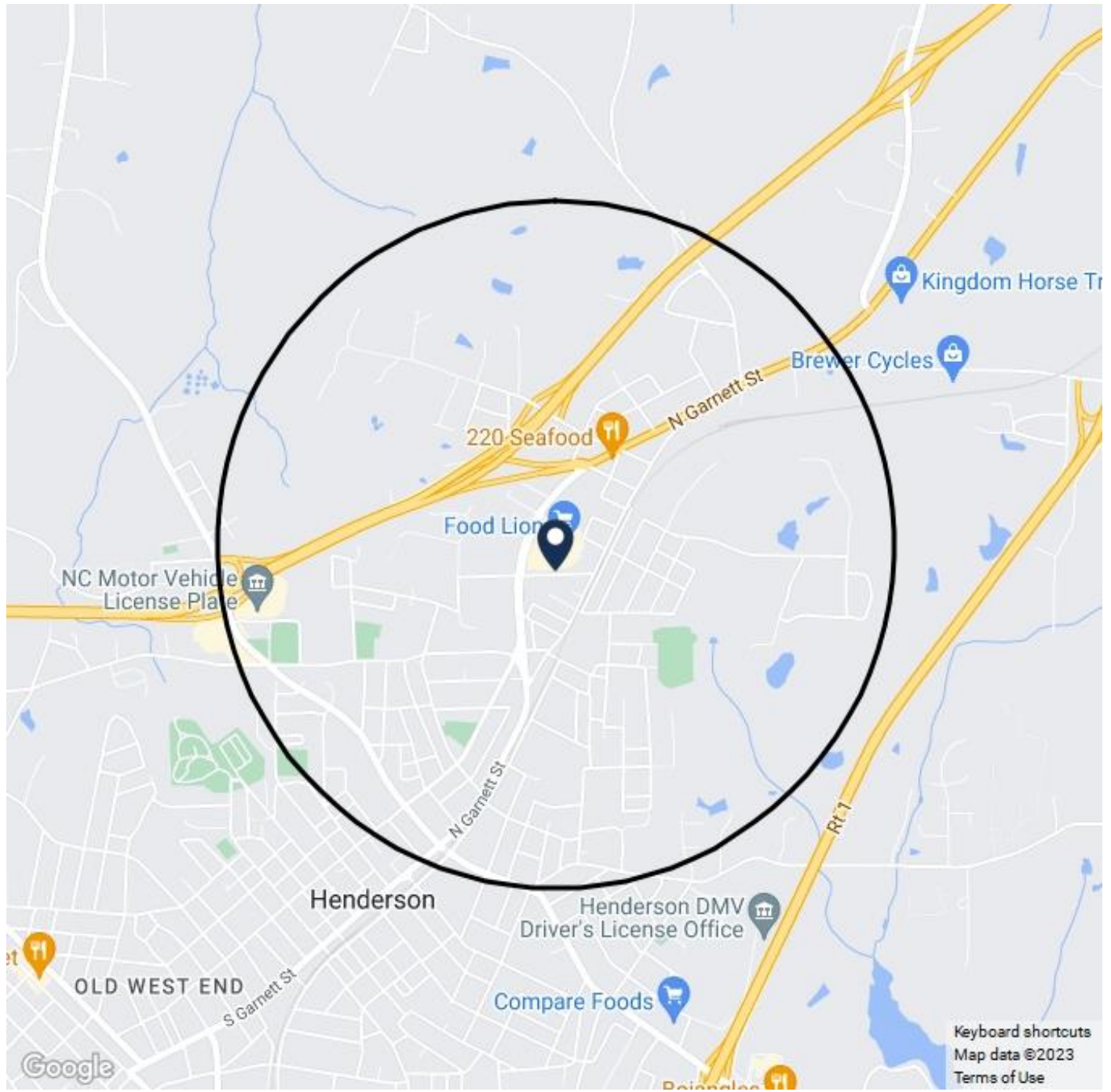


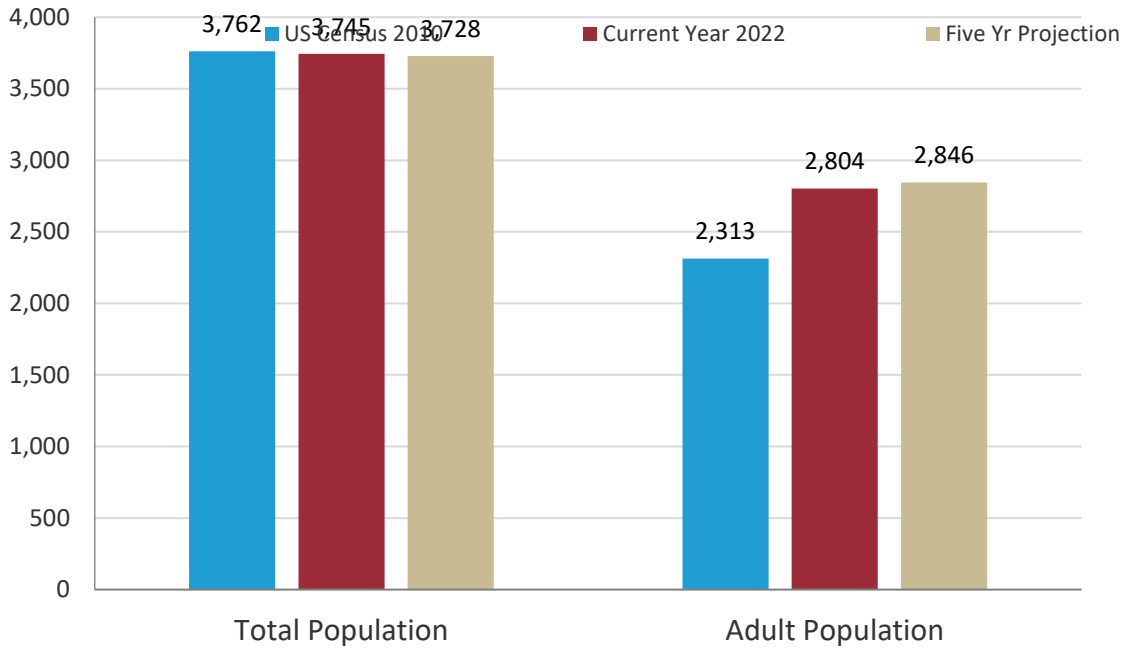
Demographics for 1600 N Garnett St, Henderson, North Carolina 27536, United States

