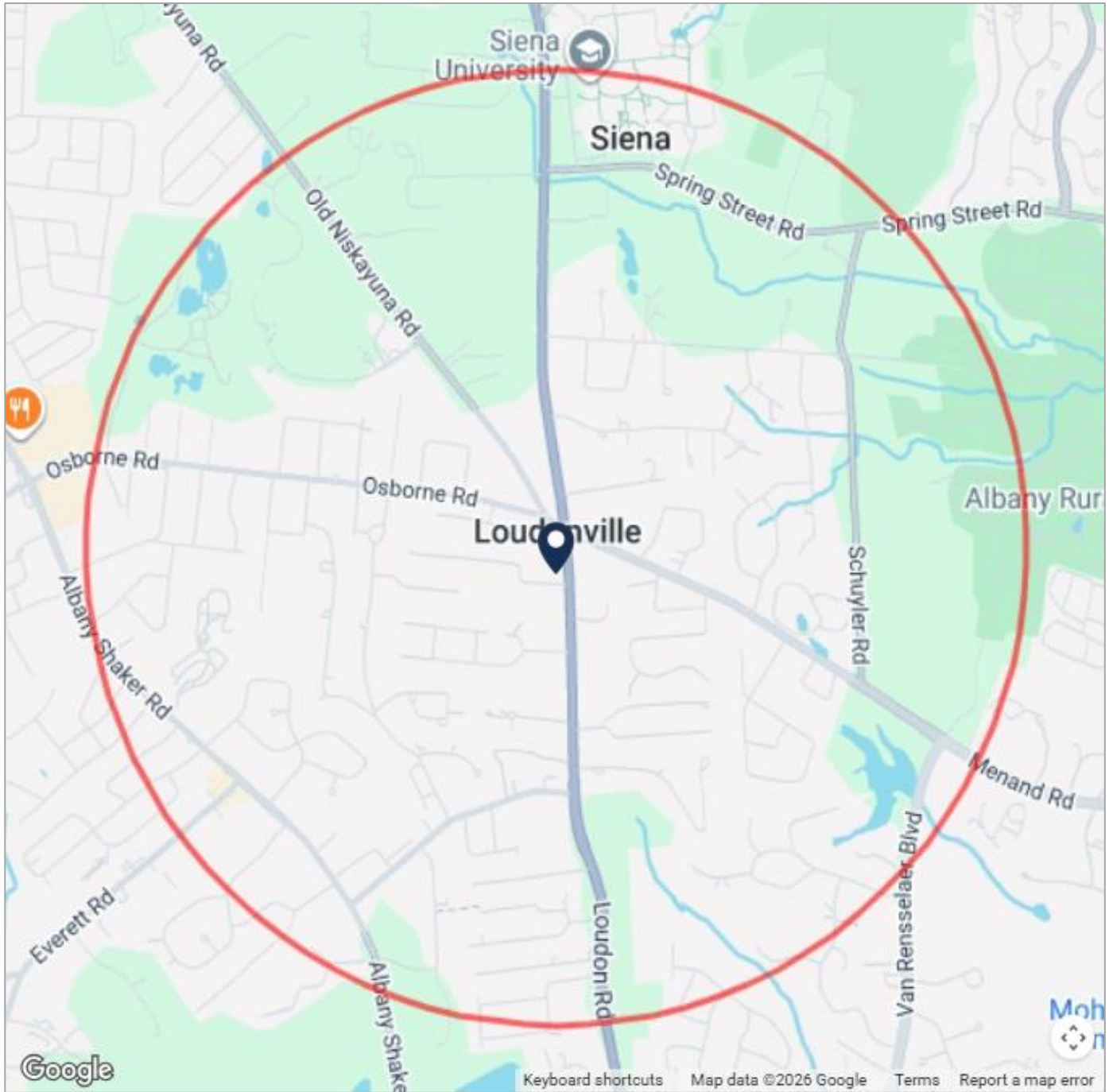


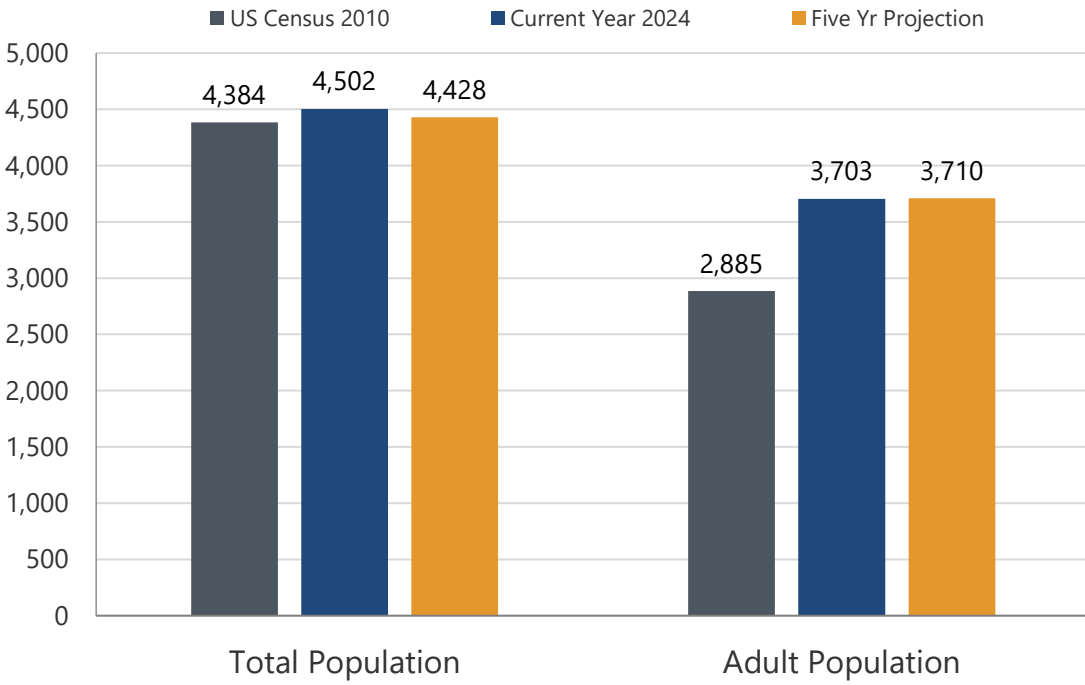
# 428 Loudon Road - Demographics

Trade Area: 1 Mile

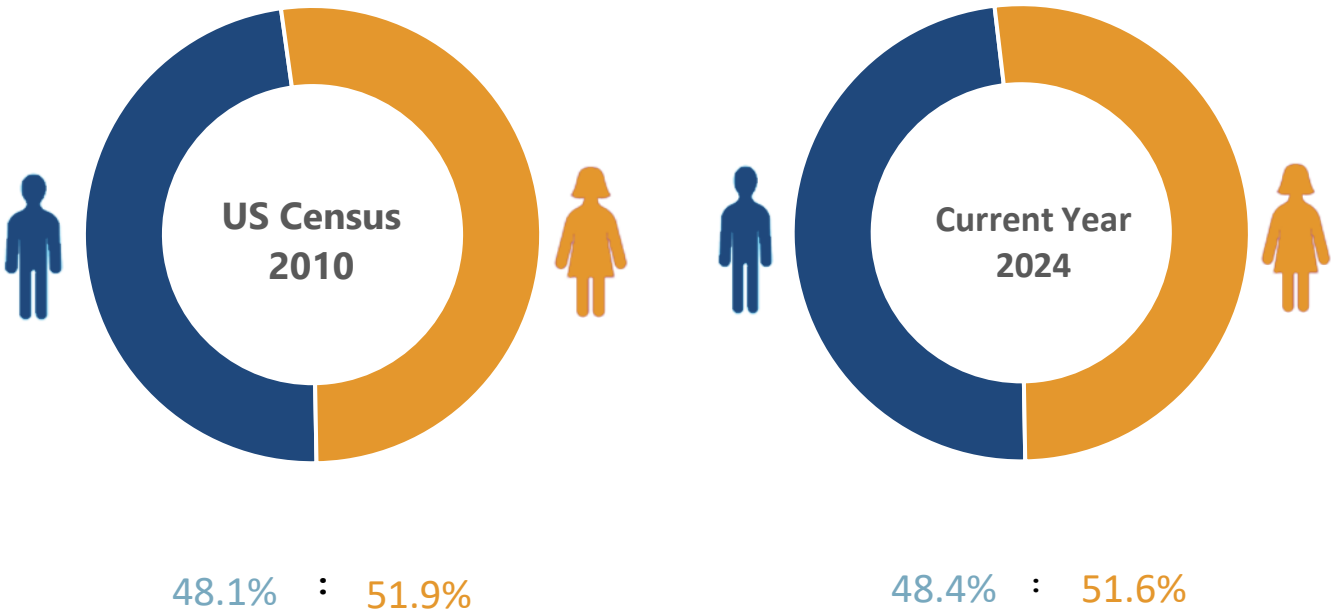


# Population Charts

## Population

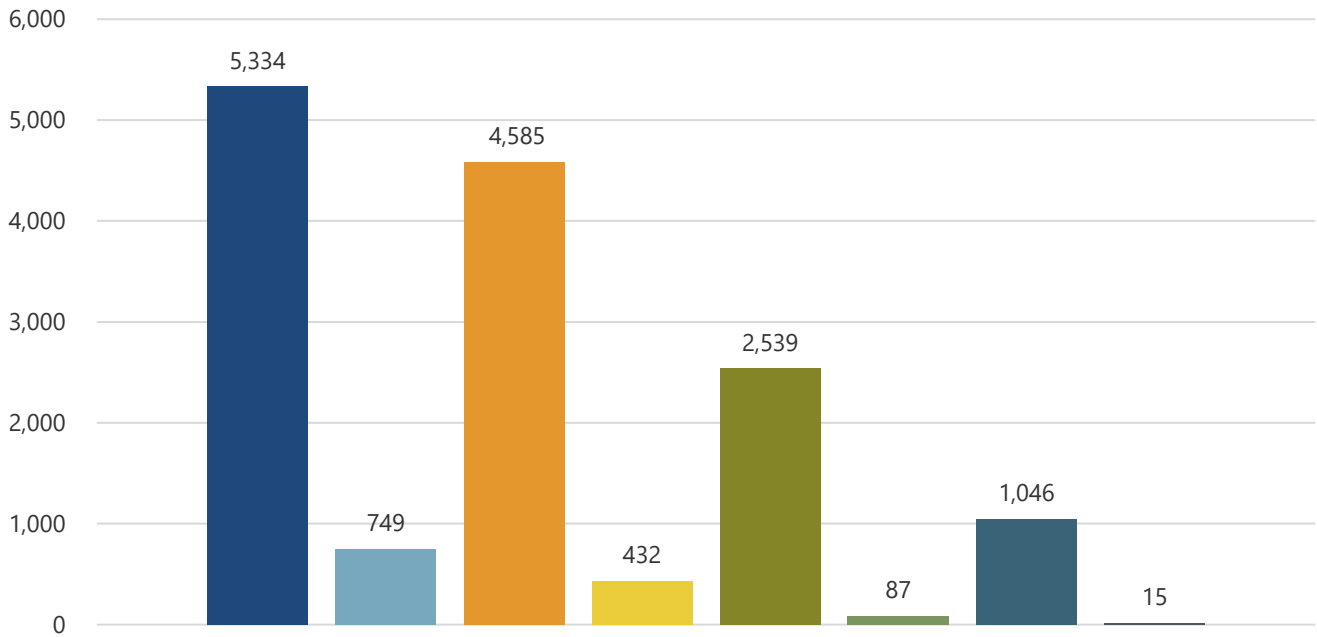


## Female/Male Ratio

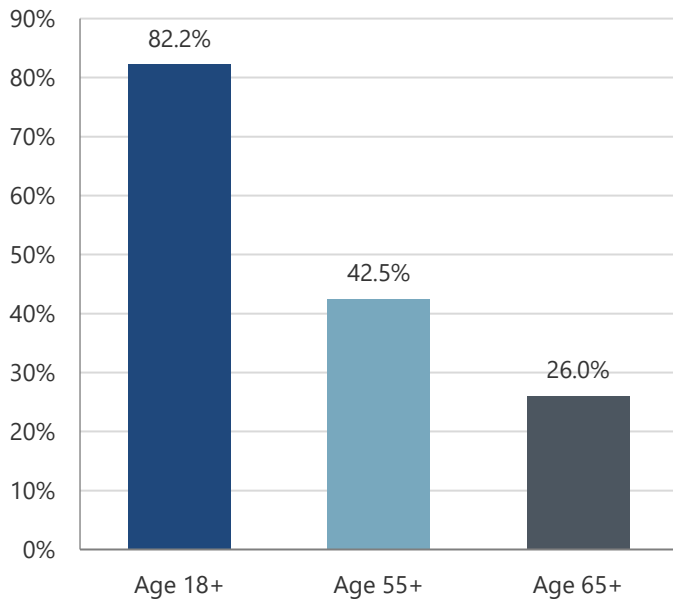


# Daytime Population

- 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



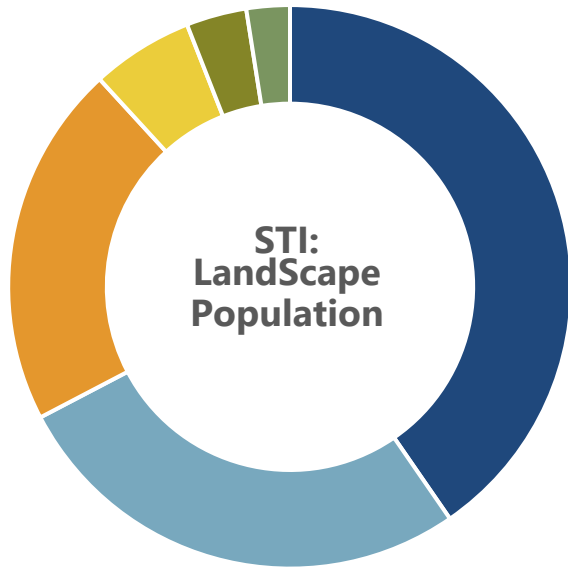
Median Age, Total

**48.6**

## Age Demographics

- 82.25% Age 18+
