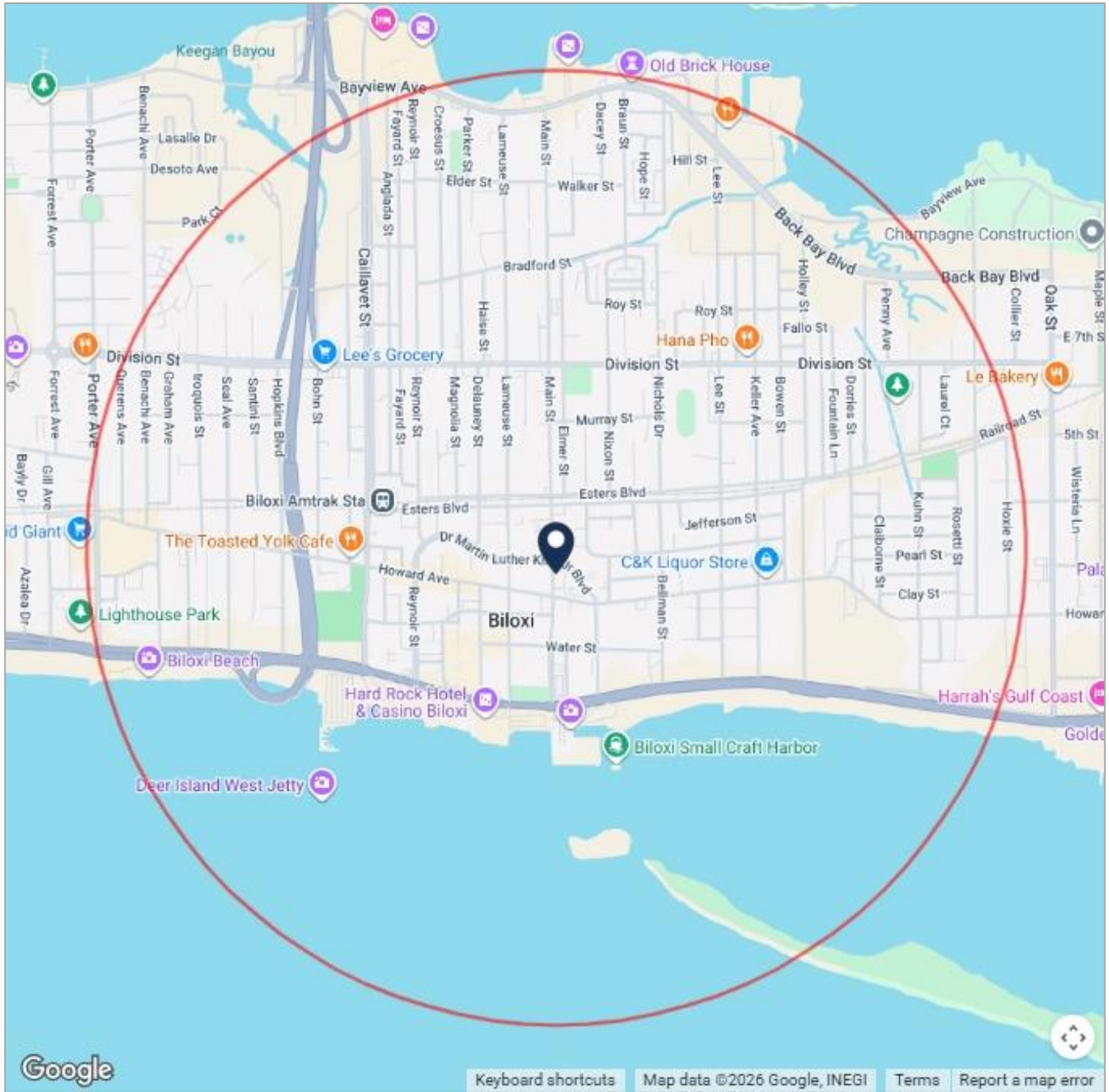


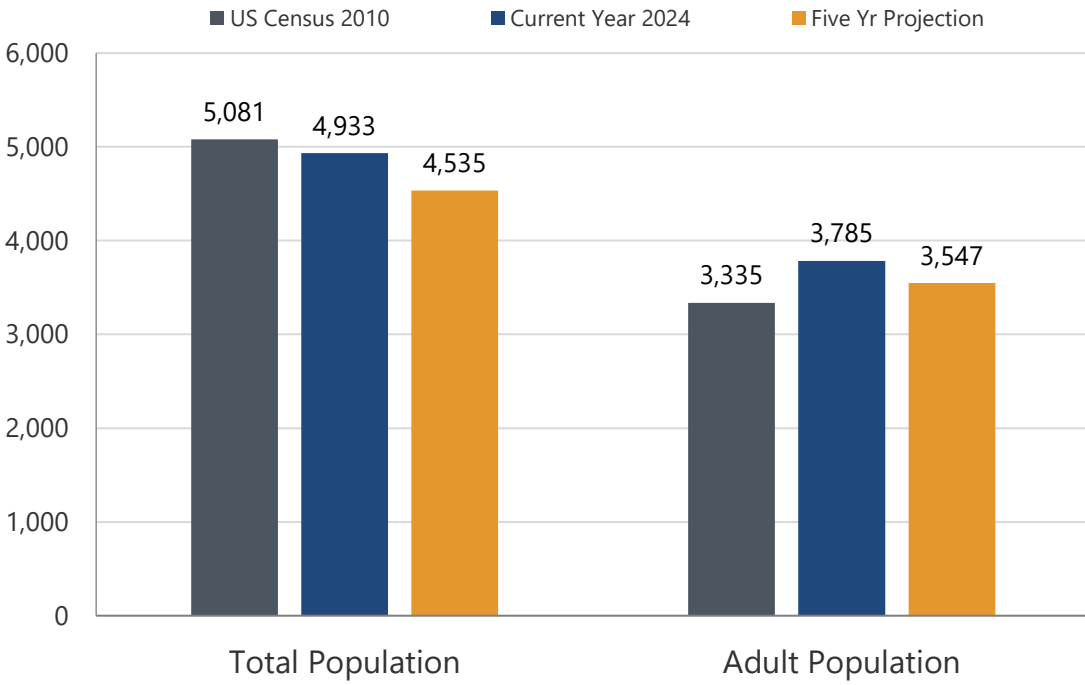
178 Main Street - Demographics

Trade Area: 1 Mile

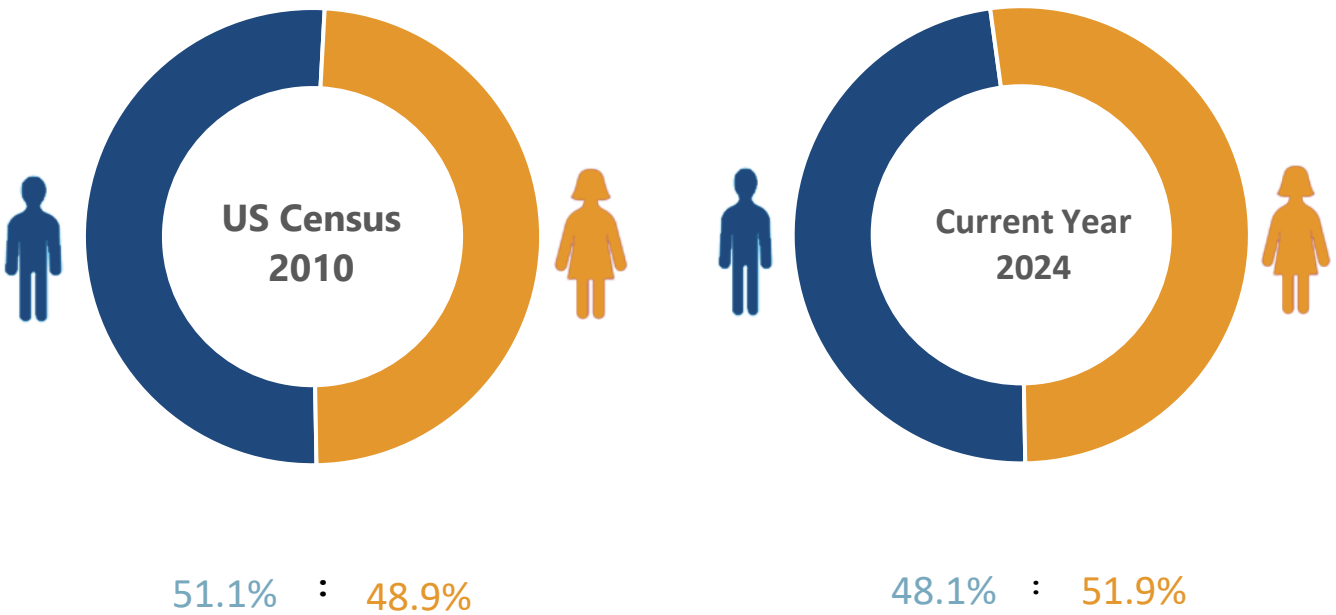


Population Charts

Population

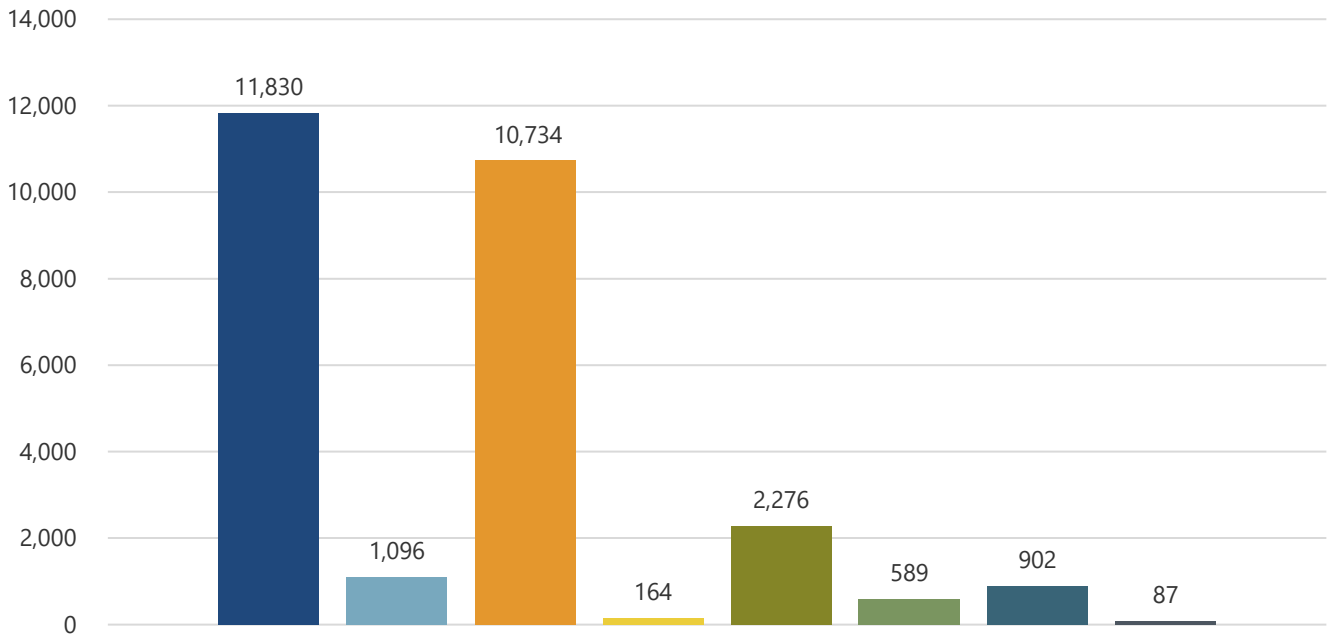


Female/Male Ratio

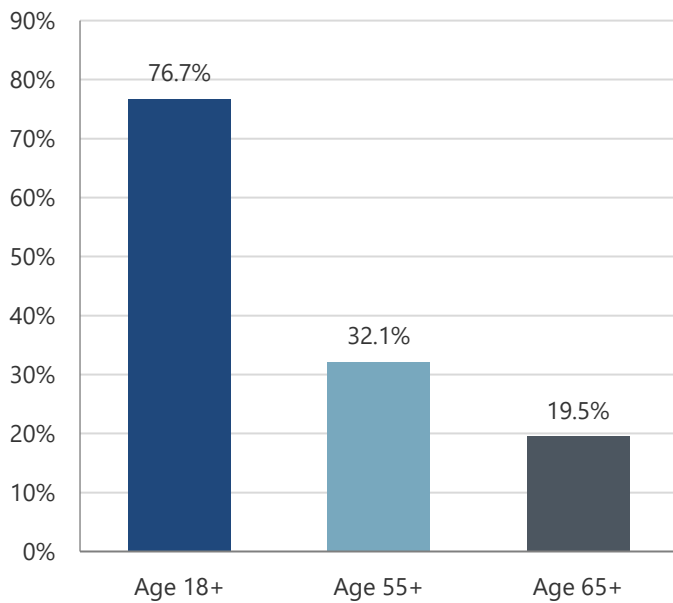


Daytime Population

- 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



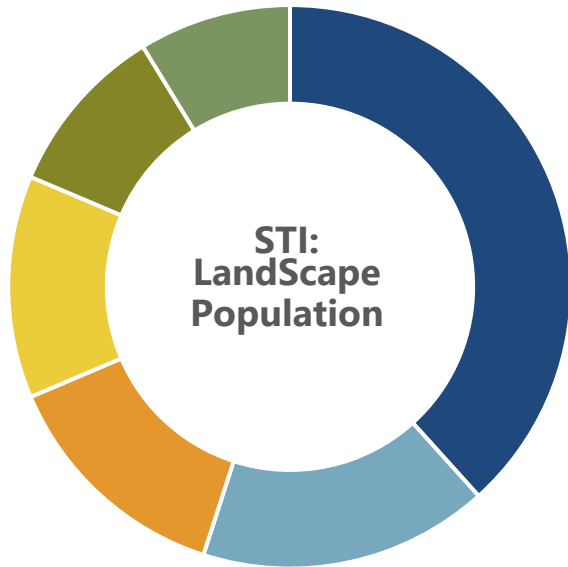
Median Age, Total

39.9

Age Demographics

