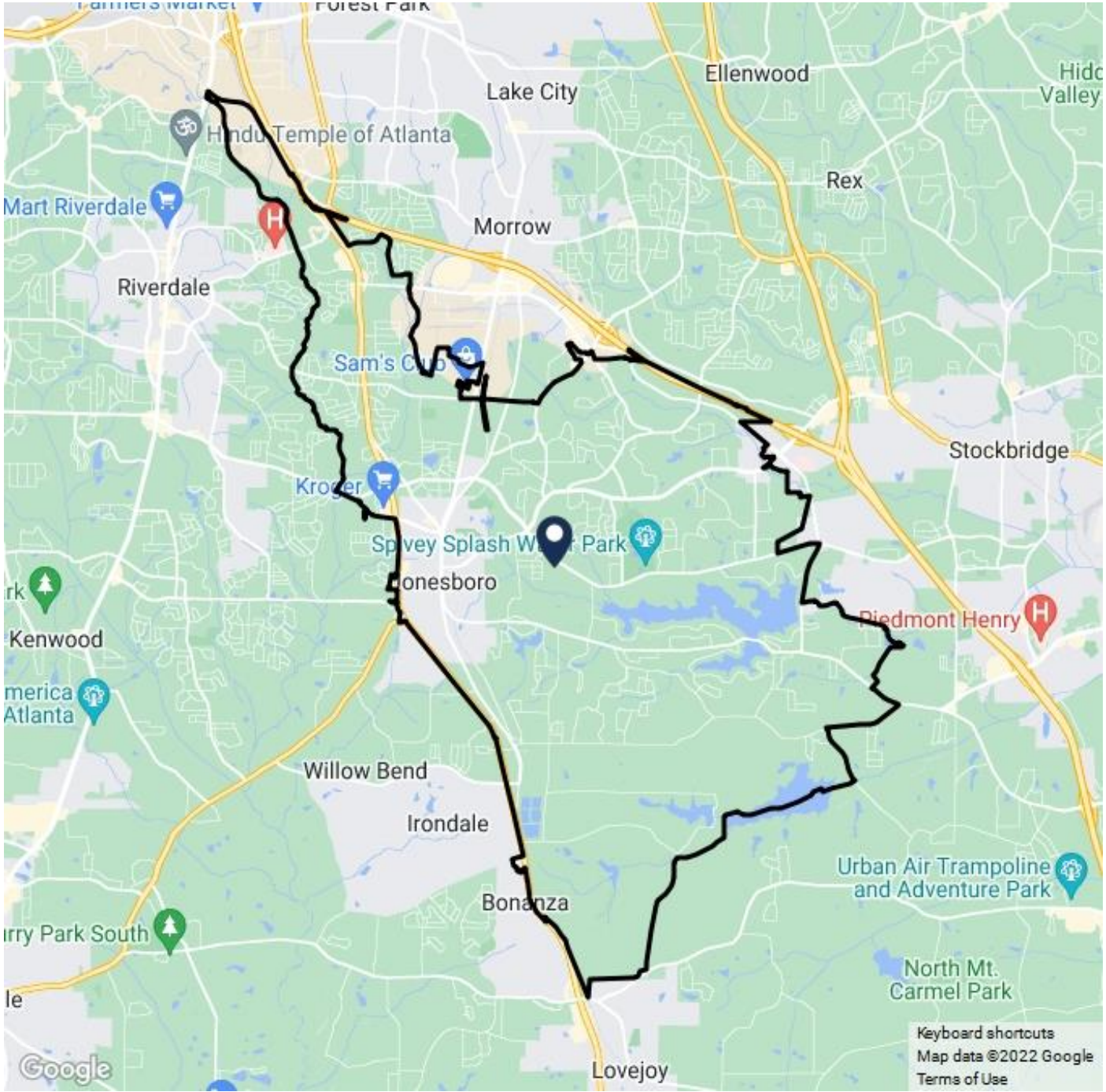




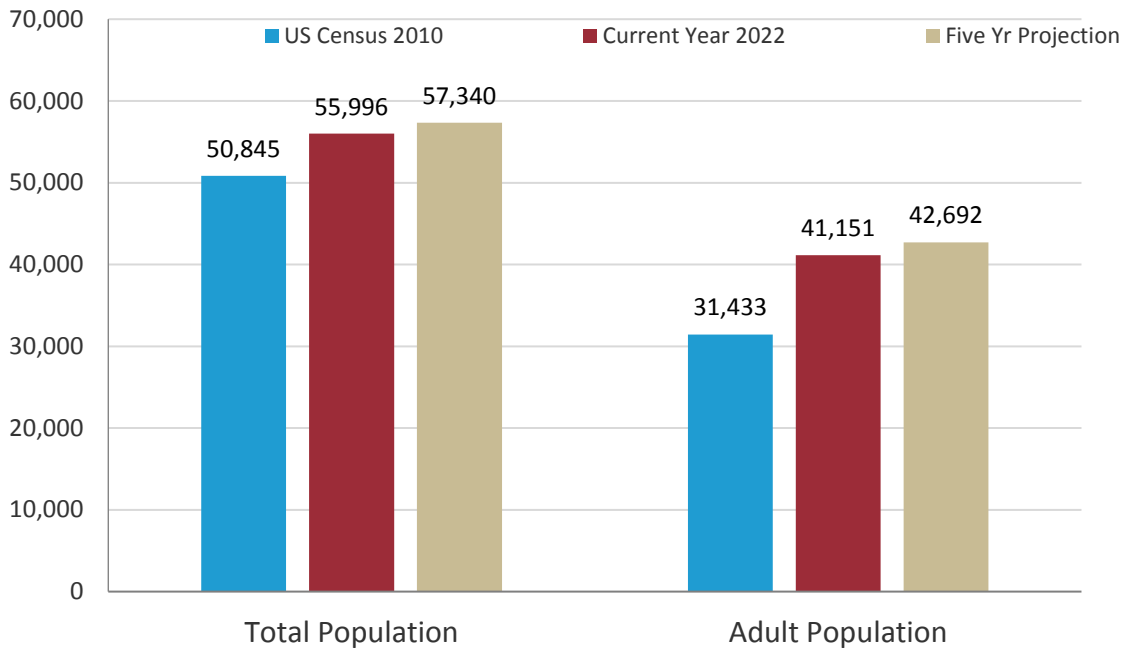
Demographics for 30236

Trade Area: ZIP 30236

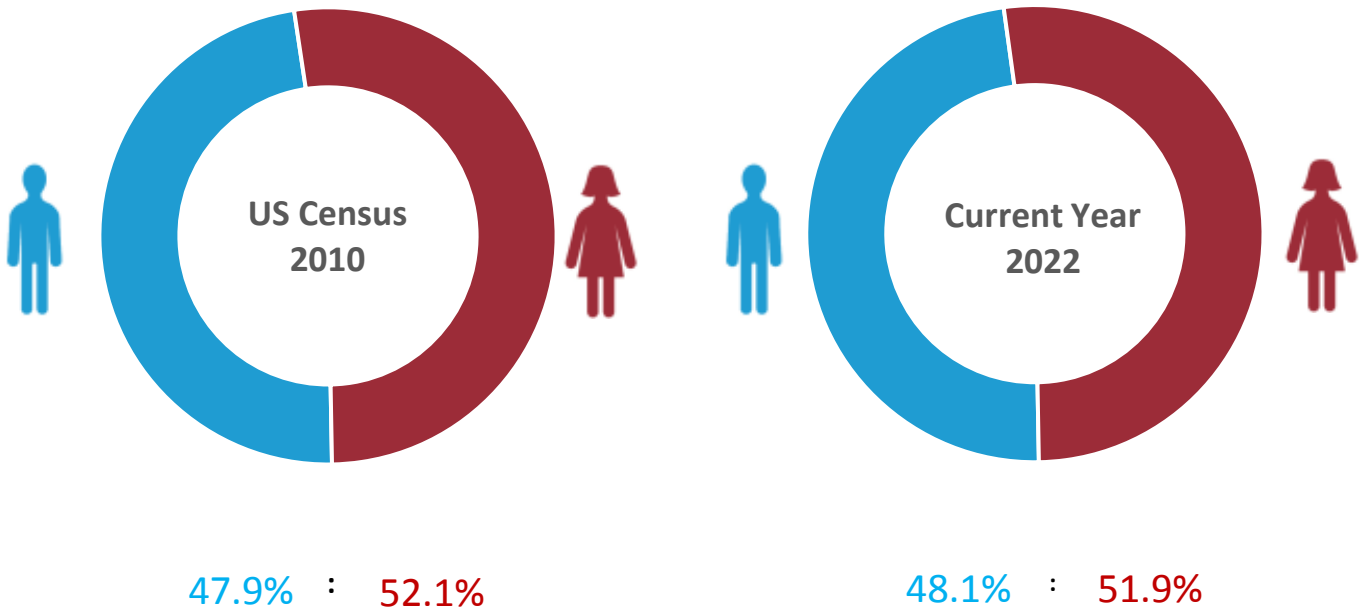


Population Charts

Population

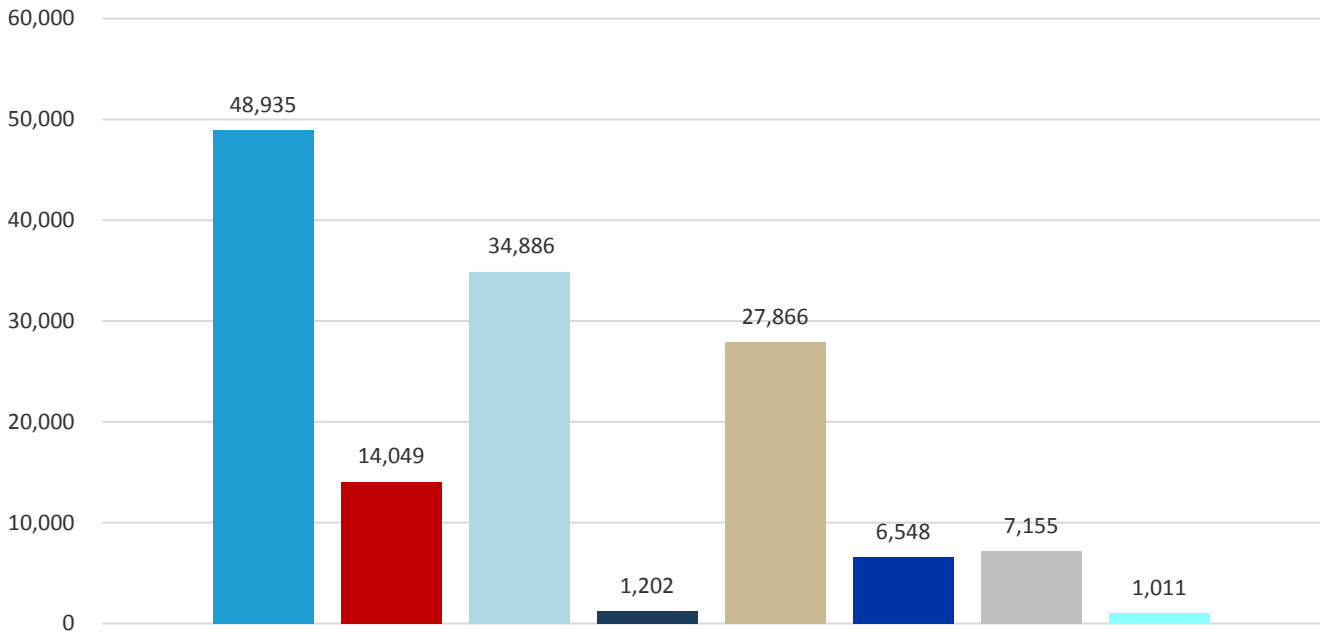


Female/Male Ratio

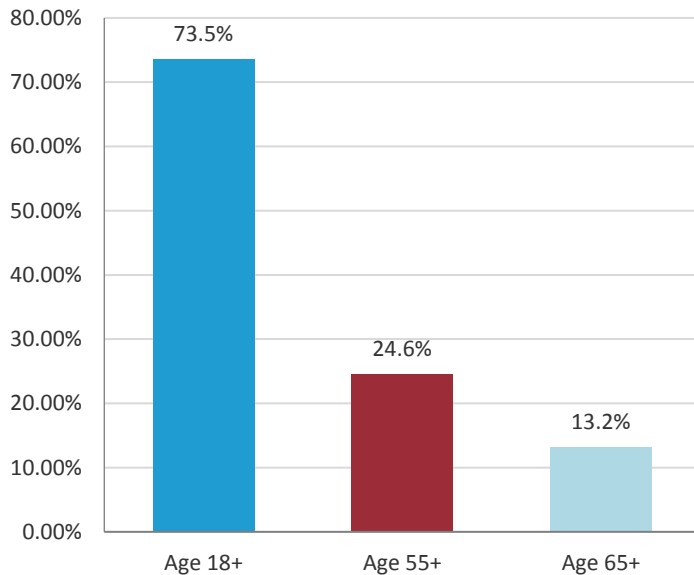


Daytime Population

- 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



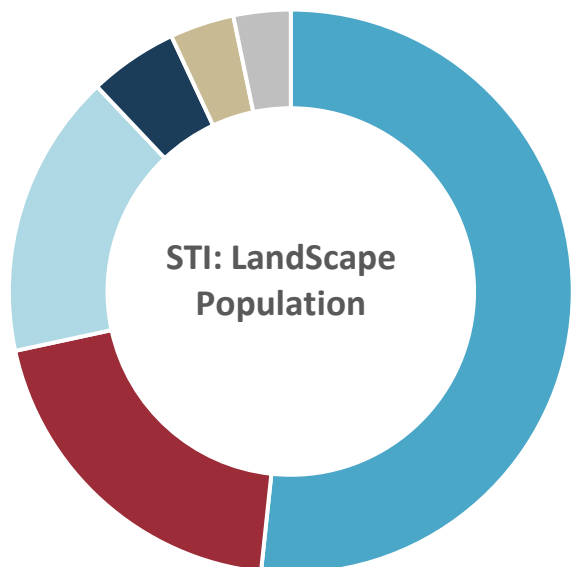
