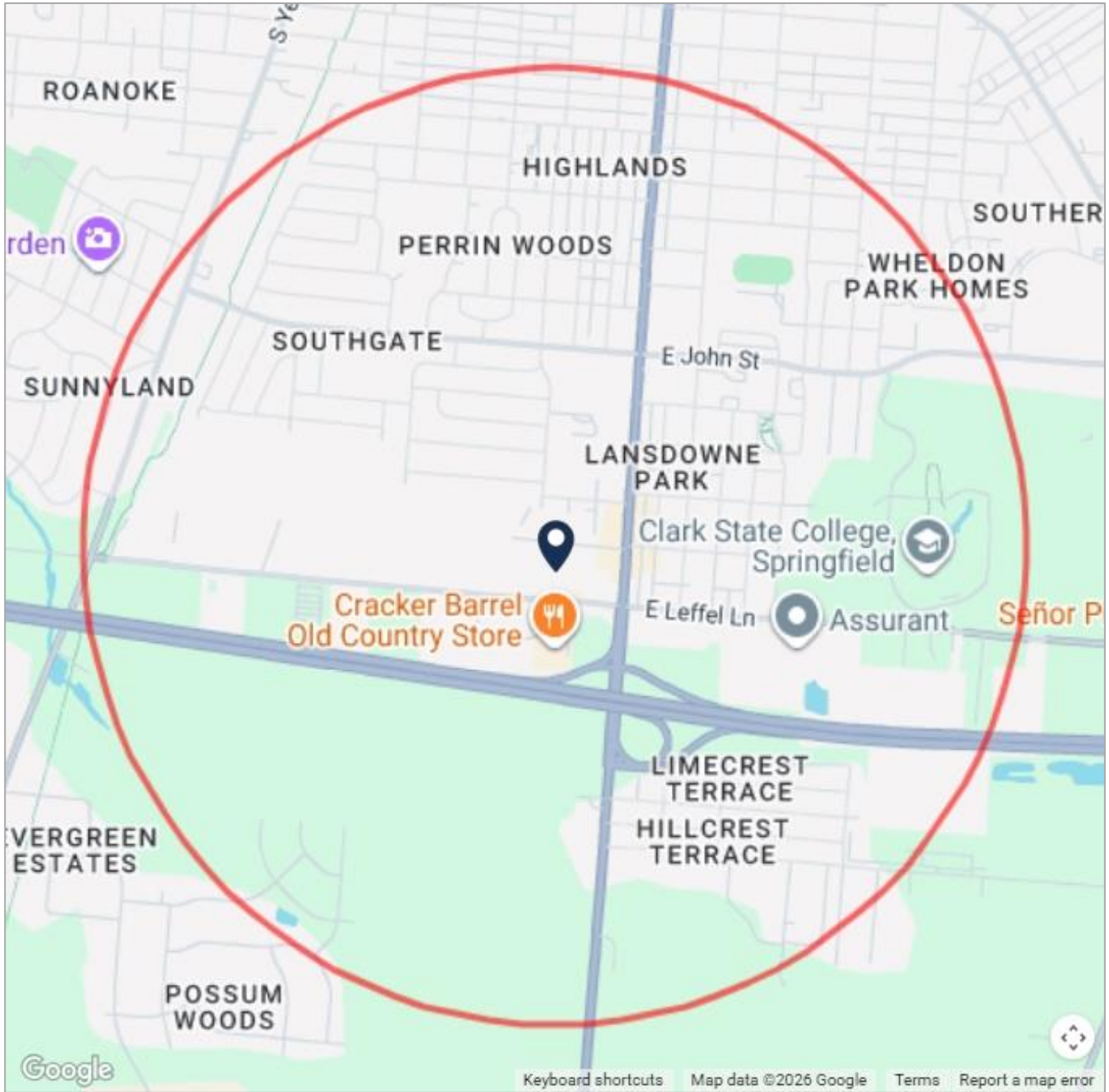


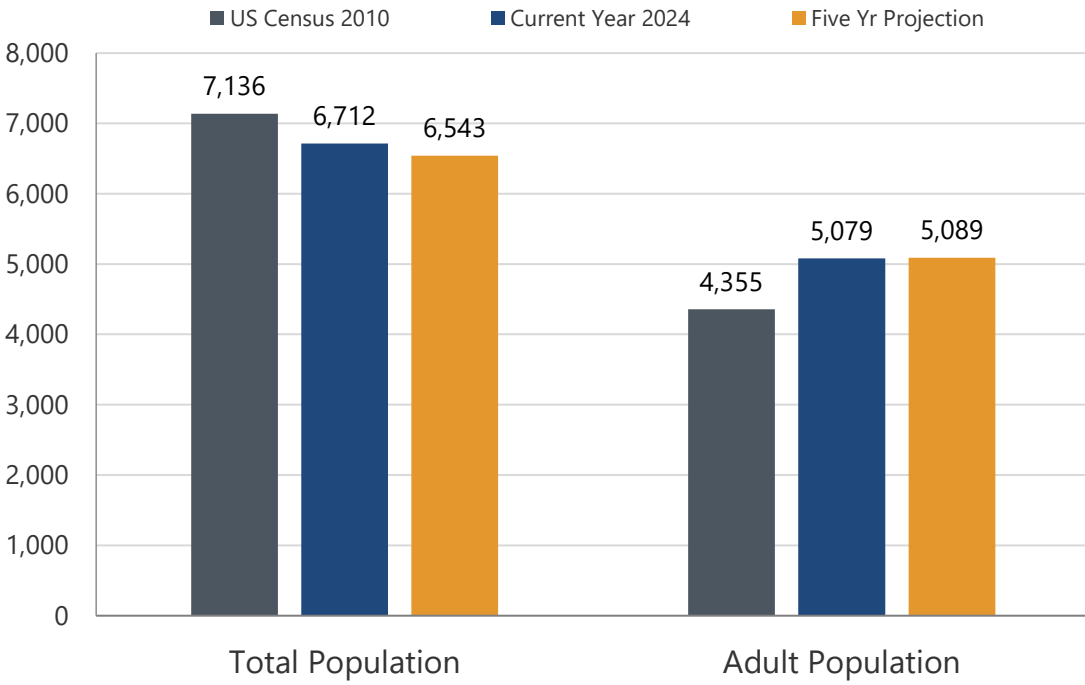
110 W Leffel Lane - Demographics

Trade Area: 1 Mile

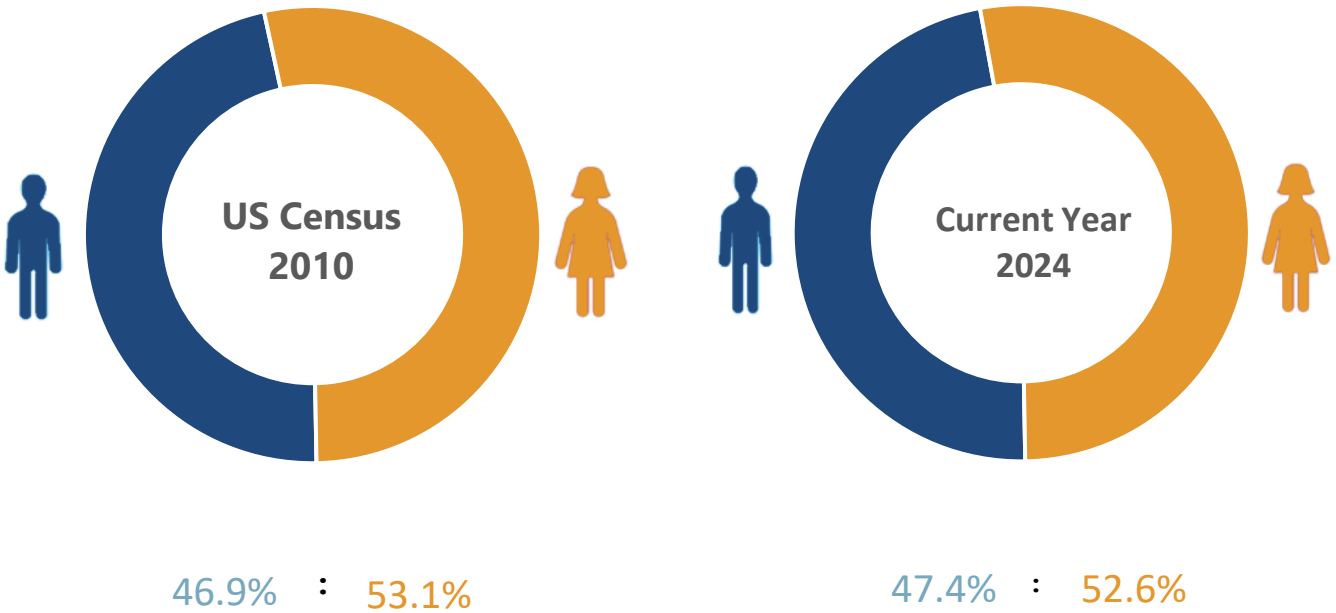


Population Charts

Population

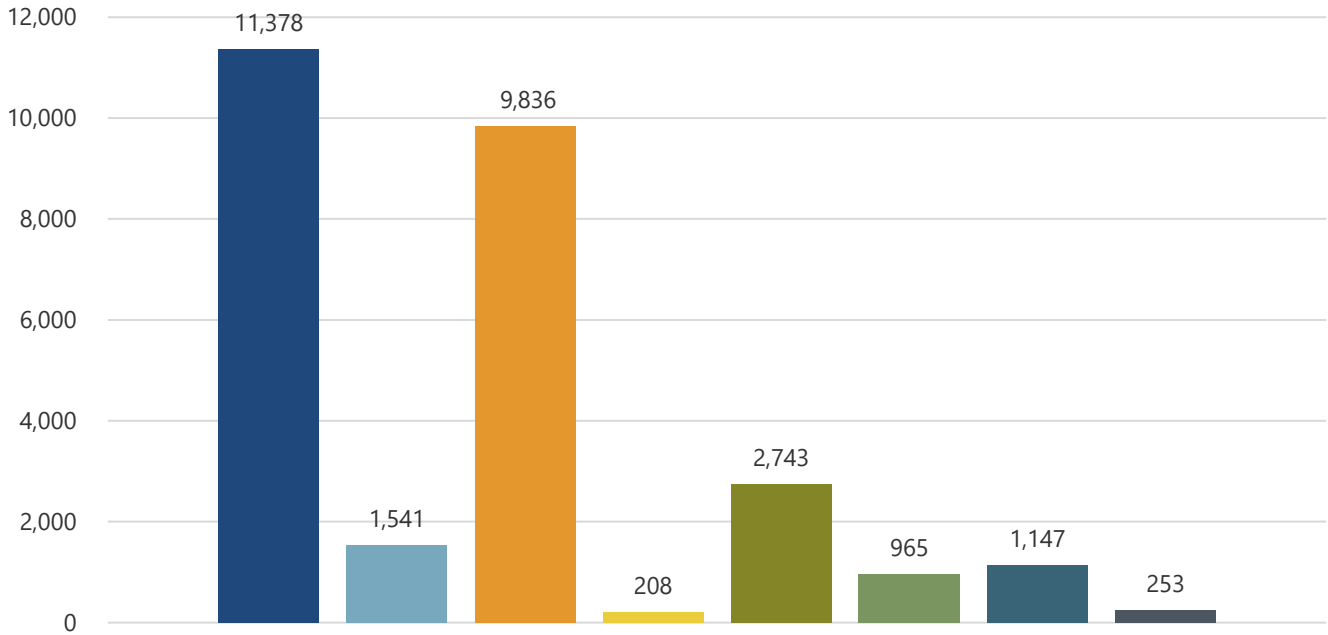


Female/Male Ratio

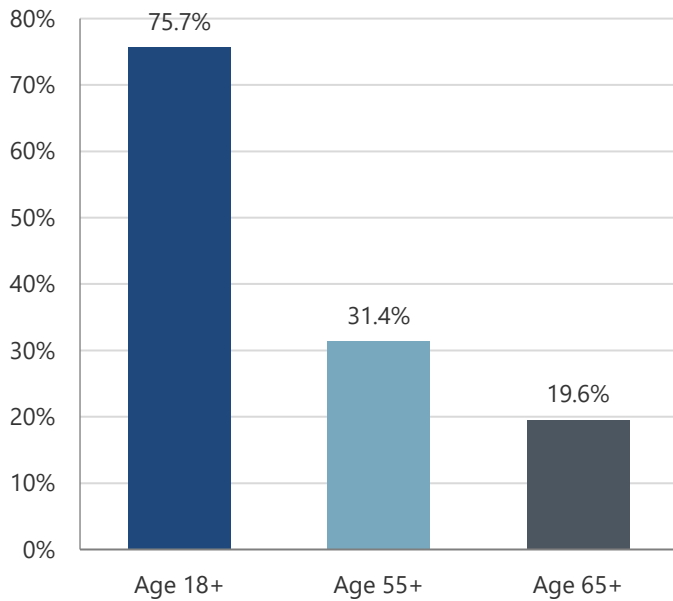


Daytime Population

- 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

38.9

Age Demographics

- 75.66% Age 18+
- 31.36% Age 55+
- 19.56% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 28.4% Urban Moms/Dads (G1)
