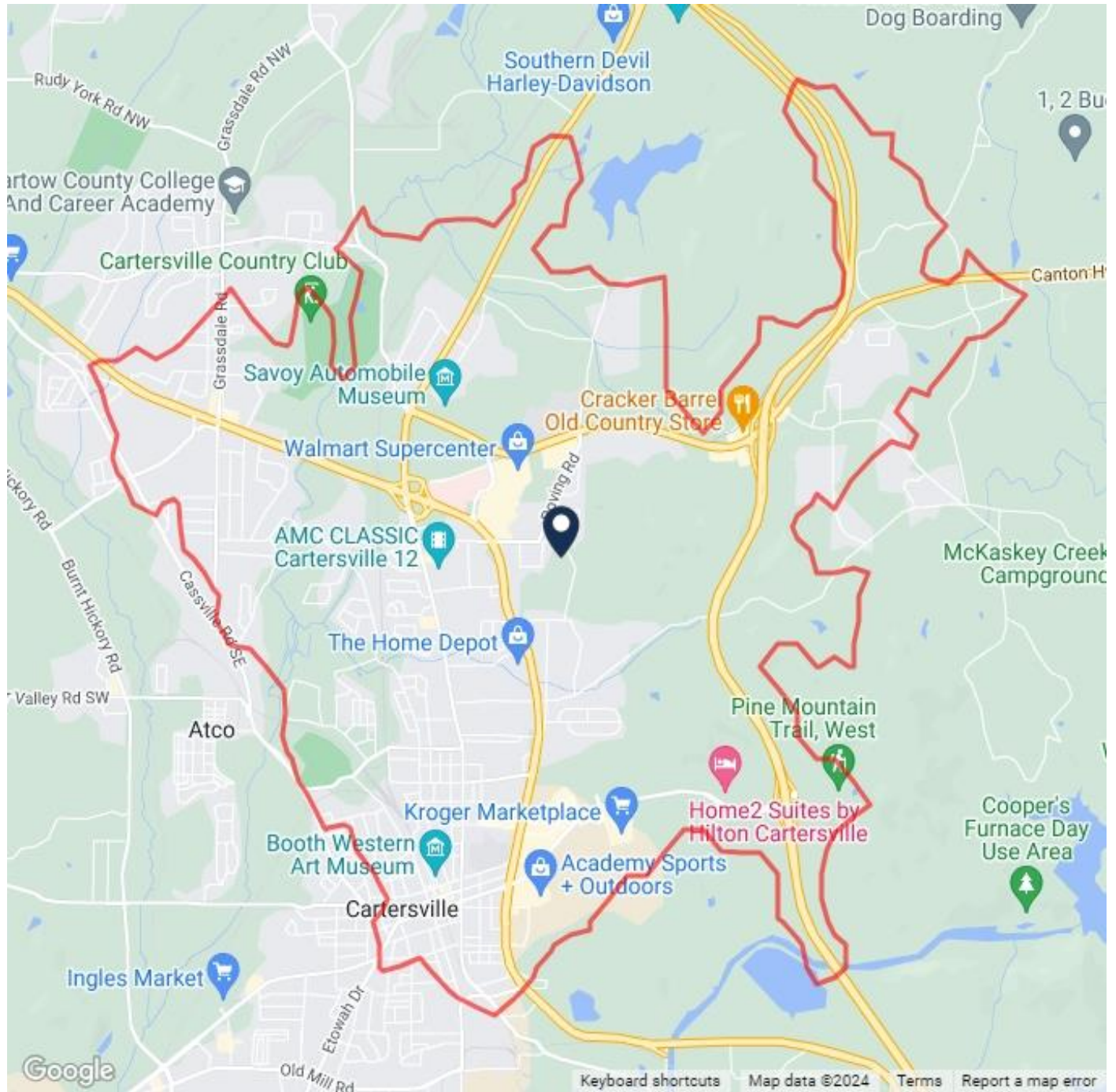


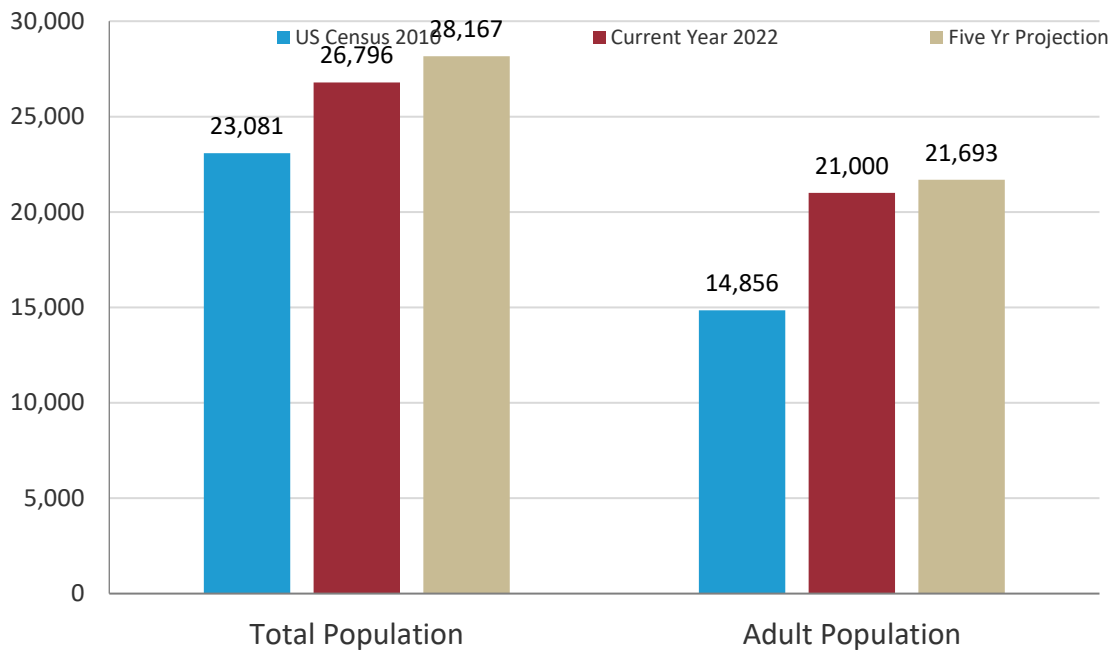
Demographics for 30121

Trade Area: ZIP 30121

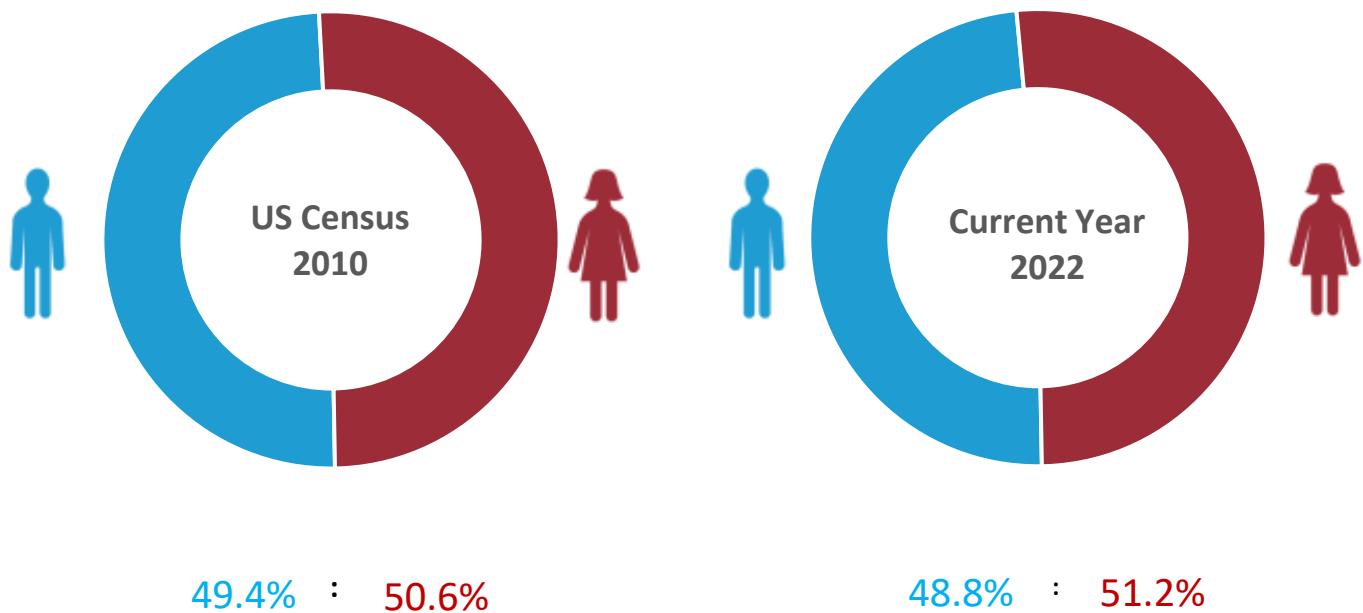


Population Charts

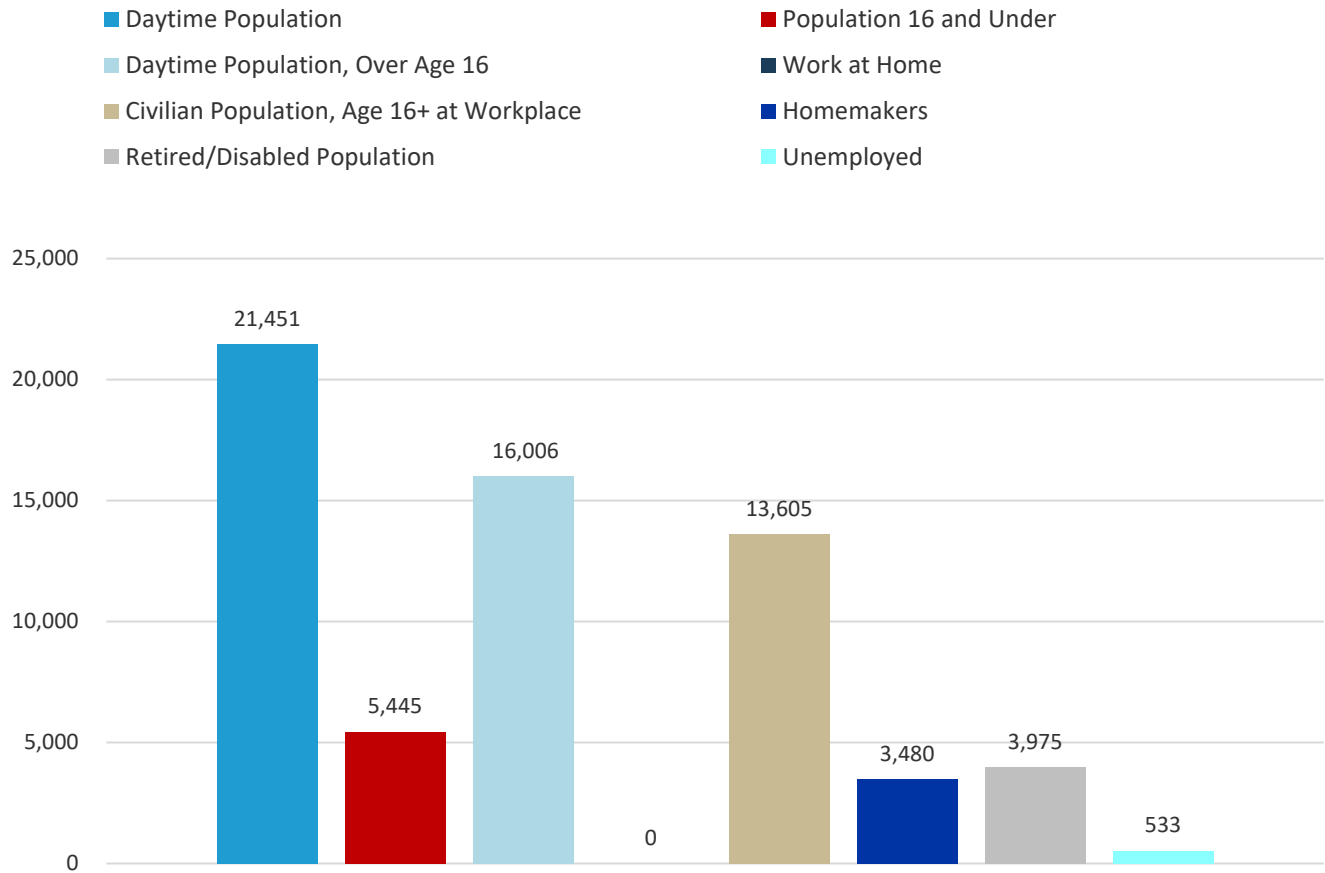
Population



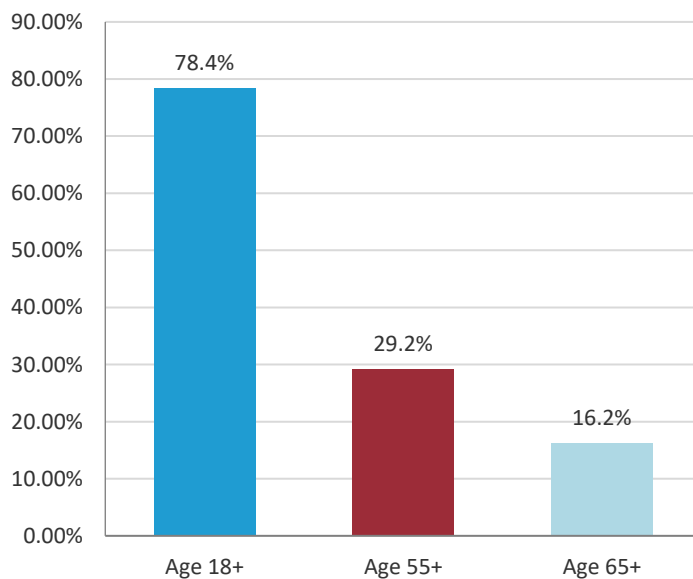
