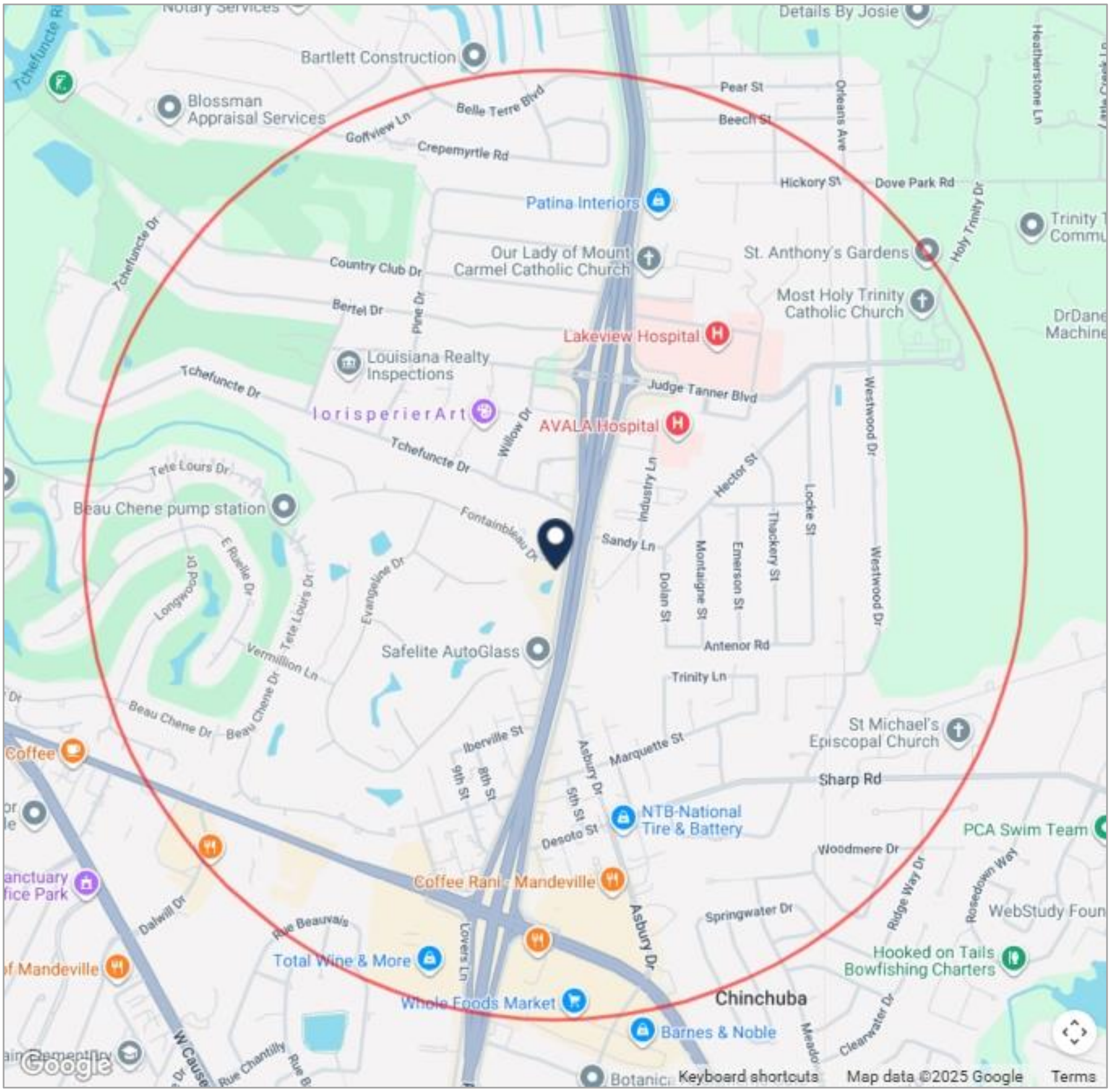
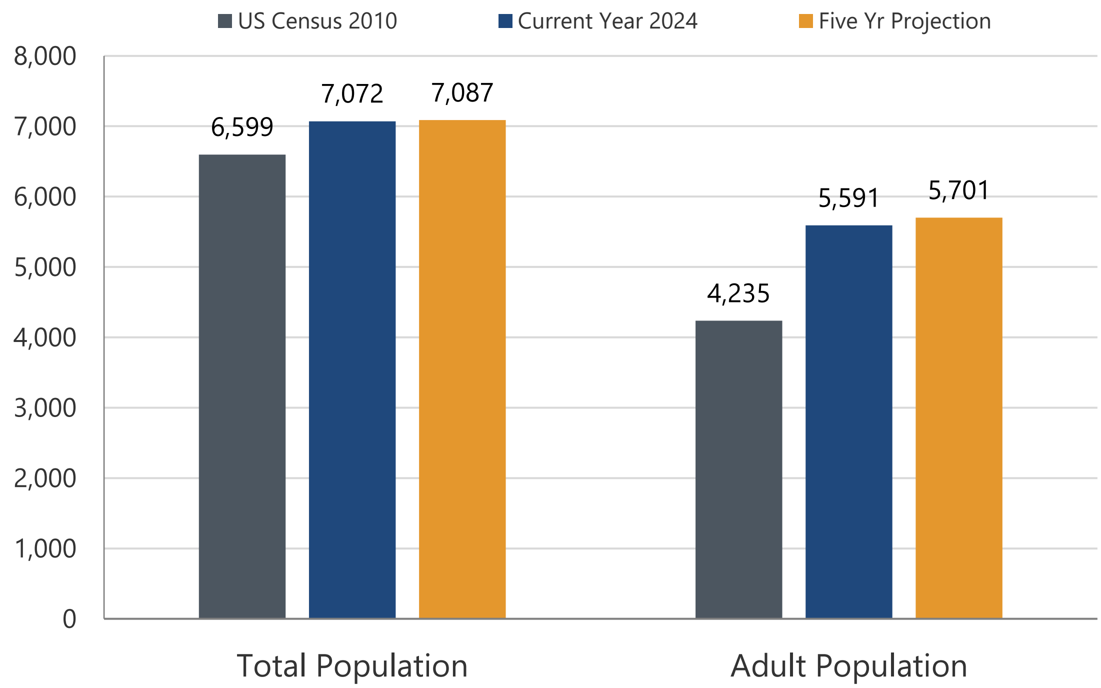
102 Fontainbleu Drive

