,306,657
Building Material, Supplies	\$30,658,473
Lawn and Garden Equipment	\$0
Grocery Stores	\$61,506,183
Specialty Food Stores	\$749,870
Beer, Wine, and Liquor Stores	\$5,998,390
Health and Personal Care Stores	\$21,750,154
Gasoline Stations	\$9,795,754
Clothing Stores	\$10,793,773
Shoe Stores	\$1,774,061
Jewelry, Luggage, Leather Goods	\$898,744
Sporting Goods, Hobby, Musical Instrument	\$4,299,482
Book, Periodical, and Music	\$611,859
Department Stores	\$0
Other General Merchandise	\$21,472,150
Florists and Misc. Store Retailers	\$767,664
Office Supplies, Stationary, Gift	\$1,481,248
Used Merchandise Stores	\$1,434,308
Other Misc. Store Retailers	\$7,985,343
Electronic Shopping and Mail Order	\$152,546,855
Direct Selling Establishments	\$265,673
Full-Service Restaurants	\$9,737,095
Limited-Service Eating Places	\$12,324,573
Special Food Services	\$616,491
Bar/Drinking Places (Alcoholic Beverages)	\$1,428,131

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

LandScape Segment Descriptions

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.

Solo Acts (F3)

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

Urban Squires (A5)

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the \$70,000s and \$80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

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.

Golden Heritage (O1)

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 Americans 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

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

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.

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.

Social Whirls (C1)

Enjoying their very comfortable \$50,000 to \$60,000 income range, the married- with- children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above- the- national- average income from interest/dividends. This is likely to help make the extra car payments for their teenagers and start college funds. Though their occupation categories span the range of typical middle- class white- collar jobs, they tip slightly above- average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.

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.

Regents (A6)

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.