Female/Male Ratio



Daytime Population



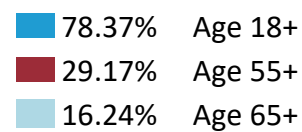
Age



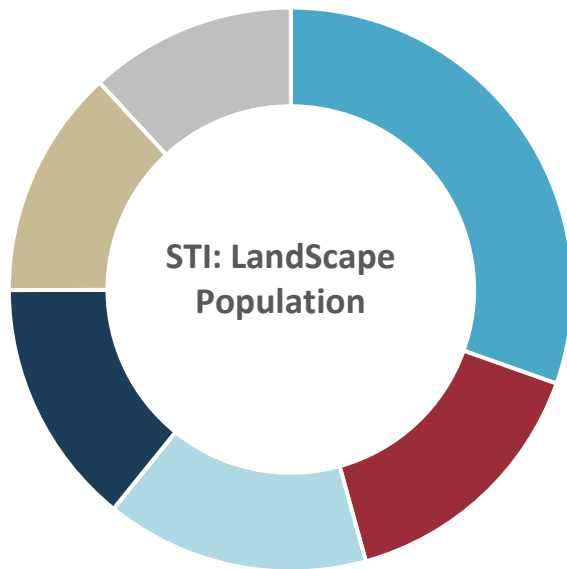
Median Age, Total

39.4

Age Demographics



Population STI: LandScape (Current Year)



Top Six Segments:

- 16.8% SM Seeks SF (F2)
- 8.5% Kith and Kin (I4)
- 8.4% Managing Business (C2)