Trade Area: 1 Mile

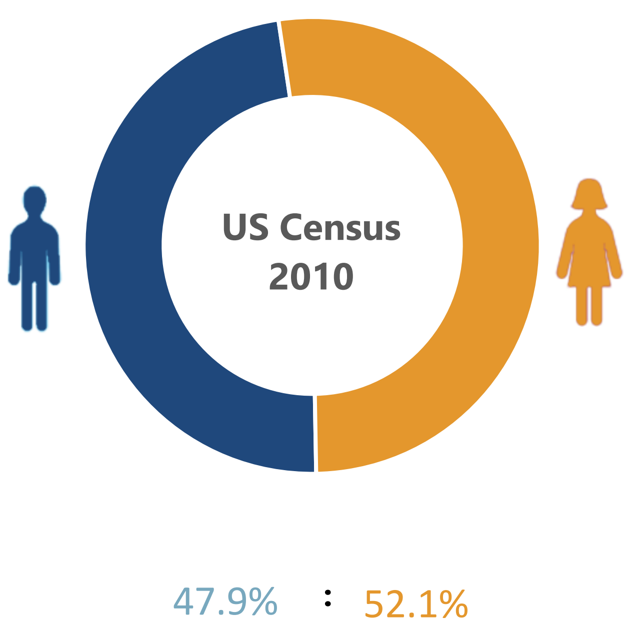


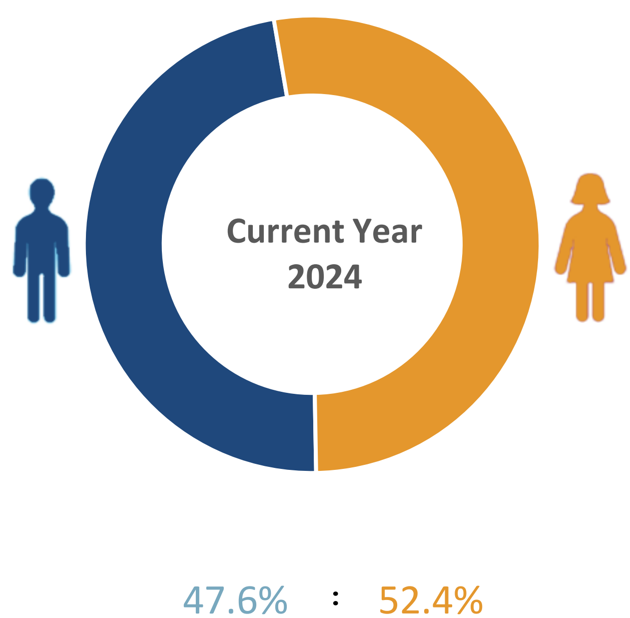
Population Charts

Population

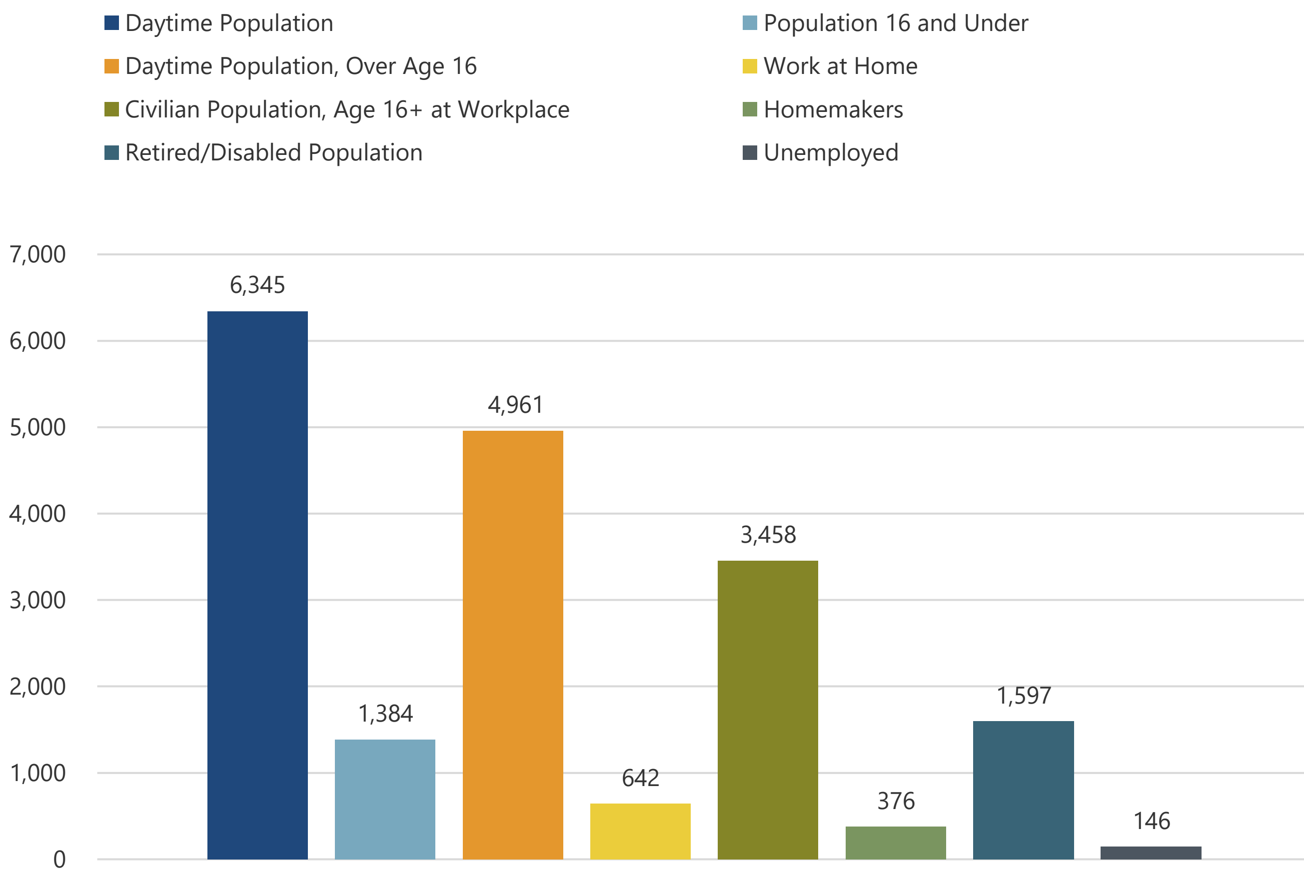


Female/Male Ratio

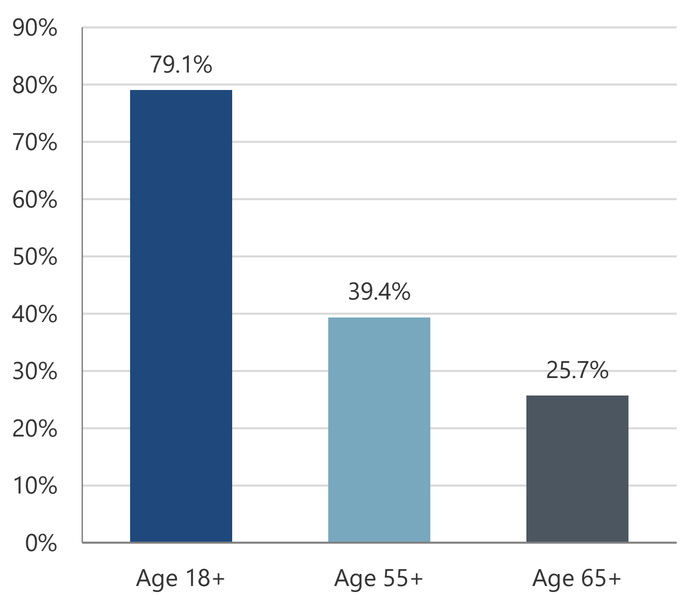




Daytime Population



Age



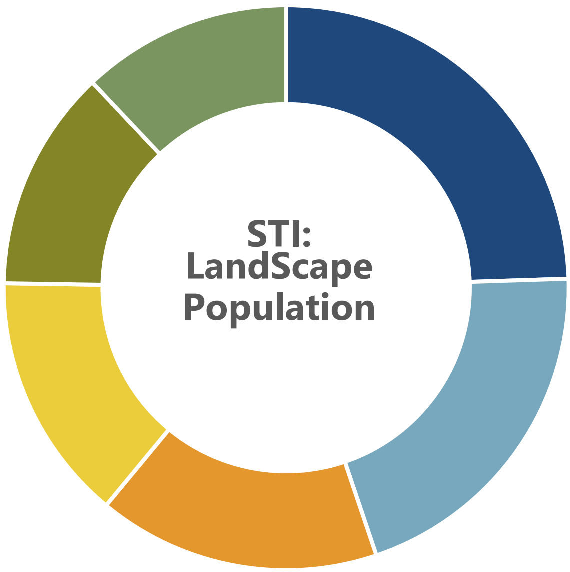
Median Age, Total

46.1

Age Demographics

79.05%	Age 18+
39.36%	Age 55+
25.69%	Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 23.7% Regents (A6)
- 19.7% Stocks and Scholars (J1)
- 15.7% Great Generations (I2)
- 13.8% Grand Masters (A2)
- 12.3% Urban Squires (A5)
- 11.7% Golden Heritage (O1)

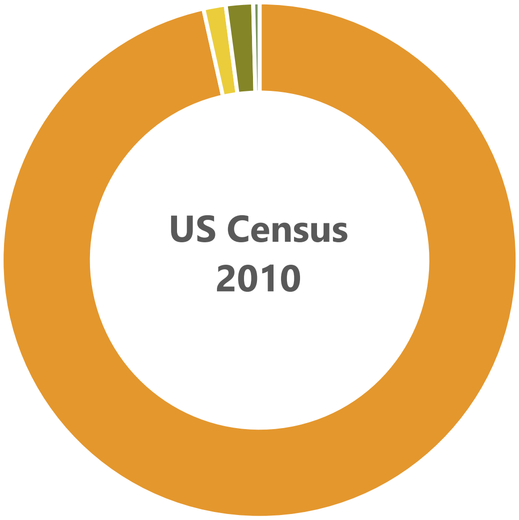
Other top segments:

- 2.1% Gurus (E1)
- 0.0% Collegians (O7)
- 1.1% Gray Eminence (D1)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)

Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Regents (A6)	$92K	48.6	Urban	Married	White	Some Children	Bachelor's Plus	White Collar