- 42.51% Age 55+
- 26.04% Age 65+

# Population STI: LandScape (Current Year)



## Top Six Segments:

- 40.4% Regents (A6)
- 26.9% Grand Masters (A2)
- 20.9% Gurus (E1)
- 5.9% Empire Builders (A1)
- 3.5% Wizards (E2)
- 2.5% Managing Business (C2)

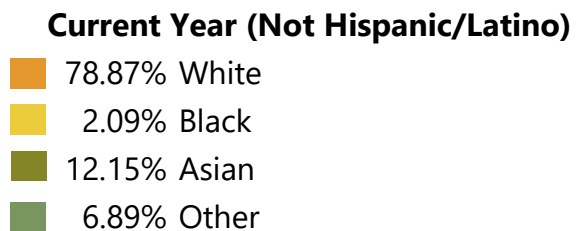
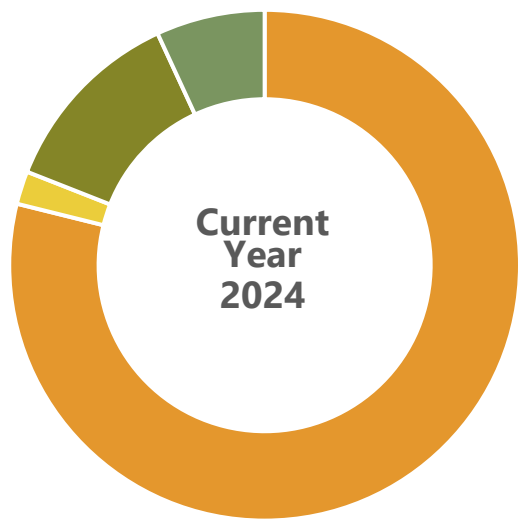
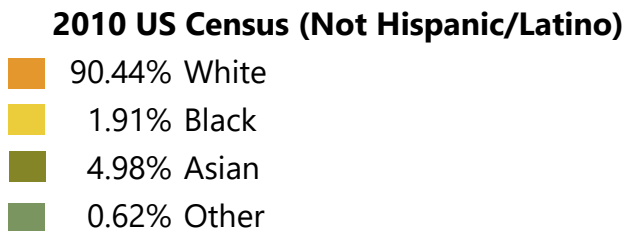
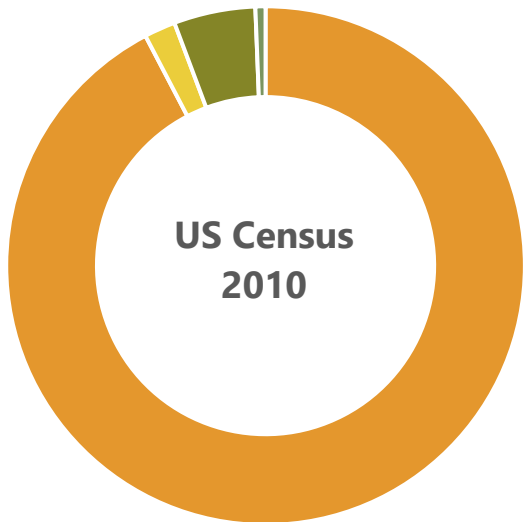
## Other top segments:

- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)