- 7.8% Sitting Pretty (B2)
- 7.3% Wizards (E2)
- 6.6% Apron Strings (G2)

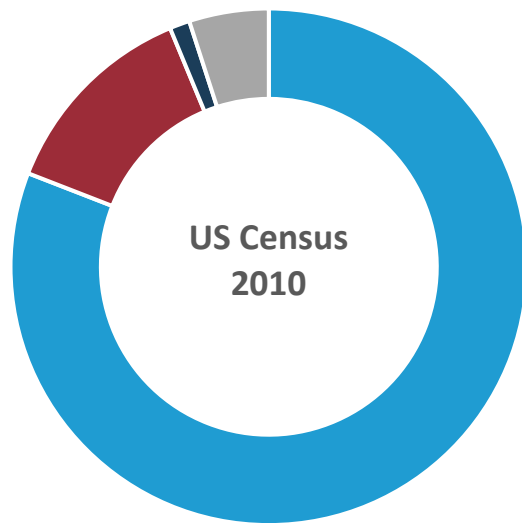
Other top segments:

- 6.3% Fertile Acres (L2)
- 6.2% Social Whirls (C1)
- 5.8% Gray Eminence (D1)
- 5.1% Apprentices (E3)
- 5.0% Strapped (C5)
- 3.0% Pastoral Vistas (K2)