Stocks and Scholars (J1)	$112K	50.5	Suburban	Married	White	Few/No Children	Bachelor's Plus	White Collar
Great Generations (I2)	$107K	41.5	Suburban	Married	White	Families	Bachelor's Plus	White Collar
Grand Masters (A2)	$127K	48.3	Urban	Married	White	Families	Bachelor's Plus	White Collar
Urban Squires (A5)	$102K	42.6	Urban	0	White	Some Children	Bachelor's Plus	White Collar
Golden Heritage (O1)	$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
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
Gray Eminence (D1)	$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	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/Trades	Blue/White Collar
Doublewides (O4)	$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar

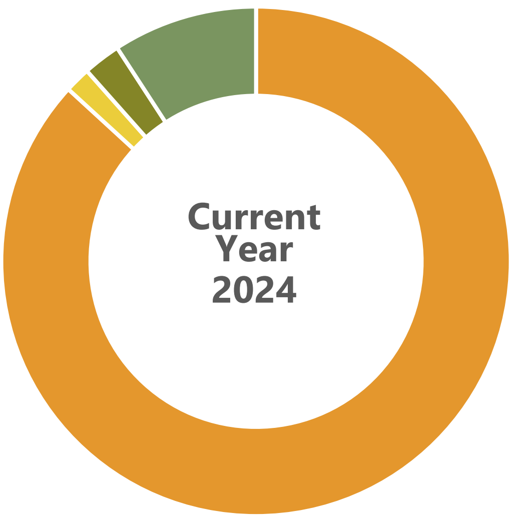
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