- 16.6% Standing Tall (M2)
- 10.3% Pushing Through (M4)
- 10.3% Solemn Widows/ers (G3)
- 9.9% Still Standing (M3)
- 6.4% Down But Not Out (F4)

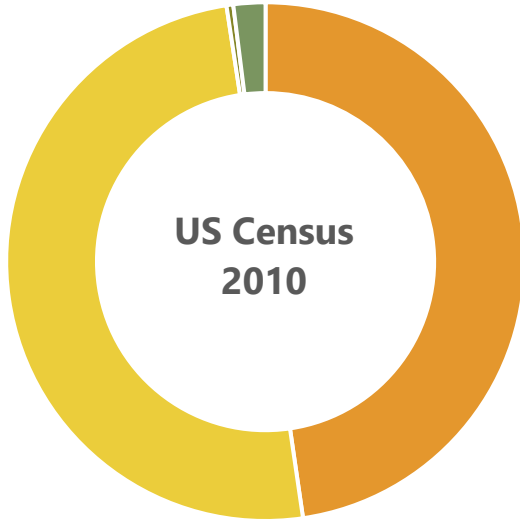
Other top segments:

- 5.4% Gray Eminence (D1)
- 4.2% Regents (A6)
- 3.3% Between Jobs (M5)
- 2.8% Gurus (E1)
- 0.0% Collegians (O7)
- 1.4% Hard Act to Follow (F1)

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
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Solemn Widows/ers (G3)	\$31K	46.7	Urban	Single/Couple	White	Some Children	High School	