Trade Area: 1 Mile

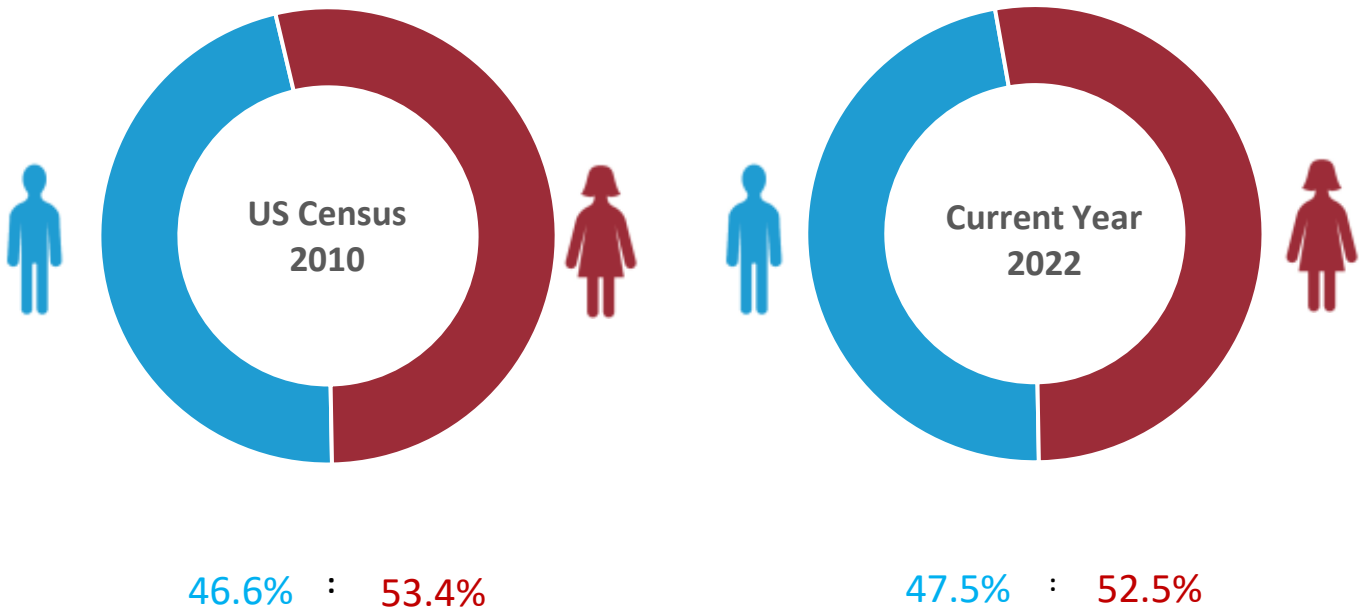


Population Charts

Population

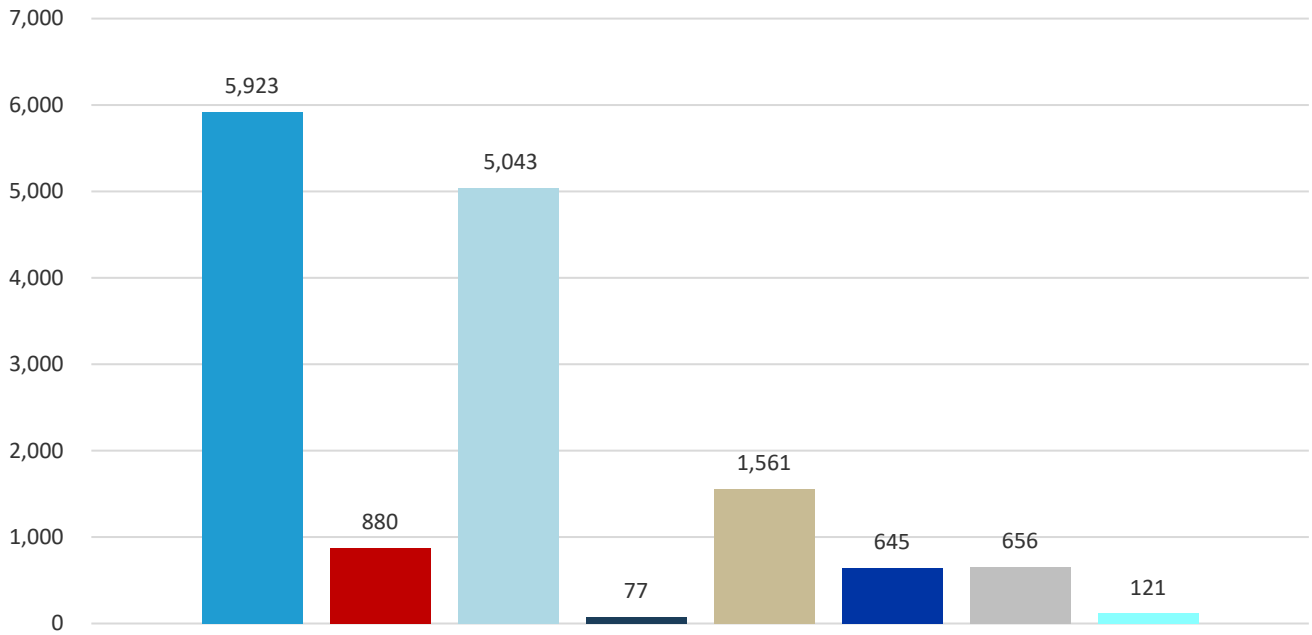


Female/Male Ratio

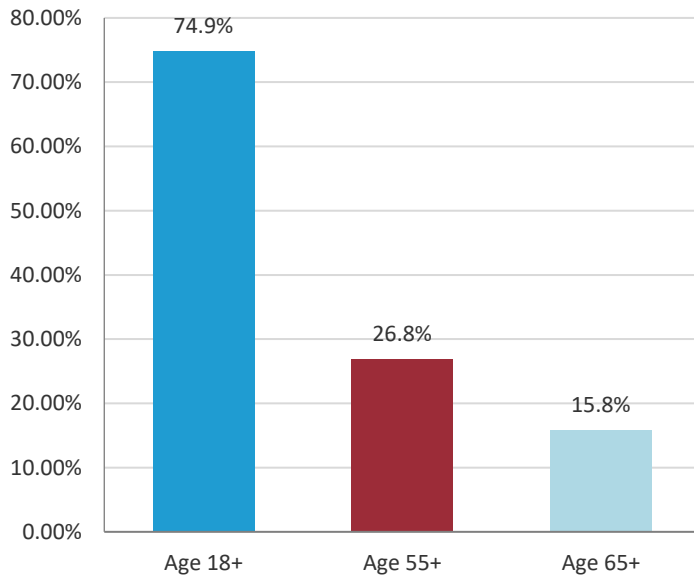


Daytime Population

- Daytime Population
- Population 16 and Under
- Daytime Population, Over Age 16
- Work at Home
- Civilian Population, Age 16+ at Workplace
- Homemakers
- Retired/Disabled Population
- Unemployed



Age



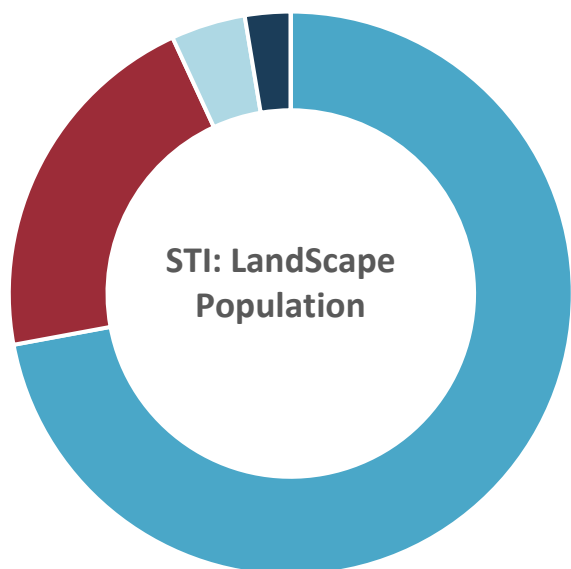
Median Age, Total

35.2

Age Demographics

- 74.86% Age 18+
- 26.83% Age 55+
- 15.80% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 72.1% Pushing Through (M4)
- 21.0% Between Jobs (M5)
- 4.3% Apron Strings (G2)
- 2.6% Strapped (C5)
- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)