Median Age, Total

36.8

Age Demographics

- 73.49% Age 18+
- 24.58% Age 55+
- 13.16% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 44.1% Still Standing (M3)
- 17.0% Black Gentry (M1)
- 13.9% Standing Tall (M2)
- 4.3% Los Solteros (N5)
- 3.1% Legacy Years (O6)
- 2.8% Doublewides (O4)

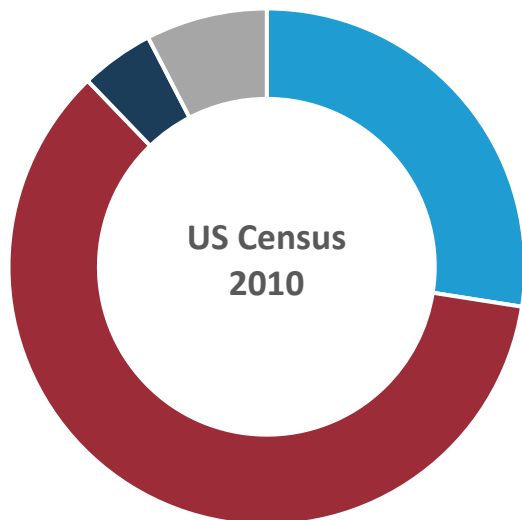
Other top segments:

- 2.2% Sublime Suburbia (I5)
- 2.2% Regents (A6)
- 0.0% Collegians (O7)
- 1.8% Apron Strings (G2)
- 1.6% Golden Heritage (O1)
- 1.4% Los Trabajadores (N6)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Los Solteros (N5)	\$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Sublime Suburbia (I5)	\$70K	41.4	Suburban	Married	White	Few/No Children	High School Grad	White Collar
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	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

