

Demographic Summary Report

Holcomb Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	85,477		239,291		913,244	
2009 Estimate	78,722		219,480		831,920	
2000 Census	67,957		185,219		689,968	
Growth 2009 - 2014	8.60%		9.00%		9.80%	
Growth 2000 - 2009	15.80%		18.50%		20.60%	
2009 Population by Hispanic Origin	6,879		32,798		152,401	
2009 Population By Race	78,722		219,480		831,920	
White	57,236	72.71%	141,209	64.34%	530,760	63.80%
Black or African American	10,858	13.79%	36,278	16.53%	120,503	14.48%
American Indian and Alaska Native	172	0.22%	577	0.26%	2,574	0.31%
Asian	5,846	7.43%	20,052	9.14%	83,016	9.98%
Native Hawaiian and Pacific Islander	37	0.05%	101	0.05%	515	0.06%
Other Race	2,754	3.50%	15,090	6.88%	70,291	8.45%
Two or More Races	1,819	2.31%	6,173	2.81%	24,261	2.92%
Households						
2014 Projection	32,117		91,560		341,327	
2009 Estimate	29,628		84,291		311,698	
2000 Census	25,788		72,422		262,929	
Growth 2009 - 2014	8.40%		8.60%		9.50%	
Growth 2000 - 2009	14.90%		16.40%		18.50%	
Owner Occupied	20,833	70.32%	48,229	57.22%	183,437	58.85%
Renter Occupied	8,795	29.68%	36,062	42.78%	128,261	41.15%
2009 Households by HH Income	29,629		84,290		311,697	
Income Less Than \$15,000	901	3.04%	3,622	4.30%	14,019	4.50%
Income: \$15,000 - \$24,999	742	2.50%	2,797	3.32%	11,852	3.80%
Income: \$25,000 - \$34,999	1,118	3.77%	4,141	4.91%	16,050	5.15%
Income: \$35,000 - \$49,999	2,235	7.54%	8,668	10.28%	31,913	10.24%
Income: \$50,000 - \$74,999	5,000	16.88%	15,426	18.30%	59,507	19.09%
Income: \$75,000 - \$99,999	4,743	16.01%	14,258	16.92%	51,980	16.68%
Income: \$100,000 - \$149,999	6,018	20.31%	16,190	19.21%	60,672	19.47%
Income: \$150,000 - \$249,999	5,823	19.65%	12,895	15.30%	44,912	14.41%
Income: \$250,000 - \$499,999	2,244	7.57%	4,728	5.61%	15,516	4.98%
Income: \$500,000 or more	805	2.72%	1,565	1.86%	5,276	1.69%
2009 Avg Household Income	\$142,547		\$122,130		\$118,179	
2009 Med Household Income	\$100,557		\$86,182		\$83,942	
2009 Per Capita Income	\$53,510		\$47,111		\$44,417	