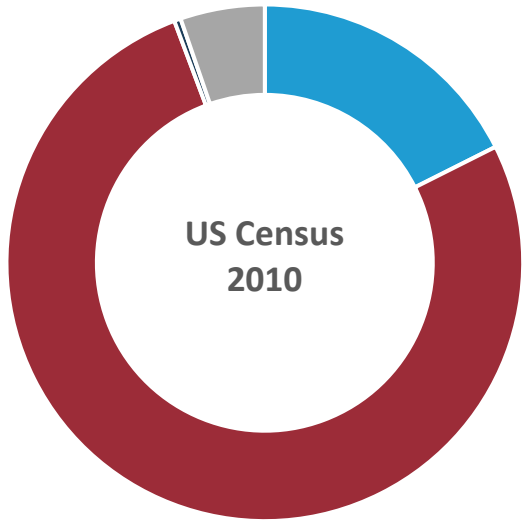
Other top segments:

- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)
- 0.0% Golden Heritage (O1)
- 0.0% Los Trabajadores (N6)

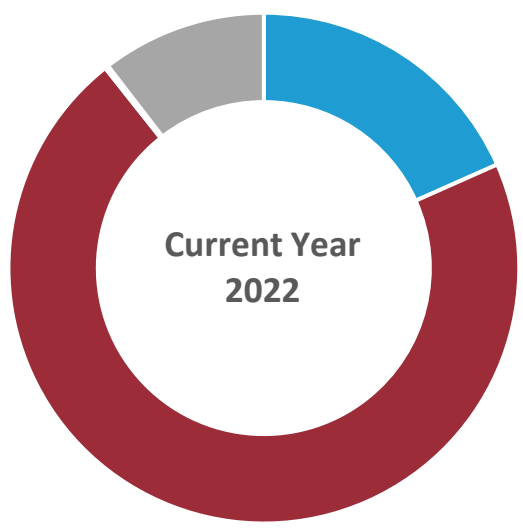
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Between Jobs (M5)	\$24K	35.4	Urban	Single	Black	Families	High School	Unemployed
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Strapped (C5)	\$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue 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/Trade Schools	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
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
Los Trabajadores (N6)	\$34K	30.1	Urban	Single	Hispanic	Families	Low Education	Blue Collar