- 76.73% Age 18+
- 32.09% Age 55+
- 19.50% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 28.9% Pushing Through (M4)
- 12.5% Hard Act to Follow (F1)
- 10.3% Black Gentry (M1)
- 9.6% Still in the Game (D3)
- 7.4% Standing Tall (M2)
- 6.6% Strapped (C5)

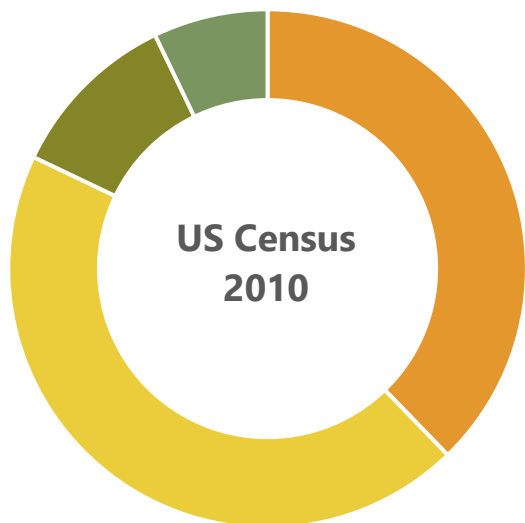
Other top segments:

- 6.4% Fall Years (D2)
- 5.3% Down But Not Out (F4)
- 5.1% SM Seeks SF (F2)
- 4.2% Apron Strings (G2)
- 3.7% Kindred Spirit (B3)
- 0.0% Collegians (O7)

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
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Still in the Game (D3)	\$37K	46.4	Urban	Married	White	Few/No Children	High School	Blue Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Strapped (C5)	\$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue Collar
Fall Years (D2)	\$47K	46.8	Urban	Married	White	Few/No Children	High School Grad	White/Blue Collar
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar

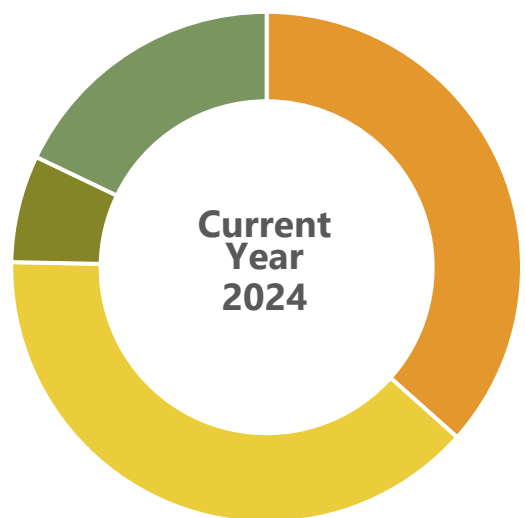
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

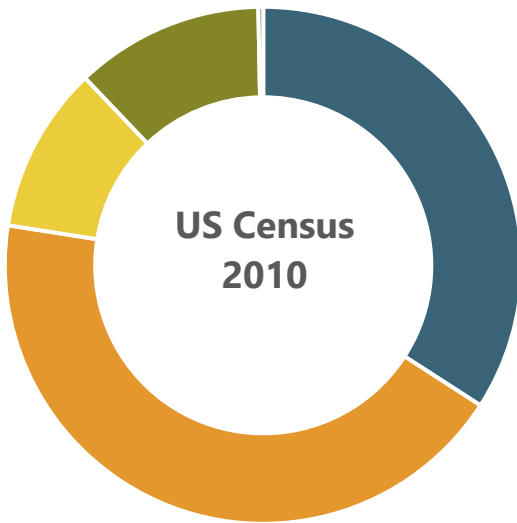
- 36.60% White
- 42.93% Black
- 10.44% Asian
- 6.92% Other



Current Year (Not Hispanic/Latino)

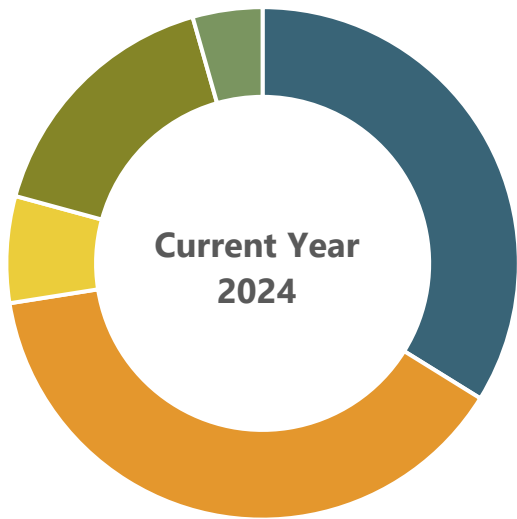
- 36.60% White
- 38.72% Black
- 6.78% Asian
- 17.90% Other

Ethnicity (Hispanic/Latino)



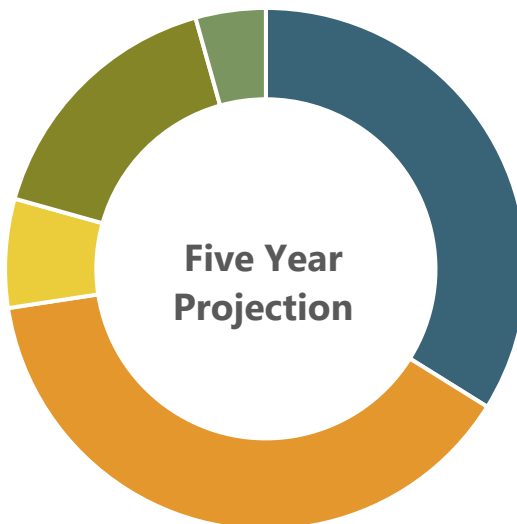
2010 US Census (Hispanic/Latino)

- 33.47% White
- 42.53% Black
- 10.23% Asian
- 11.57% Hispanic
- 0.30% Other



Current Year (Hispanic/Latino)

- 33.83% White
- 38.68% Black
- 6.72% Asian
- 16.36% Hispanic
- 4.40% Other



Five Year Projection (Hispanic/Latino)