Blue Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Down But Not Out (F4)	\$49K	47.5	Urban	Single/Couple	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
Regents (A6)	\$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Between Jobs (M5)	\$24K	35.4	Urban	Single	Black	Families	High School	Unemployed
Gurus (E1)	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar

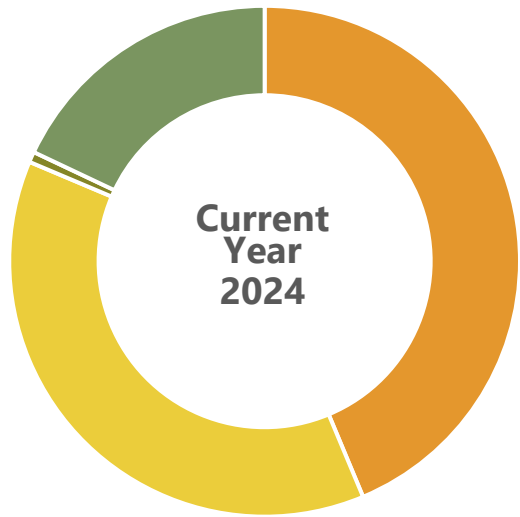
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

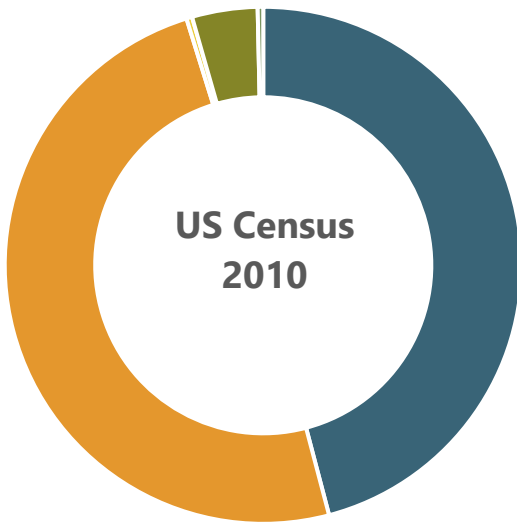
- 44.85% White
- 46.92% Black
- 0.39% Asian
- 1.87% Other