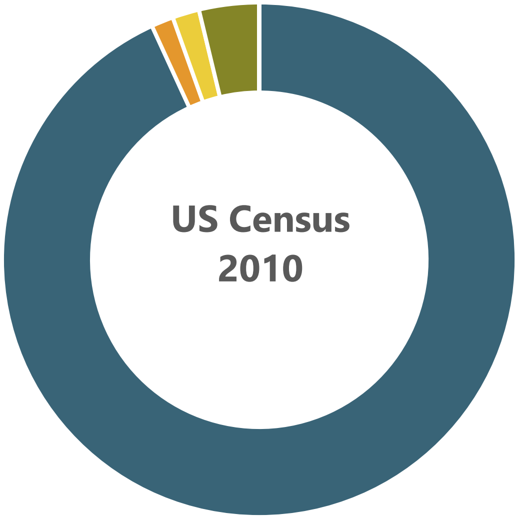
- 95.32% White
- 1.38% Black
- 1.68% Asian
- 0.39% Other



Current Year (Not Hispanic/Latino)

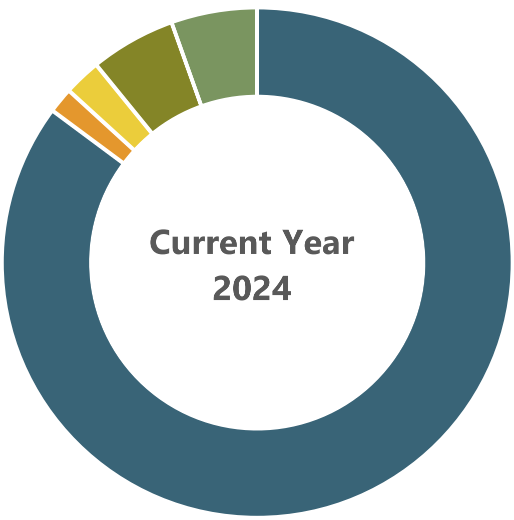
- 86.81% White
- 1.63% Black
- 2.38% Asian
- 9.18% Other

Ethnicity (Hispanic/Latino)



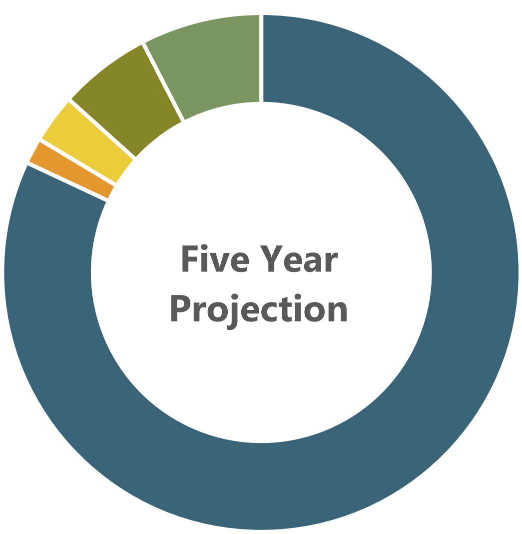
2010 US Census (Hispanic/Latino)

92.15% White
1.38% Black
1.67% Asian
3.73% Hispanic
0.00% Other



Current Year (Hispanic/Latino)

85.17% White
1.61% Black
2.35% Asian
5.42% Hispanic
5.45% Other



Five Year Projection (Hispanic/Latino)