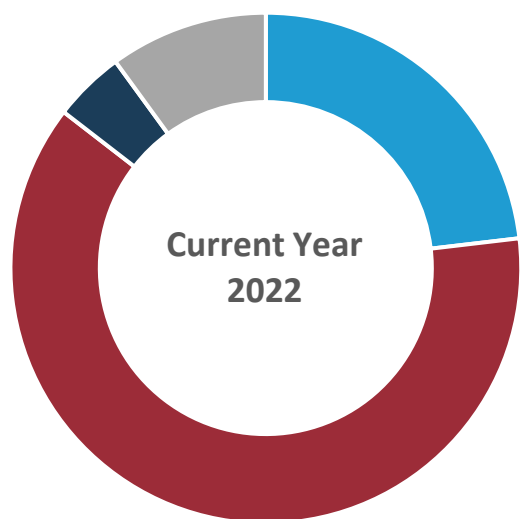
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

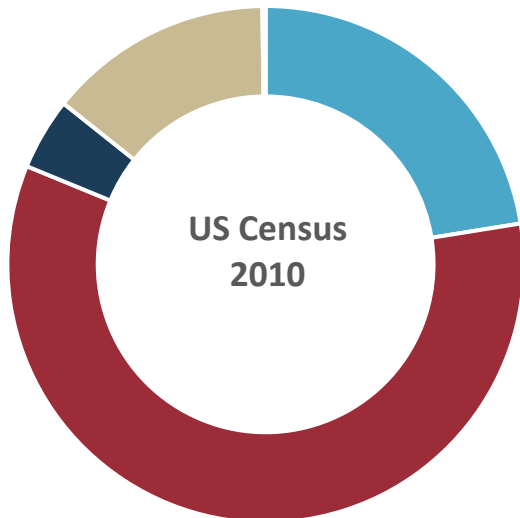
- 26.59% White
- 58.39% Black/African American
- 4.45% Asian
- 7.36% Other



Current Year (Not Hispanic/Latino)

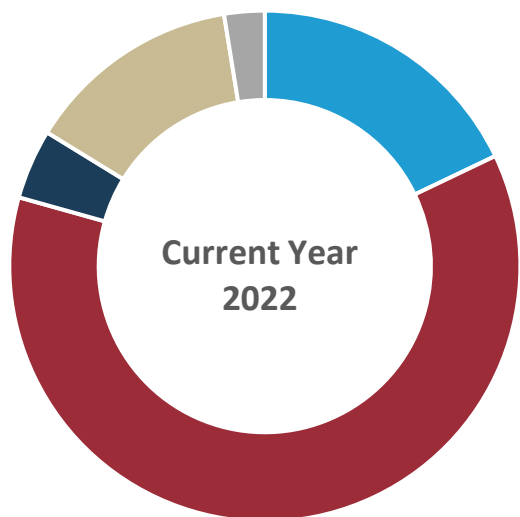
- 23.14% White
- 62.33% Black/African American
- 4.52% Asian
- 10.02% Other

Ethnicity (Hispanic/Latino)



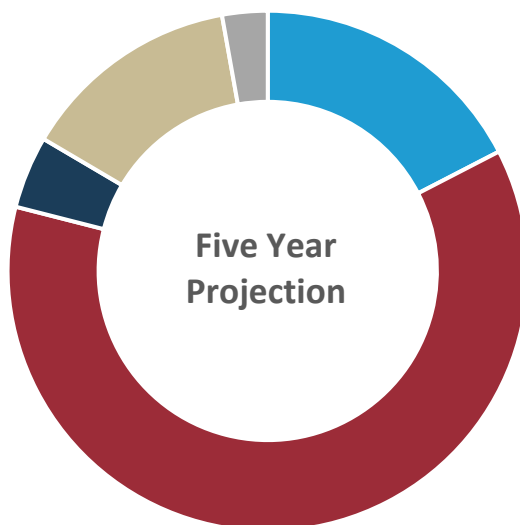
2010 US Census (Hispanic/Latino)

- 22.00% White
- 57.49% Black/African American
- 4.40% Asian
- 13.80% Hispanic
- 0.20% Other



Current Year (Hispanic/Latino)

- 17.91% White
- 61.44% Black/African American
- 4.42% Asian
- 13.67% Hispanic
- 2.56% Other



Five Year Projection (Hispanic/Latino)

- 17.41% White
- 61.56% Black/African American
- 4.50% Asian
- 13.71% Hispanic
- 2.82% Other