Current Year (Not Hispanic/Latino)

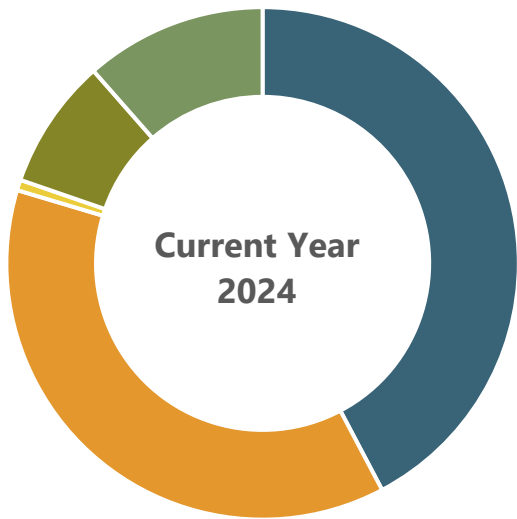
- 43.70% White
- 37.66% Black
- 0.67% Asian
- 17.97% Other

Ethnicity (Hispanic/Latino)



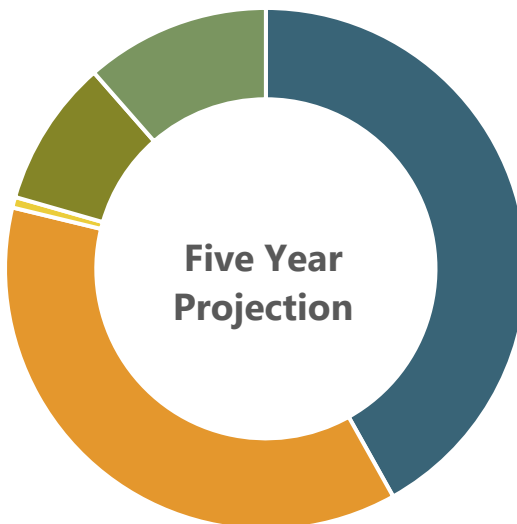
2010 US Census (Hispanic/Latino)

- 43.36% White
- 46.57% Black
- 0.34% Asian
- 3.87% Hispanic
- 0.33% Other



Current Year (Hispanic/Latino)

- 42.27% White
- 37.34% Black
- 0.67% Asian
- 8.25% Hispanic
- 11.47% Other



Five Year Projection (Hispanic/Latino)