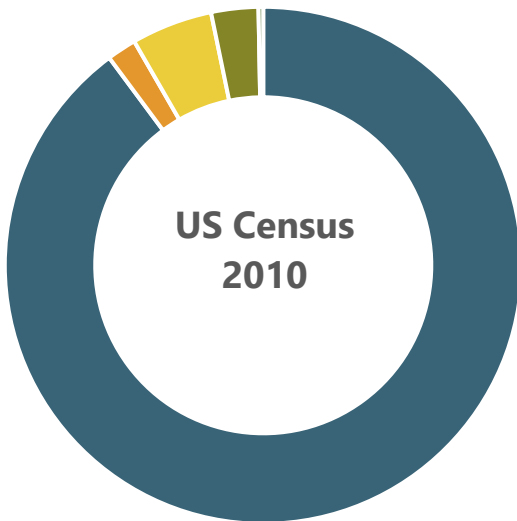
Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
<b>Regents (A6)</b>	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
<b>Grand Masters (A2)</b>	\$127K	48.3	Urban	Married	White	Families	Bachelor's Plus	White Collar
<b>Gurus (E1)</b>	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
<b>Empire Builders (A1)</b>	\$156K	48.7	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
<b>Wizards (E2)</b>	\$80K	41.5	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
<b>Managing Business (C2)</b>	\$67K	41.7	Urban	Married	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trad	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar

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

# Ethnicity (Not Hispanic/Latino)

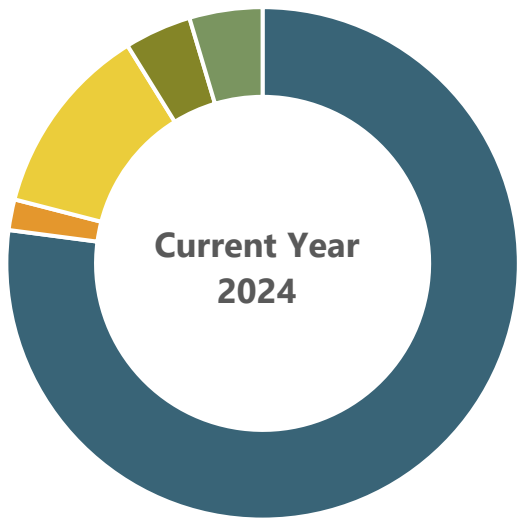


# Ethnicity (Hispanic/Latino)



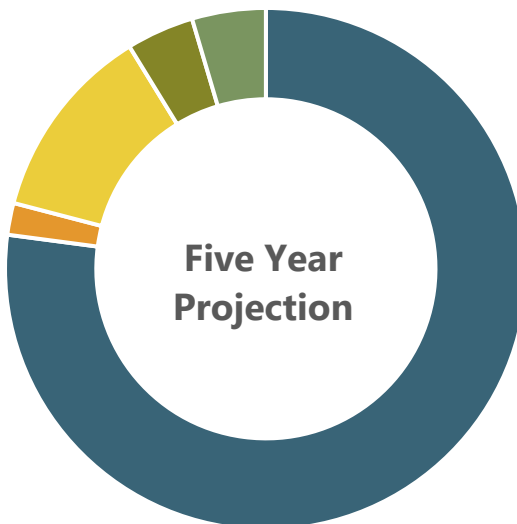
**2010 US Census (Hispanic/Latino)**

- 88.11% White
- 1.81% Black
- 4.98% Asian
- 2.89% Hispanic
- 0.29% Other



**Current Year (Hispanic/Latino)**

- 77.08% White
- 1.94% Black
- 12.15% Asian
- 4.22% Hispanic
- 4.61% Other



**Five Year Projection (Hispanic/Latino)**

- 77.09% White
- 1.97% Black
