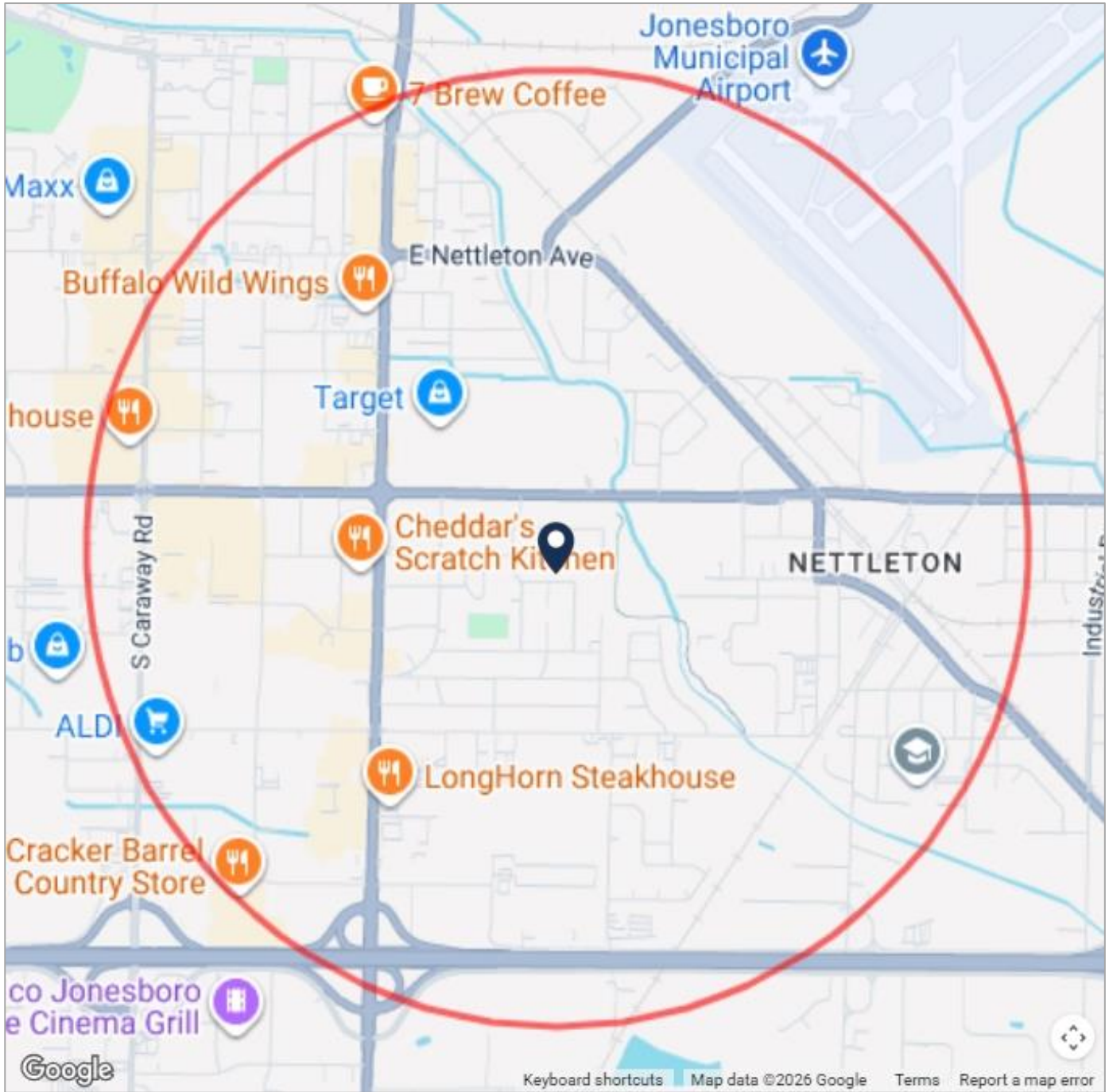


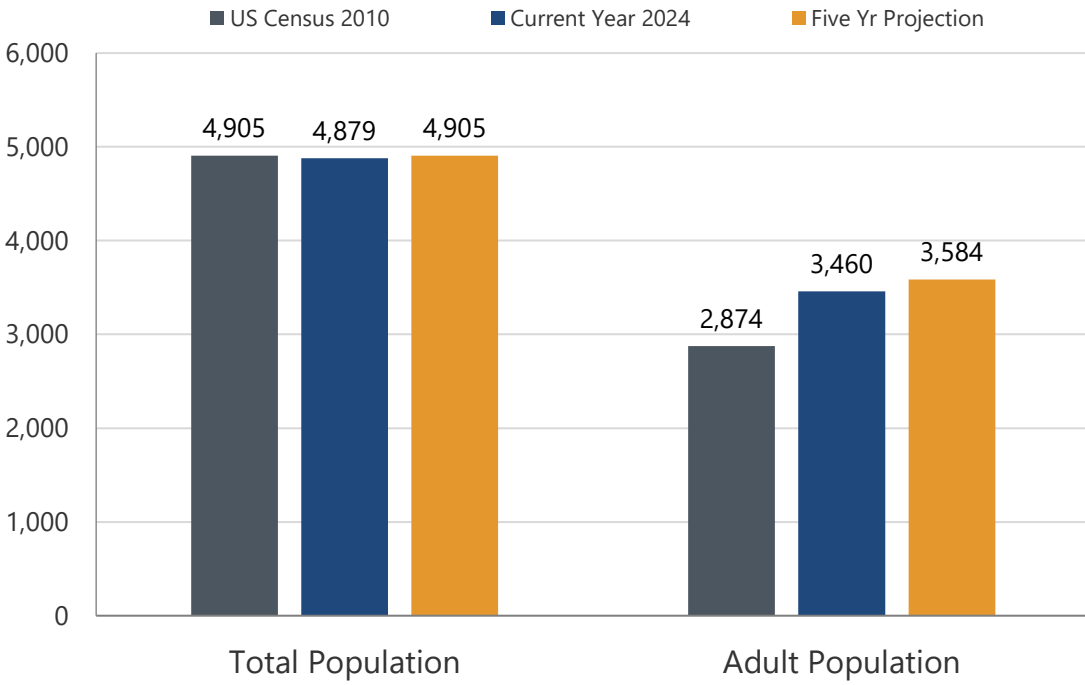
3314 Dayton Avenue 3204 Sun Circle

Trade Area: 1 Mile

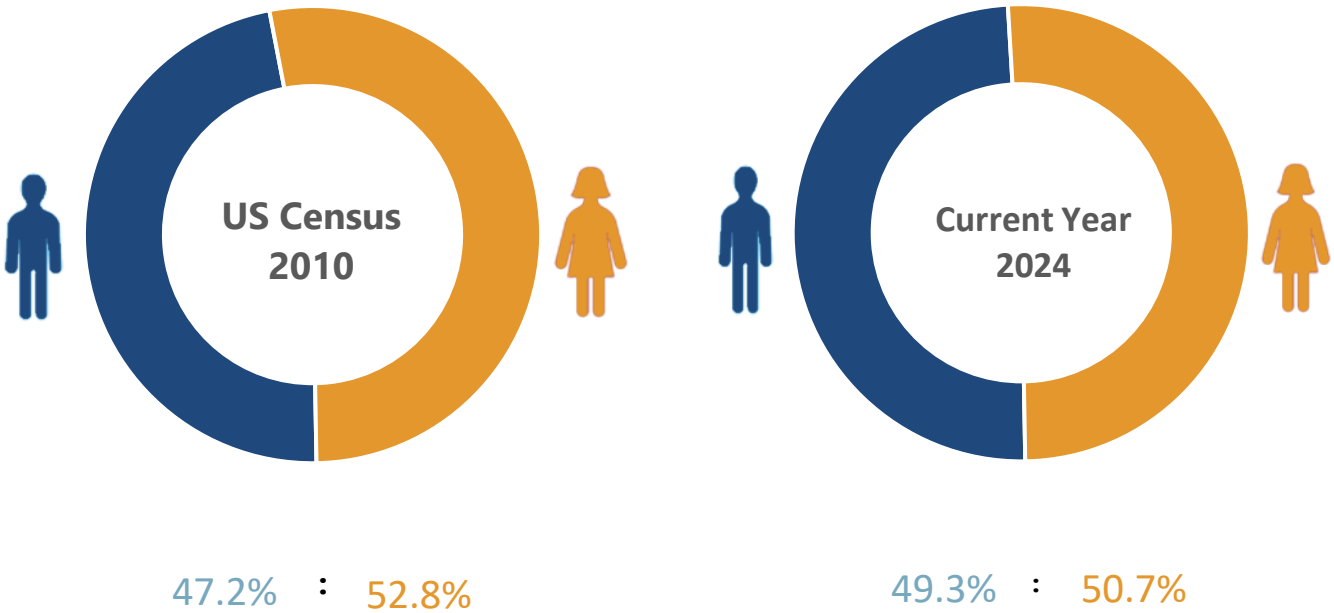


Population Charts

Population

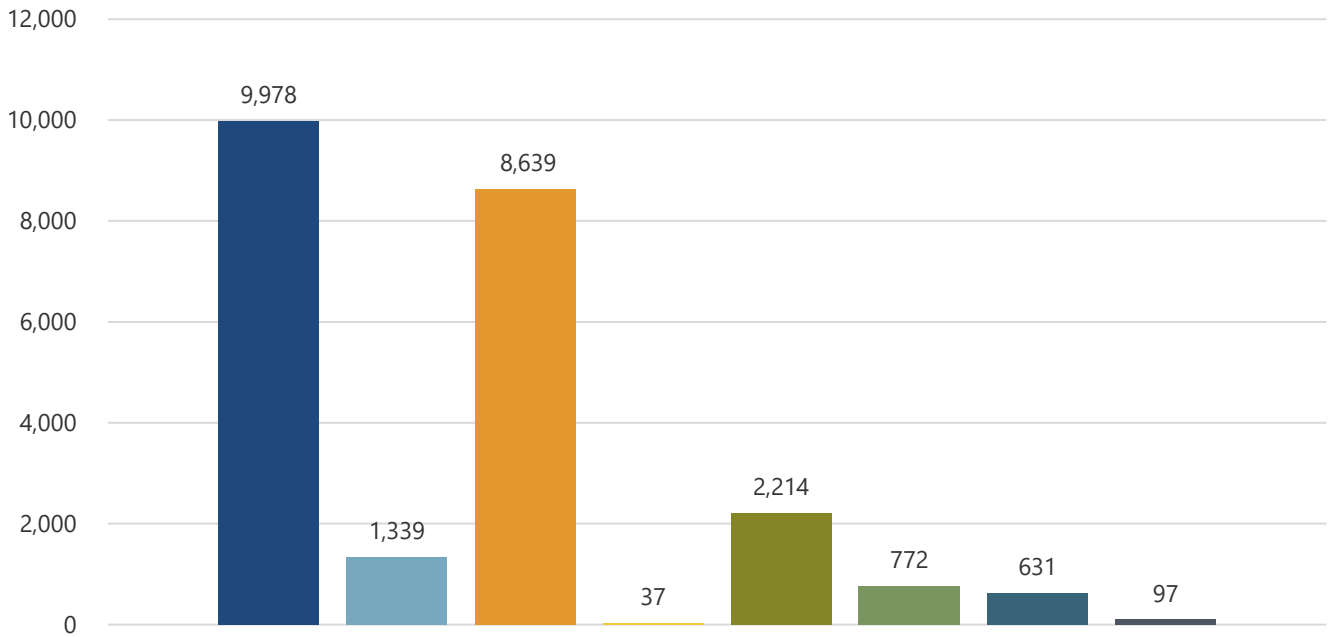


Female/Male Ratio

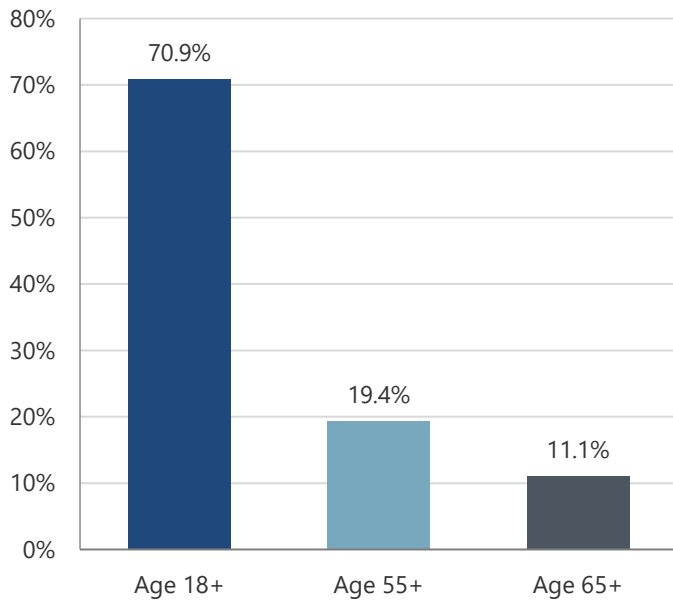