- 41.89% White
- 36.89% Black
- 0.66% Asian
- 9.11% Hispanic
- 11.45% Other

Housing & Households

3.7

Land Area

2,653

Total Households



1,540

Owner-Occupied

3,023

Total Housing Units

2,582

Total Households

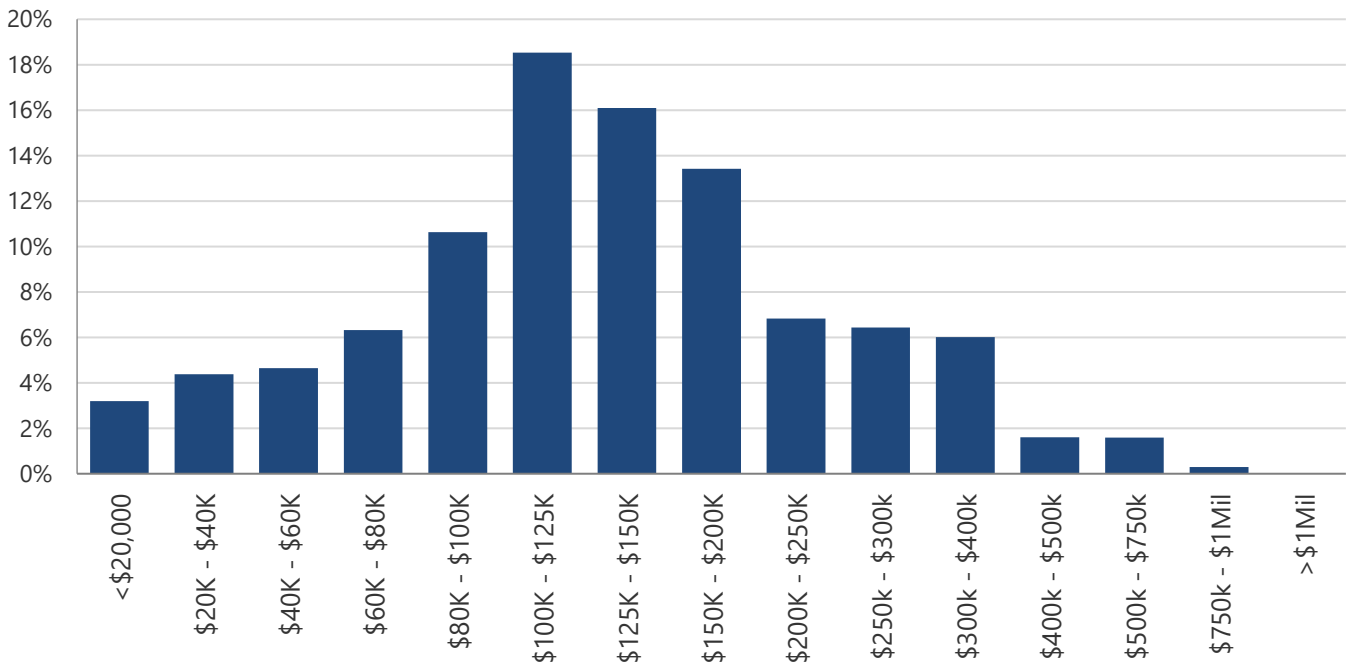
5 Year Projection



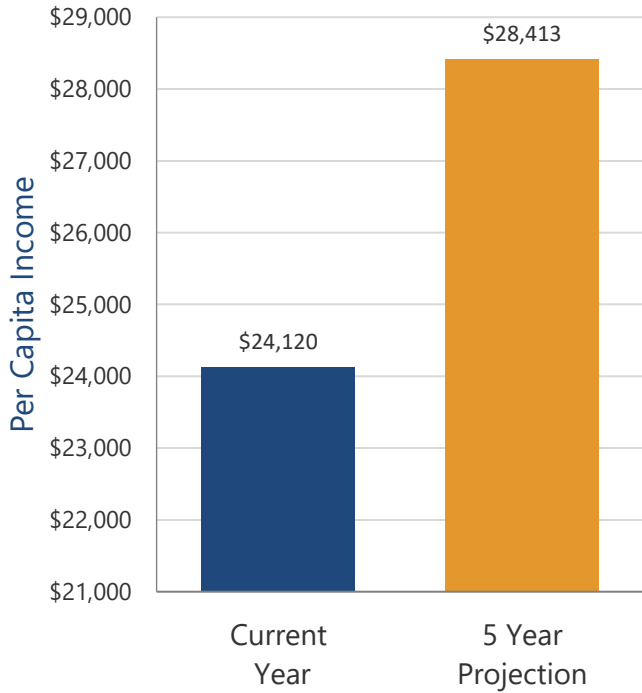
1,113

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