- 12.18% Asian
- 4.19% Hispanic
- 4.57% Other

# Housing & Households

**3.1**

Land Area

**1,741**

Total Households

**1,830**

Total Housing Units

**1,714**

Total Households

5 Year Projection



**1,556**

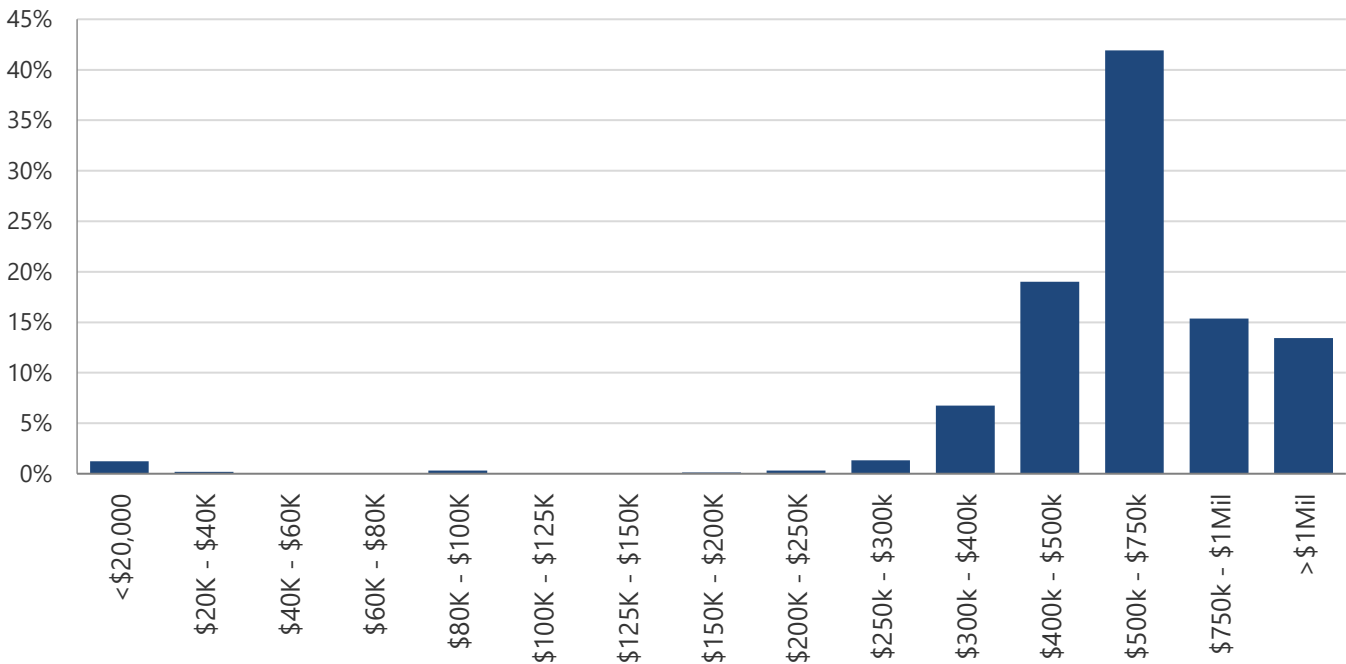
Owner-Occupied



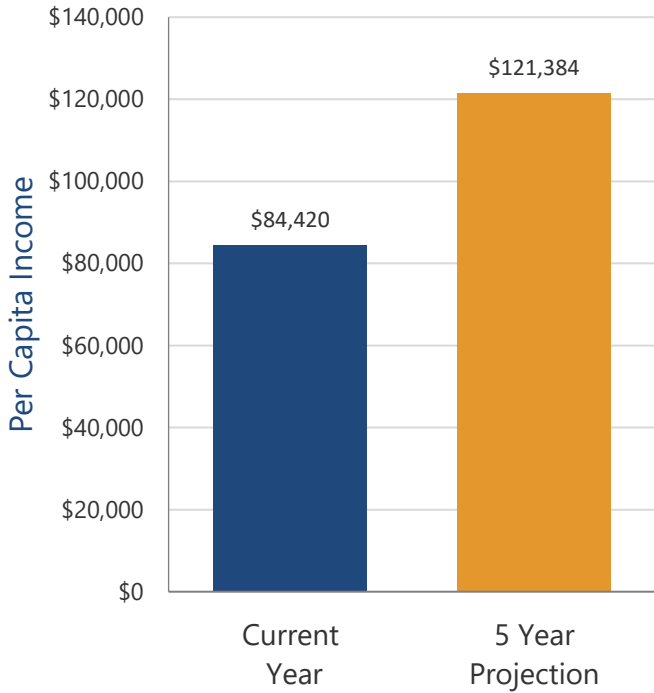
**185**

Renter-Occupied

## Housing Value (Current Year)



# Income



Average Household Income

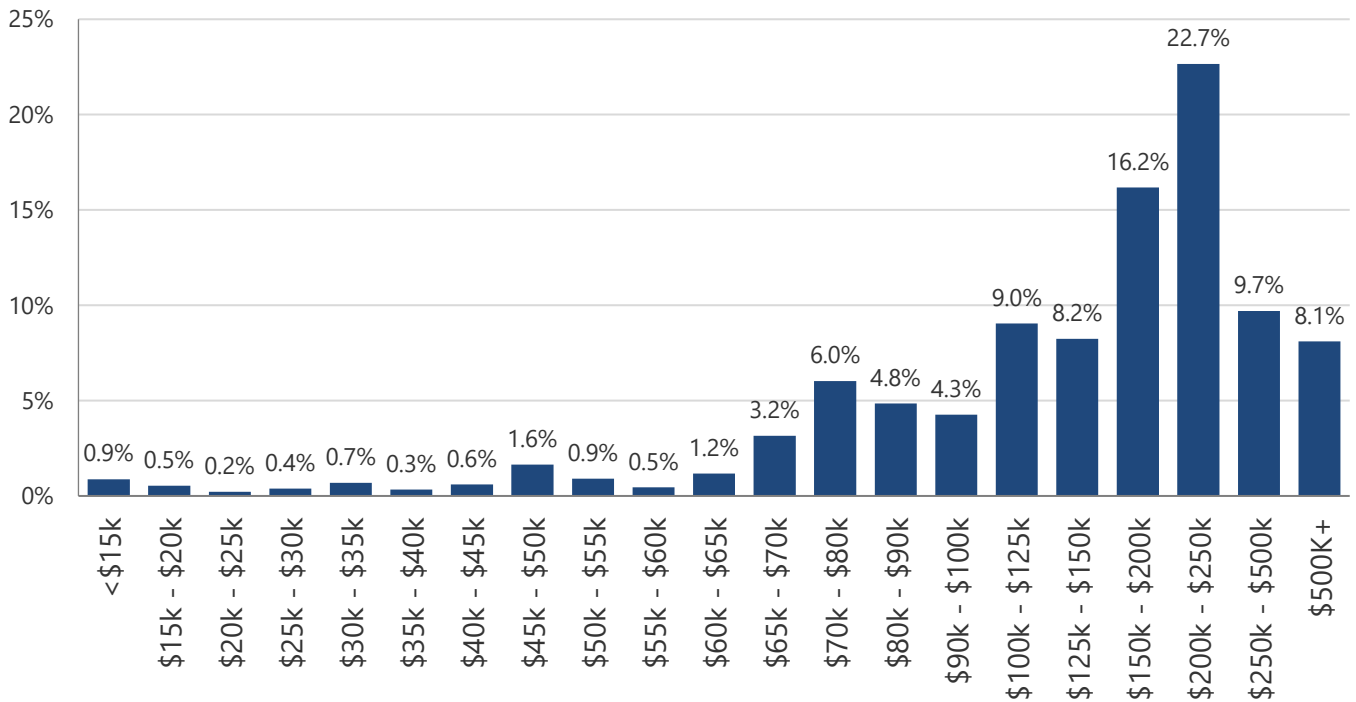
**\$218,278**

Median Household Income

