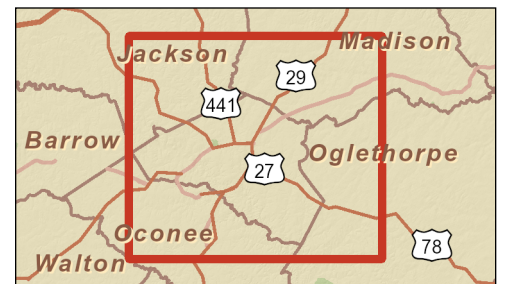
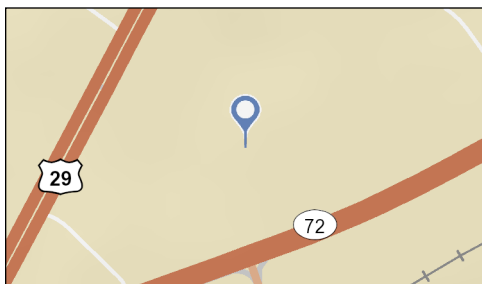
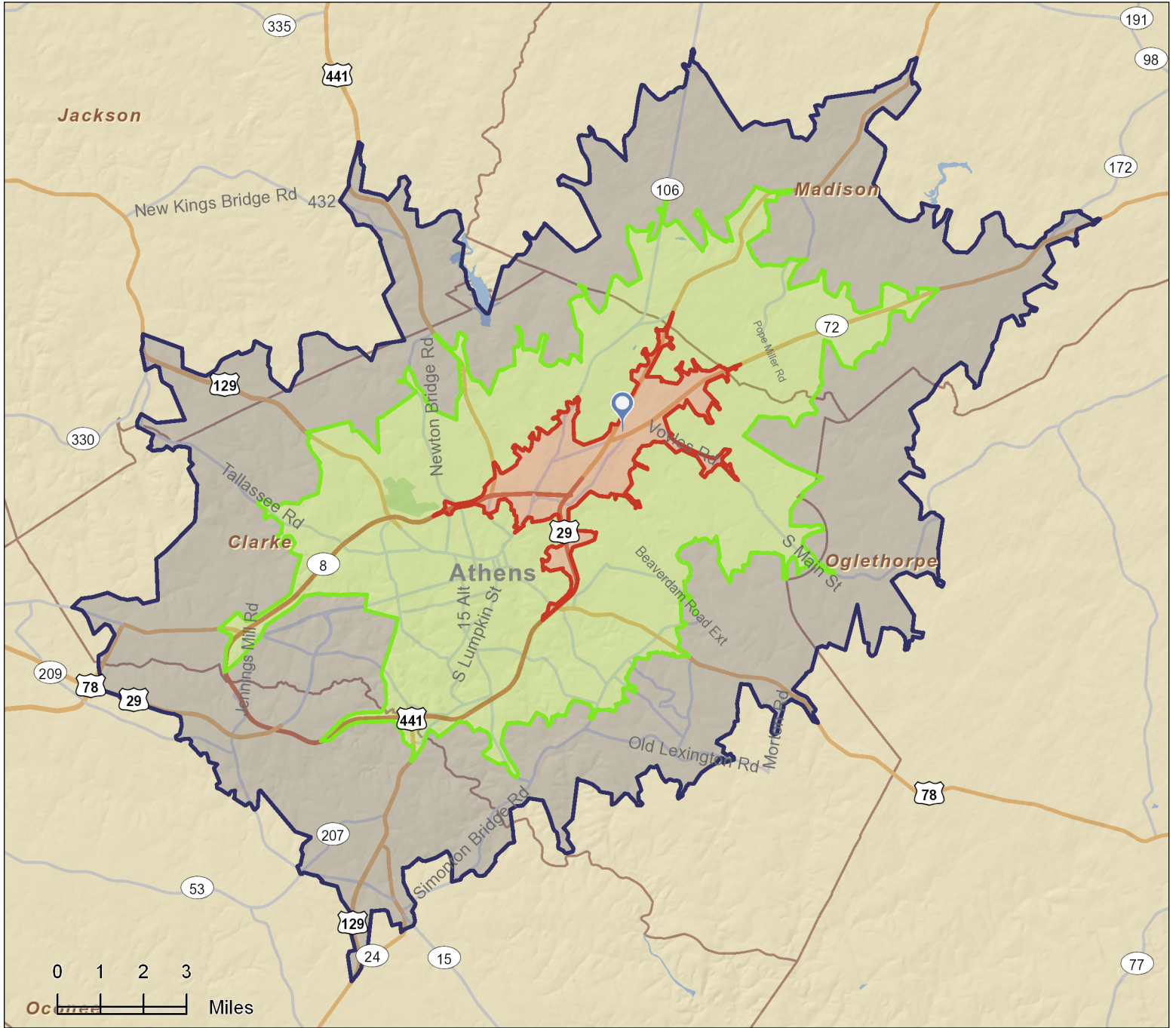




Site Map

Lat: 4028249.116284, Lon: -9276719.855768
Drive Time: 5, 10, 15 Minutes

Prepared by Amanda SteidtmannRLA
Latitude: 33.995882
Longitude: -83.334192





2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	2000	2010	2000-2010 Annual Rate
Population	8,483	10,220	1.88%
Households	3,123	3,928	2.32%
Housing Units	3,429	4,674	3.15%

Population by Race	Number	Percent
Total	10,220	100.0%
Population Reporting One Race	10,009	97.9%
White	4,460	43.6%
Black	4,572	44.7%
American Indian	27	0.3%
Asian	117	1.1%
Pacific Islander	8	0.1%
Some Other Race	825	8.1%
Population Reporting Two or More Races	211	2.1%

Total Hispanic Population	1,566	15.3%
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Population by Sex	Number	Percent
Male	5,089	49.8%
Female	5,131	50.2%

Population by Age	Number	Percent
Total	10,220	100.0%
Age 0 - 4	720	7.0%
Age 5 - 9	586	5.7%
Age 10 - 14	568	5.6%
Age 15 - 19	656	6.4%
Age 20 - 24	2,331	22.8%
Age 25 - 29	922	9.0%
Age 30 - 34	728	7.1%
Age 35 - 39	546	5.3%
Age 40 - 44	501	4.9%
Age 45 - 49	532	5.2%
Age 50 - 54	536	5.2%
Age 55 - 59	431	4.2%
Age 60 - 64	383	3.7%
Age 65 - 69	264	2.6%
Age 70 - 74	207	2.0%
Age 75 - 79	148	1.4%
Age 80 - 84	81	0.8%
Age 85+	82	0.8%
Age 18+	8,012	78.4%
Age 65+	782	7.7%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	26.4
Male	24.9
Female	28.1
White Alone	24.4
Black Alone	34.1
American Indian Alone	35.6
Asian Alone	23.6
Pacific Islander Alone	25.0
Some Other Race Alone	22.7
Two or More Races	22.1
Hispanic Population	22.4

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

Households by Type		
Total	3,928	100.0%
Households with 1 Person	993	25.3%
Households with 2+ People	2,935	74.7%
Family Households	2,082	53.0%
Husband-wife Families	1,034	26.3%
With Own Children	433	11.0%
Other Family (No Spouse Present)	1,048	26.7%
With Own Children	510	13.0%
Nonfamily Households	853	21.7%
All Households with Children	1,135	28.9%
Multigenerational Households	192	4.9%
Unmarried Partner Households	305	7.8%
Male-female	283	7.2%
Same-sex	22	0.6%
Average Household Size	2.59	

Family Households by Size		
Total	2,080	100.0%
2 People	798	38.4%
3 People	535	25.7%
4 People	379	18.2%
5 People	217	10.4%
6 People	85	4.1%
7+ People	66	3.2%
Average Family Size	3.17	

Nonfamily Households by Size		
Total	1,845	100.0%
1 Person	993	53.8%
2 People	474	25.7%
3 People	201	10.9%
4 People	123	6.7%
5 People	41	2.2%
6 People	11	0.6%
7+ People	2	0.1%
Average Nonfamily Size	1.78	

Population by Relationship and Household Type		
Total	10,220	100.0%
In Households	10,164	99.5%
In Family Households	6,869	67.2%
Householder	2,086	20.4%
Spouse	1,043	10.2%
Child	2,888	28.3%
Other relative	577	5.6%
Nonrelative	276	2.7%
In Nonfamily Households	3,295	32.2%
In Group Quarters	56	0.5%
Institutionalized Population	31	0.3%
Noninstitutionalized Population	25	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

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Drive Time: 5 minutes

Prepared by Amanda SteidtmannRLA
Latitude: 33.995882175
Longitude: -83.33419232

Family Households by Age of Householder		
Total	2,082	100.0%
Householder Age 15 - 44	1,066	51.2%
Householder Age 45 - 54	379	18.2%
Householder Age 55 - 64	314	15.1%
Householder Age 65 - 74	203	9.8%
Householder Age 75+	120	5.8%
Nonfamily Households by Age of Householder		
Total	1,848	100.0%
Householder Age 15 - 44	1,192	64.5%
Householder Age 45 - 54	228	12.3%
Householder Age 55 - 64	195	10.6%
Householder Age 65 - 74	118	6.4%
Householder Age 75+	115	6.2%
Households by Race of Householder		
Total	3,928	100.0%
Householder is White Alone	1,814	46.2%
Householder is Black Alone	1,787	45.5%
Householder is American Indian Alone	11	0.3%
Householder is Asian Alone	44	1.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	202	5.1%
Householder is Two or More Races	69	1.8%
Households with Hispanic Householder	384	9.8%
Husband-wife Families by Race of Householder		
Total	1,034	100.0%
Householder is White Alone	482	46.6%
Householder is Black Alone	406	39.3%
Householder is American Indian Alone	5	0.5%
Householder is Asian Alone	7	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	119	11.5%
Householder is Two or More Races	15	1.5%
Husband-wife Families with Hispanic Householder	214	20.7%
Other Families (No Spouse) by Race of Householder		
Total	1,048	100.0%
Householder is White Alone	199	19.0%
Householder is Black Alone	770	73.5%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	7	0.7%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	54	5.2%
Householder is Two or More Races	15	1.4%
Other Families with Hispanic Householder	99	9.4%
Nonfamily Households by Race of Householder		
Total	1,847	100.0%
Householder is White Alone	1,133	61.3%
Householder is Black Alone	611	33.1%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	31	1.7%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	29	1.6%
Householder is Two or More Races	39	2.1%
Nonfamily Households with Hispanic Householder	71	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