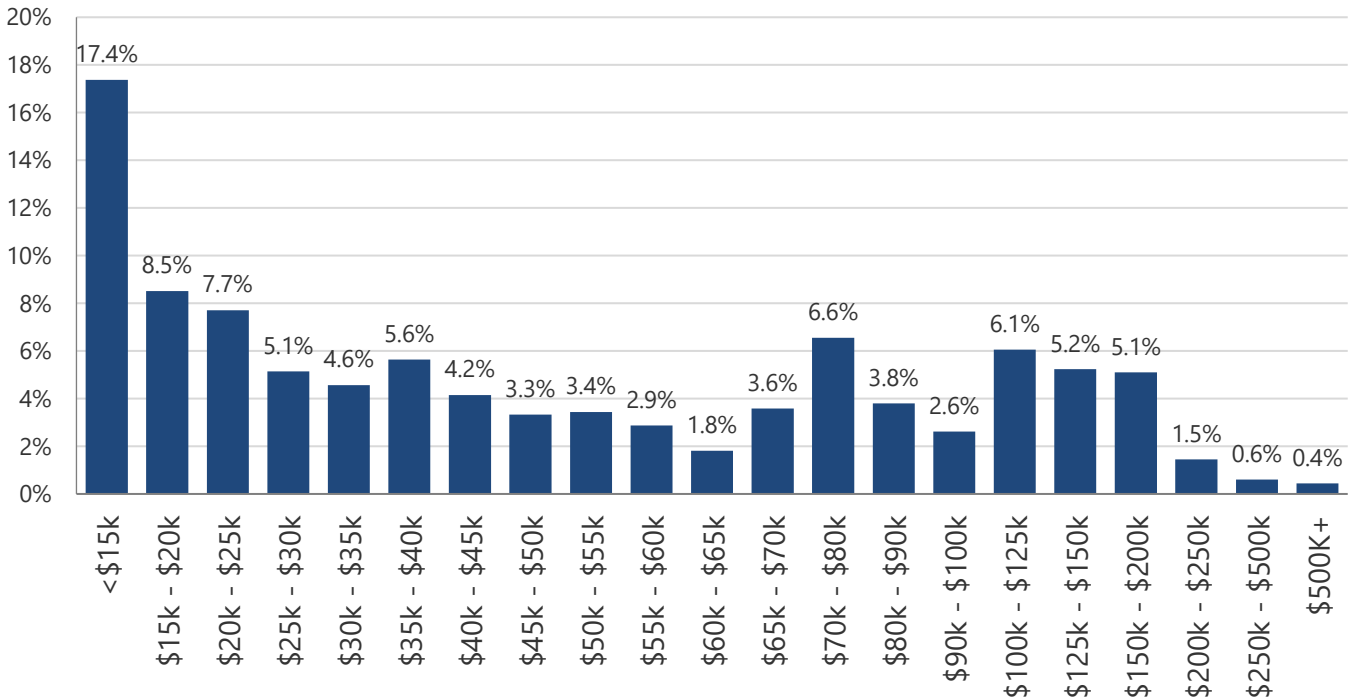
\$61,030

Median Household Income

\$41,968

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



943

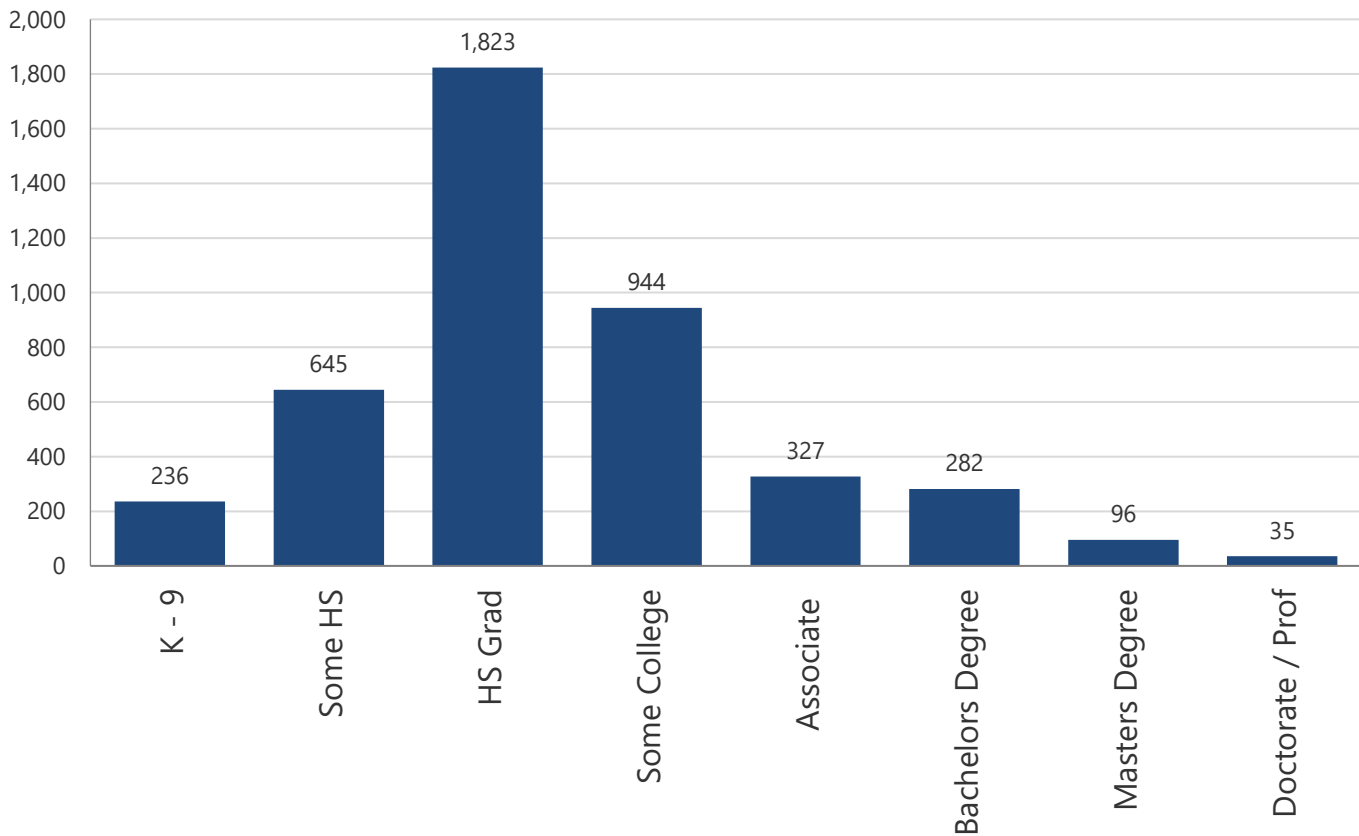
College undergraduate



193

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

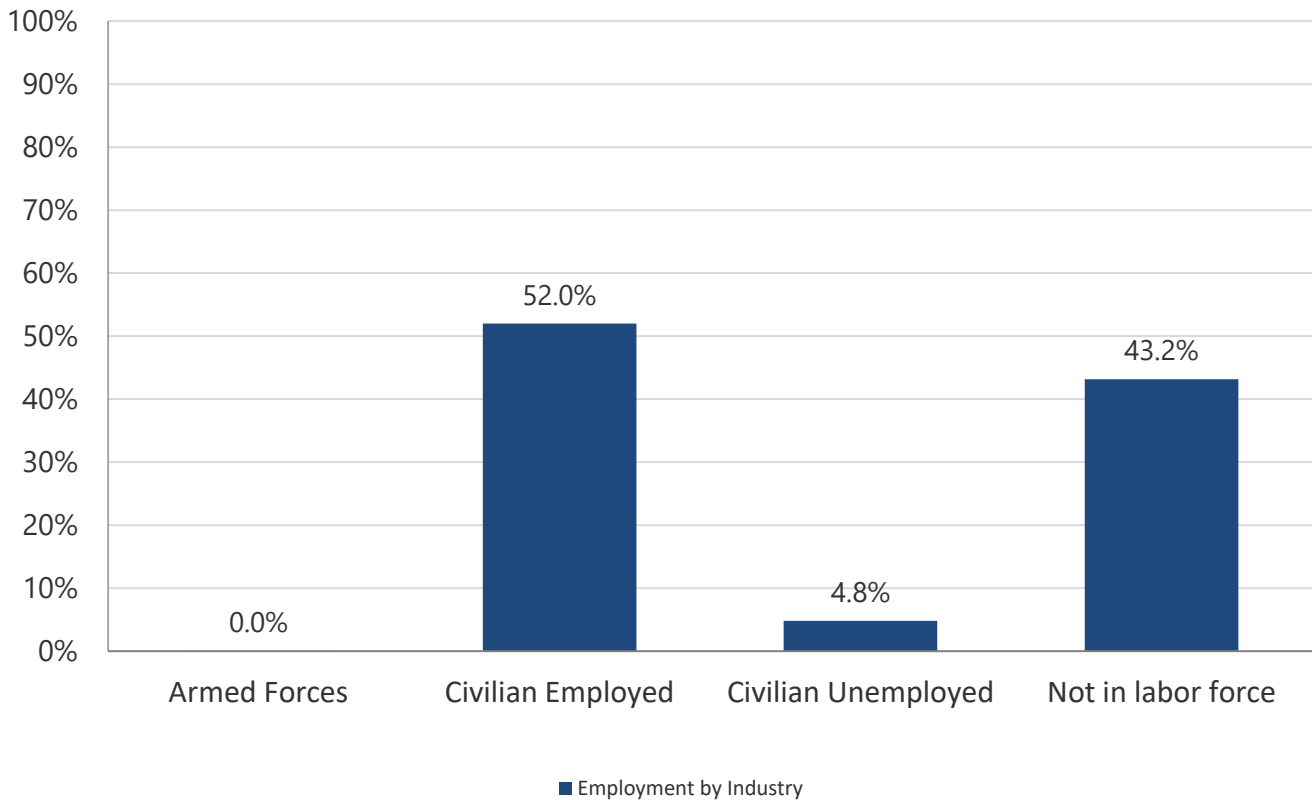
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