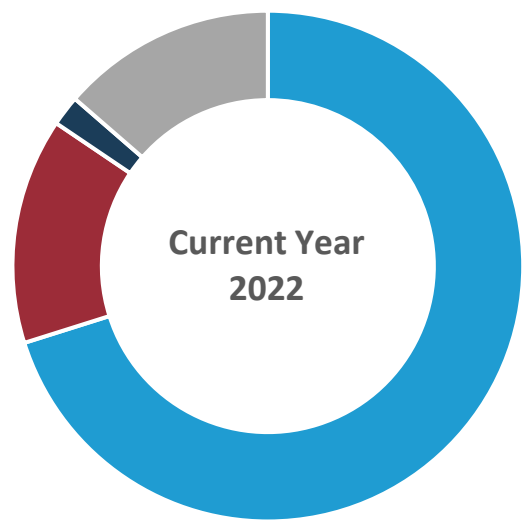
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Kith and Kin (I4)	\$76K	40.7	Suburban	Married	White	Families	College/Trade s	White Collar
Managing Business (C2)	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trade s	White Collar
Wizards (E2)	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Fertile Acres (L2)	\$60K	48.8	Rural	Married	White	None	High School Grad	Blue Collar
Social Whirls (C1)	\$69K	41.3	Urban	Married	White	Some Children	High School Grad	White Collar
Gray Eminence (D1)	\$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Strapped (C5)	\$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue Collar
Pastoral Vistas (K2)	\$62K	42.3	Rural	Married	White	Some Children	High School Grad	Blue Collar

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

Ethnicity (Not Hispanic/Latino)

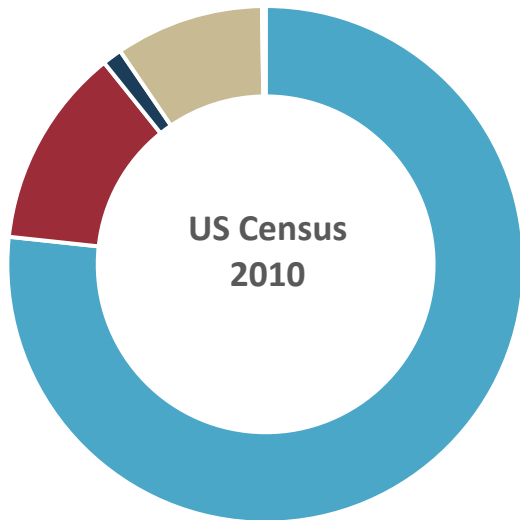


- 2010 US Census (Not Hispanic/Latino)**
- 78.57% White
 - 12.49% Black
 - 1.22% Asian
 - 4.84% Other



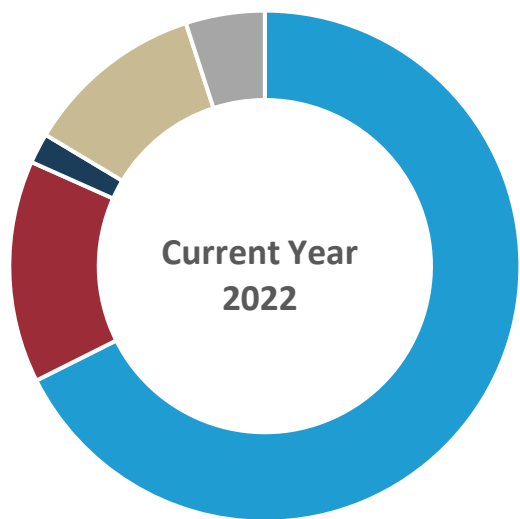
- Current Year (Not Hispanic/Latino)**
- 70.14% White
 - 14.32% Black
 - 1.92% Asian
 - 13.63% Other

Ethnicity (Hispanic/Latino)



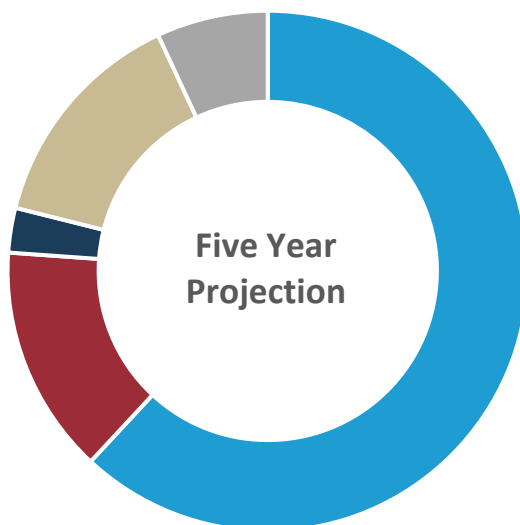
2010 US Census (Hispanic/Latino)

- 75.20% White
- 12.30% Black
- 1.20% Asian
- 9.12% Hispanic
- 0.22% Other



Current Year (Hispanic/Latino)

- 67.61% White
- 14.07% Black
- 1.91% Asian
- 11.41% Hispanic
- 5.00% Other



Five Year Projection (Hispanic/Latino)