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Drive Time: 5 minutes

Prepared by Amanda SteidtmannRLA
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Total Housing Units by Occupancy

Total	4,624	100.0%
Occupied Housing Units	3,928	84.9%
Vacant Housing Units		
For Rent	345	7.5%
Rented, not Occupied	16	0.3%
For Sale Only	58	1.3%
Sold, not Occupied	14	0.3%
For Seasonal/Recreational/Occasional Use	26	0.6%
For Migrant Workers	1	0.0%
Other Vacant	236	5.1%
Total Vacancy Rate	16.0%	

Households by Tenure and Mortgage Status

Total	3,928	100.0%
Owner Occupied	1,607	40.9%
Owned with a Mortgage/Loan	1,020	26.0%
Owned Free and Clear	587	14.9%
Average Household Size	2.56	
Renter Occupied	2,321	59.1%
Average Household Size	2.61	

Owner-occupied Housing Units by Race of Householder

Total	1,606	100.0%
Householder is White Alone	757	47.1%
Householder is Black Alone	728	45.3%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	14	0.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	89	5.5%
Householder is Two or More Races	14	0.9%
Owner-occupied Housing Units with Hispanic Householder	170	10.6%

Renter-occupied Housing Units by Race of Householder

Total	2,321	100.0%
Householder is White Alone	1,057	45.5%
Householder is Black Alone	1,059	45.6%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	30	1.3%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	113	4.9%
Householder is Two or More Races	55	2.4%
Renter-occupied Housing Units with Hispanic Householder	214	9.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.48
Householder is Black Alone	2.52
Householder is American Indian Alone	3.00
Householder is Asian Alone	2.45
Householder is Pacific Islander Alone	4.00
Householder is Some Other Race Alone	4.09
Householder is Two or More Races	2.65
Householder is Hispanic	3.99

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 10 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	2000	2010	2000-2010 Annual Rate
Population	78,030	87,393	1.14%
Households	30,024	33,181	1.01%
Housing Units	32,111	37,677	1.61%

Population by Race	Number	Percent
Total	87,392	100.0%
Population Reporting One Race	85,606	98.0%
White	55,613	63.6%
Black	22,043	25.2%
American Indian	169	0.2%
Asian	3,384	3.9%
Pacific Islander	52	0.1%
Some Other Race	4,345	5.0%
Population Reporting Two or More Races	1,786	2.0%

Total Hispanic Population	8,900	10.2%
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Population by Sex	Number	Percent
Male	41,521	47.5%
Female	45,872	52.5%

Population by Age	Number	Percent
Total	87,394	100.0%
Age 0 - 4	4,799	5.5%
Age 5 - 9	3,936	4.5%
Age 10 - 14	3,459	4.0%
Age 15 - 19	10,360	11.9%
Age 20 - 24	21,823	25.0%
Age 25 - 29	8,156	9.3%
Age 30 - 34	5,644	6.5%
Age 35 - 39	4,434	5.1%
Age 40 - 44	3,765	4.3%
Age 45 - 49	3,791	4.3%
Age 50 - 54	3,729	4.3%
Age 55 - 59	3,420	3.9%
Age 60 - 64	2,986	3.4%
Age 65 - 69	2,119	2.4%
Age 70 - 74	1,658	1.9%
Age 75 - 79	1,272	1.5%
Age 80 - 84	952	1.1%
Age 85+	1,091	1.2%
Age 18+	73,114	83.7%
Age 65+	7,092	8.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	24.8
Male	25.1
Female	24.7
White Alone	24.6
Black Alone	29.8
American Indian Alone	28.3
Asian Alone	23.7
Pacific Islander Alone	22.3
Some Other Race Alone	23.4
Two or More Races	21.1
Hispanic Population	23.1

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
Drive Time: 10 minutes

Prepared by Amanda SteidtmannRLA
Latitude: 33.995882175
Longitude: -83.33419232

Households by Type		
Total	33,181	100.0%
Households with 1 Person	10,411	31.4%
Households with 2+ People	22,770	68.6%
Family Households	15,224	45.9%
Husband-wife Families	9,481	28.6%
With Own Children	3,748	11.3%
Other Family (No Spouse Present)	5,743	17.3%
With Own Children	2,900	8.7%
Nonfamily Households	7,546	22.7%
All Households with Children	7,617	23.0%
Multigenerational Households	984	3.0%
Unmarried Partner Households	2,240	6.8%
Male-female	2,005	6.0%
Same-sex	235	0.7%
Average Household Size	2.36	

Family Households by Size		
Total	15,224	100.0%
2 People	6,712	44.1%
3 People	3,693	24.3%
4 People	2,665	17.5%
5 People	1,269	8.3%
6 People	522	3.4%
7+ People	363	2.4%
Average Family Size	3.01	

Nonfamily Households by Size		
Total	17,957	100.0%
1 Person	10,411	58.0%
2 People	4,427	24.7%
3 People	1,551	8.6%
4 People	1,287	7.2%
5 People	189	1.1%
6 People	67	0.4%
7+ People	25	0.1%
Average Nonfamily Size	1.71	

Population by Relationship and Household Type		
Total	87,393	100.0%
In Households	78,271	89.6%
In Family Households	47,553	54.4%
Householder	15,255	17.5%
Spouse	9,501	10.9%
Child	18,042	20.6%
Other relative	3,079	3.5%
Nonrelative	1,676	1.9%
In Nonfamily Households	30,718	35.1%
In Group Quarters	9,122	10.4%
Institutionalized Population	718	0.8%
Noninstitutionalized Population	8,404	9.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

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Family Households by Age of Householder		
Total		15,222 100.0%
Householder Age	15 - 44	7,720 50.7%
Householder Age	45 - 54	2,680 17.6%
Householder Age	55 - 64	2,372 15.6%
Householder Age	65 - 74	1,460 9.6%
Householder Age	75+	990 6.5%
Nonfamily Households by Age of Householder		
Total		17,958 100.0%
Householder Age	15 - 44	12,328 68.6%
Householder Age	45 - 54	1,684 9.4%
Householder Age	55 - 64	1,568 8.7%
Householder Age	65 - 74	1,032 5.7%
Householder Age	75+	1,346 7.5%
Households by Race of Householder		
Total		33,182 100.0%
Householder is	White Alone	22,182 66.8%
Householder is	Black Alone	8,187 24.7%
Householder is	American Indian Alone	61 0.2%
Householder is	Asian Alone	1,156 3.5%
Householder is	Pacific Islander Alone	13 0.0%
Householder is	Some Other Race Alone	1,083 3.3%
Householder is	Two or More Races	500 1.5%
Households with	Hispanic Householder	2,262 6.8%
Husband-wife Families by Race of Householder		
Total		9,481 100.0%
Householder is	White Alone	6,665 70.3%
Householder is	Black Alone	1,830 19.3%
Householder is	American Indian Alone	22 0.2%
Householder is	Asian Alone	306 3.2%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	552 5.8%
Householder is	Two or More Races	104 1.1%
Husband-wife Families with	Hispanic Householder	1,076 11.3%
Other Families (No Spouse) by Race of Householder		
Total		5,742 100.0%
Householder is	White Alone	2,024 35.2%
Householder is	Black Alone	3,222 56.1%
Householder is	American Indian Alone	14 0.2%
Householder is	Asian Alone	80 1.4%
Householder is	Pacific Islander Alone	6 0.1%
Householder is	Some Other Race Alone	294 5.1%
Householder is	Two or More Races	102 1.8%
Other Families with	Hispanic Householder	569 9.9%
Nonfamily Households by Race of Householder		
Total		17,957 100.0%
Householder is	White Alone	13,493 75.1%
Householder is	Black Alone	3,134 17.5%
Householder is	American Indian Alone	25 0.1%
Householder is	Asian Alone	770 4.3%
Householder is	Pacific Islander Alone	4 0.0%
Householder is	Some Other Race Alone	237 1.3%
Householder is	Two or More Races	294 1.6%
Nonfamily Households with	Hispanic Householder	617 3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 10 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

Total Housing Units by Occupancy		
Total	37,612	100.0%
Occupied Housing Units	33,181	88.2%
Vacant Housing Units		
For Rent	2,366	6.3%
Rented, not Occupied	85	0.2%
For Sale Only	579	1.5%
Sold, not Occupied	120	0.3%
For Seasonal/Recreational/Occasional Use	394	1.0%
For Migrant Workers	6	0.0%
Other Vacant	881	2.3%
Total Vacancy Rate	11.9%	
Households by Tenure and Mortgage Status		
Total	33,181	100.0%
Owner Occupied	13,184	39.7%
Owned with a Mortgage/Loan	8,991	27.1%
Owned Free and Clear	4,193	12.6%
Average Household Size	2.41	
Renter Occupied	19,997	60.3%
Average Household Size	2.32	
Owner-occupied Housing Units by Race of Householder		
Total	13,183	100.0%
Householder is White Alone	9,571	72.6%
Householder is Black Alone	2,935	22.3%
Householder is American Indian Alone	20	0.2%
Householder is Asian Alone	201	1.5%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	347	2.6%
Householder is Two or More Races	108	0.8%
Owner-occupied Housing Units with Hispanic Householder	720	5.5%
Renter-occupied Housing Units by Race of Householder		
Total	19,998	100.0%
Householder is White Alone	12,611	63.1%
Householder is Black Alone	5,252	26.3%
Householder is American Indian Alone	41	0.2%
Householder is Asian Alone	955	4.8%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	736	3.7%
Householder is Two or More Races	392	2.0%
Renter-occupied Housing Units with Hispanic Householder	1,542	7.7%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.23	
Householder is Black Alone	2.51	
Householder is American Indian Alone	2.87	
Householder is Asian Alone	2.23	
Householder is Pacific Islander Alone	3.54	
Householder is Some Other Race Alone	3.84	
Householder is Two or More Races	2.54	
Householder is Hispanic	3.62	