5,274

Current Year

Employment by Industry



Transportation to Work (Current Year)



2,750

Total Workers 16+



2,442

Car, Truck or Van



79

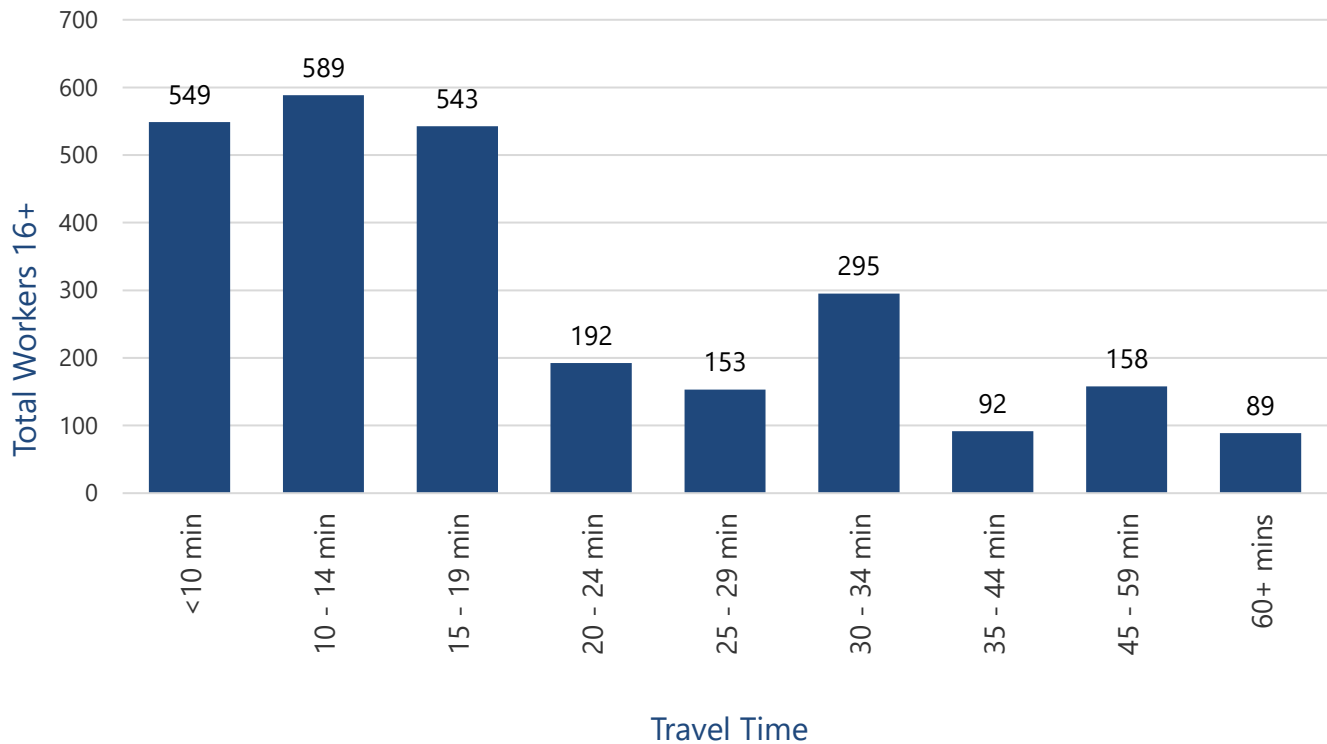
Public transport (not taxi)