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

Ethnicity (Not Hispanic/Latino)

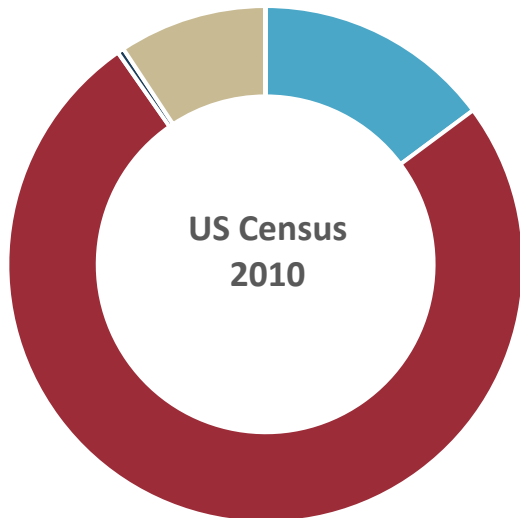


- 2010 US Census (Not Hispanic/Latino)**
- 17.19% White
 - 74.98% Black/African American
 - 0.40% Asian
 - 5.17% Other



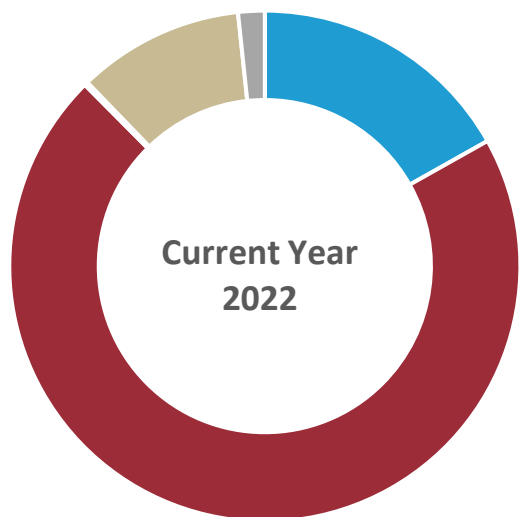
- Current Year (Not Hispanic/Latino)**
- 18.35% White
 - 70.98% Black/African American
 - 0.22% Asian
 - 10.45% Other

Ethnicity (Hispanic/Latino)



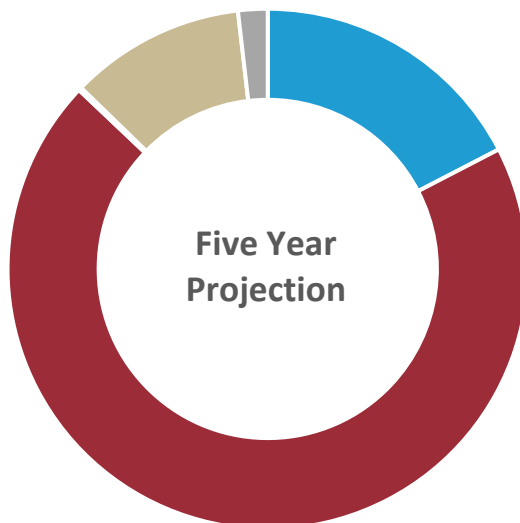
2010 US Census (Hispanic/Latino)

- 14.63% White
- 74.43% Black/African American
- 0.40% Asian
- 9.14% Hispanic
- 0.02% Other



Current Year (Hispanic/Latino)

- 16.85% White
- 70.71% Black/African American
- 0.22% Asian
- 10.54% Hispanic
- 1.68% Other



Five Year Projection (Hispanic/Latino)

- 17.40% White
- 69.67% Black/African American
- 0.19% Asian
- 10.90% Hispanic
- 1.83% Other