81.97% White
1.63% Black
3.06% Asian
5.77% Hispanic
7.58% Other

Housing & Households

3.3
Land Area

2,956
Total Housing Units

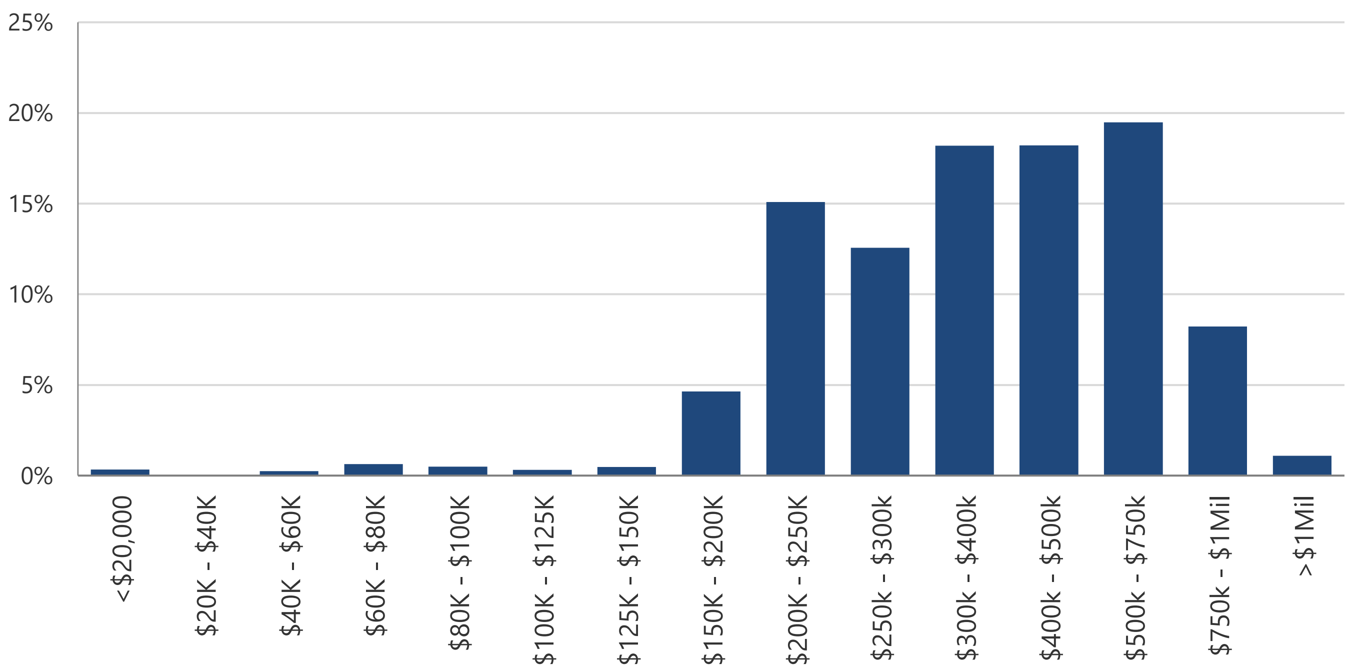
2,680
Total Households

2,683
Total Households
5 Year Projection

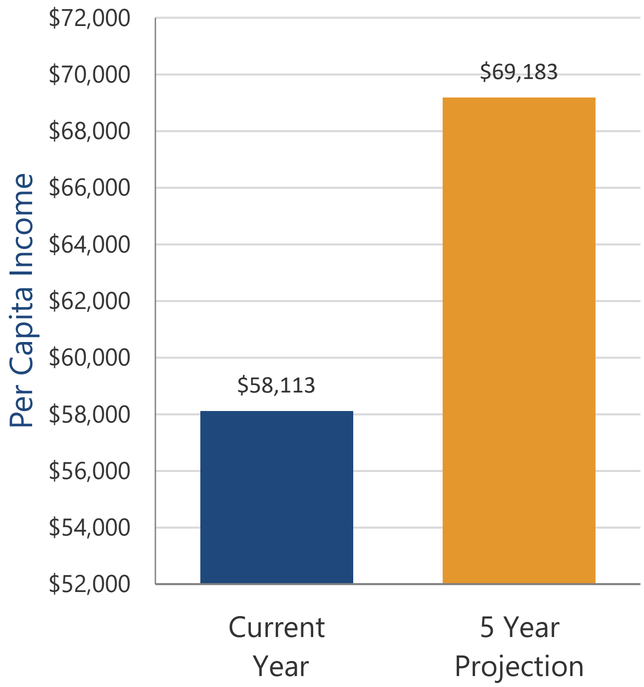
2,283
Owner-Occupied

396
Renter-Occupied

Housing Value (Current Year)



Income



Based on Total Population

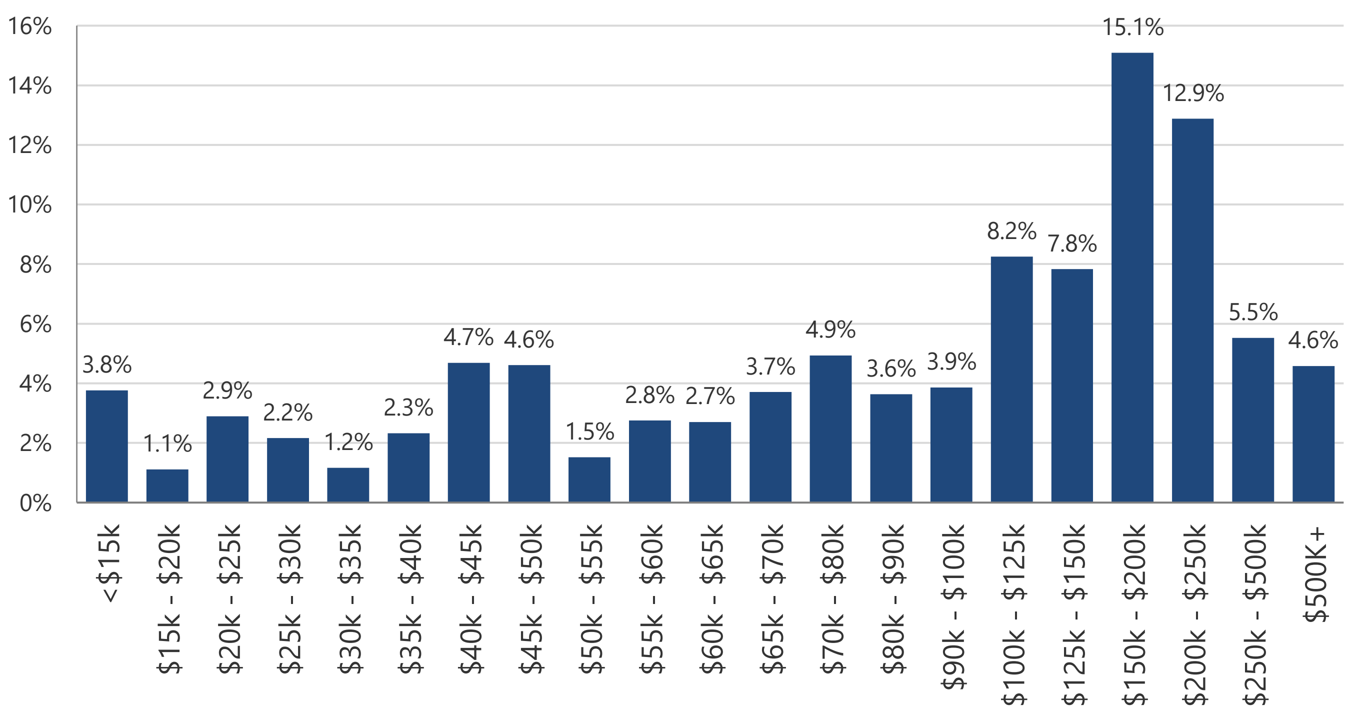
Average Household Income

$153,354

Median Household Income

$109,793

Households by Income (Current Year)