91

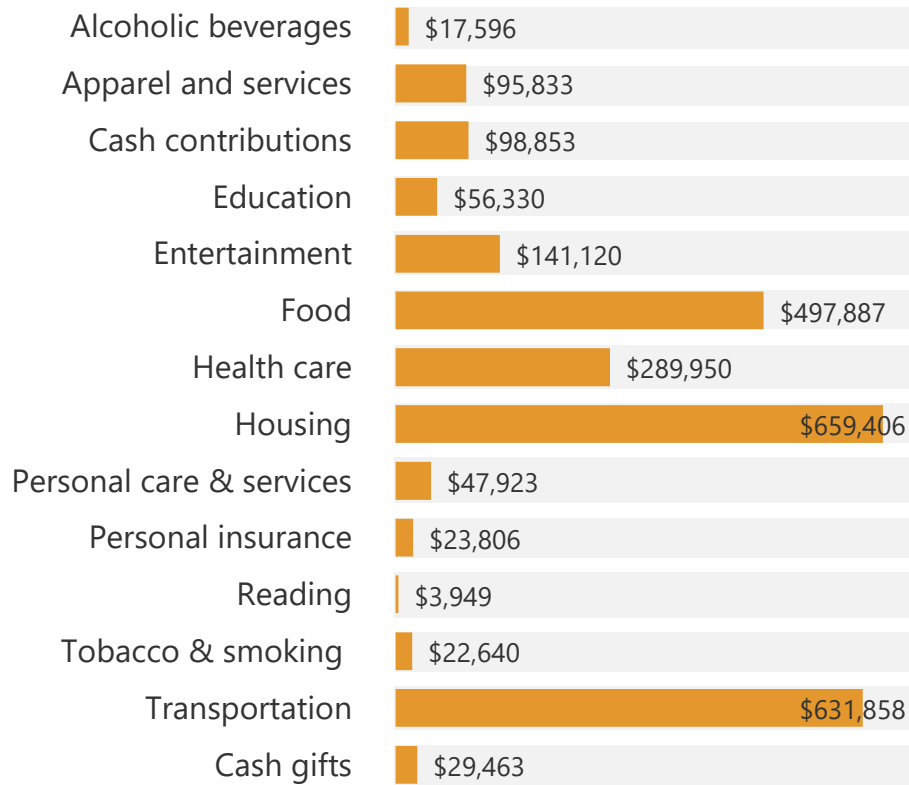
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

1 Agriculture, Forestry, Fishing and Hunting	7 Real Estate, Rental and Leasing
1 Mining, Quarrying, Oil and Gas Extraction	4 Professional, Scientific, and Technical Services
Utilities	Management of Companies and Enterprises
5 Construction	4 Administrative and Support Services
6 Manufacturing	4 Educational Services
3 Wholesale Trade	10 Health Care and Social Assistance
16 Retail Trade	2 Arts, Entertainment, and Recreation
4 Transportation and Warehousing	13 Accommodation and Food Services
1 Information	18 Other Services
4 Finance and Insurance	3 Public Administration

Retail Sales Volume

Automotive Dealers	\$0
Other Motor Vehicle Dealers	\$2,541,583
Automotive Parts, Accessories, Tires	\$0
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$2,064,510
Building Material, Supplies	\$0
Lawn and Garden Equipment	\$0
Grocery Stores	\$29,578,966
Specialty Food Stores	\$0
Beer, Wine, and Liquor Stores	\$868,785
Health and Personal Care Stores	\$28,995,088
Gasoline Stations	\$11,090,845
Clothing Stores	\$4,130,446
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$2,639,615
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$31,136,093
Florists and Misc. Store Retailers	\$0
Office Supplies, Stationary, Gift	\$0
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$1,330,146
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$4,499,951
Full-Service Restaurants	\$14,337,119
Limited-Service Eating Places	\$21,995,572
Special Food Services	\$1,483,812
Bar/Drinking Places (Alcoholic Beverages)	\$734,649

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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.

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.

Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20 to low 30 years old), except for one predominant distinction - they are home to the "blue collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two times the national average. However, their median annual income is still the same as residents of Standing Tall areas: the low \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50 and 75 percent above average in residents who've never been married. In fact, they rank at 50 percent below average number of married couple households, including a 50 percent higher than average percent of single male parents and nearly two times average number of single female parent families. Other similarities to their Still Standing neighbors include: an above average level of income from public assistance (nearly three times the national average). Though many residents have high school degrees, a two times average level of residents do not have high school educations.

Solemn Widows/ers (G3)

Solemn Widows & Widowers segments suffer the most among the Struggling Singles category, primarily because they are the oldest - and getting older. Due to their ages, many of these residents are single widows and widowers: They measure in at over two times the national average in this demographic. Over 50 percent above average are also divorced. With incomes below \$30,000, this group has a very tough time getting by. Thankfully they measure below average in children, so there aren't many children to support. While the average age of Solemn Widows & Widowers is 40 something, these neighborhoods also have a large percent of 65 plus year olds: In fact, they very nearly have two times average of people at retirement age. This fact explains their 50 percent higher than average level of income from social security. Those who work are employed in blue collar jobs: for example, they have over 50 percent the average number of workers in healthcare, food preparation, and building maintenance. Between the retirees and single parents, Solemn Widows & Widowers also weighs in with a very high percent of income from public assistance: nearly two and a half times the national average - a blessing for a segment truly in need of today's social services.

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

Down But Not Out (F4)

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

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.

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.

Between Jobs (M5)

Based on the demographic statistics of the highly urban Between Jobs segments, these neighborhoods may very well be the so-called "mean streets" across our nation that are frequently referenced in popular media. Two demographics, in particular, point to this possibility: age and marital status. Between Job neighborhoods are home to black residents in their 20s and low- 30s. However, these residents have a high propensity to be widows and widowers: nearly two- times- the- national- average number of males are widowers and nearly 50- percent- above- average of females are widows. Furthermore, between 50- and- 75- percent- above- average percentage never married. Overall, these facts make for predominantly single- parent communities, especially single- females. In fact, these areas rate a 50- percent- below- average level of married- couples. And while there are a 50- percent- higher- than- average level of single- males- with- children, there are nearly four- times- the- national- average number of single- females- with- children. Other statistics that speak to a hardscrabble life in Between Jobs areas are a two- times- the- average percent without high- school educations, incomes in the low- \$30,000s or less, a well above- the- national- average number of children. It all adds up to markets with one of the highest levels of public- assistance income: three- to- four- times- the- national- average. Of

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.

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.

Hard Act to Follow (F1)

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50- percent- above- average level of singles. The households are single for a variety of reasons, including slightly higher- than- average levels of divorce, widowhood, and non- marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white- collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.