Daytime Population

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



Age



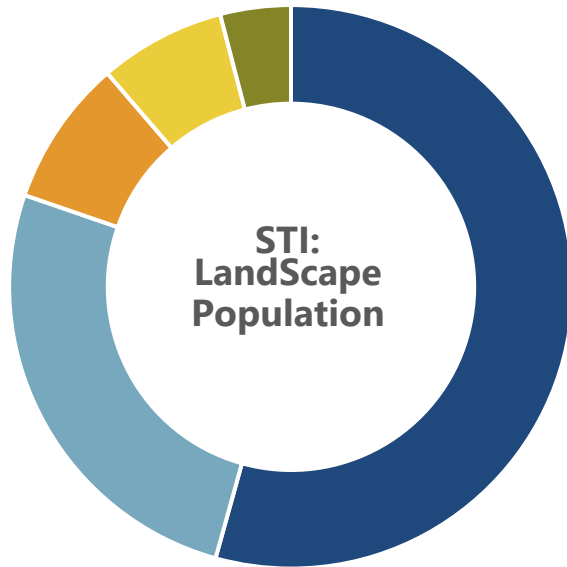
Median Age, Total

31.2

Age Demographics

- 70.90% Age 18+
- 19.37% Age 55+
- 11.12% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 50.7% Urban Moms/Dads (G1)
- 24.2% Still Standing (M3)