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	2000	2010	2000-2010 Annual Rate
Population	120,625	137,729	1.34%
Households	46,519	52,981	1.31%
Housing Units	49,429	59,471	1.87%

Population by Race	Number	Percent
Total	137,728	100.0%
Population Reporting One Race	134,875	97.9%
White	90,153	65.5%
Black	32,459	23.6%
American Indian	281	0.2%
Asian	5,198	3.8%
Pacific Islander	76	0.1%
Some Other Race	6,708	4.9%
Population Reporting Two or More Races	2,853	2.1%
Total Hispanic Population	13,737	10.0%

Population by Sex	Number	Percent
Male	65,796	47.8%
Female	71,933	52.2%

Population by Age	Number	Percent
Total	137,732	100.0%
Age 0 - 4	8,222	6.0%
Age 5 - 9	7,335	5.3%
Age 10 - 14	6,616	4.8%
Age 15 - 19	13,656	9.9%
Age 20 - 24	27,320	19.8%
Age 25 - 29	12,380	9.0%
Age 30 - 34	9,396	6.8%
Age 35 - 39	7,799	5.7%
Age 40 - 44	6,829	5.0%
Age 45 - 49	6,984	5.1%
Age 50 - 54	6,865	5.0%
Age 55 - 59	6,432	4.7%
Age 60 - 64	5,451	4.0%
Age 65 - 69	4,018	2.9%
Age 70 - 74	2,929	2.1%
Age 75 - 79	2,201	1.6%
Age 80 - 84	1,595	1.2%
Age 85+	1,702	1.2%
Age 18+	111,580	81.0%
Age 65+	12,445	9.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	27.3
Male	27.3
Female	27.3
White Alone	27.6
Black Alone	29.6
American Indian Alone	29.9
Asian Alone	24.6
Pacific Islander Alone	24.1
Some Other Race Alone	23.5
Two or More Races	20.7
Hispanic Population	23.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA
Latitude: 33.995882175
Longitude: -83.33419232

Households by Type		
Total	52,982	100.0%
Households with 1 Person	15,329	28.9%
Households with 2+ People	37,653	71.1%
Family Households	27,925	52.7%
Husband-wife Families	18,736	35.4%
With Own Children	7,591	14.3%
Other Family (No Spouse Present)	9,189	17.3%
With Own Children	4,811	9.1%
Nonfamily Households	9,728	18.4%
All Households with Children	14,025	26.5%
Multigenerational Households	1,685	3.2%
Unmarried Partner Households	3,468	6.5%
Male-female	3,077	5.8%
Same-sex	391	0.7%
Average Household Size	2.43	

Family Households by Size		
Total	27,925	100.0%
2 People	12,191	43.7%
3 People	6,668	23.9%
4 People	5,082	18.2%
5 People	2,368	8.5%
6 People	958	3.4%
7+ People	658	2.4%
Average Family Size	3.03	

Nonfamily Households by Size		
Total	25,058	100.0%
1 Person	15,329	61.2%
2 People	5,889	23.5%
3 People	1,927	7.7%
4 People	1,560	6.2%
5 People	236	0.9%
6 People	84	0.3%
7+ People	33	0.1%
Average Nonfamily Size	1.64	

Population by Relationship and Household Type		
Total	137,729	100.0%
In Households	128,484	93.3%
In Family Households	87,382	63.4%
Householder	27,910	20.3%
Spouse	18,721	13.6%
Child	32,838	23.8%
Other relative	5,090	3.7%
Nonrelative	2,823	2.1%
In Nonfamily Households	41,102	29.8%
In Group Quarters	9,245	6.7%
Institutionalized Population	832	0.6%
Noninstitutionalized Population	8,413	6.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA
Latitude: 33.995882175
Longitude: -83.33419232

Family Households by Age of Householder		
Total		27,926 100.0%
Householder Age	15 - 44	13,466 48.2%
Householder Age	45 - 54	5,347 19.1%
Householder Age	55 - 64	4,617 16.5%
Householder Age	65 - 74	2,782 10.0%
Householder Age	75+	1,714 6.1%

Nonfamily Households by Age of Householder		
Total		25,057 100.0%
Householder Age	15 - 44	16,093 64.2%
Householder Age	45 - 54	2,620 10.5%
Householder Age	55 - 64	2,559 10.2%
Householder Age	65 - 74	1,685 6.7%
Householder Age	75+	2,100 8.4%

Households by Race of Householder		
Total		52,982 100.0%
Householder is	White Alone	36,782 69.4%
Householder is	Black Alone	11,890 22.4%
Householder is	American Indian Alone	103 0.2%
Householder is	Asian Alone	1,791 3.4%
Householder is	Pacific Islander Alone	22 0.0%
Householder is	Some Other Race Alone	1,648 3.1%
Householder is	Two or More Races	746 1.4%
Households with	Hispanic Householder	3,469 6.5%

Husband-wife Families by Race of Householder		
Total		18,736 100.0%
Householder is	White Alone	13,959 74.5%
Householder is	Black Alone	2,986 15.9%
Householder is	American Indian Alone	37 0.2%
Householder is	Asian Alone	673 3.6%
Householder is	Pacific Islander Alone	5 0.0%
Householder is	Some Other Race Alone	874 4.7%
Householder is	Two or More Races	202 1.1%
Husband-wife Families with	Hispanic Householder	1,762 9.4%

Other Families (No Spouse) by Race of Householder		
Total		9,188 100.0%
Householder is	White Alone	3,749 40.8%
Householder is	Black Alone	4,673 50.9%
Householder is	American Indian Alone	27 0.3%
Householder is	Asian Alone	136 1.5%
Householder is	Pacific Islander Alone	9 0.1%
Householder is	Some Other Race Alone	431 4.7%
Householder is	Two or More Races	163 1.8%
Other Families with	Hispanic Householder	847 9.2%

Nonfamily Households by Race of Householder		
Total		25,058 100.0%
Householder is	White Alone	19,074 76.1%
Householder is	Black Alone	4,231 16.9%
Householder is	American Indian Alone	39 0.2%
Householder is	Asian Alone	983 3.9%
Householder is	Pacific Islander Alone	8 0.0%
Householder is	Some Other Race Alone	343 1.4%
Householder is	Two or More Races	380 1.5%
Nonfamily Households with	Hispanic Householder	860 3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

Total Housing Units by Occupancy		
Total	59,423	100.0%
Occupied Housing Units	52,981	89.2%
Vacant Housing Units		
For Rent	3,410	5.7%
Rented, not Occupied	117	0.2%
For Sale Only	995	1.7%
Sold, not Occupied	175	0.3%
For Seasonal/Recreational/Occasional Use	484	0.8%
For Migrant Workers	7	0.0%
Other Vacant	1,254	2.1%
Total Vacancy Rate	10.9%	
Households by Tenure and Mortgage Status		
Total	52,981	100.0%
Owner Occupied	24,892	47.0%
Owned with a Mortgage/Loan	17,649	33.3%
Owned Free and Clear	7,243	13.7%
Average Household Size	2.48	
Renter Occupied	28,089	53.0%
Average Household Size	2.37	
Owner-occupied Housing Units by Race of Householder		
Total	24,892	100.0%
Householder is White Alone	19,226	77.2%
Householder is Black Alone	4,375	17.6%
Householder is American Indian Alone	38	0.2%
Householder is Asian Alone	477	1.9%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	566	2.3%
Householder is Two or More Races	206	0.8%
Owner-occupied Housing Units with Hispanic Householder	1,196	4.8%
Renter-occupied Housing Units by Race of Householder		
Total	28,089	100.0%
Householder is White Alone	17,555	62.5%
Householder is Black Alone	7,515	26.8%
Householder is American Indian Alone	65	0.2%
Householder is Asian Alone	1,315	4.7%
Householder is Pacific Islander Alone	18	0.1%
Householder is Some Other Race Alone	1,082	3.9%
Householder is Two or More Races	539	1.9%
Renter-occupied Housing Units with Hispanic Householder	2,273	8.1%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.30	
Householder is Black Alone	2.60	
Householder is American Indian Alone	2.78	
Householder is Asian Alone	2.42	
Householder is Pacific Islander Alone	3.14	
Householder is Some Other Race Alone	3.93	
Householder is Two or More Races	2.65	
Householder is Hispanic	3.71	

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Executive Summary

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population			
2000 Population	8,483	78,030	120,625
2010 Population	10,220	87,393	137,729
2013 Population	10,349	89,373	140,289
2018 Population	10,583	91,800	143,823
2000-2010 Annual Rate	1.88%	1.14%	1.33%
2010-2013 Annual Rate	0.39%	0.69%	0.57%
2013-2018 Annual Rate	0.45%	0.54%	0.50%
2013 Male Population	50.0%	47.6%	47.9%
2013 Female Population	50.0%	52.4%	52.1%
2013 Median Age	26.9	24.9	27.6

In the identified area, the current year population is 140,289. In 2010, the Census count in the area was 137,729. The rate of change since 2010 was 0.57% annually. The five-year projection for the population in the area is 143,823 representing a change of 0.50% annually from 2013 to 2018. Currently, the population is 47.9% male and 52.1% female.