- 60.05% White
- 13.78% Black
- 2.69% Asian
- 13.74% Hispanic
- 6.72% Other

Housing & Households

141.1

Land Area

10,734

Total Housing Units

10,181

Total Households

10,723

Total Households

5 Year Projection



5,890

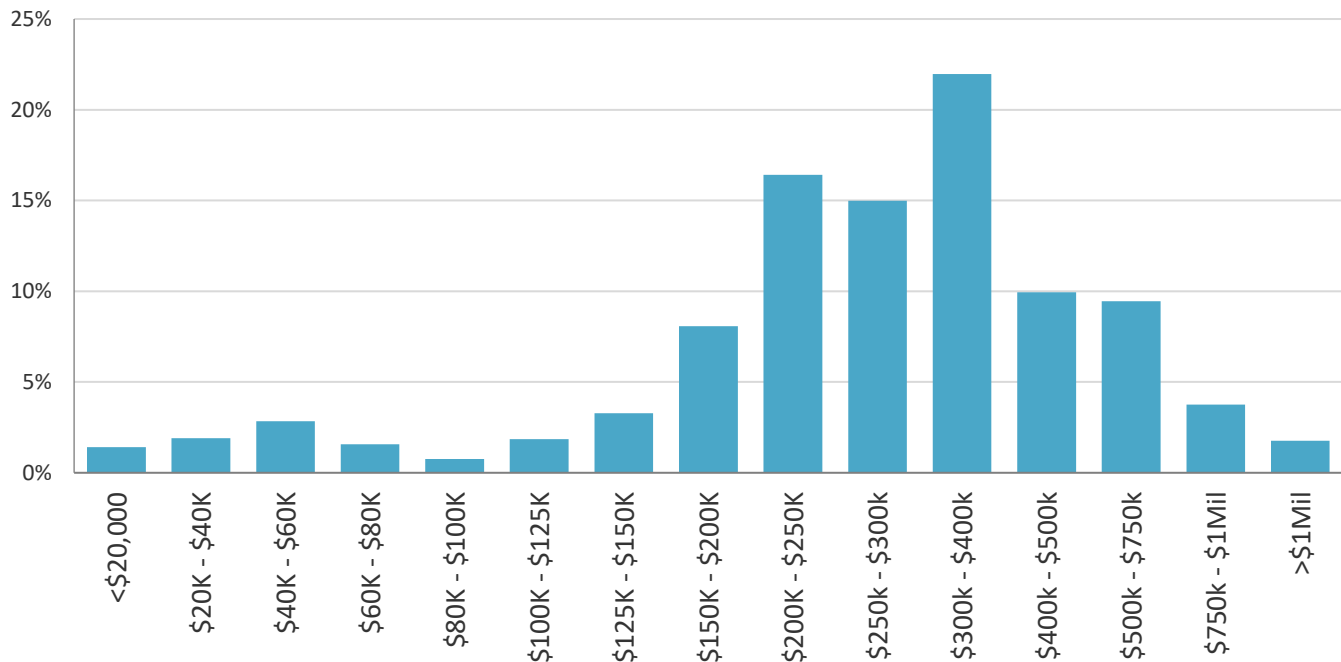
Owner-Occupied



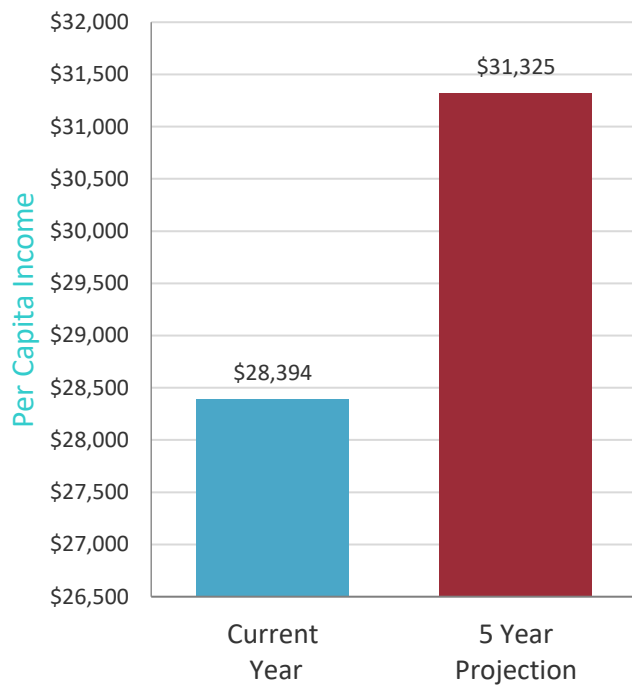