- 7.9% Blue Collar Starts (B6)
- 6.8% Suburban Singles (H2)
- 3.8% Middle of the Road (B4)
- 0.0% Collegians (O7)

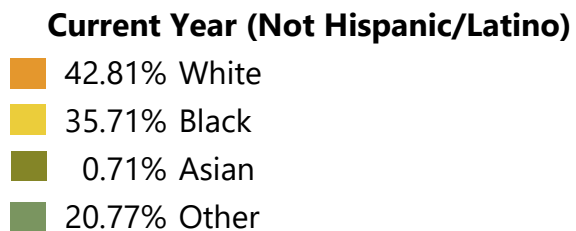
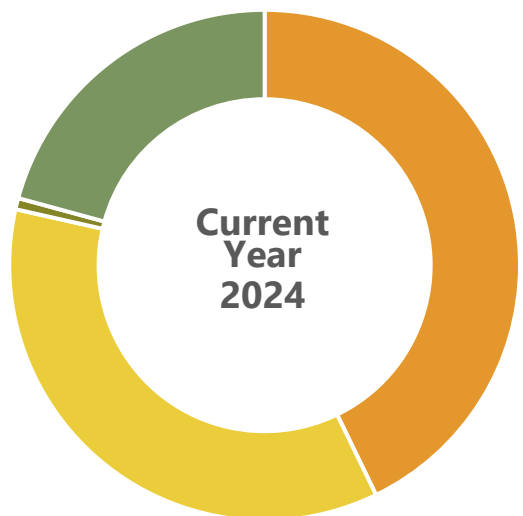
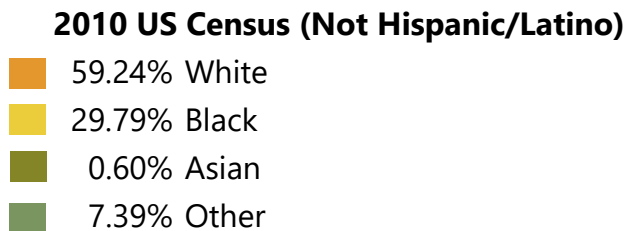
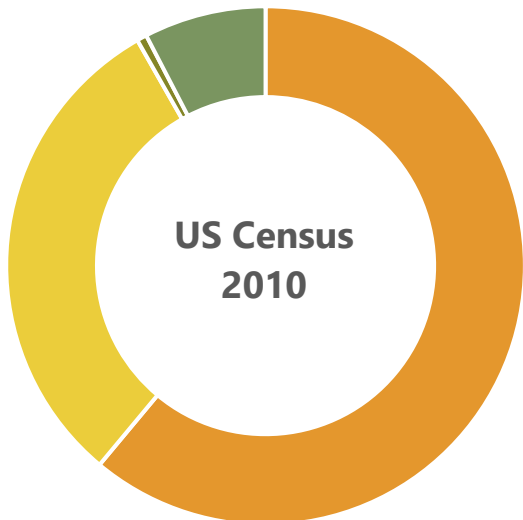
Other top segments:

- 1.7% Kindred Spirit (B3)
- 1.6% Gurus (E1)
- 1.4% Golden Heritage (O1)
- 1.1% SM Seeks SF (F2)
- 0.7% Regents (A6)
- 0.1% Standing Tall (M2)

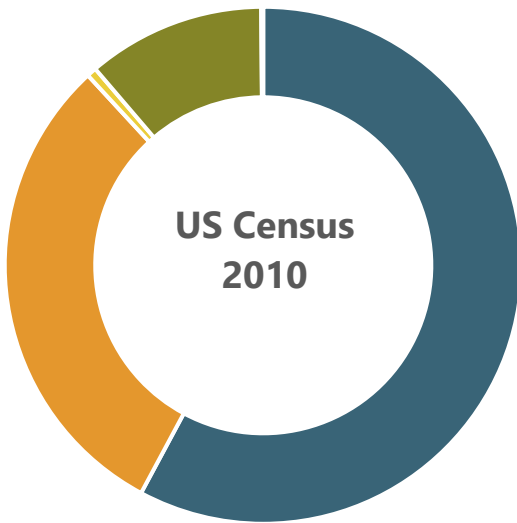
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Blue Collar Starts (B6)	\$40K	34.2	Urban	Married	White, Hispanic	Some Children	High School	Blue Collar
Suburban Singles (H2)	\$49K	35.2	Suburban	Single/Couple	Diverse	Families	College/Trad	White Collar
Middle of the Road (B4)	\$51K	35.7	Urban	Married	White, Hispanic	Some Children	High School Grad	Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trad	White Collar
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar

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

Ethnicity (Not Hispanic/Latino)

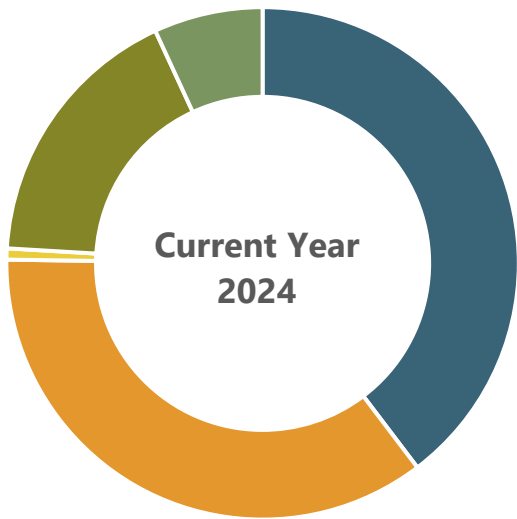


Ethnicity (Hispanic/Latino)



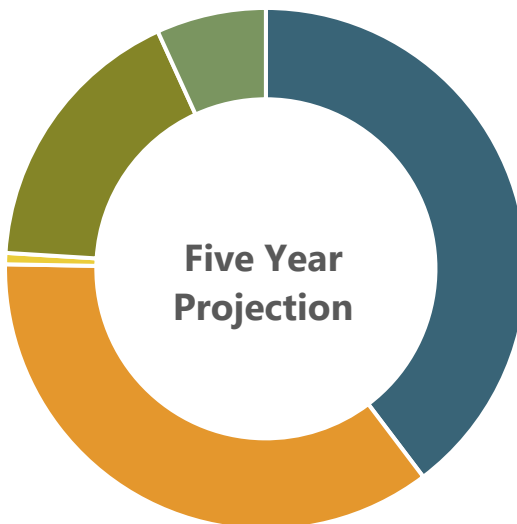
2010 US Census (Hispanic/Latino)

- 56.58% White
- 29.64% Black
- 0.59% Asian
- 10.89% Hispanic
- 0.12% Other



Current Year (Hispanic/Latino)

- 39.67% White
- 35.56% Black
- 0.70% Asian
- 17.19% Hispanic
- 6.88% Other



Five Year Projection (Hispanic/Latino)