Housing & Households

52.0

Land Area

23,203

Total Housing Units

20,697

Total Households

21,198

Total Households

5 Year Projection



10,821

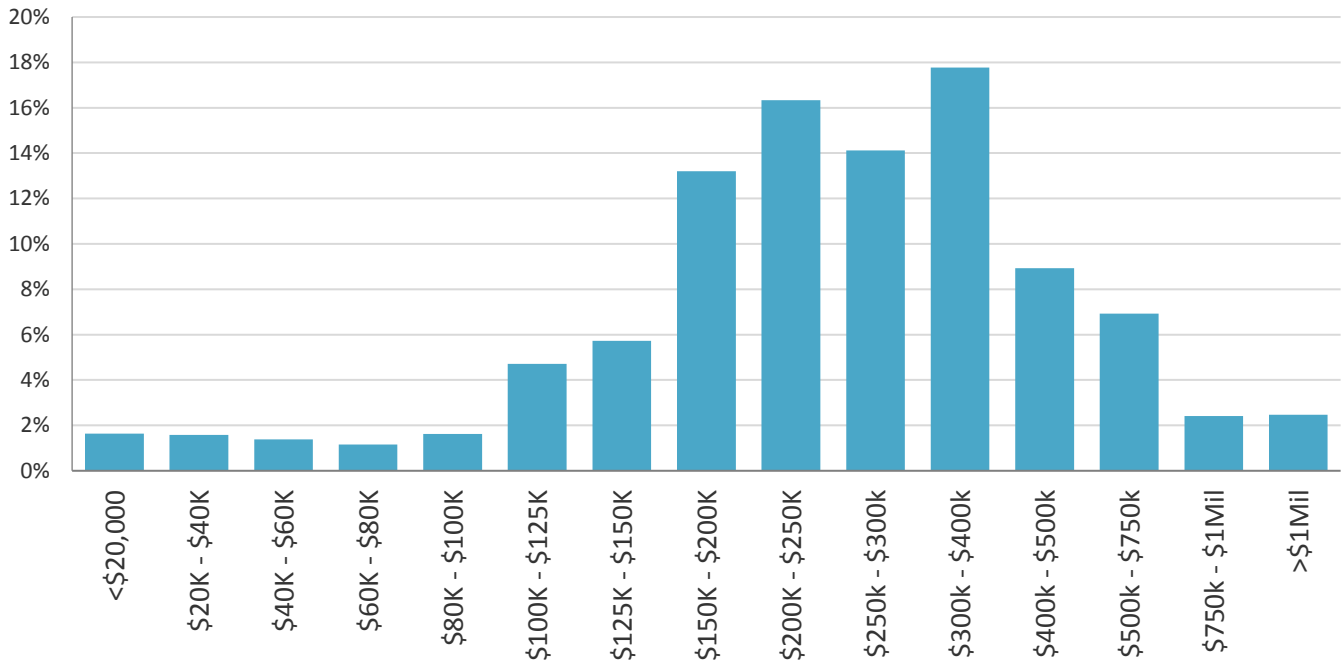
Owner-Occupied



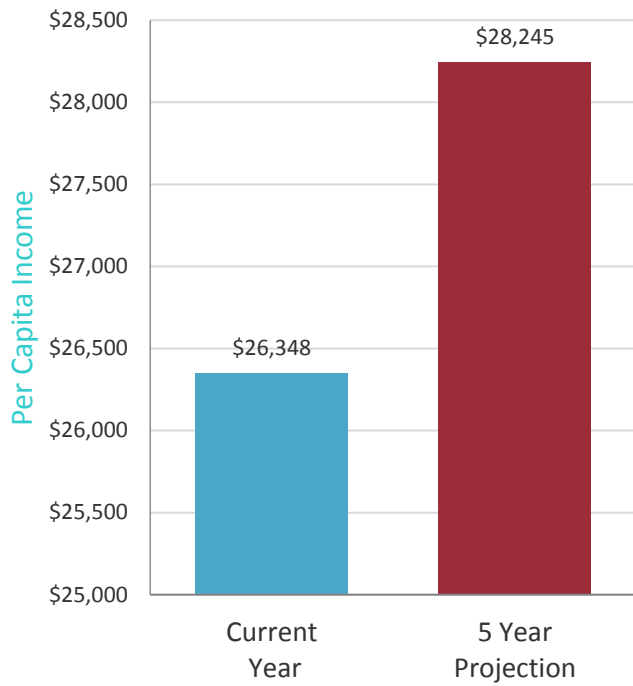
9,876