Housing & Households

4.0
Land Area

1,688
Total Housing Units

1,460
Total Households

1,452
Total Households
5 Year Projection



498

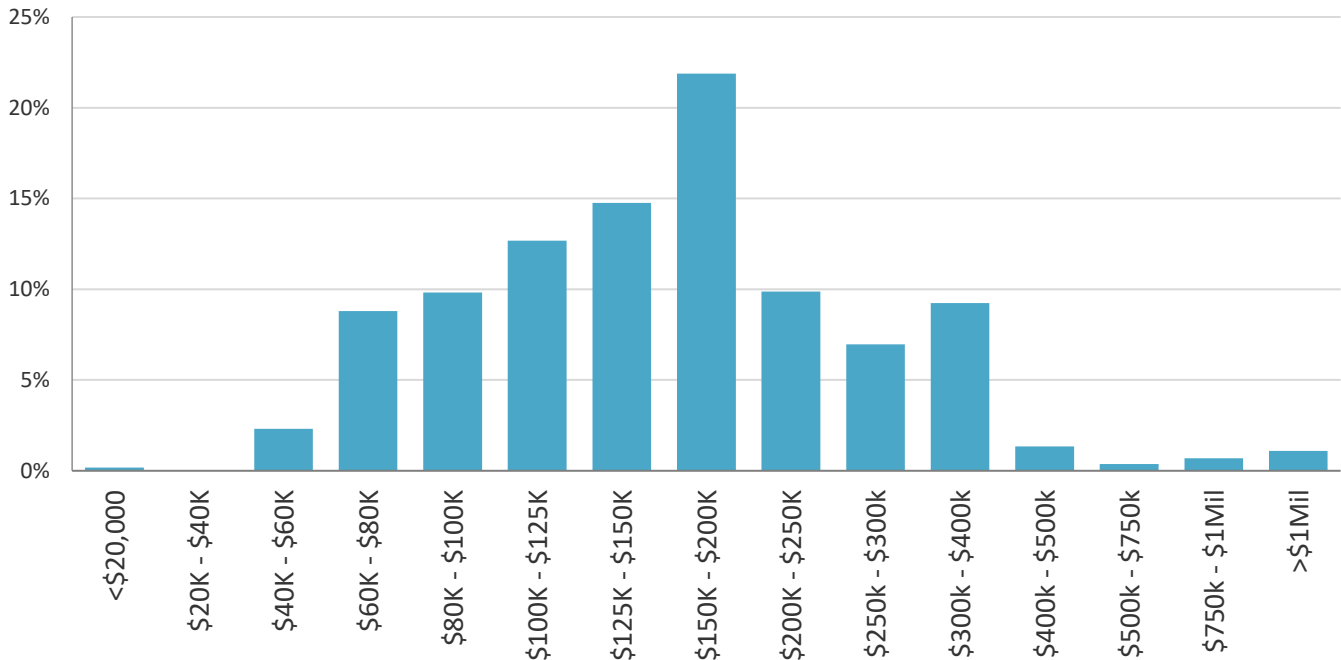
Owner-Occupied



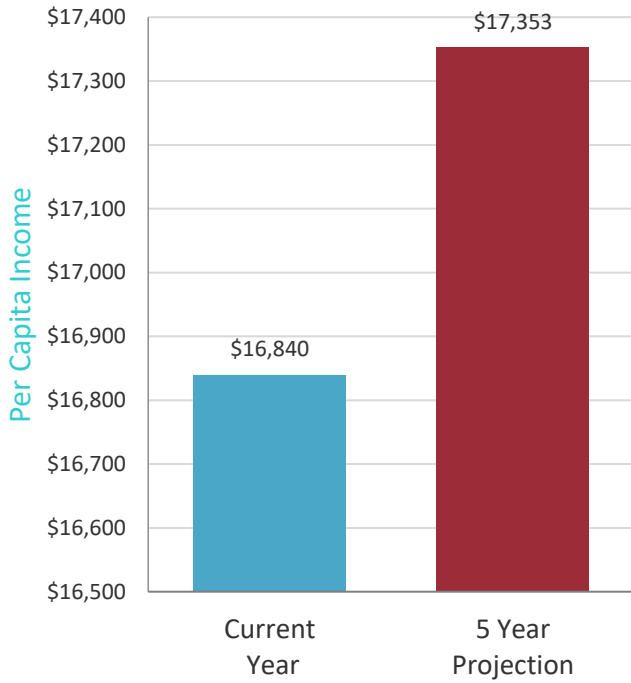
962

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

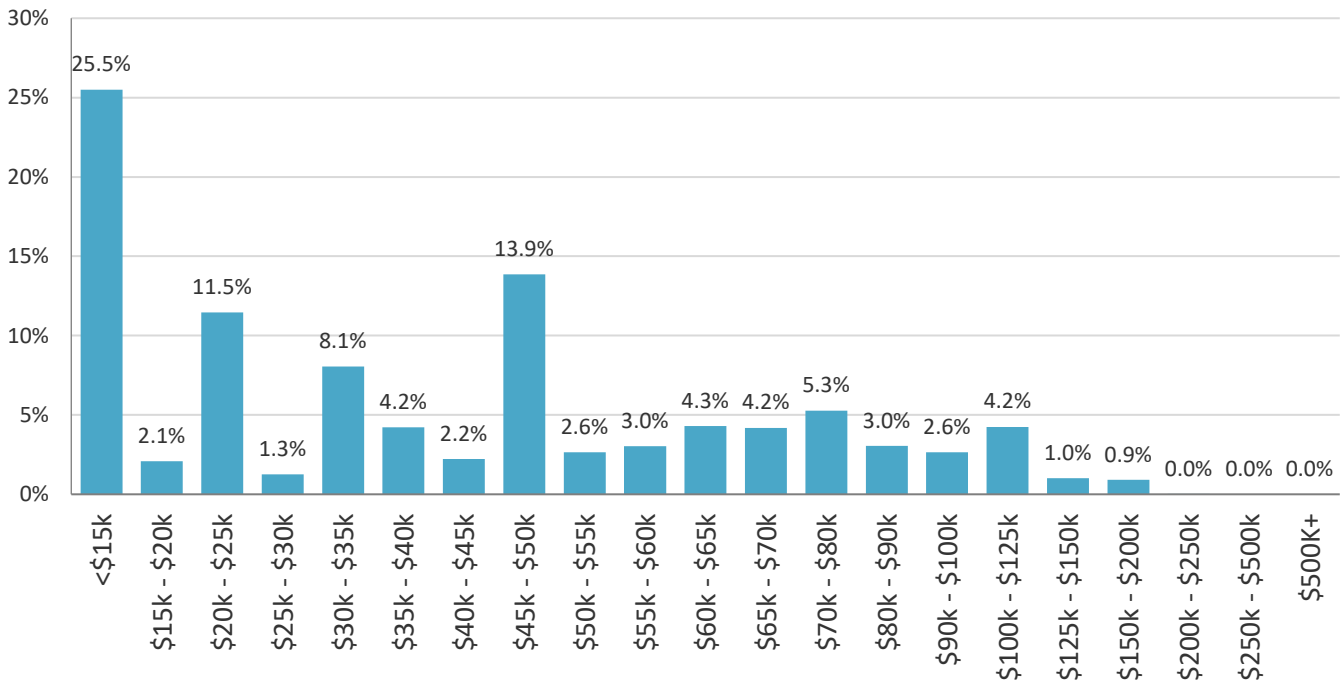