**\$175,168**

Based on Total Population

# Households by Income (Current Year)



# Education (Current Year)

## Education



**3,850**

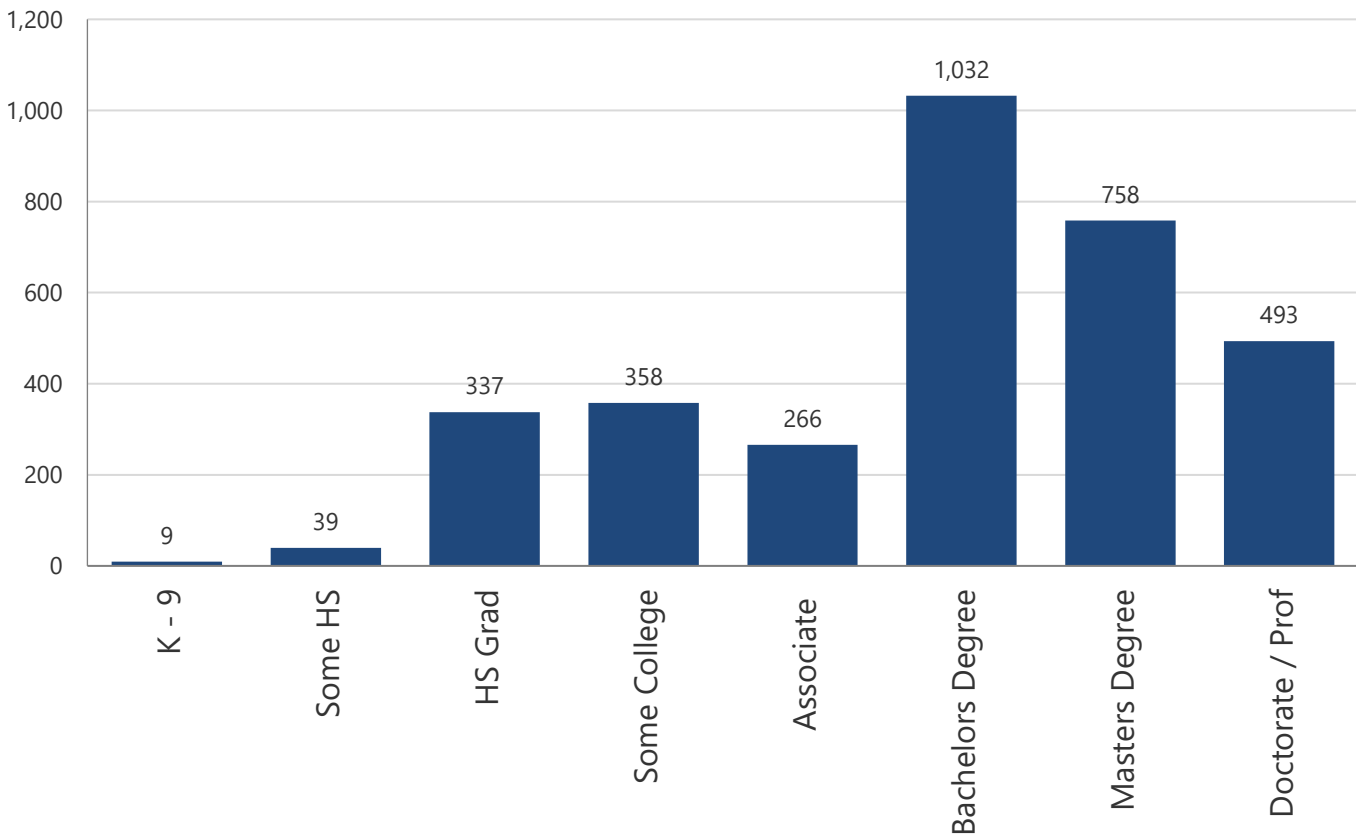
College undergraduate



**1,959**

Graduate or prof degree

## Educational Attainment at Age 25+ (Current Year)



# Employment and Occupation

## Employment and Occupation

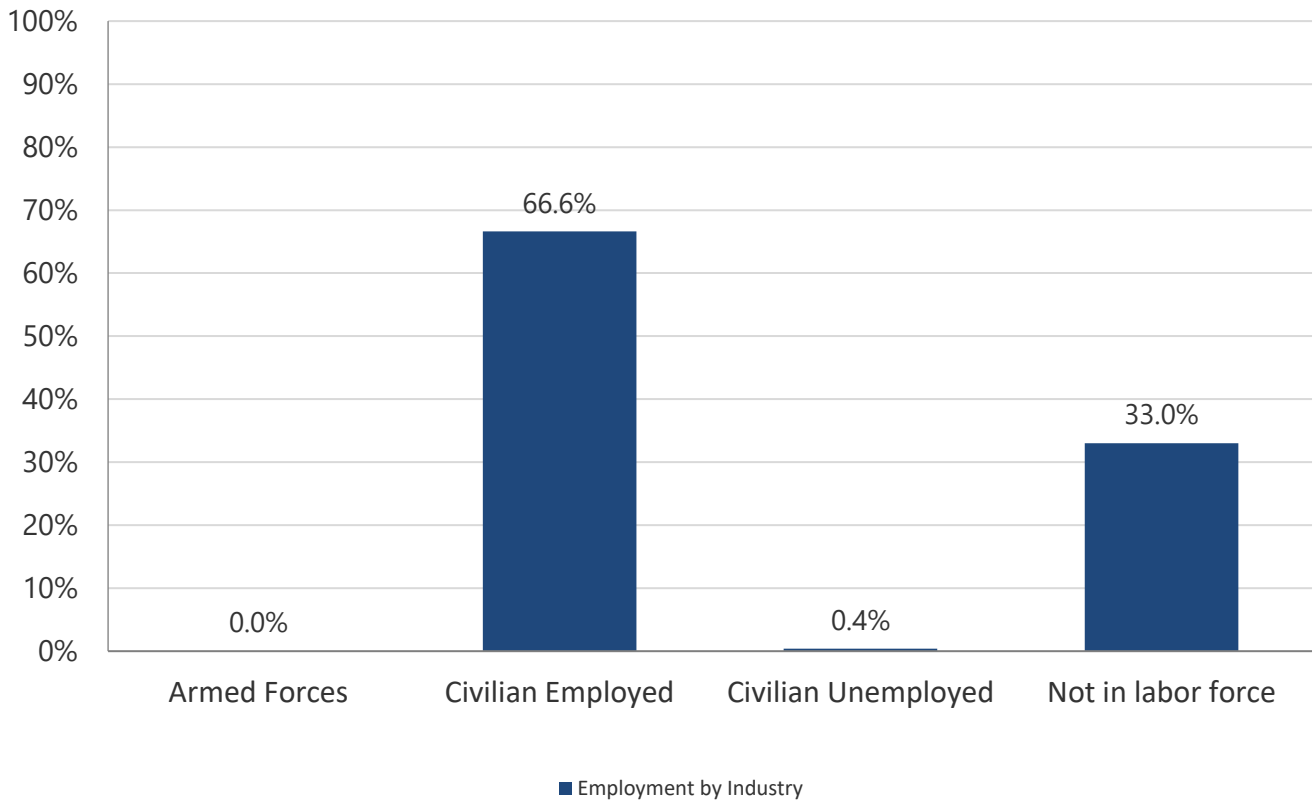
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**3,812**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**2,449**