- 39.69% White
- 35.59% Black
- 0.70% Asian
- 17.22% Hispanic
- 6.80% Other

Housing & Households

2.7

Land Area

1,934

Total Households



751

Owner-Occupied

2,240

Total Housing Units

1,945

Total Households

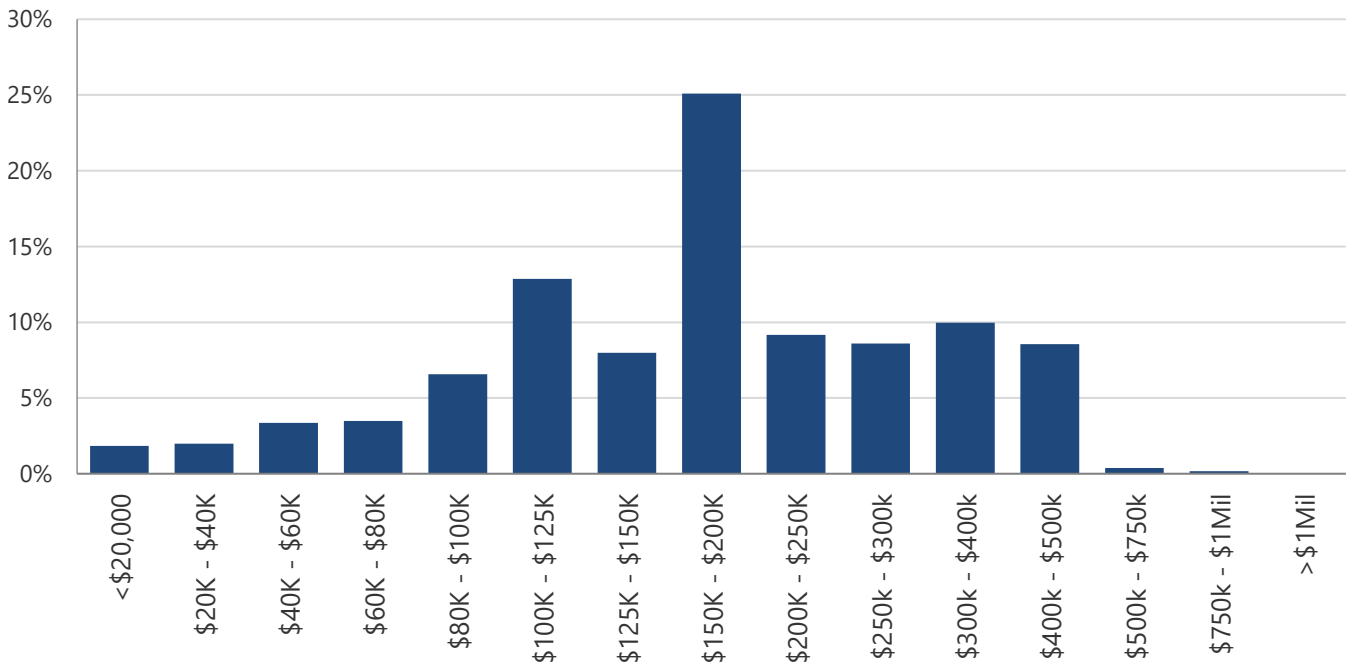
5 Year Projection



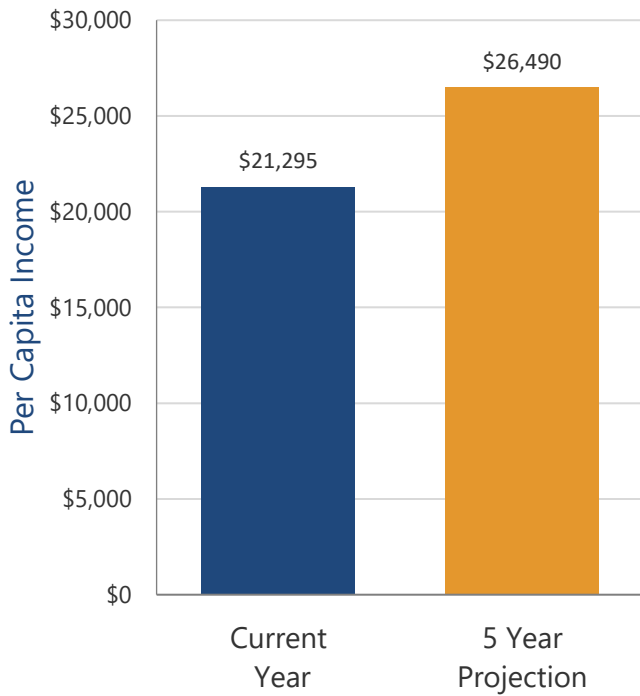
1,183

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