- 33.87% White
- 38.72% Black
- 6.74% Asian
- 16.32% Hispanic
- 4.35% Other

Housing & Households

2.1

Land Area

1,983

Total Households



975

Owner-Occupied

2,363

Total Housing Units

1,822

Total Households

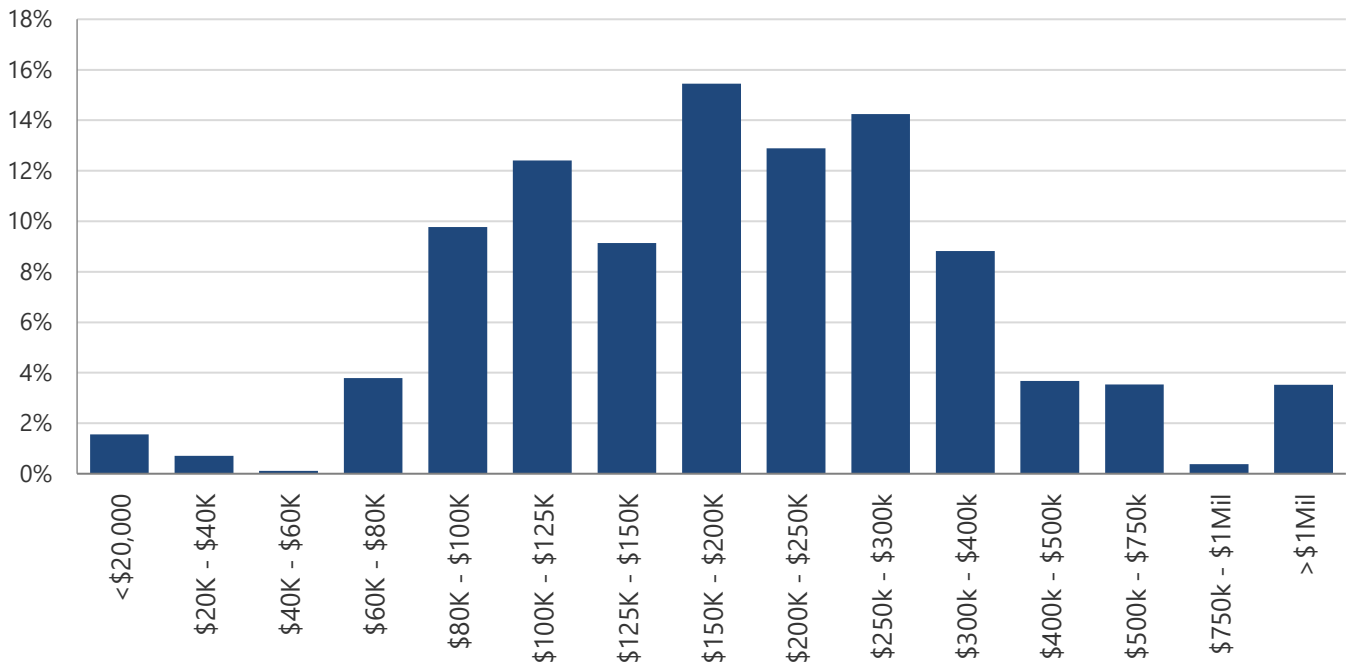
5 Year Projection



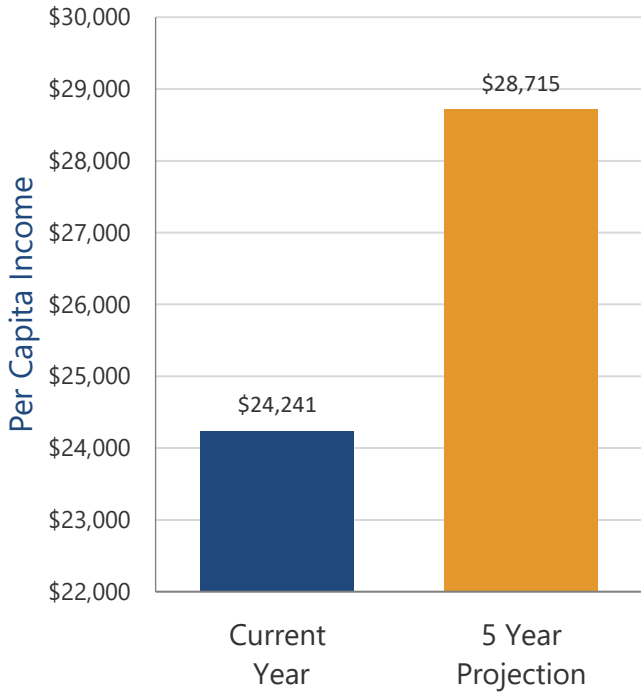
1,007