4,292

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

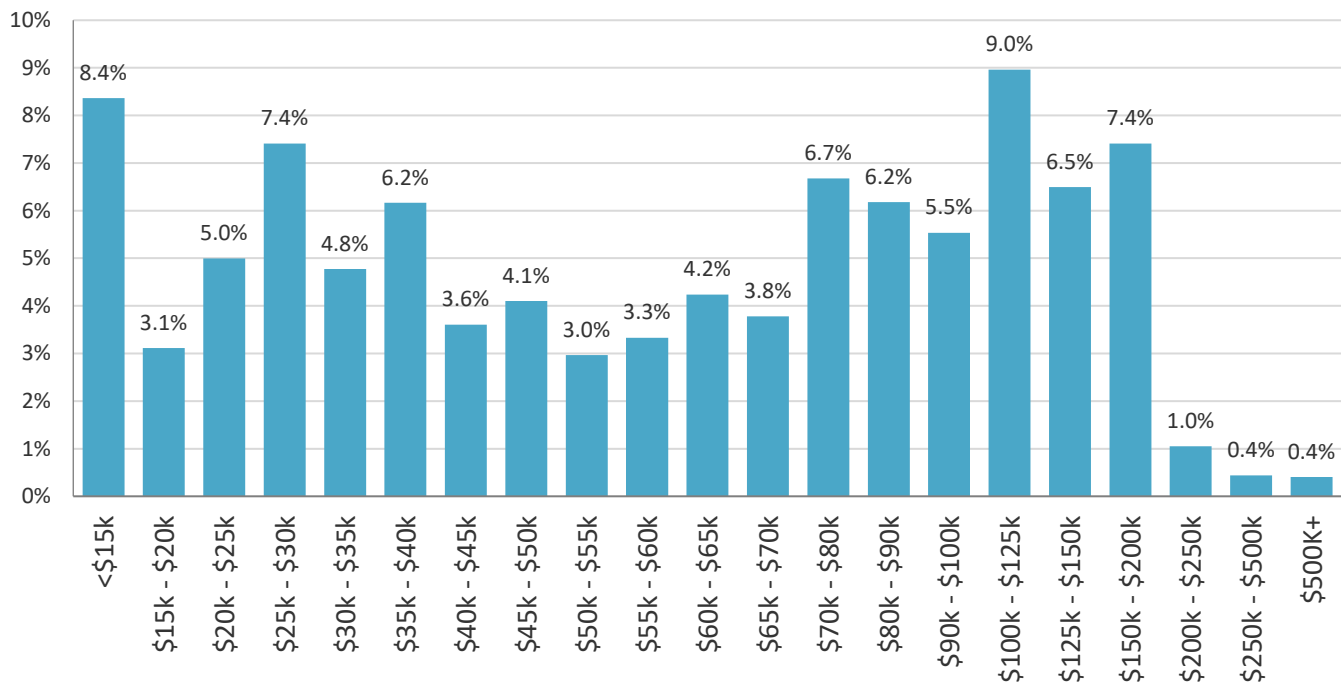
\$74,728

Median Household Income

\$63,081

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



5,131

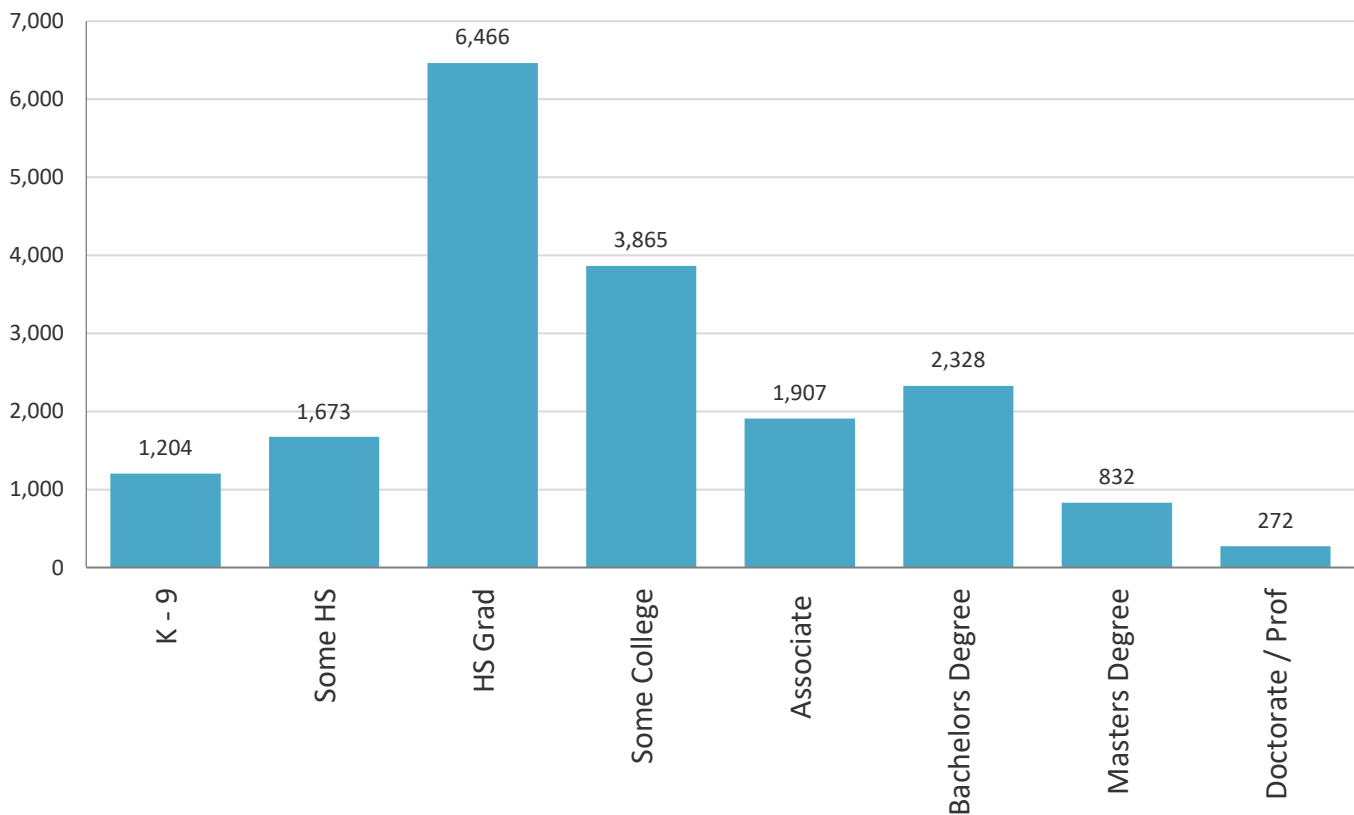
College undergraduate



1,339

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