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

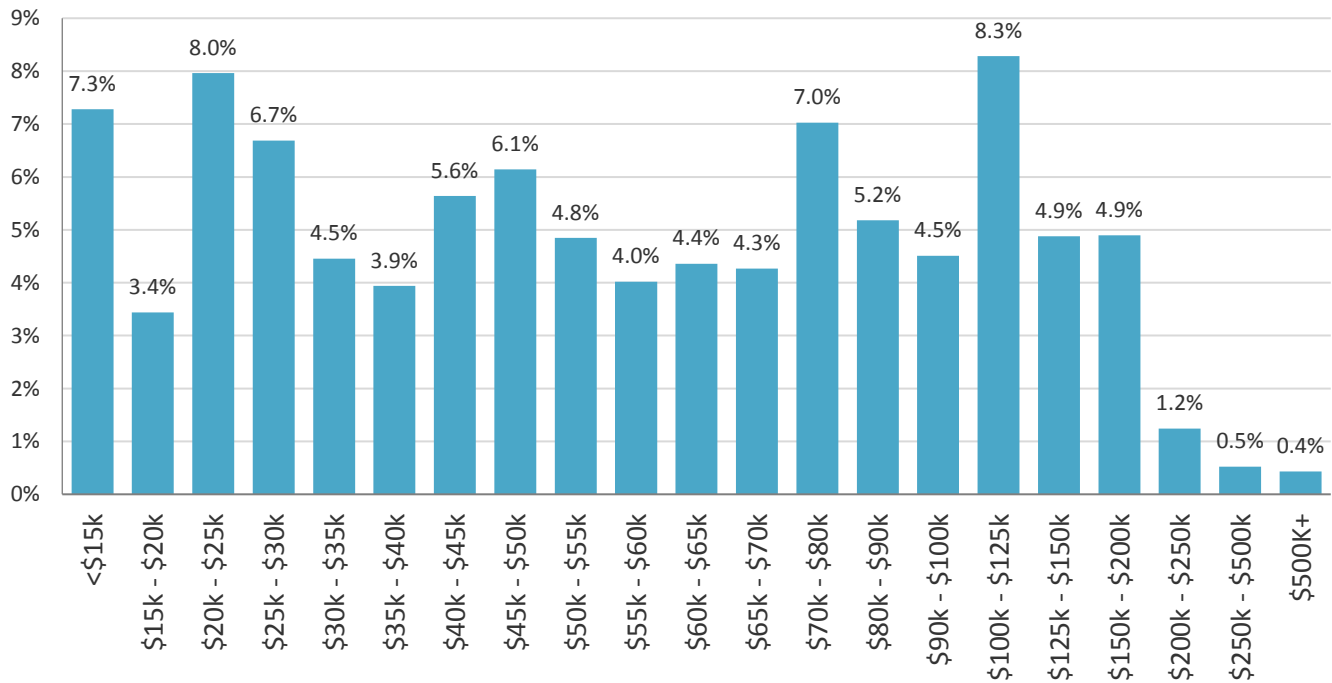
\$71,288

Median Household Income

\$58,626

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



11,223

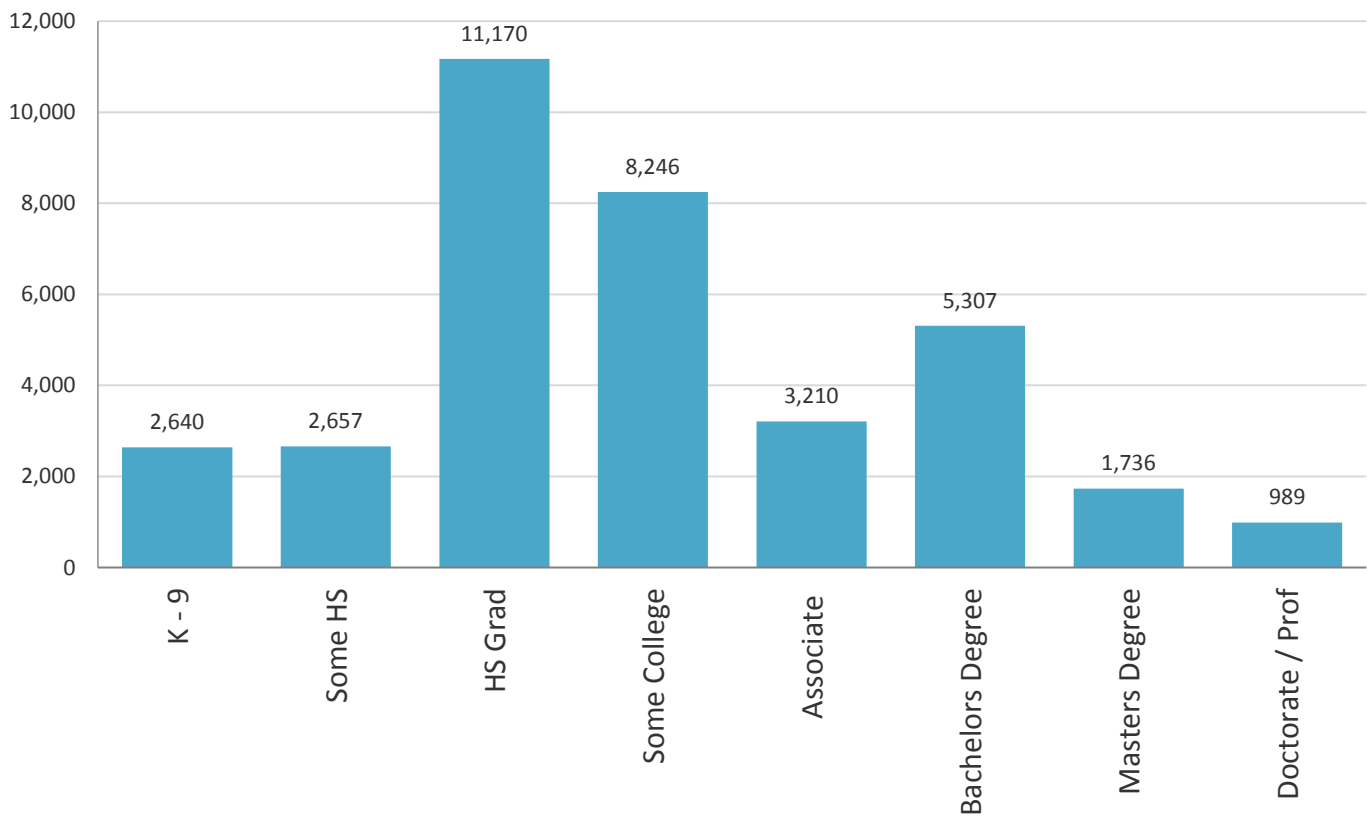
College undergraduate