Median Age

The median age in this area is 27.6, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	43.0%	63.3%	64.8%
2013 Black Alone	44.5%	25.0%	23.5%
2013 American Indian/Alaska Native Alone	0.3%	0.2%	0.2%
2013 Asian Alone	1.2%	3.8%	3.8%
2013 Pacific Islander Alone	0.1%	0.1%	0.1%
2013 Other Race	8.9%	5.5%	5.5%
2013 Two or More Races	2.1%	2.1%	2.2%
2013 Hispanic Origin (Any Race)	16.5%	11.3%	11.1%

Persons of Hispanic origin represent 11.1% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 61.8 in the identified area, compared to 62.1 for the U.S. as a whole.

Households

2000 Households	3,123	30,024	46,519
2010 Households	3,928	33,181	52,981
2013 Total Households	3,989	33,908	53,937
2018 Total Households	4,086	34,903	55,345
2000-2010 Annual Rate	2.32%	1.00%	1.31%
2010-2013 Annual Rate	0.47%	0.67%	0.55%
2013-2018 Annual Rate	0.48%	0.58%	0.52%
2013 Average Household Size	2.58	2.36	2.43

The household count in this area has changed from 52,981 in 2010 to 53,937 in the current year, a change of 0.55% annually. The five-year projection of households is 55,345, a change of 0.52% annually from the current year total. Average household size is currently 2.43, compared to 2.43 in the year 2010. The number of families in the current year is 28,092 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Median Household Income			
2013 Median Household Income	\$24,880	\$27,782	\$34,487
2018 Median Household Income	\$26,729	\$31,397	\$38,910
2013-2018 Annual Rate	1.44%	2.48%	2.44%
Average Household Income			
2013 Average Household Income	\$36,181	\$46,151	\$52,688
2018 Average Household Income	\$40,534	\$54,674	\$62,788
2013-2018 Annual Rate	2.30%	3.45%	3.57%
Per Capita Income			
2013 Per Capita Income	\$13,998	\$18,627	\$20,953
2018 Per Capita Income	\$15,691	\$21,871	\$24,828
2013-2018 Annual Rate	2.31%	3.26%	3.45%

Current median household income is \$34,487 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$38,910 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$52,688 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$62,788 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$20,953 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$24,828 in five years, compared to \$32,073 for all U.S. households

Housing			
2000 Total Housing Units	3,429	32,111	49,429
2000 Owner Occupied Housing Units	1,591	12,274	21,833
2000 Renter Occupied Housing Units	1,532	17,750	24,686
2000 Vacant Housing Units	306	2,087	2,910
2010 Total Housing Units	4,674	37,677	59,471
2010 Owner Occupied Housing Units	1,607	13,184	24,892
2010 Renter Occupied Housing Units	2,321	19,997	28,089
2010 Vacant Housing Units	746	4,496	6,490
2013 Total Housing Units	4,619	37,798	59,602
2013 Owner Occupied Housing Units	1,505	12,460	23,677
2013 Renter Occupied Housing Units	2,484	21,448	30,260
2013 Vacant Housing Units	630	3,890	5,665
2018 Total Housing Units	4,721	38,718	61,008
2018 Owner Occupied Housing Units	1,575	13,006	24,537
2018 Renter Occupied Housing Units	2,511	21,897	30,808
2018 Vacant Housing Units	635	3,815	5,663

Currently, 39.7% of the 59,602 housing units in the area are owner occupied; 50.8%, renter occupied; and 9.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 59,471 housing units in the area - 41.9% owner occupied, 47.2% renter occupied, and 10.9% vacant. The annual rate of change in housing units since 2010 is 0.10%. Median home value in the area is \$147,228, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 4.54% annually to \$183,865.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5 minutes

Prepared by Amanda SteidtmannRLA

Latitude: 33.995882175
 Longitude: -83.33419232

Summary	Census 2010	2013	2018
Population	10,220	10,349	10,583
Households	3,928	3,989	4,086
Families	2,082	2,096	2,132
Average Household Size	2.59	2.58	2.58
Owner Occupied Housing Units	1,607	1,505	1,575
Renter Occupied Housing Units	2,321	2,484	2,511
Median Age	26.4	26.9	28.1
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.45%	0.94%	0.71%
Households	0.48%	0.99%	0.74%
Families	0.34%	0.84%	0.63%
Owner HHs	0.91%	1.17%	0.94%
Median Household Income	1.44%	3.32%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	1,251	31.4%	1,305	31.9%
\$15,000 - \$24,999	749	18.8%	619	15.1%
\$25,000 - \$34,999	509	12.8%	536	13.1%
\$35,000 - \$49,999	505	12.7%	491	12.0%
\$50,000 - \$74,999	550	13.8%	468	11.5%
\$75,000 - \$99,999	218	5.5%	342	8.4%
\$100,000 - \$149,999	156	3.9%	251	6.1%
\$150,000 - \$199,999	39	1.0%	59	1.4%
\$200,000+	11	0.3%	15	0.4%
Median Household Income	\$24,880		\$26,729	
Average Household Income	\$36,181		\$40,534	
Per Capita Income	\$13,998		\$15,691	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	720	7.0%	701	6.8%	716	6.8%
5 - 9	586	5.7%	595	5.7%	589	5.6%
10 - 14	568	5.6%	569	5.5%	593	5.6%
15 - 19	656	6.4%	630	6.1%	641	6.1%
20 - 24	2,331	22.8%	2,344	22.6%	2,199	20.8%
25 - 34	1,650	16.1%	1,643	15.9%	1,631	15.4%
35 - 44	1,047	10.2%	1,081	10.4%	1,169	11.0%
45 - 54	1,068	10.4%	1,035	10.0%	1,015	9.6%
55 - 64	814	8.0%	878	8.5%	937	8.9%
65 - 74	471	4.6%	539	5.2%	671	6.3%
75 - 84	229	2.2%	245	2.4%	317	3.0%
85+	82	0.8%	89	0.9%	106	1.0%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,460	43.6%	4,449	43.0%	4,425	41.8%
Black Alone	4,572	44.7%	4,605	44.5%	4,646	43.9%
American Indian Alone	27	0.3%	32	0.3%	40	0.4%
Asian Alone	117	1.1%	120	1.2%	126	1.2%
Pacific Islander Alone	8	0.1%	9	0.1%	11	0.1%
Some Other Race Alone	825	8.1%	918	8.9%	1,097	10.4%
Two or More Races	211	2.1%	217	2.1%	238	2.2%
Hispanic Origin (Any Race)	1,566	15.3%	1,705	16.5%	1,997	18.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

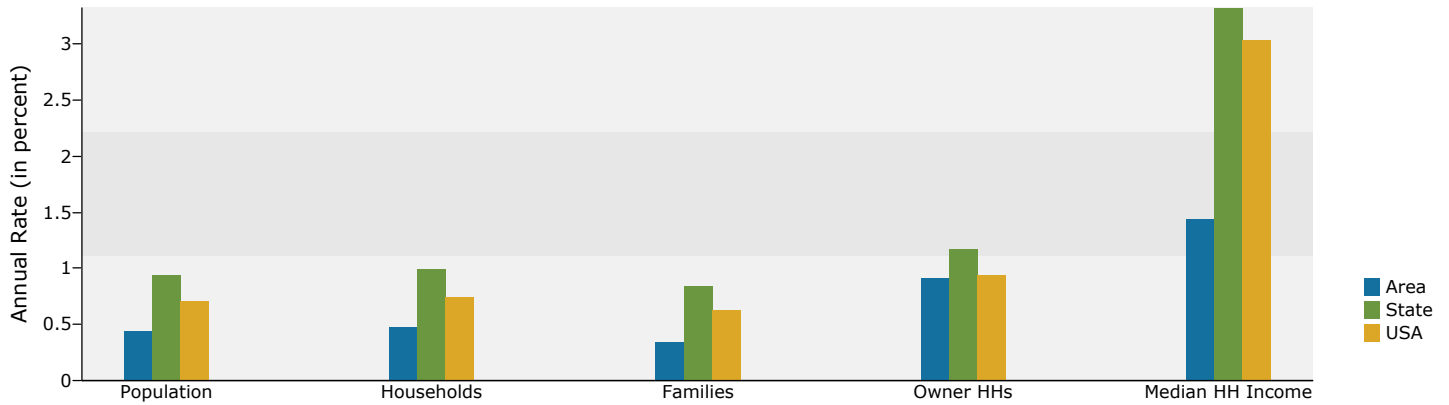


Demographic and Income Profile

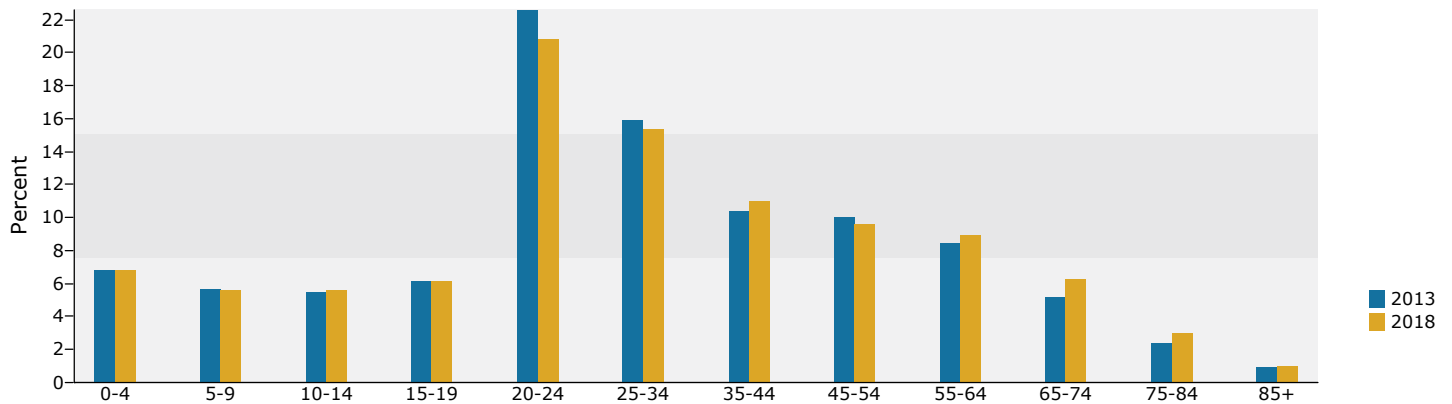
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 Drive Time: 5 minutes