\$43,196

Median Household Income

\$40,313

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



1,417

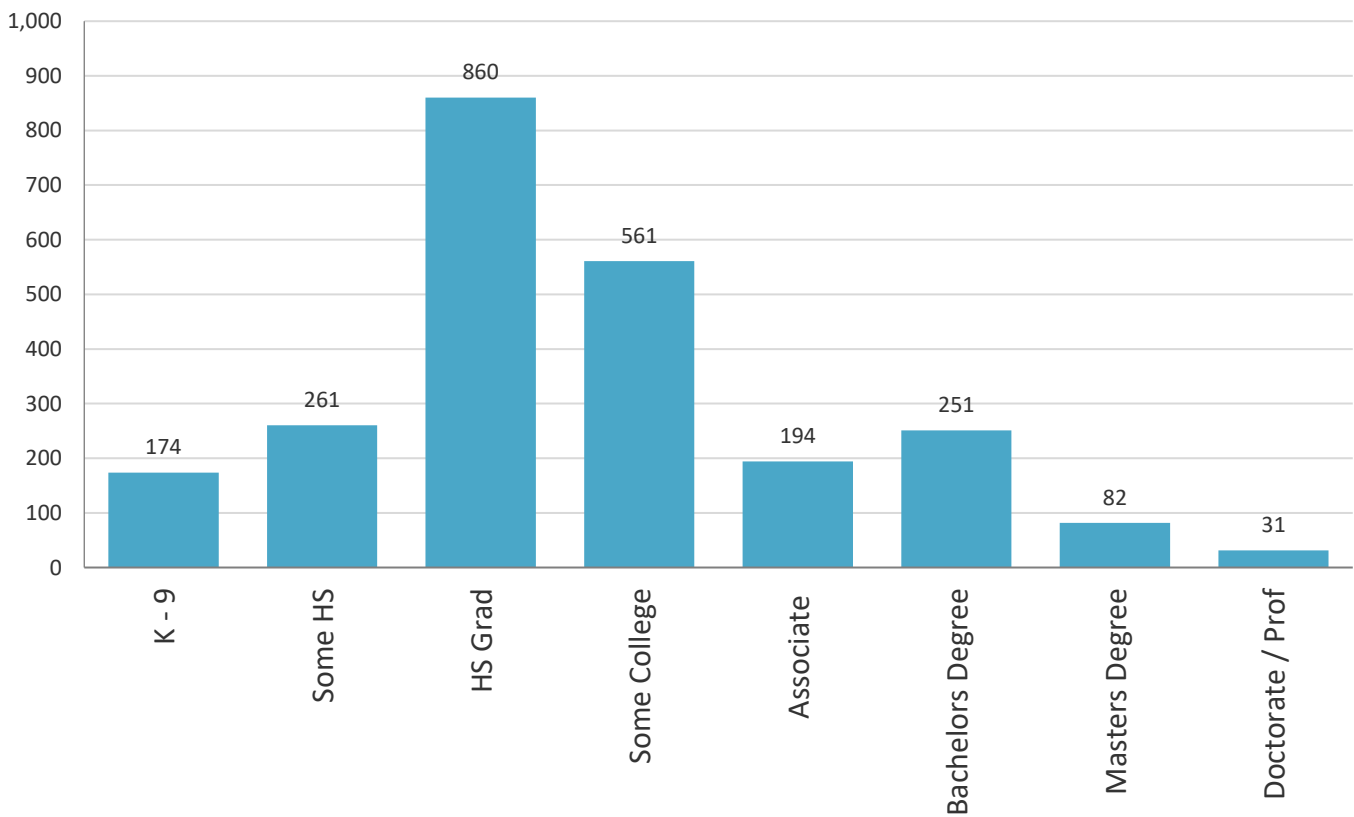
College undergraduate



216

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

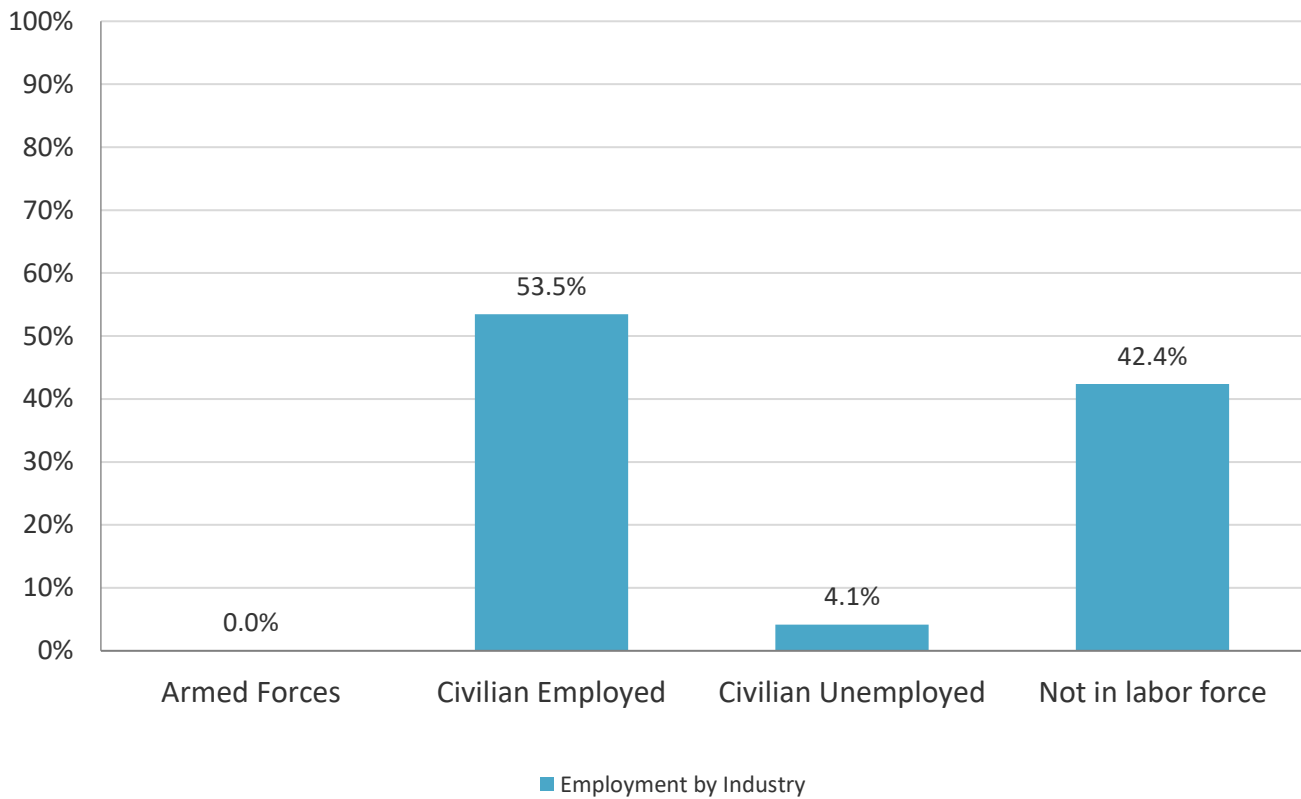
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