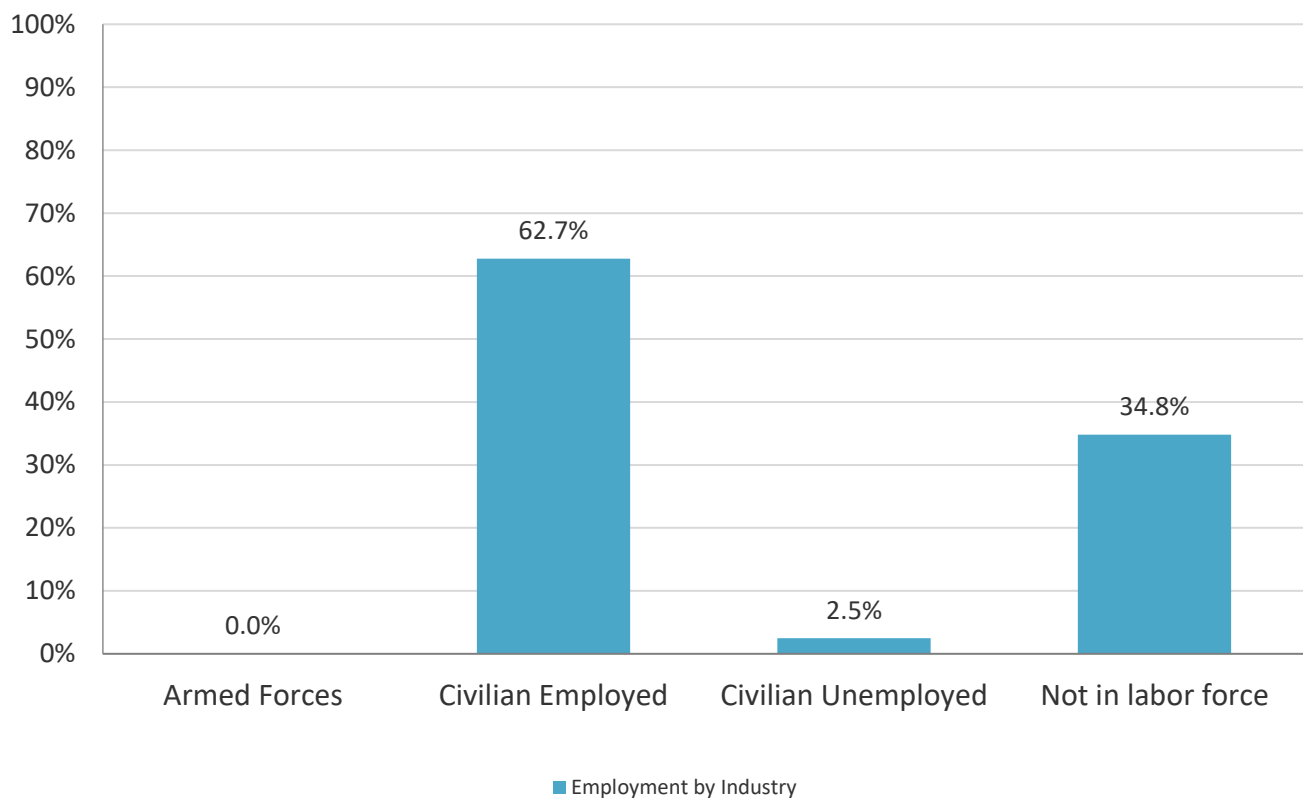
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



21,681

Current Year

Employment by Industry



Transportation to Work (Current Year)



11,401

Total Workers 16+



10,448

Car, Truck or Van



78

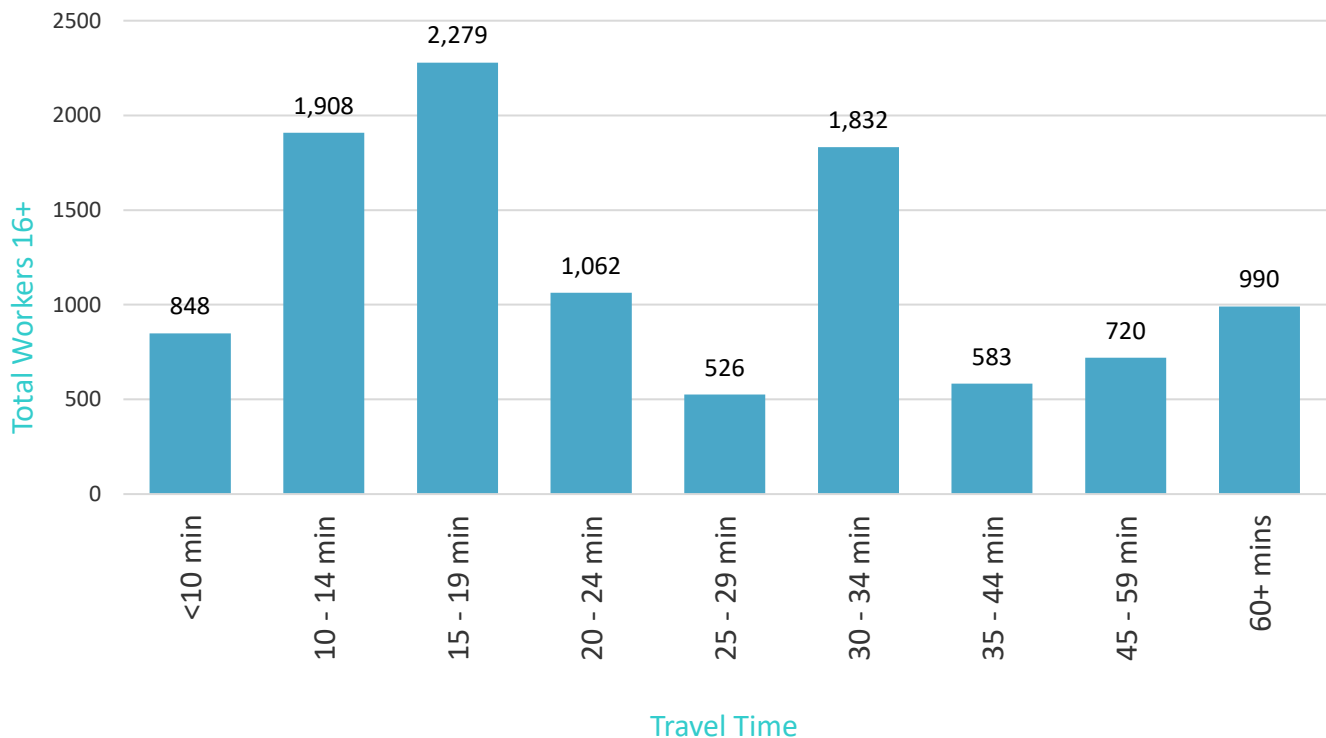
Public transport (not taxi)