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 Latitude: 33.995882175
 Longitude: -83.33419232

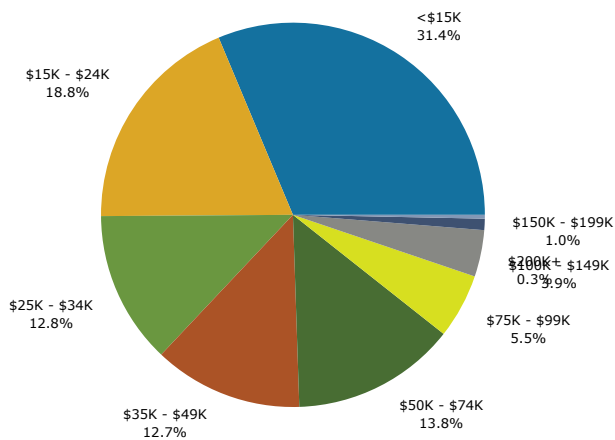
Trends 2013-2018



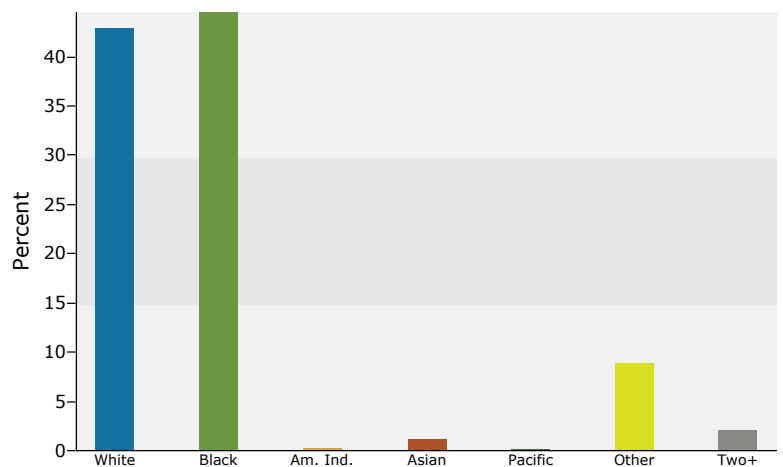
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 16.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



Demographic and Income Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 10 minutes

Prepared by Amanda SteidtmannRLA

Latitude: 33.995882175
 Longitude: -83.33419232

Summary	Census 2010	2013	2018
Population	87,393	89,373	91,800
Households	33,181	33,908	34,903
Families	15,224	15,336	15,574
Average Household Size	2.36	2.36	2.36
Owner Occupied Housing Units	13,184	12,460	13,006
Renter Occupied Housing Units	19,997	21,448	21,897
Median Age	24.8	24.9	25.8
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.54%	0.94%	0.71%
Households	0.58%	0.99%	0.74%
Families	0.31%	0.84%	0.63%
Owner HHs	0.86%	1.17%	0.94%
Median Household Income	2.48%	3.32%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	10,295	30.4%	10,439	29.9%
\$15,000 - \$24,999	5,407	15.9%	4,348	12.5%
\$25,000 - \$34,999	3,693	10.9%	3,803	10.9%
\$35,000 - \$49,999	4,138	12.2%	3,916	11.2%
\$50,000 - \$74,999	4,859	14.3%	4,001	11.5%
\$75,000 - \$99,999	2,151	6.3%	3,470	9.9%
\$100,000 - \$149,999	1,919	5.7%	2,996	8.6%
\$150,000 - \$199,999	611	1.8%	892	2.6%
\$200,000+	830	2.4%	1,031	3.0%
Median Household Income	\$27,782		\$31,397	
Average Household Income	\$46,151		\$54,674	
Per Capita Income	\$18,627		\$21,871	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,799	5.5%	4,711	5.3%	4,883	5.3%
5 - 9	3,936	4.5%	4,020	4.5%	4,039	4.4%
10 - 14	3,459	4.0%	3,504	3.9%	3,685	4.0%
15 - 19	10,360	11.9%	10,304	11.5%	10,428	11.4%
20 - 24	21,823	25.0%	22,450	25.1%	21,423	23.3%
25 - 34	13,800	15.8%	14,150	15.8%	14,821	16.1%
35 - 44	8,199	9.4%	8,379	9.4%	8,854	9.6%
45 - 54	7,520	8.6%	7,318	8.2%	7,199	7.8%
55 - 64	6,406	7.3%	6,865	7.7%	7,312	8.0%
65 - 74	3,777	4.3%	4,267	4.8%	5,343	5.8%
75 - 84	2,224	2.5%	2,268	2.5%	2,609	2.8%
85+	1,091	1.2%	1,138	1.3%	1,203	1.3%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	55,613	63.6%	56,537	63.3%	57,172	62.3%
Black Alone	22,043	25.2%	22,342	25.0%	22,619	24.6%
American Indian Alone	169	0.2%	203	0.2%	257	0.3%
Asian Alone	3,384	3.9%	3,409	3.8%	3,555	3.9%
Pacific Islander Alone	52	0.1%	61	0.1%	82	0.1%
Some Other Race Alone	4,345	5.0%	4,936	5.5%	6,024	6.6%
Two or More Races	1,786	2.0%	1,885	2.1%	2,091	2.3%
Hispanic Origin (Any Race)	8,900	10.2%	10,058	11.3%	12,236	13.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

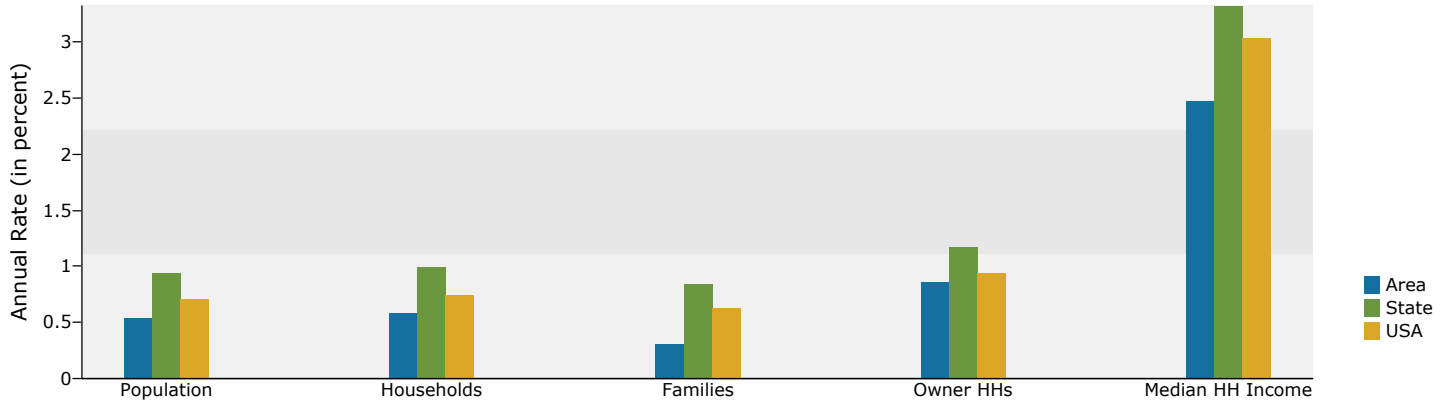


Demographic and Income Profile

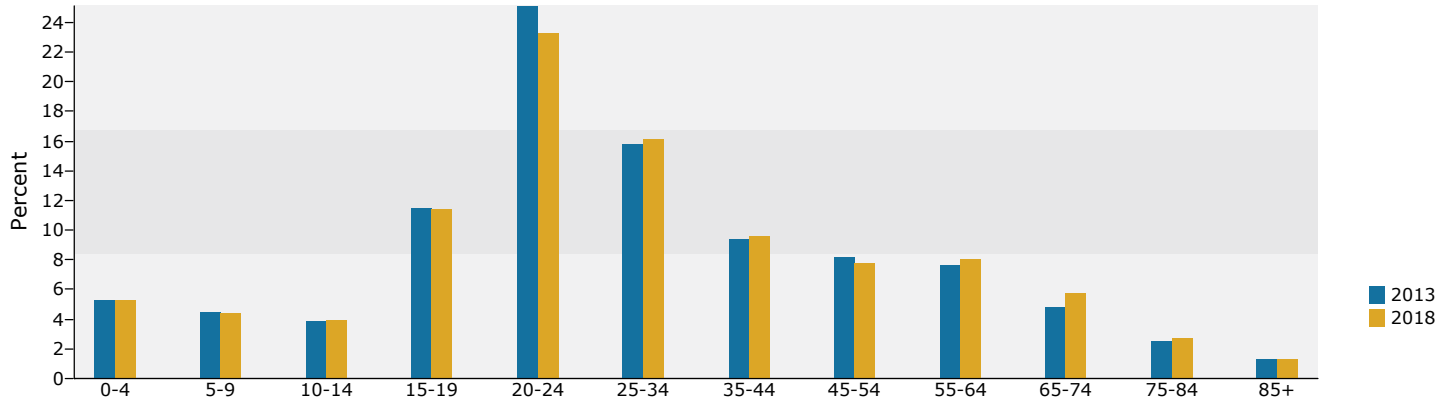
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Prepared by Amanda SteidtmannRLA
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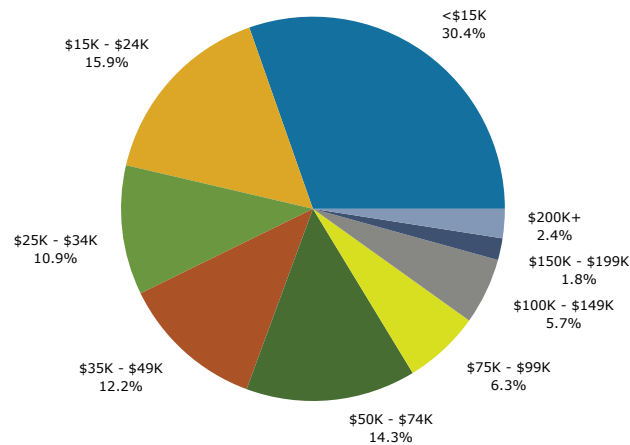
Trends 2013-2018