2,919

Current Year

Employment by Industry



Transportation to Work (Current Year)



1,377

Total Workers 16+



1,315

Car, Truck or Van



0

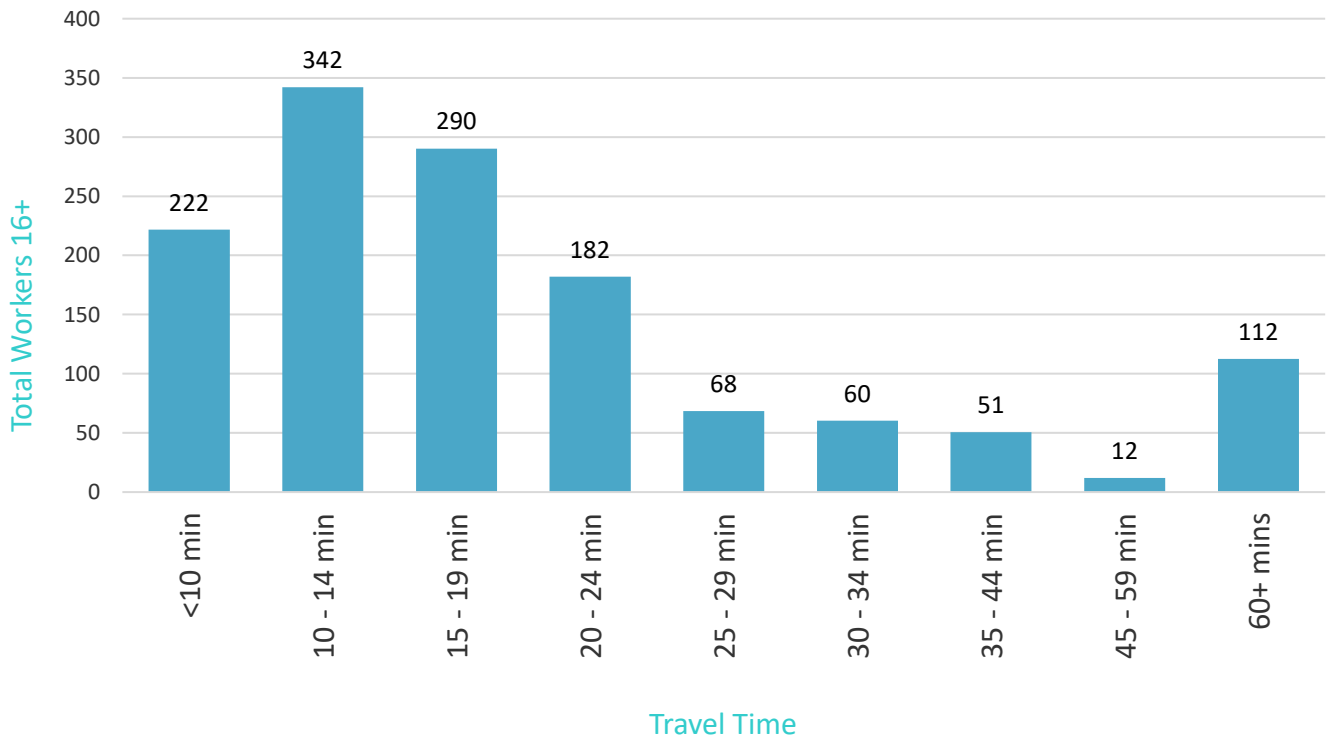
Public transport (not taxi)