652

Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures

Alcoholic beverages	\$122,571
Apparel and services	\$326,039
Cash contributions	\$463,311
Education	\$125,389
Entertainment	\$561,672
Food	\$1,823,648
Health care	\$1,064,777
Housing	\$2,511,648
Personal care & services	\$169,680
Personal insurance	\$94,409
Reading	\$17,025
Tobacco & smoking	\$83,645
Transportation	\$2,291,322
Cash gifts	\$128,005

Business Summary by NAICS Code

2 Agriculture, Forestry, Fishing and Hunting	31 Real Estate, Rental and Leasing
1 Mining, Quarrying, Oil and Gas Extraction	36 Professional, Scientific, and Technical Services
Utilities	1 Management of Companies and Enterprises
62 Construction	16 Administrative and Support Services
26 Manufacturing	10 Educational Services
25 Wholesale Trade	164 Health Care and Social Assistance
133 Retail Trade	14 Arts, Entertainment, and Recreation
14 Transportation and Warehousing	63 Accommodation and Food Services
9 Information	75 Other Services
36 Finance and Insurance	20 Public Administration

Retail Sales Volume

Automotive Dealers	\$233,573,217
Other Motor Vehicle Dealers	\$21,455,097
Automotive Parts, Accessories, Tires	\$24,215,701
Furniture Stores	\$0
Home Furnishing Stores	\$5,564,903
Electronics and Appliance	\$3,842,050
Building Material, Supplies	\$74,811,316
Lawn and Garden Equipment	\$2,278,413
Grocery Stores	\$132,070,969
Specialty Food Stores	\$268,727
Beer, Wine, and Liquor Stores	\$13,050,489
Health and Personal Care Stores	\$46,208,105
Gasoline Stations	\$197,215,598
Clothing Stores	\$8,780,347
Shoe Stores	\$2,102,122
Jewelry, Luggage, Leather Goods	\$2,996,760
Sporting Goods, Hobby, Musical Instrument	\$6,589,619
Book, Periodical, and Music	\$1,535,757
Department Stores	\$11,200,930
Other General Merchandise	\$78,390,530
Florists and Misc. Store Retailers	\$1,094,069
Office Supplies, Stationary, Gift	\$11,160,310
Used Merchandise Stores	\$1,520,134
Other Misc. Store Retailers	\$5,219,357
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$5,161,365
Full-Service Restaurants	\$32,051,580
Limited-Service Eating Places	\$45,331,203
Special Food Services	\$3,255,142
Bar/Drinking Places (Alcoholic Beverages)	\$853,279

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

LandScape Segment Descriptions

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.

Kith and Kin (I4)

The suburbs of America are the land of opportunity for many people of many income levels and family compositions. And Kith & Kin neighborhoods are the land where many 30- year- olds are enjoying very comfortable married- with- children lifestyles in the \$50,000s and \$60,000s income ranges. These are the places of multi- family backyard barbecues and sprawling birthday parties, making them noisy as well as big purchasers. Kith & Kin segments, as their name implies, are home to many children, who are living primarily in traditional two- parent households. While the kids span all ages up to 17, then tend to be in the higher ages - indicating that these 30- somethings started their families at relatively young ages. Residents of these Married in the Suburbs areas have an above- average level of college education. This group of suburbanites gains most of their income from salaries, earned from a variety of white- collar positions such as management, protective services, sales, office administration, and repair services. They register a slightly above up- tick in investment income, as well.

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.

Sitting Pretty (B2)

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle- class white- collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher- than- average salaries keep them and their mostly newborn to 13- year- old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big- screen- high- def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

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.

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.

Fertile Acres (L2)

Fertile Acres are most likely home to many farmers working the land - and doing it well, based on their basic statistics. These rural Working With Nature areas show nearly two- times- the- average level of people in the farming/fishing/forestry occupational category. Combine that with a 50- percent- above- average level of income generated from self- employment and a median salary range in the \$50,000s and \$60,000s, and you've got yourself a group of hard- working country folks who are living very comfortably out in the country. These land tillers are predominately married, but tend to have fewer children than average. This could speak to the fact that the residents in these areas are starting to age: They have a 25- percent- above- average level of 65- plus- year- olds. This correlates to a similar ranking in retirement/social security income. But they don't just labor for their daily bread, these areas also rank about 25- percent- above- average in interest income. While there is some level of college education among these residents, they are more likely to have high- school degrees.

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.

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.

Apprentices (E3)

Sharing the spotlight in the illustrious emerging single- by- choice- or- circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low- 30s without children, who are alone primarily because they've never been married. In fact, Apprentices rank at almost three- times- the- national- average in non- family households. Owing to their young age, it's too early to tell if the Apprentices' dwellers will remain single, but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well- decorated homes and take off for a weekend at the shore or on the slopes. These overriding college- educated segments' residents generate their income from white- collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures

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.

Pastoral Vistas (K2)

Pastoral Vistas neighborhoods rank at just over- 50- percent- higher- than- average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self- employment income. If you put two- and- two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above- average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue- collar. The residents rank in at 25- percent- above- average in high- school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above- average in the married- couple category and in children above six and under 17.