3,069

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

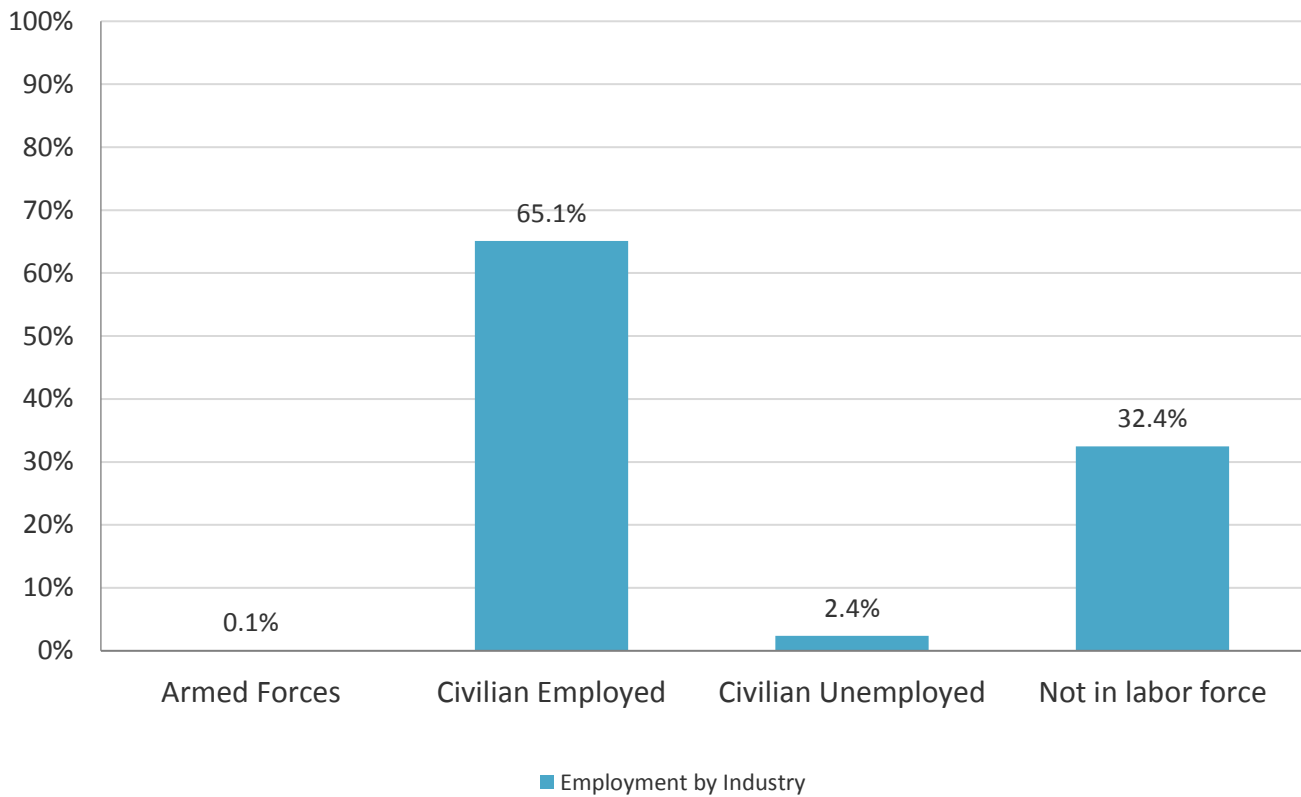
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



42,767

Current Year

Employment by Industry



Transportation to Work (Current Year)