38

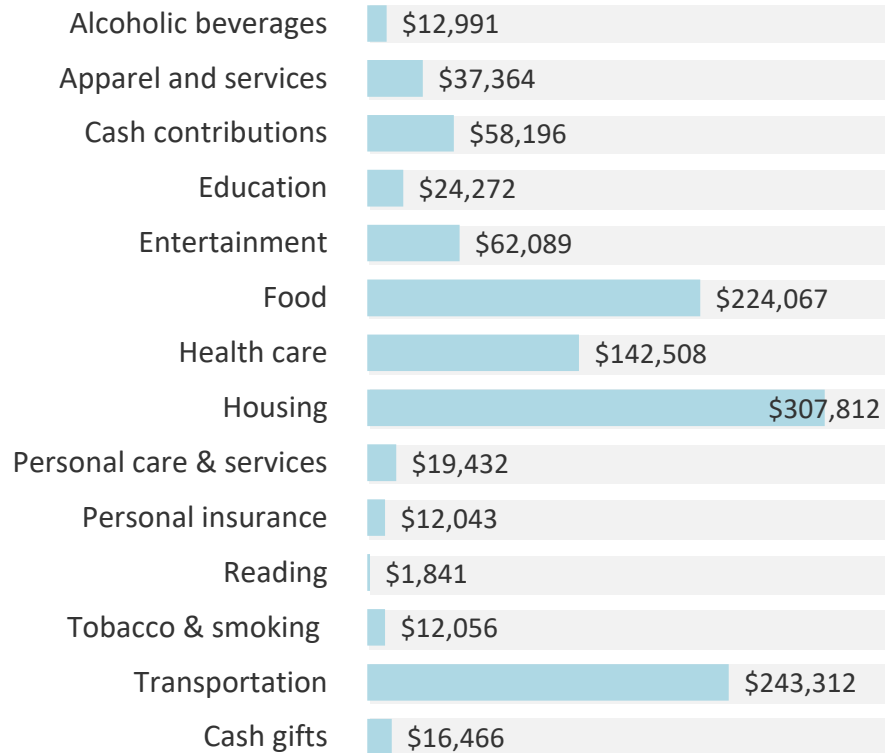
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	6	Real Estate, Rental and Leasing
1 Mining, Quarrying, Oil and Gas Extraction	12	Professional, Scientific, and Technical Services
1 Utilities		Management of Companies and Enterprises
7 Construction	1	Administrative and Support Services
5 Manufacturing	6	Educational Services
6 Wholesale Trade	15	Health Care and Social Assistance
33 Retail Trade	3	Arts, Entertainment, and Recreation
1 Transportation and Warehousing	11	Accommodation and Food Services
3 Information	29	Other Services
15 Finance and Insurance	20	Public Administration

Retail Sales Volume

Automotive Dealers	\$9,673,555
Other Motor Vehicle Dealers	\$1,475,115
Automotive Parts, Accessories, Tires	\$3,388,859
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$1,066,510
Building Material, Supplies	\$6,349,339
Lawn and Garden Equipment	\$0
Grocery Stores	\$18,928,601
Specialty Food Stores	\$946,393
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$4,256,318
Gasoline Stations	\$4,433,591
Clothing Stores	\$4,798,510
Shoe Stores	\$2,956,026
Jewelry, Luggage, Leather Goods	\$434,009
Sporting Goods, Hobby, Musical Instrument	\$435,859
Book, Periodical, and Music	\$0
Department Stores	\$25,895,107
Other General Merchandise	\$81,251,561
Florists and Misc. Store Retailers	\$57,601
Office Supplies, Stationary, Gift	\$321,424
Used Merchandise Stores	\$196,129
Other Misc. Store Retailers	\$4,490,802
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$385,024
Full-Service Restaurants	\$8,643,557
Limited-Service Eating Places	\$11,297,566
Special Food Services	\$534,468
Bar/Drinking Places (Alcoholic Beverages)	\$0

LandScape Segment Descriptions

Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years- old), except for one predominant distinction - they are home to the "blue-collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

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 the residents who are employed, these occupations dominate this segments: over three- times- average in healthcare support; over two- times- average in building maintenance; nearly two- times- average in protective services; and 50- percent- above- average in food preparation and personal care services.

Apron Strings (G2)

Apron Strings & Hard Hats rank almost 50- percent- higher- than- the- national- average in single households. A slightly- above- average number of the predominately 30- year- old residents of this highly urban Struggling Alone category have never been married, but more often they are divorced or widowed: They measure 50- percent- higher- than- average in both circumstances. These singles have some children, creating neighborhoods with either single men or women raising children under 17 alone. In fact, the household compositions measure 75- percent- higher- than- average in single- parent families. Some of these residents have never been married, but over 50- percent- more- than- average are widowed or divorced. Apron Strings areas are below- average in education, measuring below- average on college and 50- percent- higher- than- average level of people without high- school degrees. This number correlates to their occupational categories, which are predominately in these areas: Those who have jobs work in blue- collar positions, with about a 50- percent- higher- than- average showing in healthcare, food preparation, building maintenance, production, and transportation. Incomes for this group are below or in the \$30,000s. Not surprisingly, they rely heavily on public assistance to make ends meet: Measuring at almost two- times- average in this area. Apron Strings' above- average number of 65- plus- year- olds are also pulling some income from social security. Overall, residents of Apron Strings & Hard Hats segments have their lives full just to keep it together.

Strapped (C5)

Strapped neighborhoods, which consist of 30- year- olds- with- kids and a smattering of retirees, are the financial strugglers of the Urban Cliff Dwellers category. One reason for their harder- row- to- hoe status may be their lower education level. They have a higher- than- average number of residents without high- school degrees. Plus, this group subsists on less than \$30,000- a- year, which they earn from a combination of both wages and public assistance. The older residences are naturally already dipping into social security. They are the only segment in this category with statistically significant measurements in the blue- collar occupational category. Their occupations vary across the traditional blue- collar range, with a particularly large number in the production industries. Other common occupational industries are repair services, construction, grounds maintenance, food preparation, and healthcare support. Strapped residents' no- frills shopping strategy probably includes keeping a sharp eye out for sales on the basic necessities of life.

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

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.

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 where 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 Americans, 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.

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national-average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near-average levels in married-couple-with-children household compositions, and have averages standings in all age ranges for kids. Some differences-from-the-average include: over 25-percent-average number of people with less-than-high-school educations, nearly 25-percent-average number of single-males-without-children, and nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue-and-white-collar jobs.

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 Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50-percent-above-average level of widows and widowers.

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-above-average levels of both single-male-parents and single-female-parents.