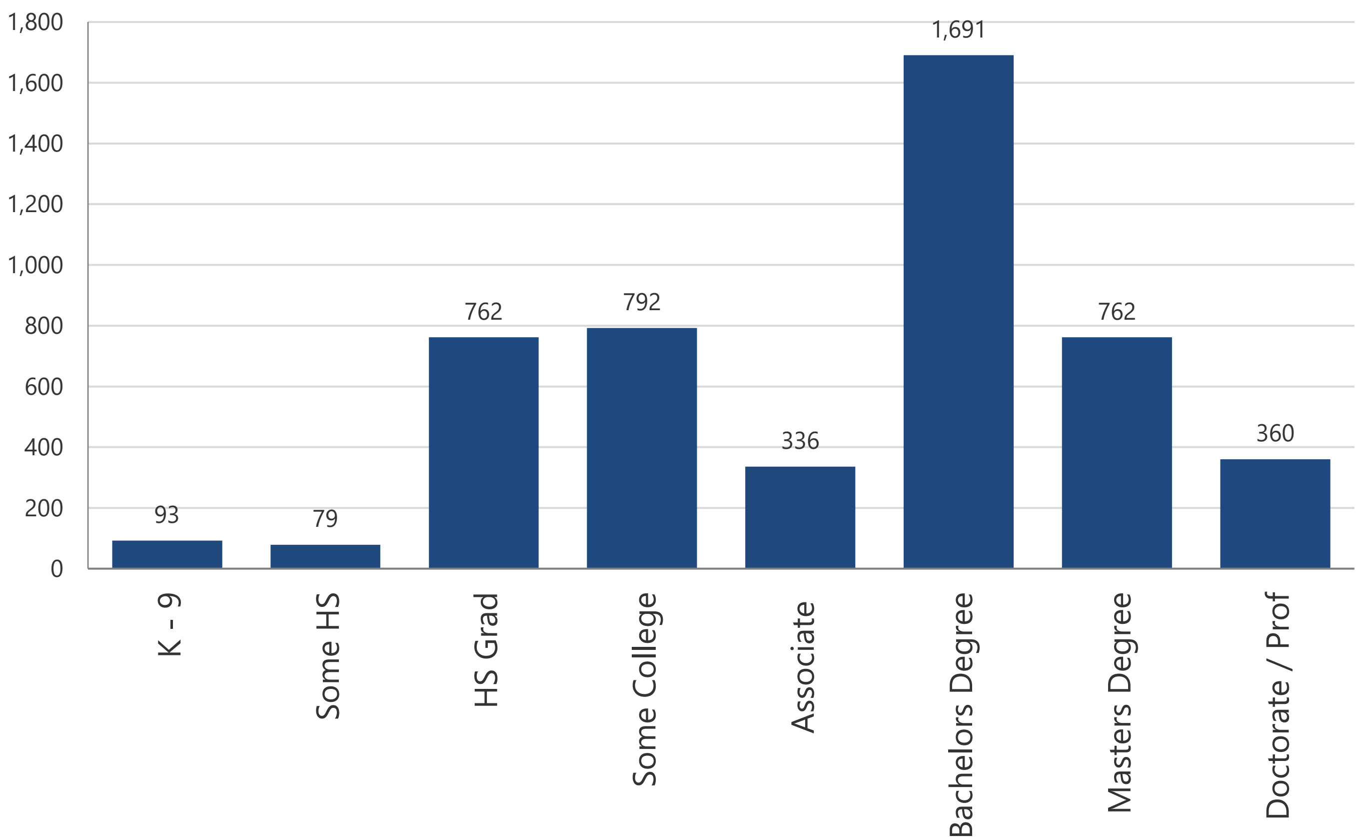
Education (Current Year)

Education

5,619
College undergraduate

1,997
Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

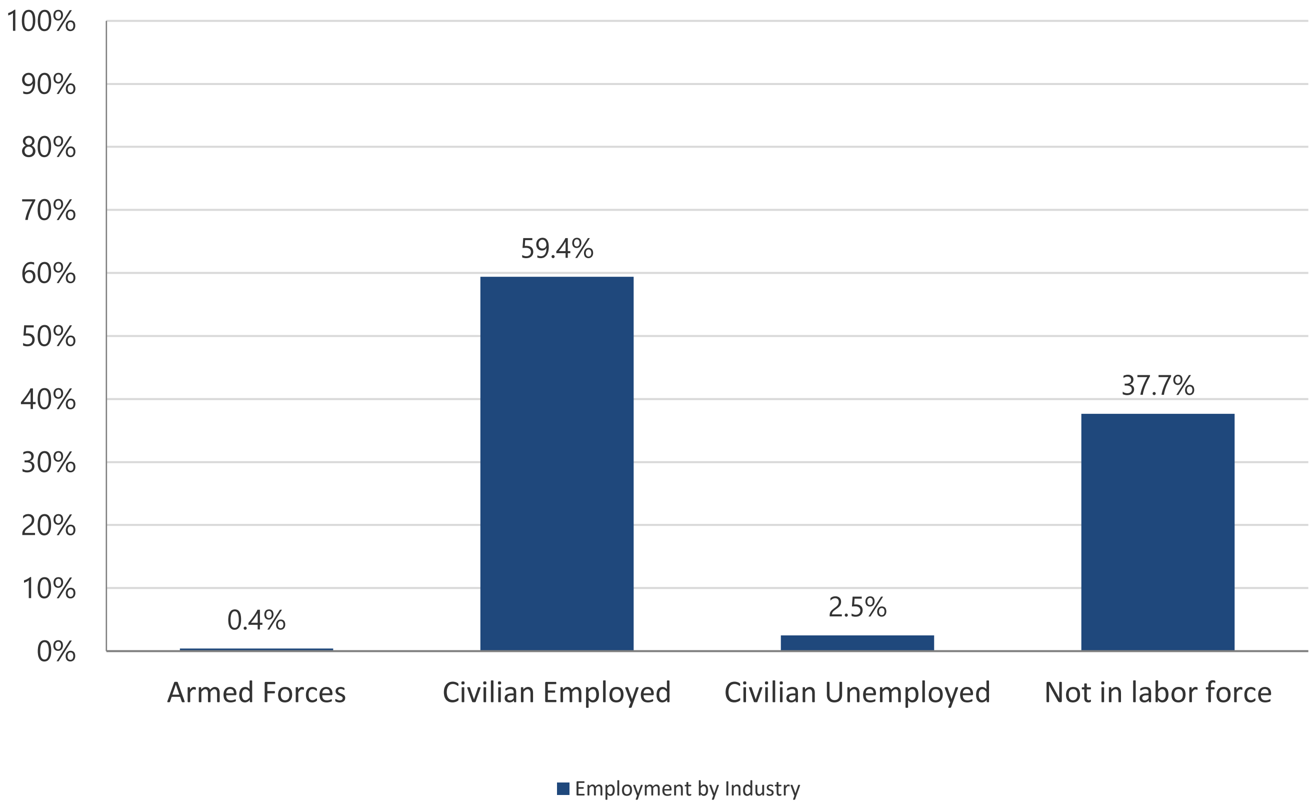
Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