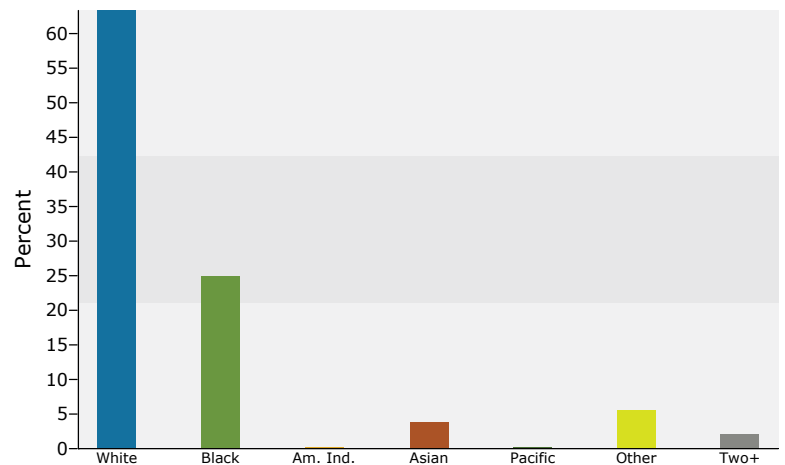
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 11.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



Demographic and Income Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA

Latitude: 33.995882175
 Longitude: -83.33419232

Summary	Census 2010	2013	2018
Population	137,729	140,289	143,823
Households	52,981	53,937	55,345
Families	27,925	28,092	28,519
Average Household Size	2.43	2.43	2.43
Owner Occupied Housing Units	24,892	23,677	24,537
Renter Occupied Housing Units	28,089	30,260	30,808
Median Age	27.3	27.6	28.5
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.50%	0.94%	0.71%
Households	0.52%	0.99%	0.74%
Families	0.30%	0.84%	0.63%
Owner HHs	0.72%	1.17%	0.94%
Median Household Income	2.44%	3.32%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	13,363	24.8%	13,386	24.2%
\$15,000 - \$24,999	7,967	14.8%	6,313	11.4%
\$25,000 - \$34,999	5,871	10.9%	5,886	10.6%
\$35,000 - \$49,999	6,987	13.0%	6,458	11.7%
\$50,000 - \$74,999	8,853	16.4%	7,165	12.9%
\$75,000 - \$99,999	4,093	7.6%	6,410	11.6%
\$100,000 - \$149,999	3,965	7.4%	5,907	10.7%
\$150,000 - \$199,999	1,256	2.3%	1,813	3.3%
\$200,000+	1,579	2.9%	2,002	3.6%
Median Household Income	\$34,487		\$38,910	
Average Household Income	\$52,688		\$62,788	
Per Capita Income	\$20,953		\$24,828	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,222	6.0%	8,062	5.7%	8,312	5.8%
5 - 9	7,335	5.3%	7,289	5.2%	7,224	5.0%
10 - 14	6,616	4.8%	6,738	4.8%	6,905	4.8%
15 - 19	13,656	9.9%	13,482	9.6%	13,669	9.5%
20 - 24	27,320	19.8%	28,049	20.0%	26,630	18.5%
25 - 34	21,776	15.8%	22,205	15.8%	23,089	16.1%
35 - 44	14,628	10.6%	14,789	10.5%	15,294	10.6%
45 - 54	13,849	10.1%	13,474	9.6%	13,183	9.2%
55 - 64	11,883	8.6%	12,640	9.0%	13,307	9.3%
65 - 74	6,947	5.0%	7,839	5.6%	9,675	6.7%
75 - 84	3,796	2.8%	3,928	2.8%	4,606	3.2%
85+	1,702	1.2%	1,794	1.3%	1,928	1.3%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	90,153	65.5%	90,887	64.8%	91,256	63.4%
Black Alone	32,459	23.6%	32,998	23.5%	33,617	23.4%
American Indian Alone	281	0.2%	336	0.2%	424	0.3%
Asian Alone	5,198	3.8%	5,283	3.8%	5,596	3.9%
Pacific Islander Alone	76	0.1%	89	0.1%	117	0.1%
Some Other Race Alone	6,708	4.9%	7,660	5.5%	9,392	6.5%
Two or More Races	2,853	2.1%	3,036	2.2%	3,422	2.4%
Hispanic Origin (Any Race)	13,737	10.0%	15,587	11.1%	19,023	13.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

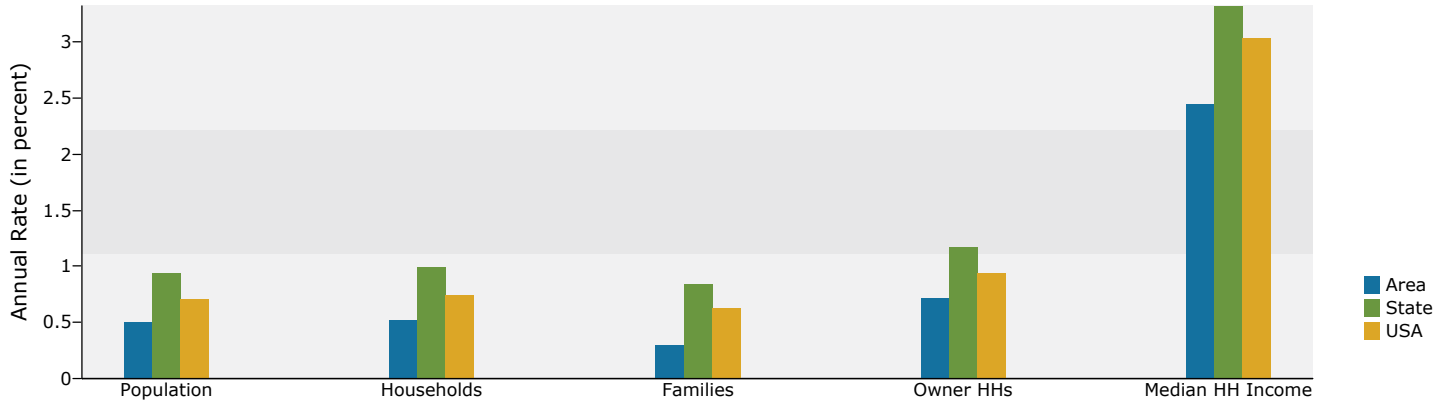


Demographic and Income Profile

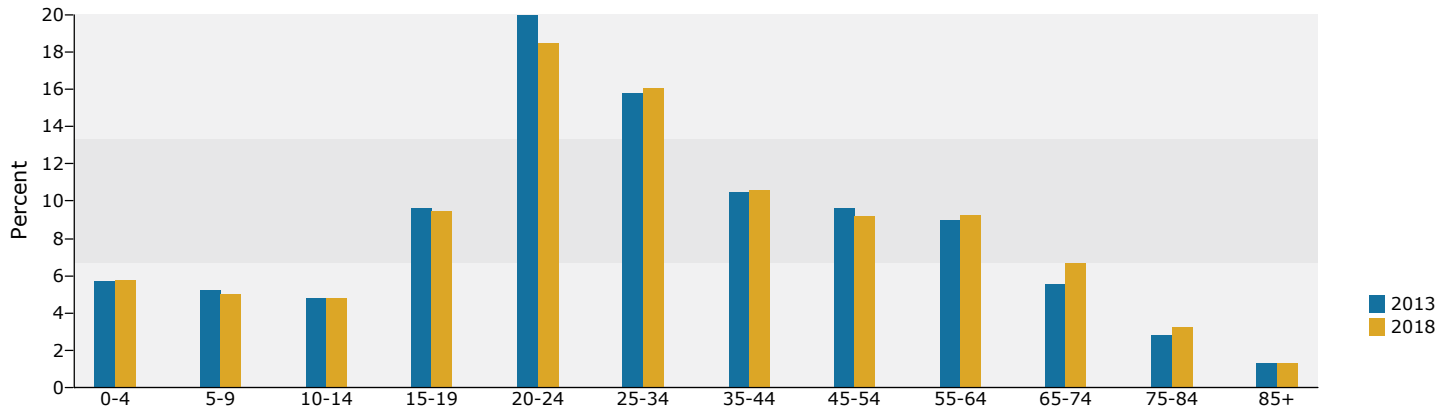
Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