Total Workers 16+



**2,126**

Car, Truck or Van



**44**

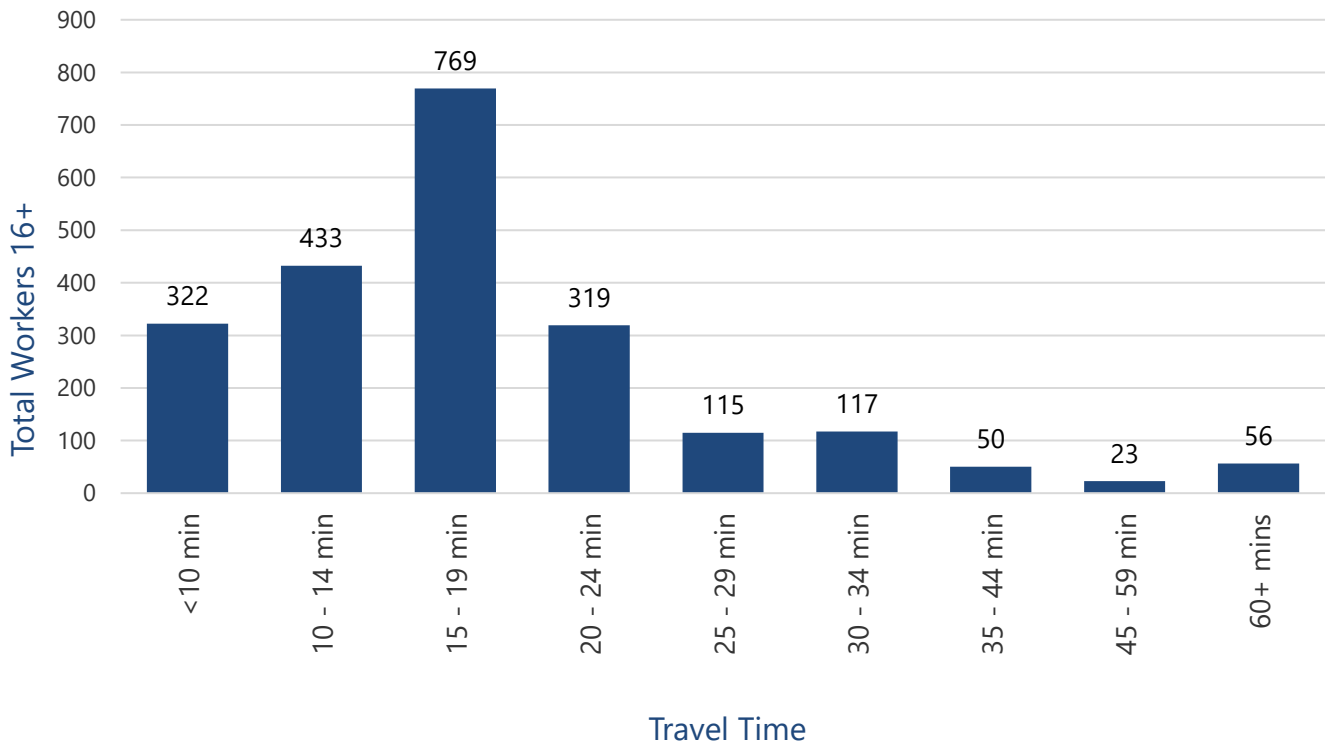
Public transport (not taxi)