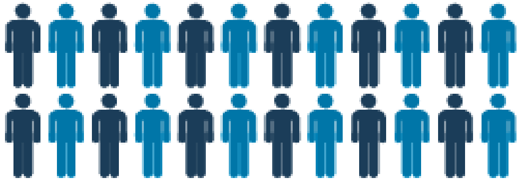
5,797

Current Year

Employment by Industry



Transportation to Work (Current Year)



3,067

Total Workers 16+

2,672

Car, Truck or Van

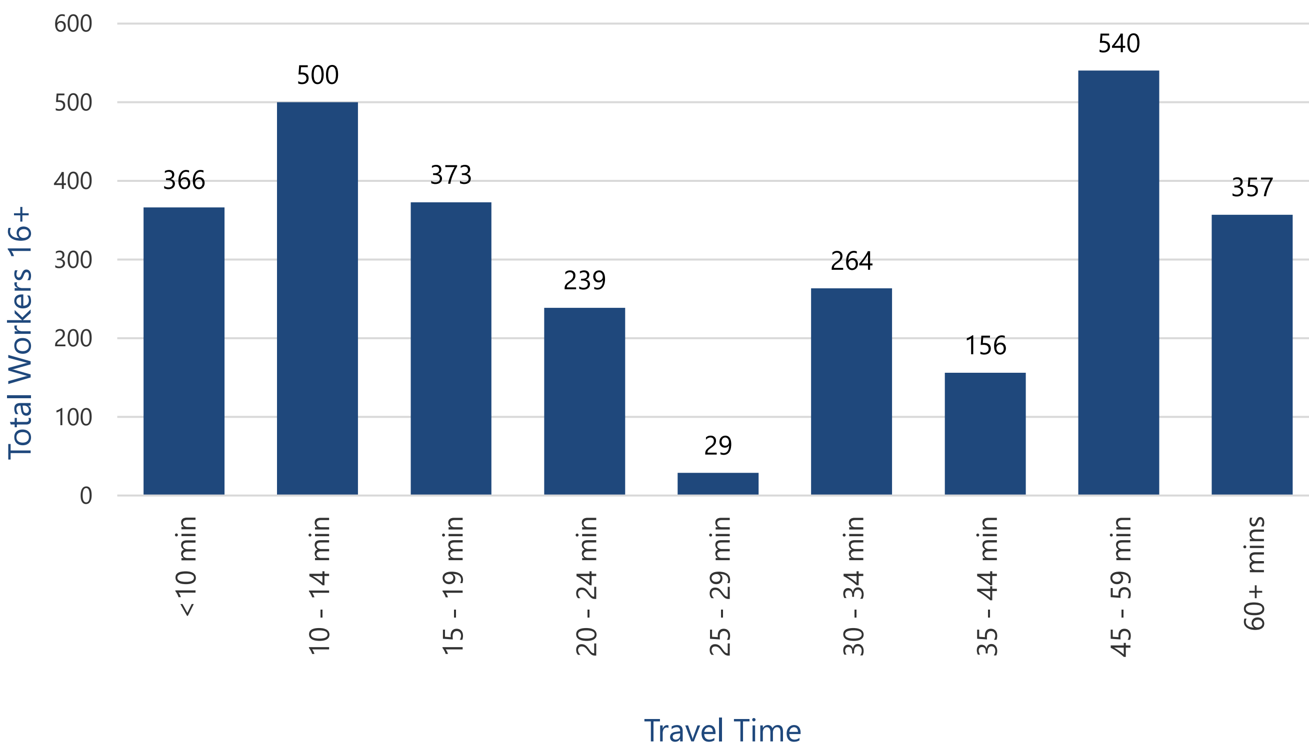
14

Public transport (not taxi)

243

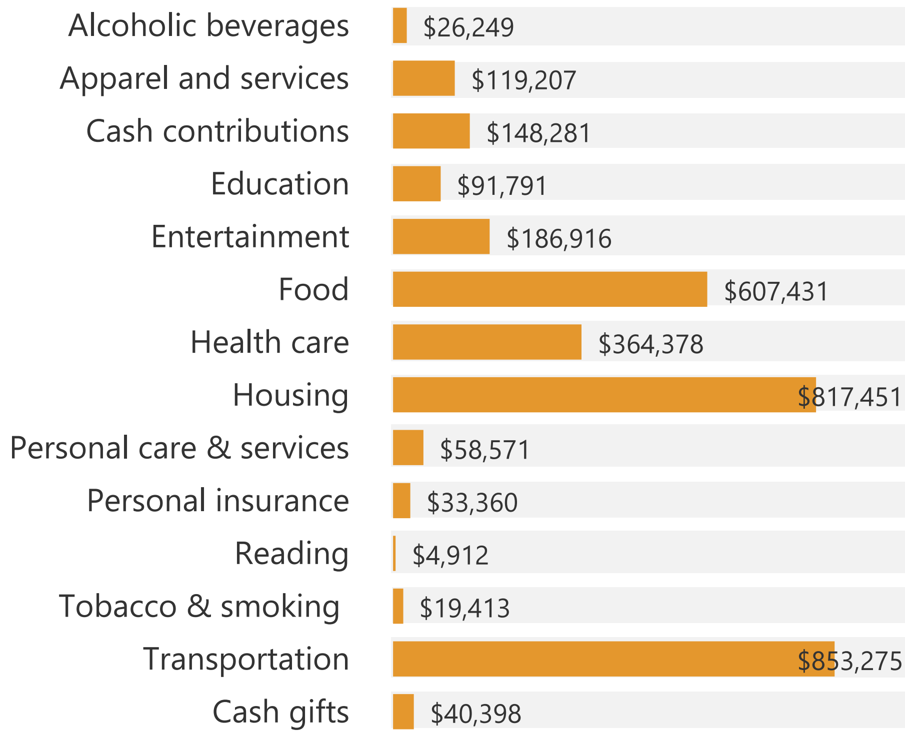
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