25,230
Total Workers 16+



23,014
Car, Truck or Van

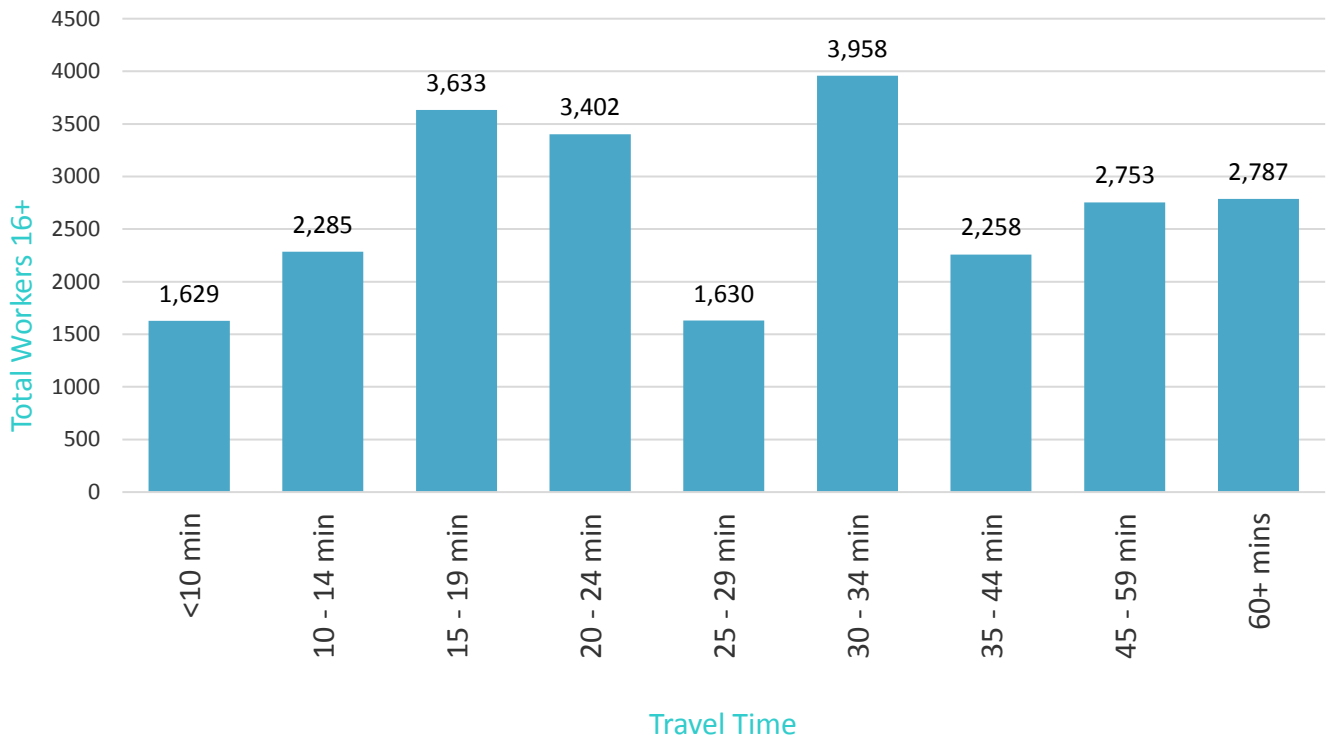


600
Public transport (not taxi)



894
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures

Alcoholic beverages	\$232,147
Apparel and services	\$591,198
Cash contributions	\$962,756
Education	\$321,900
Entertainment	\$1,000,000
Food	\$3,560,772
Health care	\$2,330,871
Housing	\$4,809,449
Personal care & services	\$312,253
Personal insurance	\$196,654
Reading	\$29,468
Tobacco & smoking	\$162,133
Transportation	\$4,340,251
Cash gifts	\$255,741

Business Summary by NAICS Code

2 Agriculture, Forestry, Fishing and Hunting	53 Real Estate, Rental and Leasing
1 Mining, Quarrying, Oil and Gas Extraction	115 Professional, Scientific, and Technical Services
2 Utilities	2 Management of Companies and Enterprises
45 Construction	38 Administrative and Support Services
23 Manufacturing	42 Educational Services
29 Wholesale Trade	197 Health Care and Social Assistance
170 Retail Trade	22 Arts, Entertainment, and Recreation
25 Transportation and Warehousing	64 Accommodation and Food Services
17 Information	134 Other Services
62 Finance and Insurance	55 Public Administration

Retail Sales Volume

Automotive Dealers	\$323,588,485
Other Motor Vehicle Dealers	\$1,903,272
Automotive Parts, Accessories, Tires	\$14,303,048
Furniture Stores	\$0
Home Furnishing Stores	\$11,669,159
Electronics and Appliance	\$8,273,736
Building Material, Supplies	\$42,864,725
Lawn and Garden Equipment	\$6,113,067
Grocery Stores	\$28,677,091
Specialty Food Stores	\$1,250,502
Beer, Wine, and Liquor Stores	\$1,039,193
Health and Personal Care Stores	\$23,917,847
Gasoline Stations	\$68,119,875
Clothing Stores	\$16,178,336
Shoe Stores	\$11,982,303
Jewelry, Luggage, Leather Goods	\$2,353,792
Sporting Goods, Hobby, Musical Instrument	\$3,008,753
Book, Periodical, and Music	\$4,163
Department Stores	\$9,296,271
Other General Merchandise	\$112,346,906
Florists and Misc. Store Retailers	\$426,036
Office Supplies, Stationary, Gift	\$3,089,695
Used Merchandise Stores	\$3,894,944
Other Misc. Store Retailers	\$7,711,746
Electronic Shopping and Mail Order	\$25,015,186
Direct Selling Establishments	\$1,398,153
Full-Service Restaurants	\$28,526,031
Limited-Service Eating Places	\$33,872,784
Special Food Services	\$1,942,475
Bar/Drinking Places (Alcoholic Beverages)	\$6,656,468

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

LandScape Segment Descriptions

Still Standing (M3)

Residents of Still Standing neighborhoods may face greater challenges than most Americans, but you can't say they aren't trying. These areas are home to people in their 20s to low- 30s, who rank at the national- average in income from salaries and wages. However, they also show about two- and- a- half- times- average- higher rate of public- assistance income. These residents are working at a wide variety of jobs, including an over two- times- average level of employment in healthcare services; nearly two- times- average in building maintenance; and over 50- percent- above- average in protective services, food preparation, and personal care industries. All in all their positions are categorized as white- collar, unlike the Standing Tall segments, which work in similar fields, but weight in as blue- collar. But with a 50- percent- higher- than- average- level of residents without high- school educations, and a median- salary range in the low- \$30,000s or less, these residents may continue to carefully spend the money they bring home. Additional distinctions include a between 50- and- 75- percent- above- average percentage who've never married; a well above- average number of children; and a 50- percent- below- average number of married- couple households. Additionally, there is a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families.

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.

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.

Los Solteros (N5)

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income- levels: the high- \$30,000s to \$40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one thing, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

Legacy Years (O6)

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

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.

Sublime Suburbia (I5)

Incomes go farther when there are no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30- year- olds, earning \$50,000s and \$60,000s, and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average size lots, because residents in these areas are able to maintain a solid average level of the American dreamscape by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category - including average rankings in married- households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. This group is also earning a slightly above- average level of investment income, which speaks to their comfortable lifestyle. They also show a slightly above- average level of retirement income, which indicates a patchwork of 65- plus residents among the "youngsters."

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.

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.

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.

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.