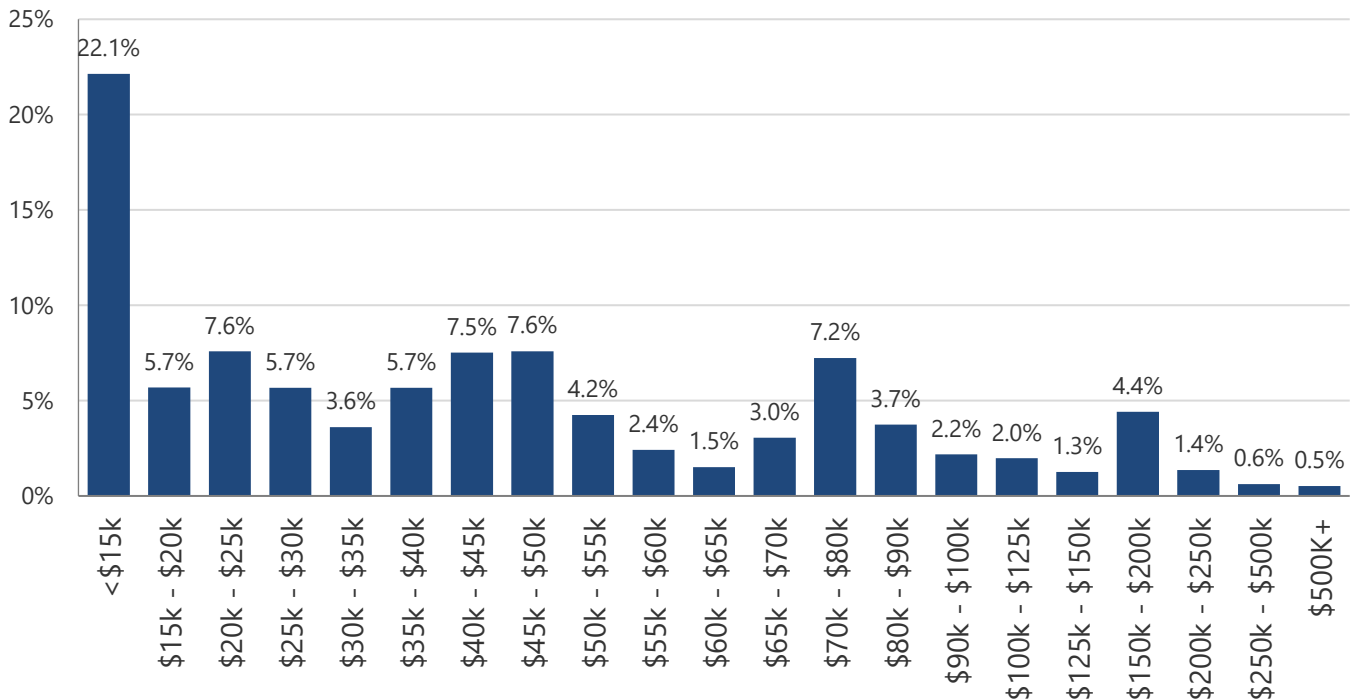
\$53,725

Median Household Income

\$41,290

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



1,324

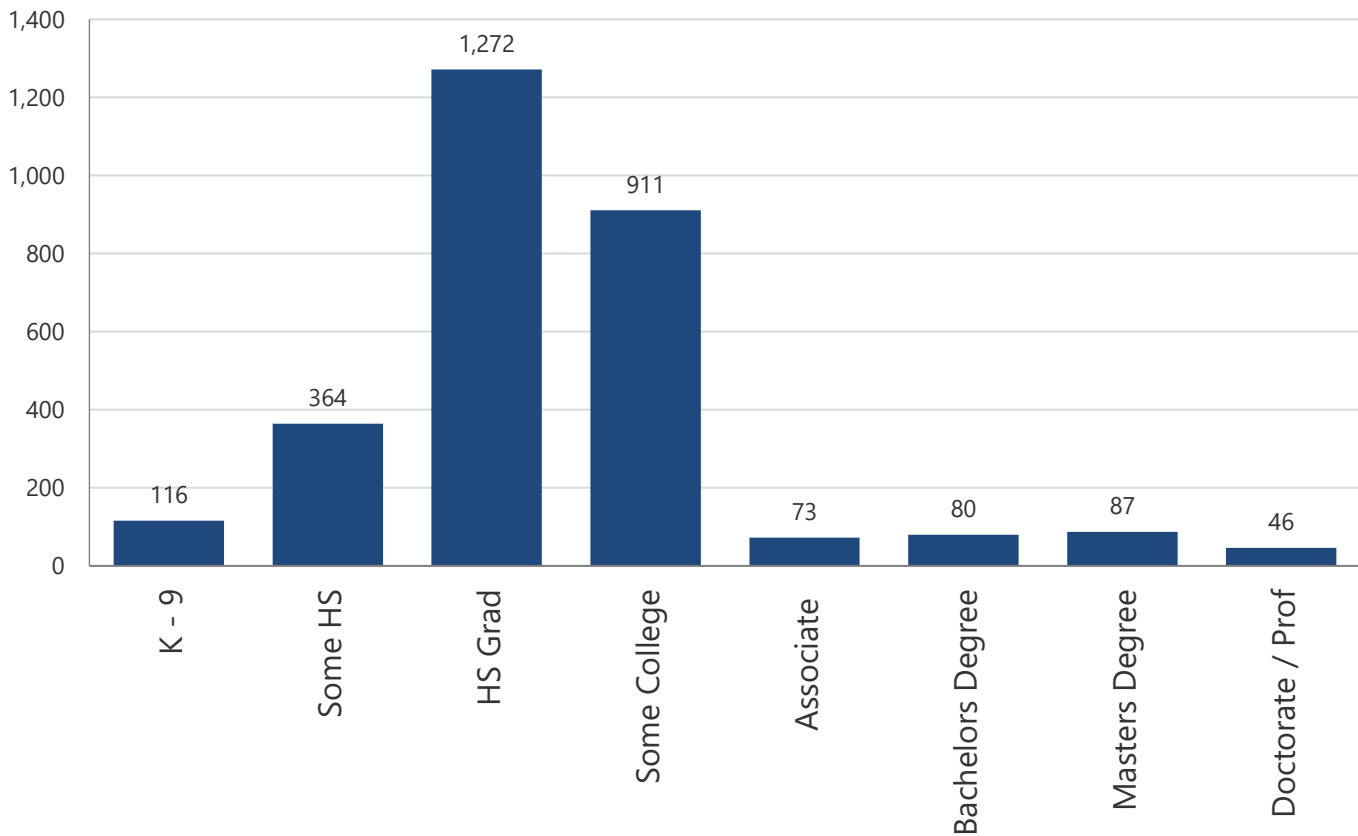
College undergraduate



359

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

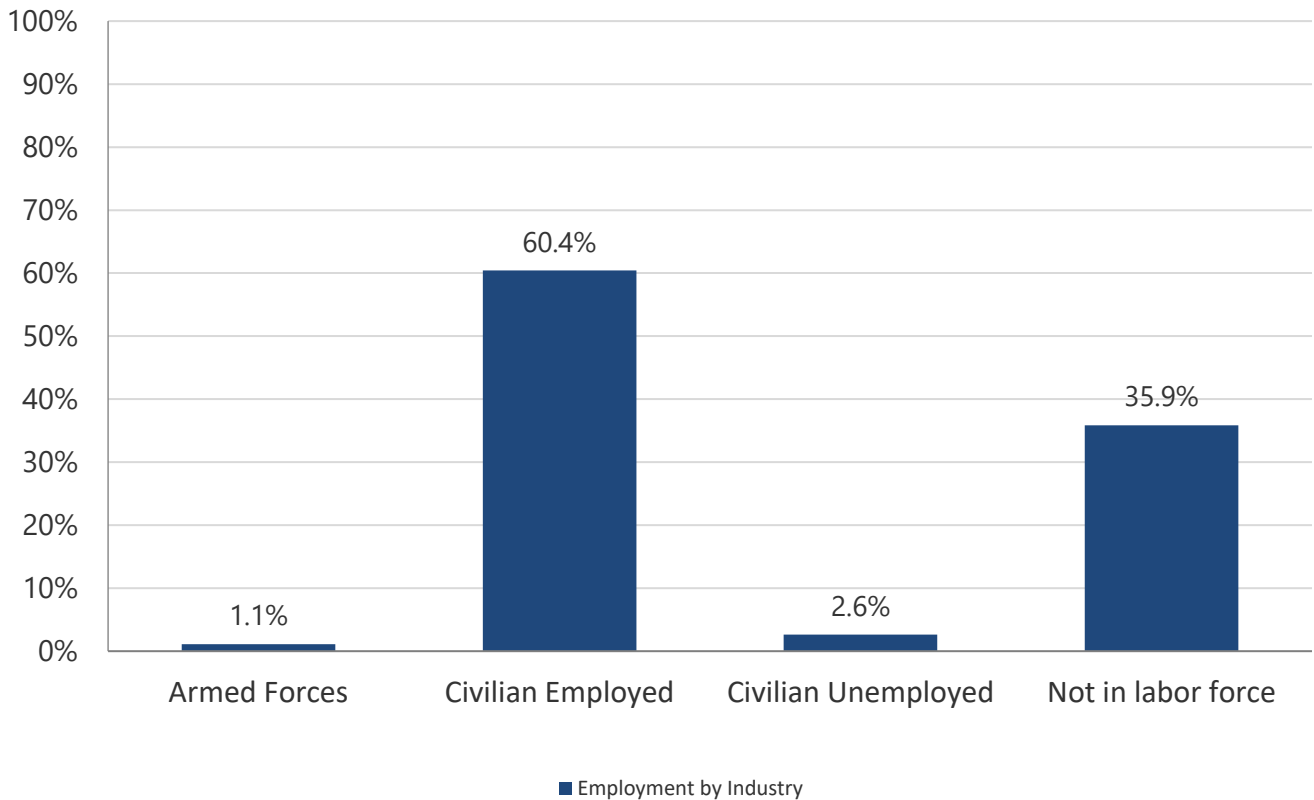
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