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

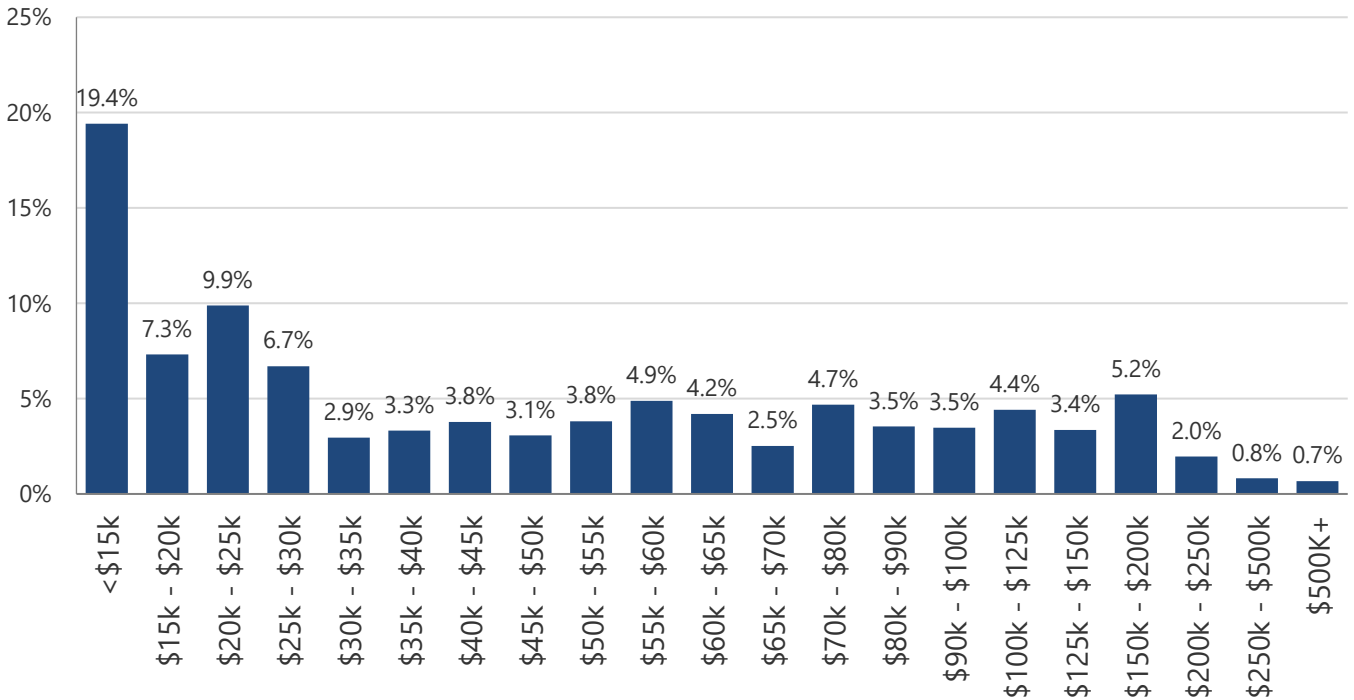
\$60,307

Median Household Income

\$41,812

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



709

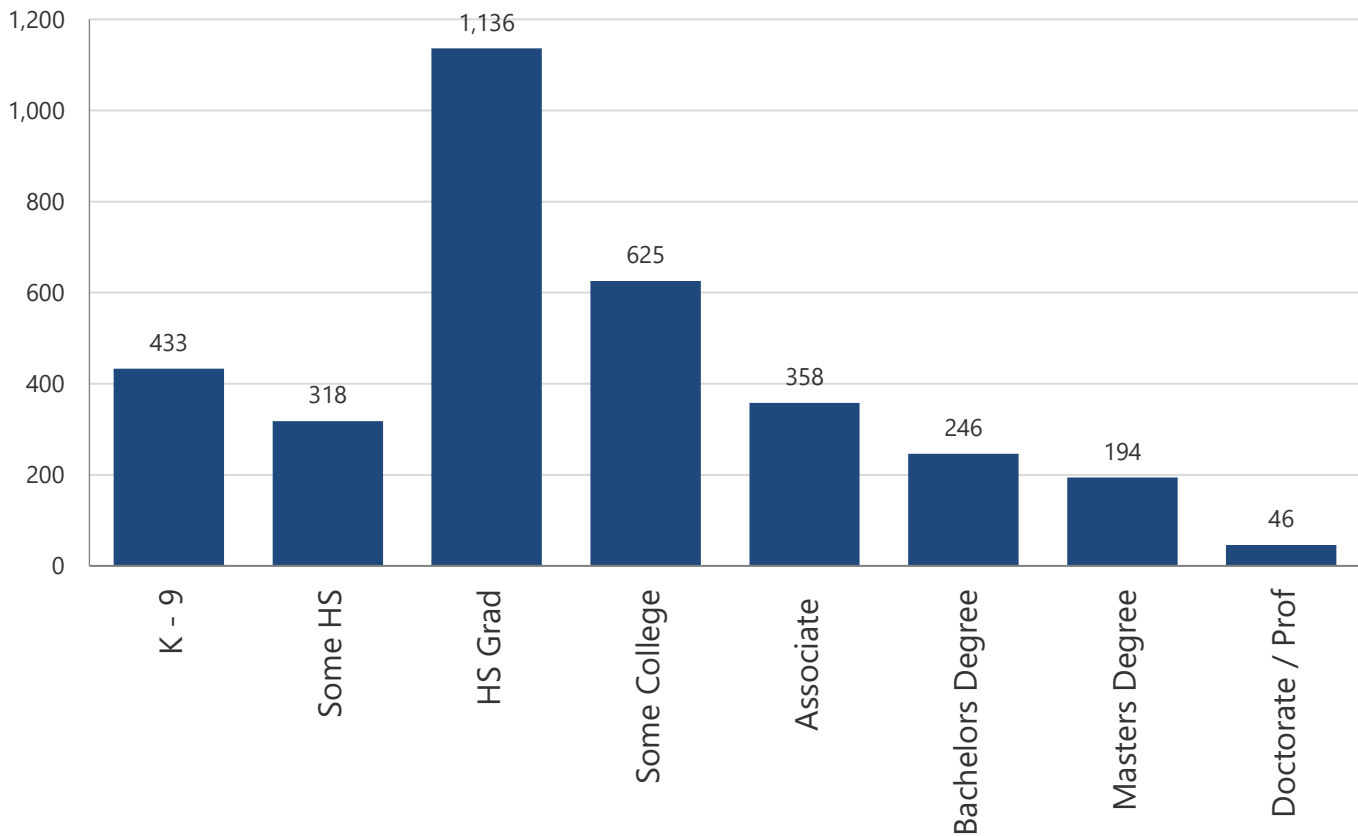
College undergraduate



288

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