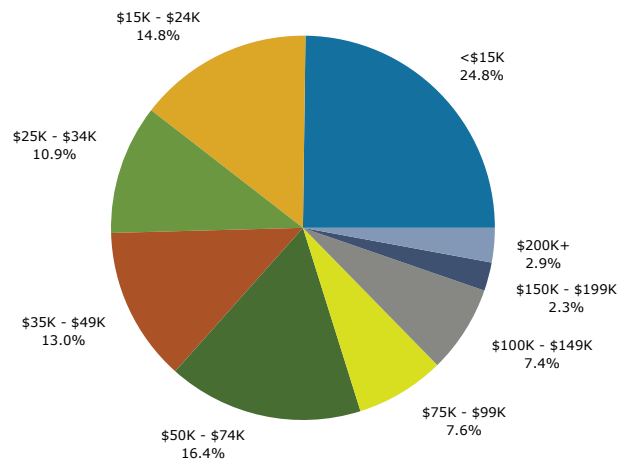
Trends 2013-2018



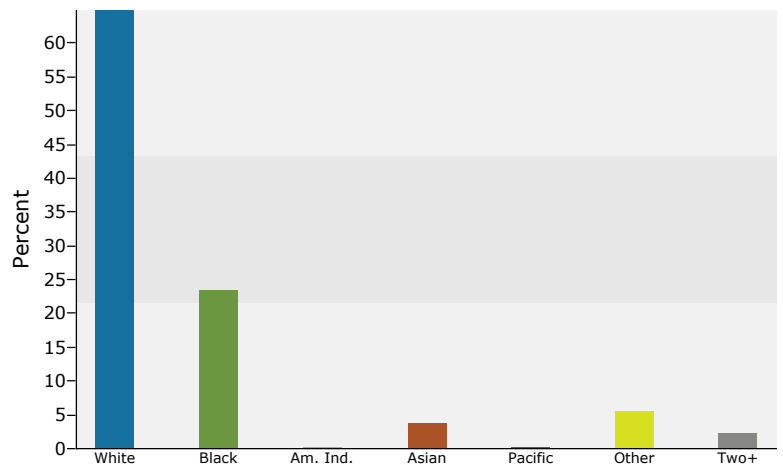
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 11.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



Market Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA
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	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population Summary			
2000 Total Population	8,483	78,030	120,625
2010 Total Population	10,220	87,393	137,729
2013 Total Population	10,349	89,373	140,289
2013 Group Quarters	57	9,303	9,427
2018 Total Population	10,583	91,800	143,823
2013-2018 Annual Rate	0.45%	0.54%	0.50%
Household Summary			
2000 Households	3,123	30,024	46,519
2000 Average Household Size	2.70	2.33	2.41
2010 Households	3,928	33,181	52,981
2010 Average Household Size	2.59	2.36	2.43
2013 Households	3,989	33,908	53,937
2013 Average Household Size	2.58	2.36	2.43
2018 Households	4,086	34,903	55,345
2018 Average Household Size	2.58	2.36	2.43
2013-2018 Annual Rate	0.48%	0.58%	0.52%
2010 Families	2,082	15,224	27,925
2010 Average Family Size	3.17	3.01	3.03
2013 Families	2,096	15,336	28,092
2013 Average Family Size	3.17	3.03	3.04
2018 Families	2,132	15,574	28,519
2018 Average Family Size	3.18	3.05	3.06
2013-2018 Annual Rate	0.34%	0.31%	0.30%
Housing Unit Summary			
2000 Housing Units	3,429	32,111	49,429
Owner Occupied Housing Units	46.4%	38.2%	44.2%
Renter Occupied Housing Units	44.7%	55.3%	49.9%
Vacant Housing Units	8.9%	6.5%	5.9%
2010 Housing Units	4,674	37,677	59,471
Owner Occupied Housing Units	34.4%	35.0%	41.9%
Renter Occupied Housing Units	49.7%	53.1%	47.2%
Vacant Housing Units	16.0%	11.9%	10.9%
2013 Housing Units	4,619	37,798	59,602
Owner Occupied Housing Units	32.6%	33.0%	39.7%
Renter Occupied Housing Units	53.8%	56.7%	50.8%
Vacant Housing Units	13.6%	10.3%	9.5%
2018 Housing Units	4,721	38,718	61,008
Owner Occupied Housing Units	33.4%	33.6%	40.2%
Renter Occupied Housing Units	53.2%	56.6%	50.5%
Vacant Housing Units	13.5%	9.9%	9.3%
Median Household Income			
2013	\$24,880	\$27,782	\$34,487
2018	\$26,729	\$31,397	\$38,910
Median Home Value			
2013	\$105,143	\$142,823	\$147,228
2018	\$140,256	\$180,375	\$183,865
Per Capita Income			
2013	\$13,998	\$18,627	\$20,953
2018	\$15,691	\$21,871	\$24,828
Median Age			
2010	26.4	24.8	27.3
2013	26.9	24.9	27.6
2018	28.1	25.8	28.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013 Households by Income			
Household Income Base	3,989	33,903	53,932
<\$15,000	31.4%	30.4%	24.8%
\$15,000 - \$24,999	18.8%	15.9%	14.8%
\$25,000 - \$34,999	12.8%	10.9%	10.9%
\$35,000 - \$49,999	12.7%	12.2%	13.0%
\$50,000 - \$74,999	13.8%	14.3%	16.4%
\$75,000 - \$99,999	5.5%	6.3%	7.6%
\$100,000 - \$149,999	3.9%	5.7%	7.4%
\$150,000 - \$199,999	1.0%	1.8%	2.3%
\$200,000+	0.3%	2.4%	2.9%
Average Household Income	\$36,181	\$46,151	\$52,688
2018 Households by Income			
Household Income Base	4,086	34,898	55,340
<\$15,000	31.9%	29.9%	24.2%
\$15,000 - \$24,999	15.1%	12.5%	11.4%
\$25,000 - \$34,999	13.1%	10.9%	10.6%
\$35,000 - \$49,999	12.0%	11.2%	11.7%
\$50,000 - \$74,999	11.5%	11.5%	12.9%
\$75,000 - \$99,999	8.4%	9.9%	11.6%
\$100,000 - \$149,999	6.1%	8.6%	10.7%
\$150,000 - \$199,999	1.4%	2.6%	3.3%
\$200,000+	0.4%	3.0%	3.6%
Average Household Income	\$40,534	\$54,674	\$62,788
2013 Owner Occupied Housing Units by Value			
Total	1,505	12,449	23,666
<\$50,000	10.0%	5.2%	4.6%
\$50,000 - \$99,999	37.2%	20.3%	18.2%
\$100,000 - \$149,999	27.0%	28.5%	28.8%
\$150,000 - \$199,999	13.8%	18.3%	20.3%
\$200,000 - \$249,999	4.7%	9.7%	10.4%
\$250,000 - \$299,999	2.1%	5.8%	5.7%
\$300,000 - \$399,999	2.3%	6.0%	5.7%
\$400,000 - \$499,999	1.1%	2.7%	3.0%
\$500,000 - \$749,999	1.3%	2.0%	2.2%
\$750,000 - \$999,999	0.2%	0.5%	0.5%
\$1,000,000 +	0.4%	0.7%	0.6%
Average Home Value	\$131,946	\$182,127	\$185,047
2018 Owner Occupied Housing Units by Value			
Total	1,575	12,994	24,525
<\$50,000	9.7%	4.9%	3.9%
\$50,000 - \$99,999	24.7%	12.3%	10.6%
\$100,000 - \$149,999	19.4%	18.2%	17.9%
\$150,000 - \$199,999	21.6%	24.1%	26.1%
\$200,000 - \$249,999	10.2%	15.8%	16.8%
\$250,000 - \$299,999	4.6%	9.3%	9.2%
\$300,000 - \$399,999	4.1%	7.3%	7.1%
\$400,000 - \$499,999	1.9%	3.5%	3.8%
\$500,000 - \$749,999	2.9%	3.0%	3.2%
\$750,000 - \$999,999	0.4%	0.9%	0.9%
\$1,000,000 +	0.5%	0.8%	0.7%
Average Home Value	\$169,248	\$214,048	\$217,785

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA
 Latitude: 33.995882175
 Longitude: -83.33419232

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Age			
Total	10,220	87,394	137,732
0 - 4	7.0%	5.5%	6.0%
5 - 9	5.7%	4.5%	5.3%
10 - 14	5.6%	4.0%	4.8%
15 - 24	29.2%	36.8%	29.8%
25 - 34	16.1%	15.8%	15.8%
35 - 44	10.2%	9.4%	10.6%
45 - 54	10.5%	8.6%	10.1%
55 - 64	8.0%	7.3%	8.6%
65 - 74	4.6%	4.3%	5.0%
75 - 84	2.2%	2.5%	2.8%
85 +	0.8%	1.2%	1.2%
18 +	78.4%	83.7%	81.0%
2013 Population by Age			
Total	10,349	89,374	140,289
0 - 4	6.8%	5.3%	5.7%
5 - 9	5.7%	4.5%	5.2%
10 - 14	5.5%	3.9%	4.8%
15 - 24	28.7%	36.6%	29.6%
25 - 34	15.9%	15.8%	15.8%
35 - 44	10.4%	9.4%	10.5%
45 - 54	10.0%	8.2%	9.6%
55 - 64	8.5%	7.7%	9.0%
65 - 74	5.2%	4.8%	5.6%
75 - 84	2.4%	2.5%	2.8%
85 +	0.9%	1.3%	1.3%
18 +	78.9%	84.0%	81.5%
2018 Population by Age			
Total	10,584	91,799	143,822
0 - 4	6.8%	5.3%	5.8%
5 - 9	5.6%	4.4%	5.0%
10 - 14	5.6%	4.0%	4.8%
15 - 24	26.8%	34.7%	28.0%
25 - 34	15.4%	16.1%	16.1%
35 - 44	11.0%	9.6%	10.6%
45 - 54	9.6%	7.8%	9.2%
55 - 64	8.9%	8.0%	9.3%
65 - 74	6.3%	5.8%	6.7%
75 - 84	3.0%	2.8%	3.2%
85 +	1.0%	1.3%	1.3%
18 +	79.0%	84.0%	81.7%
2010 Population by Sex			
Males	5,089	41,521	65,796
Females	5,131	45,872	71,933
2013 Population by Sex			
Males	5,170	42,584	67,181
Females	5,179	46,789	73,107
2018 Population by Sex			
Males	5,301	43,962	69,176
Females	5,282	47,837	74,648