3,625

Current Year

Employment by Industry



Transportation to Work (Current Year)



1,492

Total Workers 16+



1,251

Car, Truck or Van



203

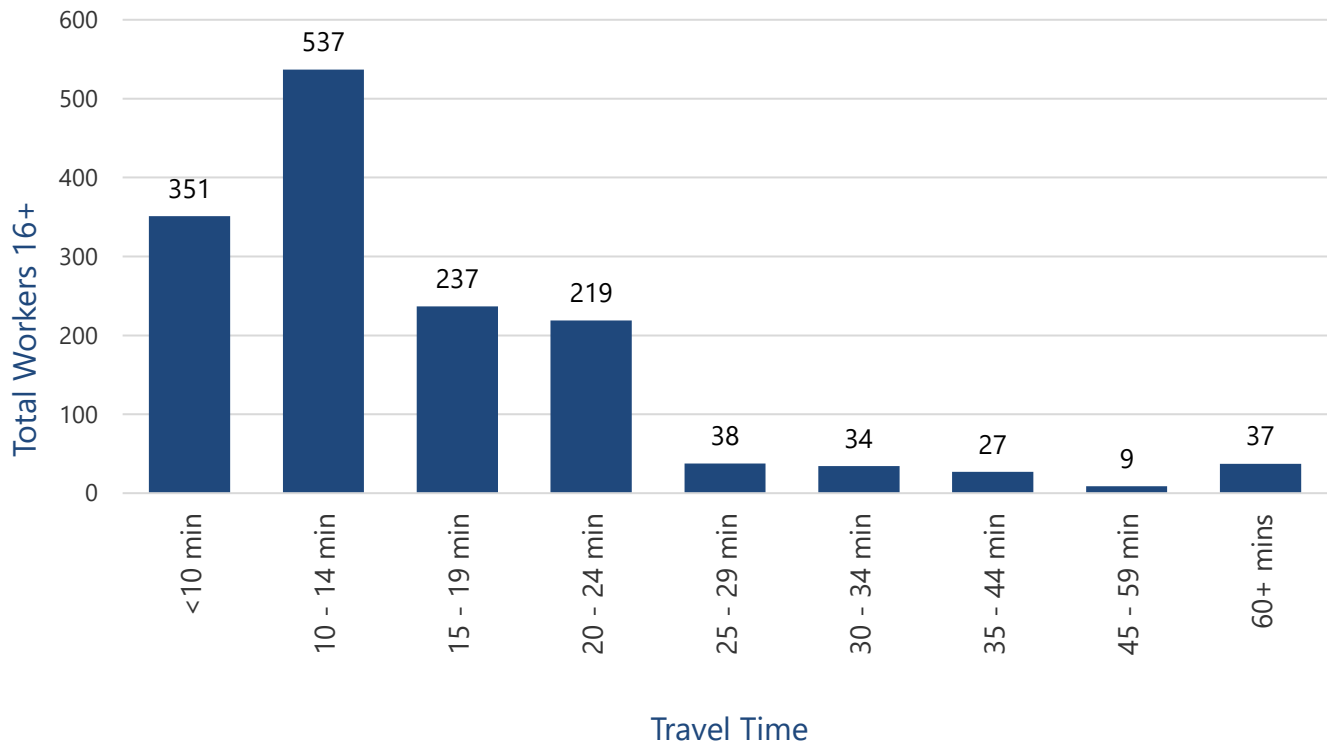
Public transport (not taxi)