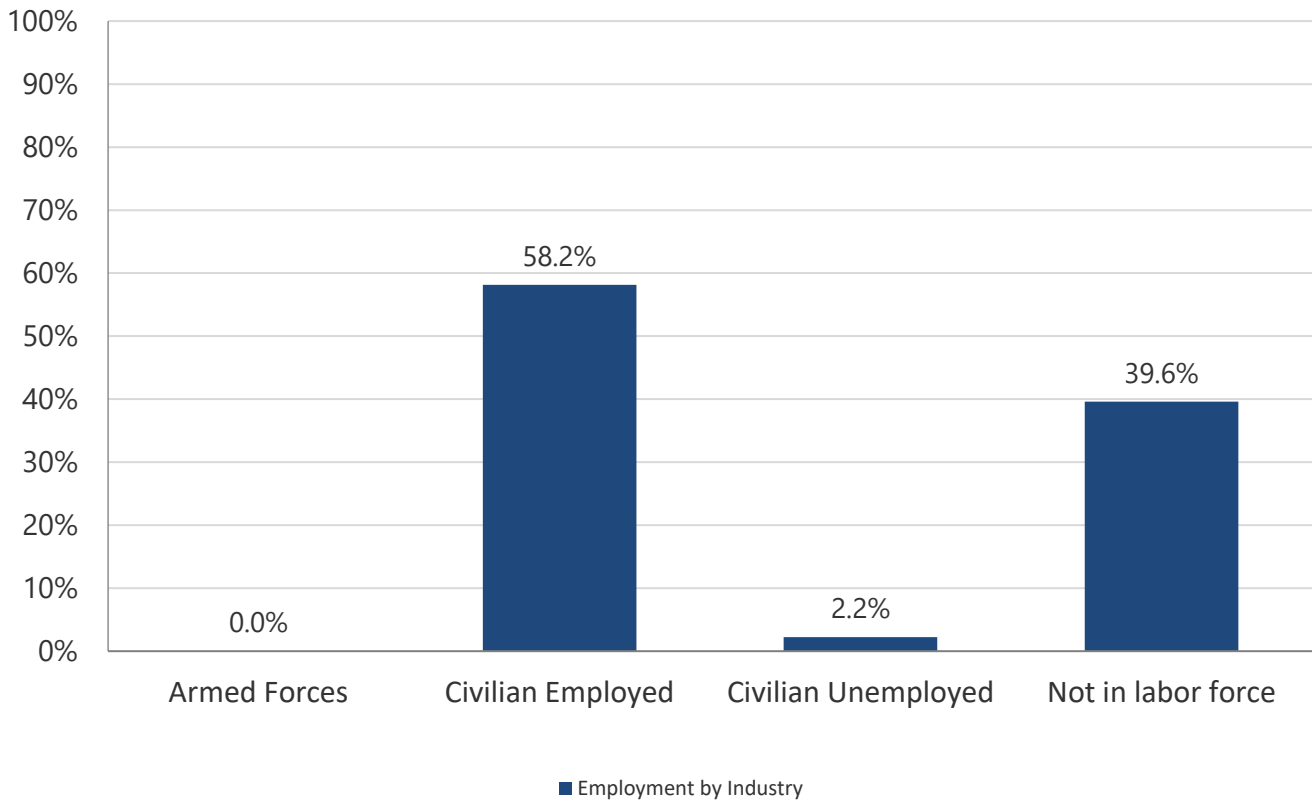
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



3,915

Current Year

Employment by Industry



Transportation to Work (Current Year)



2,072

Total Workers 16+



1,945

Car, Truck or Van



4

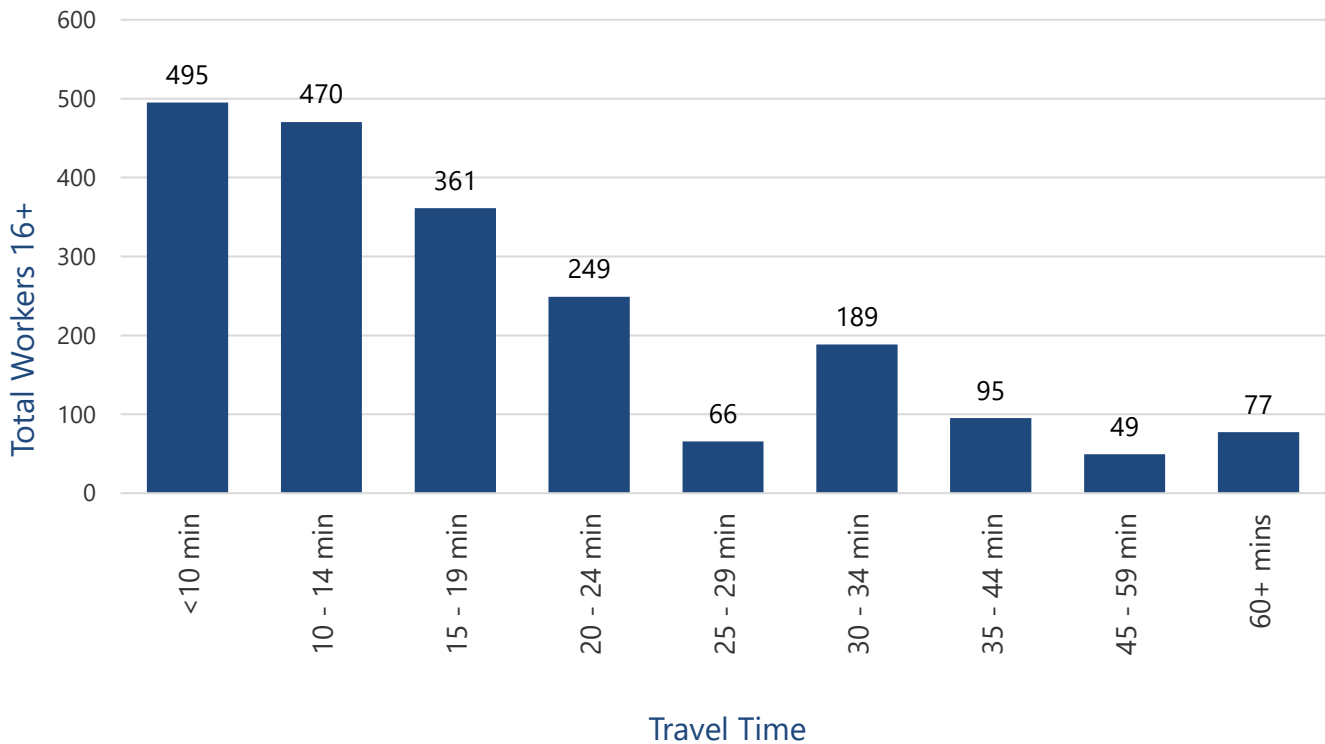
Public transport (not taxi)