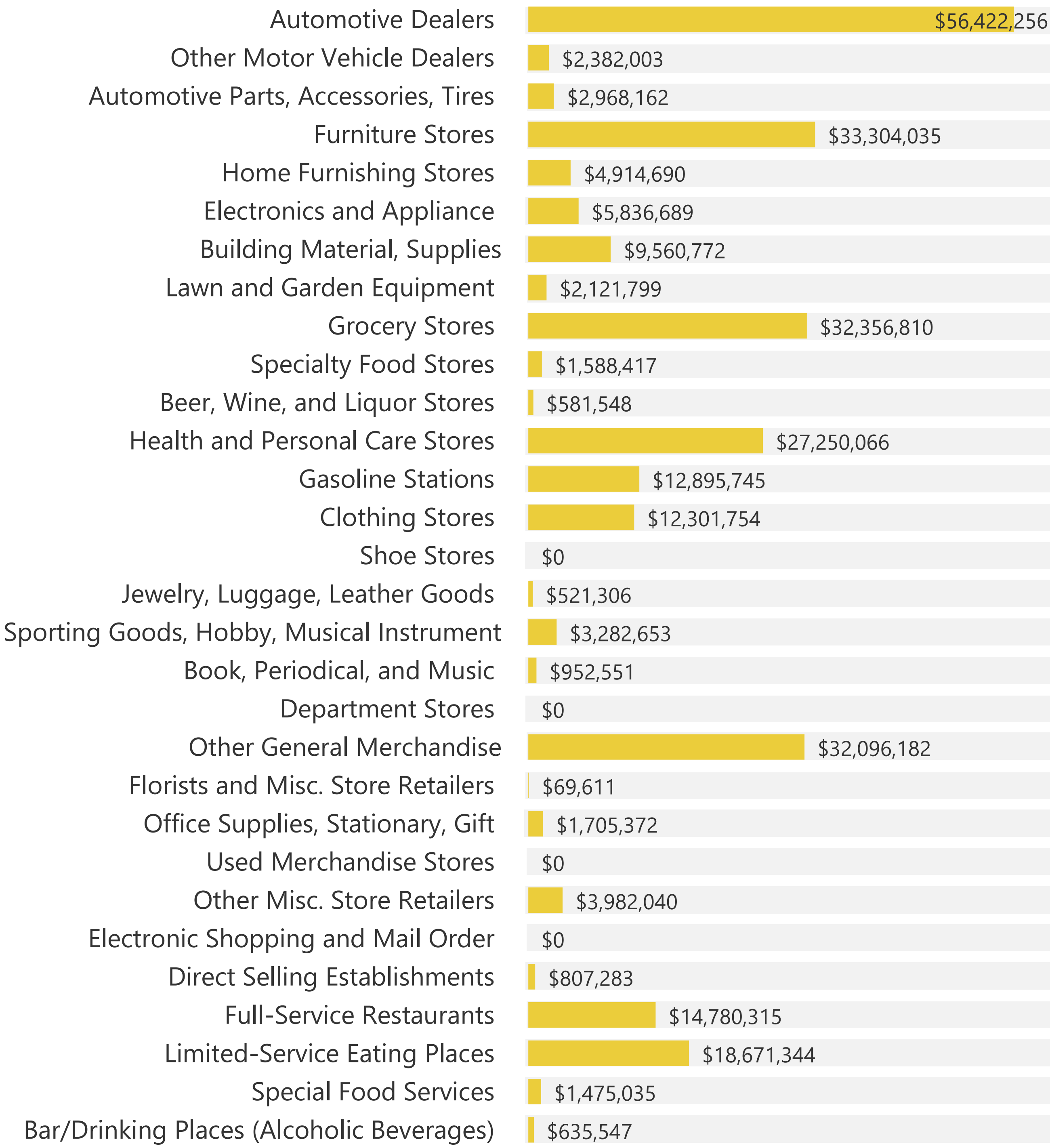
Consumer Expenditures



Business Summary by NAICS Code

0	Agriculture, Forestry, Fishing and Hunting	**18**	Real Estate, Rental and Leasing
1	Mining, Quarrying, Oil and Gas Extraction	**47**	Professional, Scientific, and Technical Services
	Utilities	**1**	Management of Companies and Enterprises
18	Construction	**11**	Administrative and Support Services
7	Manufacturing	**9**	Educational Services
5	Wholesale Trade	**131**	Health Care and Social Assistance
49	Retail Trade	**13**	Arts, Entertainment, and Recreation
4	Transportation and Warehousing	**17**	Accommodation and Food Services
3	Information	**27**	Other Services
39	Finance and Insurance	**4**	Public Administration

Retail Sales Volume



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.

Stocks and Scholars (J1)

As their name implies, Stocks & Scholars segments are chock- a- block with high- income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college- educated residents: over two- times- the- national- average. This group of neighborhoods also weighs in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50- percent- higher- than- average level of residents with self- employment income. Those who have to work in traditional occupations are largely employed in white- collar management, financial, and other professional positions. Add to that a growing population of seniors drawing retirement income, and it all adds up to a median- income range of in the $70,000s and $80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married- couples. Those who have children tend to have older kids in the 13- to 17- age range.

Great Generations (I2)

Living happily in the land that previous generations created as an escape from city life - including large rambling homes on an acre or two of land - are the Great Generations suburban segments. They are home to Americans who are able to enjoy all that suburban life has to offer thanks to their college educations (ranking at rank 75- percent- above- average) and well- paying white- collar careers. The Great Generations good- life in all likelihood includes a never- ending source of new toys, the latest fashions, and other high- life material possessions. The residents of these Married in the Suburbs segments earn incomes in the $70,000s and $80,000s. While a high percent of the income comes from their salaries in management, professional, and sales jobs, they also earn well above the national average in interest/dividend income. Great Generations are also home to a slightly- above- average level of people earning self- employment income. These 30- year- olds are overwhelmingly married and raising a slightly- above- average number of children of all ages, from babies to 17- year- olds - and will no doubt pass on their comfortable- living legacy to their kids.

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.

Urban Squires (A5)

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the $70,000s and $80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

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 Americas 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).

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.

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.

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 commonalties 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 were 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 Americas, 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.