**246**

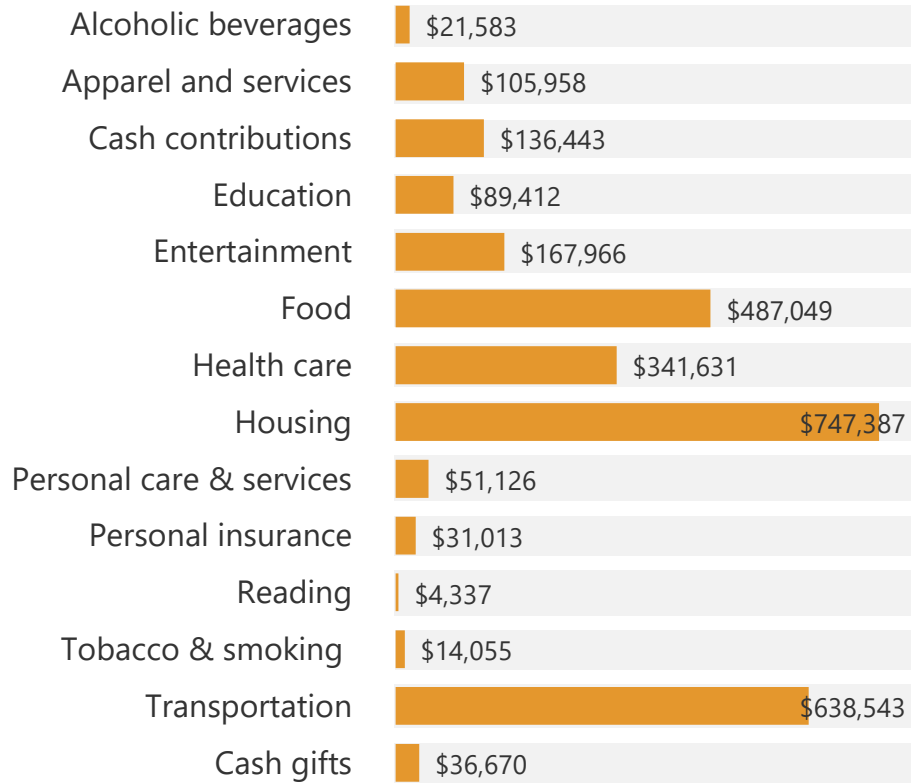
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	<b>5</b>	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>22</b>	Professional, Scientific, and Technical Services
Utilities		Management of Companies and Enterprises
<b>9</b> Construction	<b>4</b>	Administrative and Support Services
<b>2</b> Manufacturing	<b>1</b>	Educational Services
<b>0</b> Wholesale Trade	<b>37</b>	Health Care and Social Assistance
<b>8</b> Retail Trade	<b>2</b>	Arts, Entertainment, and Recreation
<b>1</b> Transportation and Warehousing	<b>6</b>	Accommodation and Food Services
<b>2</b> Information	<b>10</b>	Other Services
<b>9</b> Finance and Insurance	<b>3</b>	Public Administration

## Retail Sales Volume

Automotive Dealers	\$0
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$2,041,632
Electronics and Appliance	\$0
Building Material, Supplies	\$7,846,638
Lawn and Garden Equipment	\$402,953
Grocery Stores	\$0
Specialty Food Stores	\$929,912
Beer, Wine, and Liquor Stores	\$6,272,164
Health and Personal Care Stores	\$14,320,758
Gasoline Stations	\$5,732,828
Clothing Stores	\$2,931,005
Shoe Stores	\$866,050
Jewelry, Luggage, Leather Goods	\$219,676
Sporting Goods, Hobby, Musical Instrument	\$0
Book, Periodical, and Music	\$402,354
Department Stores	\$0
Other General Merchandise	\$1,259,761
Florists and Misc. Store Retailers	\$145,522
Office Supplies, Stationary, Gift	\$323,457
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$0
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$1,439,710
Full-Service Restaurants	\$4,163,853
Limited-Service Eating Places	\$12,382,903
Special Food Services	\$1,778,175
Bar/Drinking Places (Alcoholic Beverages)	\$8,752,443

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

## **LandScape Segment Descriptions**

### **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.

### **Grand Masters (A2)**

Grand Masters are highly urban neighborhoods that enjoy the stature of their Creme de la Creme brethren in most measured areas, including education, occupation, and family composition. Grand Masters are home to 40- something white- collar professionals who are married- with- children, college- educated, and employed overridingly in management and professional positions. Residents in these areas enjoy incomes of between \$70,000 and \$80,000 on average. While residents in Grand Masters earn an average level of income from their management and professional positions, they also have a higher- than- average population earning income from self- employment enterprises and interest/dividend income. They have a slightly higher- than- average percentage of families with children; with a modestly higher- than- average number of teens aged 13 to 17. Also, Grand Masters have slightly over two- times- the- national- average in college- educated residents, and nearly twice- the- average number of people in white- collar management positions.

### **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.

### **Empire Builders (A1)**

Empire Builders are the upper echelons of the nation's top- ranking urban neighborhood category, the Creme de la Cremes. These areas are home to the leading income earners in several categories, including management and professional salaries (for those who have to work), self- employment earnings, and interest/dividend proceeds. In fact, Empire Builders contain over two- times- the- national- average in white- collar professionals, two- times- the- average in self- employed business people, and two- times- the- average in interest/dividend income earners. All this adds up to a median annual income of \$90,000. With these credentials, it's no surprise these areas also house three- times- the- average in educated adults. Empire Builders' residents tend to be in their 40s, but are also home to a slightly above- average number of 65- plus- year- olds. Empire Builders are typically populated by traditional families who are married- with- children, though many of the families may have fewer children than the national norm.

## **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.

## **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.

## **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales (nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

## **Legacy Years (O6)**

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

## **Centurions (O5)**

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non-military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low-30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high-\$30,000s and the \$40,000s, and a two-times-the-national-average percentage of married-couple-with-children households. Their income is generated largely from salaries; and this segment has a very low level of income from public-assistance. No doubt owing to their younger age, there is a significantly above-average level of children under six-years-old. This group also has a nearly two-times-the-average number of people with some years of college under their military belts. Their occupational ranking is a mix of white-collar and blue-collar jobs in areas such as healthcare support, protective services, personal care, and farming.

## **Doublewides (O4)**

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than-average level of income from public-assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75% above average), repair services (50% above average), transportation (50% above average), and production (nearly 50% above average). These occupations are a reflection of the residents' low educational achievements: There is an over-50% average number of people with less-than-high-school educations. However, 25% above-average have high-school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50% higher-than-average number of single-fathers.

## **Group Quarters (O3)**

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single-family home renters. It's logical to imagine this group being much more transient than home-owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median-age in the 30s, very few children, more singles than married-couples, and a two-times-the-national-average level of people with less-than-high-school educations. Income for these rental-housing residents ranks 50-percent-higher-than-average on public-assistance. However, many of the residents are employed in blue-collar jobs, such as farming/fishing/forestry (nearly four-times-average), protective services (nearly two-and-a-half-times-average), and healthcare support, building maintenance, and transportation (all about 25-percent-above-average). Incomes are in the high-\$30,000s and \$40,000s ranges.

## **East Meets West (O2)**

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