21

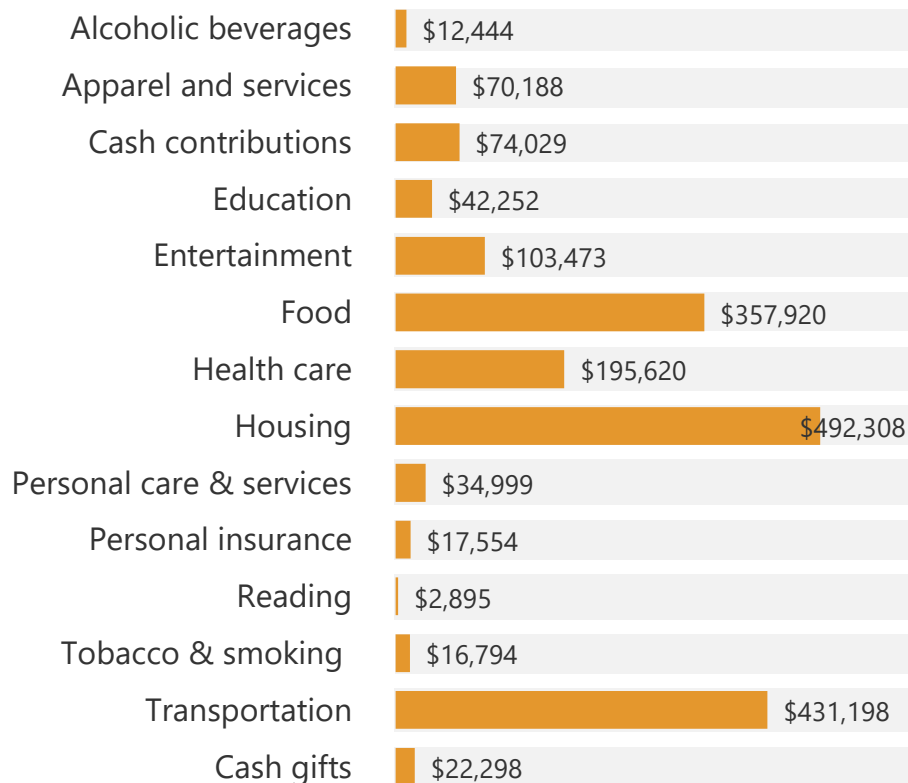
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	9	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	34	Professional, Scientific, and Technical Services
1 Utilities	1	Management of Companies and Enterprises
9 Construction	7	Administrative and Support Services
4 Manufacturing	5	Educational Services
4 Wholesale Trade	63	Health Care and Social Assistance
19 Retail Trade	5	Arts, Entertainment, and Recreation
4 Transportation and Warehousing	19	Accommodation and Food Services
2 Information	26	Other Services
14 Finance and Insurance	41	Public Administration

Retail Sales Volume

Automotive Dealers	\$0
Other Motor Vehicle Dealers	\$31,829,718
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$6,440,832
Building Material, Supplies	\$0
Lawn and Garden Equipment	\$0
Grocery Stores	\$0
Specialty Food Stores	\$22,384,245
Beer, Wine, and Liquor Stores	\$2,486,218
Health and Personal Care Stores	\$37,601,546
Gasoline Stations	\$75,659,515
Clothing Stores	\$0
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$12,216,064
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$0
Florists and Misc. Store Retailers	\$838,168
Office Supplies, Stationary, Gift	\$0
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$0
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$6,109,265
Full-Service Restaurants	\$70,860,266
Limited-Service Eating Places	\$56,147,843
Special Food Services	\$6,265,518
Bar/Drinking Places (Alcoholic Beverages)	\$11,574,083

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

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.

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.

Black Gentry (M1)

African Americans in the U.S. are working in 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. Their 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.

Still in the Game (D3)

Still in the Game neighborhoods struggle the most financially among the Seasoned Urban Dwellers. This explains their higher reliance on public- assistance income to keep their heads above water and supplement their median annual incomes, which are less than \$30,000. It also speaks to their lower level of education: A higher- than- average number of residents do not have high school degrees. The occupants occupational levels also reflect their higher- than- average rankings in low- income, blue- collar jobs. They rate particularly high in the transportation, production, and healthcare support industries. Still in the Game sectors are also home to higher- than- average number of workers in food preparation, building maintenance, repair services, and construction. While the 40- years- old is the median age group, Still in the Game areas are also aging: They rank significantly higher- than- average in 65- plus residents, many of whom are also widowed. The younger residents tend to be married- with- children, who spanning all age ranges from babies to teenagers.

Standing Tall (M2)

Within occupations such as healthcare, protective services, and office administration, you'll find levels of status and income. Residents of Standing Tall market segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is high- \$30,000s to the \$40,000s. They also have the second lowest ranking on public- assistance income in their market segmentation category: about 50- percent- the- national- average. Overall, these demographic facts put the Standing Tall residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high- school degrees, are single- parent households, and have an average number of children under their roofs. Specifically, Standing Tall segments have about a 50- percent- higher- than- average percent of single- parent homes, but well- over- two- times- the- national- average are with female- heads- of- households. These areas also have an over- 25- percent- higher- than- average number of divorcees and widows/widowers.

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.

Fall Years (D2)

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

Down But Not Out (F4)

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stressed. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

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- coupledness. 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.

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

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.

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.