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

September 27, 2013



Market Profile

Lat: 4028249.116284, Lon: -9276719.855768
 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA

Latitude: 33.995882175
 Longitude: -83.33419232

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Race/Ethnicity			
Total	10,220	87,392	137,728
White Alone	43.6%	63.6%	65.5%
Black Alone	44.7%	25.2%	23.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.1%	3.9%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.1%	5.0%	4.9%
Two or More Races	2.1%	2.0%	2.1%
Hispanic Origin	15.3%	10.2%	10.0%
Diversity Index	71.1	61.6	60.2
2013 Population by Race/Ethnicity			
Total	10,350	89,373	140,289
White Alone	43.0%	63.3%	64.8%
Black Alone	44.5%	25.0%	23.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.2%	3.8%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	5.5%	5.5%
Two or More Races	2.1%	2.1%	2.2%
Hispanic Origin	16.5%	11.3%	11.1%
Diversity Index	72.2	62.9	61.8
2018 Population by Race/Ethnicity			
Total	10,583	91,800	143,824
White Alone	41.8%	62.3%	63.4%
Black Alone	43.9%	24.6%	23.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.2%	3.9%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.4%	6.6%	6.5%
Two or More Races	2.2%	2.3%	2.4%
Hispanic Origin	18.9%	13.3%	13.2%
Diversity Index	74.5	65.4	64.7
2010 Population by Relationship and Household Type			
Total	10,220	87,393	137,729
In Households	99.5%	89.6%	93.3%
In Family Households	67.2%	54.4%	63.4%
Householder	20.4%	17.5%	20.3%
Spouse	10.2%	10.9%	13.6%
Child	28.3%	20.6%	23.8%
Other relative	5.6%	3.5%	3.7%
Nonrelative	2.7%	1.9%	2.0%
In Nonfamily Households	32.2%	35.1%	29.8%
In Group Quarters	0.5%	10.4%	6.7%
Institutionalized Population	0.3%	0.8%	0.6%
Noninstitutionalized Population	0.2%	9.6%	6.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lat: 4028249.116284, Lon: -9276719.855768
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2013 Population 25+ by Educational Attainment			
Total	5,510	44,385	76,668
Less than 9th Grade	10.3%	6.0%	5.6%
9th - 12th Grade, No Diploma	19.7%	11.5%	10.7%
High School Graduate	32.3%	24.5%	23.7%
Some College, No Degree	17.7%	17.6%	17.9%
Associate Degree	4.4%	4.1%	4.9%
Bachelor's Degree	8.0%	18.9%	18.9%
Graduate/Professional Degree	7.6%	17.5%	18.3%
2013 Population 15+ by Marital Status			
Total	8,483	77,138	118,200
Never Married	54.7%	59.1%	51.3%
Married	32.0%	29.7%	36.5%
Widowed	3.1%	3.7%	4.1%
Divorced	10.2%	7.5%	8.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	89.6%	91.7%	92.3%
Civilian Unemployed	10.4%	8.3%	7.7%
2013 Employed Population 16+ by Industry			
Total	4,078	37,837	61,297
Agriculture/Mining	2.1%	1.1%	1.2%
Construction	6.4%	4.0%	4.1%
Manufacturing	7.9%	7.2%	8.1%
Wholesale Trade	2.0%	1.4%	1.5%
Retail Trade	8.7%	12.2%	11.8%
Transportation/Utilities	3.6%	2.5%	2.8%
Information	0.8%	0.8%	0.9%
Finance/Insurance/Real Estate	1.9%	2.8%	3.0%
Services	63.4%	64.8%	63.1%
Public Administration	3.3%	3.0%	3.5%
2013 Employed Population 16+ by Occupation			
Total	4,079	37,834	61,296
White Collar	45.5%	59.1%	61.2%
Management/Business/Financial	7.3%	9.3%	10.9%
Professional	18.6%	27.5%	27.9%
Sales	8.0%	10.6%	11.1%
Administrative Support	11.6%	11.7%	11.3%
Services	30.8%	23.9%	21.6%
Blue Collar	23.7%	17.0%	17.3%
Farming/Forestry/Fishing	1.0%	0.7%	0.6%
Construction/Extraction	5.1%	3.5%	3.6%
Installation/Maintenance/Repair	2.1%	1.7%	1.8%
Production	5.8%	5.0%	5.3%
Transportation/Material Moving	9.7%	6.1%	5.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

September 27, 2013



Market Profile

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 Drive Time: 5, 10, 15 minutes

Prepared by Amanda SteidtmannRLA
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	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Households by Type			
Total	3,928	33,181	52,982
Households with 1 Person	25.3%	31.4%	28.9%
Households with 2+ People	74.7%	68.6%	71.1%
Family Households	53.0%	45.9%	52.7%
Husband-wife Families	26.3%	28.6%	35.4%
With Related Children	12.2%	12.1%	15.3%
Other Family (No Spouse Present)	26.7%	17.3%	17.3%
Other Family with Male Householder	5.3%	4.0%	4.1%
With Related Children	2.7%	1.9%	2.1%
Other Family with Female Householder	21.4%	13.3%	13.3%
With Related Children	13.5%	8.5%	8.7%
Nonfamily Households	21.7%	22.7%	18.4%
All Households with Children	28.9%	23.0%	26.5%
Multigenerational Households	4.9%	3.0%	3.2%
Unmarried Partner Households	7.8%	6.8%	6.5%
Male-female	7.2%	6.0%	5.8%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	3,925	33,181	52,983
1 Person Household	25.3%	31.4%	28.9%
2 Person Household	32.4%	33.6%	34.1%
3 Person Household	18.8%	15.8%	16.2%
4 Person Household	12.8%	11.9%	12.5%
5 Person Household	6.6%	4.4%	4.9%
6 Person Household	2.4%	1.8%	2.0%
7 + Person Household	1.7%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,928	33,181	52,981
Owner Occupied	40.9%	39.7%	47.0%
Owned with a Mortgage/Loan	26.0%	27.1%	33.3%
Owned Free and Clear	14.9%	12.6%	13.7%
Renter Occupied	59.1%	60.3%	53.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Top 3 Tapestry Segments			
1.	Dorms to Diplomas	Dorms to Diplomas	Dorms to Diplomas
2.	Modest Income Homes	College Towns	College Towns
3.	City Commons	Crossroads	Metropolitans
2013 Consumer Spending			
Apparel & Services: Total \$	\$3,328,701	\$36,738,515	\$64,876,885
Average Spent	\$834.47	\$1,083.48	\$1,202.83
Spending Potential Index	37	48	53
Computers & Accessories: Total \$	\$545,870	\$6,211,063	\$10,899,233
Average Spent	\$136.86	\$183.17	\$202.07
Spending Potential Index	55	74	81
Education: Total \$	\$3,711,471	\$43,910,449	\$72,595,495
Average Spent	\$930.43	\$1,294.99	\$1,345.93
Spending Potential Index	64	89	92
Entertainment/Recreation: Total \$	\$6,742,580	\$72,772,709	\$132,595,799
Average Spent	\$1,690.29	\$2,146.18	\$2,458.35
Spending Potential Index	52	66	76
Food at Home: Total \$	\$11,157,524	\$117,756,757	\$209,824,481
Average Spent	\$2,797.07	\$3,472.83	\$3,890.18
Spending Potential Index	56	69	77
Food Away from Home: Total \$	\$7,004,802	\$77,120,608	\$136,856,041
Average Spent	\$1,756.03	\$2,274.41	\$2,537.33
Spending Potential Index	55	71	79
Health Care: Total \$	\$8,534,483	\$88,125,306	\$165,088,103
Average Spent	\$2,139.50	\$2,598.95	\$3,060.76
Spending Potential Index	48	58	69
HH Furnishings & Equipment: Total \$	\$3,314,439	\$36,199,856	\$65,336,722
Average Spent	\$830.89	\$1,067.59	\$1,211.35
Spending Potential Index	46	59	67
Investments: Total \$	\$2,034,509	\$29,713,850	\$62,184,869
Average Spent	\$510.03	\$876.31	\$1,152.92
Spending Potential Index	25	42	56
Retail Goods: Total \$	\$48,813,185	\$518,350,196	\$937,874,999
Average Spent	\$12,236.95	\$15,286.96	\$17,388.34
Spending Potential Index	51	63	72
Shelter: Total \$	\$32,561,303	\$362,615,219	\$655,589,254
Average Spent	\$8,162.77	\$10,694.09	\$12,154.72
Spending Potential Index	50	66	75
TV/Video/Audio: Total \$	\$2,896,758	\$30,711,762	\$54,697,868
Average Spent	\$726.19	\$905.74	\$1,014.11
Spending Potential Index	56	70	79
Travel: Total \$	\$3,241,192	\$36,507,524	\$68,212,356
Average Spent	\$812.53	\$1,076.66	\$1,264.67
Spending Potential Index	44	59	69
Vehicle Maintenance & Repairs: Total \$	\$2,272,396	\$24,606,415	\$44,537,877
Average Spent	\$569.67	\$725.68	\$825.74
Spending Potential Index	52	66	75

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.