3

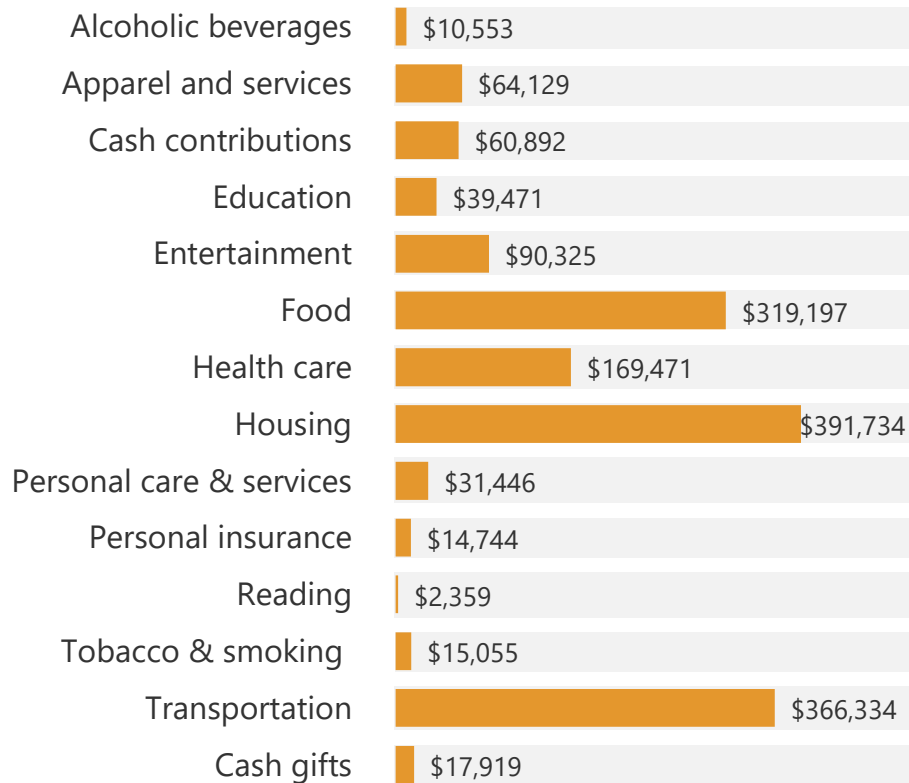
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

- | | |
|---|--|
| 0 Agriculture, Forestry, Fishing and Hunting | 10 Real Estate, Rental and Leasing |
| Mining, Quarrying, Oil and Gas Extraction | 20 Professional, Scientific, and Technical Services |
| Utilities | Management of Companies and Enterprises |
| 12 Construction | 9 Administrative and Support Services |
| 15 Manufacturing | 8 Educational Services |
| 7 Wholesale Trade | 108 Health Care and Social Assistance |
| 57 Retail Trade | 5 Arts, Entertainment, and Recreation |
| 3 Transportation and Warehousing | 28 Accommodation and Food Services |
| 6 Information | 29 Other Services |
| 30 Finance and Insurance | 6 Public Administration |

Retail Sales Volume

Automotive Dealers	\$82,104,260
Other Motor Vehicle Dealers	\$2,458,569
Automotive Parts, Accessories, Tires	\$9,687,246
Furniture Stores	\$12,842,956
Home Furnishing Stores	\$2,629,740
Electronics and Appliance	\$10,394,313
Building Material, Supplies	\$36,666,083
Lawn and Garden Equipment	\$3,415,404
Grocery Stores	\$57,387,881
Specialty Food Stores	\$569,011
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$29,099,044
Gasoline Stations	\$6,565,721
Clothing Stores	\$13,013,966
Shoe Stores	\$6,415,212
Jewelry, Luggage, Leather Goods	\$3,718,405
Sporting Goods, Hobby, Musical Instrument	\$5,337,170
Book, Periodical, and Music	\$1,495,935
Department Stores	\$37,362,592
Other General Merchandise	\$16,393,994
Florists and Misc. Store Retailers	\$23,772
Office Supplies, Stationary, Gift	\$2,059,324
Used Merchandise Stores	\$1,178,834
Other Misc. Store Retailers	\$6,868,758
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$1,462,394
Full-Service Restaurants	\$17,668,602
Limited-Service Eating Places	\$19,255,728
Special Food Services	\$2,099,412
Bar/Drinking Places (Alcoholic Beverages)	\$0

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

LandScape Segment Descriptions

Urban Moms/Dads (G1)

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

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

Blue Collar Starts (B6)

The residents in Blue- Collar Starts neighborhoods struggle financially the most among their Urban Cliff Climbers brethren. They not only support themselves in blue- collar positions, they also have a commensurately lower education level: a significant percent have less- than- high- school education levels. While an average- number of these 20- to 30- year- old are married- with- children, they have higher rates of residents who are single householders (either male or female) with children, especially younger children. All of these factors help explain the fact that Blue- Collar Starts supplement their less- than- \$30,000 incomes from production, transportation, construction, and building maintenance jobs with some level of public- assistance income. They most likely enjoy fewer of life's comforts than many other Americas - and work harder for what they do own.

Suburban Singles (H2)

Residents of the Suburban Singles neighborhoods have some things going for them and some things working against them. While they do have an average level of high- school education, some college, and a propensity for middle- class white- collar jobs, they tend to be single- with- children- under- six and incomes only in the \$30,000s and \$40,000s. Combined, these factors add up to Single in the Suburbs neighborhoods with hard- working men and women who may be struggling to raise some kids. They rank more- than- 75- percent- higher- than- average in single- parent households. The adults are single both because they have never been married and because they are divorced (almost 50- percent- higher- than- average). These factors point to an explanation for their average- level of public- assistance. Though they are relatively young at 20- and 30- something, their relatively low level of education and single- parent status, may hold down any career advancement aspirations. Though Suburban Singles rank as a middle- class, white- collar sector, they show a particularly high level of employment in the food preparation industry, as well as building maintenance, office administration, healthcare support, and construction.

Middle of the Road (B4)

If you're looking for higher- than- average earners in the nation's blue- collar occupations, you're in the right neighborhood. Middle of the Road areas are a cross- section of America's heartland, but in an urban setting. Middle of the Road sectors are one of two blue- collar segments within the Urban Cliff Climbers category. While lower- than- the- national- average in white- collar workers, these areas have an above- average percent of people employed in construction, repair services, production, and transportation. These jobs give these married- with- children 20- to 30- year- olds an average annual income of between \$40,000 to \$50,000 - a relatively good income level, owing to a strong work ethic. And with their good incomes, they can probably be found playing as hard as they work.

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

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.

Gurus (E1)

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

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

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.

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.

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.