Demographic Detail Report

Holcomb Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	85,477		239,291		913,244	
2009 Estimate	78,722		219,480		831,920	
2000 Census	67,957		185,219		689,968	
Growth 2009 - 2014	8.60%		9.00%		9.80%	
Growth 2000 - 2009	15.80%		18.50%		20.60%	
2009 Population by Age	78,722		219,480		831,920	
Age 0 - 4	5,254	6.67%	15,255	6.95%	59,661	7.17%
Age 5 - 9	5,527	7.02%	14,870	6.78%	56,564	6.80%
Age 10 - 14	6,017	7.64%	15,237	6.94%	55,422	6.66%
Age 15 - 17	3,303	4.20%	8,460	3.85%	30,922	3.72%
Age 18 - 20	2,736	3.48%	7,865	3.58%	30,192	3.63%
Age 21 - 24	3,311	4.21%	12,319	5.61%	48,647	5.85%
Age 25 - 34	9,504	12.07%	34,248	15.60%	136,942	16.46%
Age 35 - 44	12,542	15.93%	36,924	16.82%	139,455	16.76%
Age 45 - 49	7,208	9.16%	18,906	8.61%	68,313	8.21%
Age 50 - 54	6,587	8.37%	15,867	7.23%	57,615	6.93%
Age 55 - 59	5,681	7.22%	12,837	5.85%	46,907	5.64%
Age 60 - 64	4,498	5.71%	9,847	4.49%	35,772	4.30%
Age 65 - 74	4,292	5.45%	10,236	4.66%	37,403	4.50%
Age 75 - 84	1,759	2.23%	4,908	2.24%	20,146	2.42%
Age 85 and over	504	0.64%	1,703	0.78%	7,959	0.96%
Age 16 and over	60,805	77.24%	171,268	78.03%	649,965	78.13%
Age 18 and over	58,621	74.47%	165,658	75.48%	629,351	75.65%
Age 21 and over	55,885	70.99%	157,793	71.89%	599,159	72.02%
Age 65 and over	6,555	8.33%	16,847	7.68%	65,508	7.87%
Median Age	38.10		35.40		34.80	
Average Age	36.60		35.30		35.10	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	78,722	219,480	831,920
White	57,236 72.71%	141,209 64.34%	530,760 63.80%
Black or African American	10,858 13.79%	36,278 16.53%	120,503 14.48%
American Indian and Alaska Native	172 0.22%	577 0.26%	2,574 0.31%
Asian	5,846 7.43%	20,052 9.14%	83,016 9.98%
Native Hawaiian and Pacific Islander	37 0.05%	101 0.05%	515 0.06%
Other Race	2,754 3.50%	15,090 6.88%	70,291 8.45%
Two or More Races	1,819 2.31%	6,173 2.81%	24,261 2.92%
2009 Population by Hispanic Origin	78,723	219,480	831,920
Not Hispanic or Latino	71,843 91.26%	186,682 85.06%	679,519 81.68%
Hispanic or Latino:	6,879 8.74%	32,798 14.94%	152,401 18.32%
Mexican	3,221 4.09%	20,036 9.13%	91,477 11.00%
Puerto Rican	612 0.78%	1,770 0.81%	7,449 0.90%
Cuban	392 0.50%	978 0.45%	4,701 0.57%
Other Hispanic or Latino	2,655 3.37%	10,014 4.56%	48,774 5.86%
2009 Age 5+ Language at Home	73,469	204,225	772,260
Speak Only English	61,878 84.22%	158,821 77.77%	579,339 75.02%
Speak Asian or Pacific Island	3,026 4.12%	9,941 4.87%	41,169 5.33%
Speak IndoEuropean	3,915 5.33%	11,691 5.72%	42,262 5.47%
Speak Spanish	4,145 5.64%	21,837 10.69%	100,653 13.03%
Speak Other Language	505 0.69%	1,935 0.95%	8,837 1.14%
2009 Median Age, Male	37.30	34.20	33.70
2009 Average Age, Male	36.00	34.60	34.30
Median Age, Female	38.90	36.50	36.00
Average Age, Female	37.10	36.00	36.10
2009 Population by Employment Status (Age 16+)	60,806	171,268	649,964
In Armed Forces	89 0.15%	209 0.12%	433 0.07%
Civilian, Employed	36,984 60.82%	104,579 61.06%	390,219 60.04%
Civilian, Unemployed	3,910 6.43%	11,860 6.92%	45,213 6.96%
Not In Labor Force	19,823 32.60%	54,620 31.89%	214,099 32.94%
2009 Population by Occupation Classification (Age 16+)	36,983	104,579	390,220
Blue Collar	2,366 6.40%	10,126 9.68%	47,832 12.26%
White Collar	31,665 85.62%	83,422 79.77%	296,066 75.87%
Service	2,952 7.98%	11,031 10.55%	46,322 11.87%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	61,923	174,118	660,272
Total, Never Married	16,826 27.17%	54,621 31.37%	213,415 32.32%
Married	37,449 60.48%	96,316 55.32%	358,512 54.30%
Widowed	1,759 2.84%	5,252 3.02%	22,377 3.39%
Divorced	5,889 9.51%	17,929 10.30%	65,968 9.99%
Males Divorced	1,727	5,433	19,363
Females Divorced	2,864	8,488	31,037
Males, Never Married	6,529	22,275	90,022
Females Never Married	5,939	18,357	68,829
2009 Population by Education	52,572	145,474	550,512
Less Than 9Th Grade	590 1.12%	4,025 2.77%	27,471 4.99%
Some High School, No Diploma	940 1.79%	4,349 2.99%	24,151 4.39%
High School Graduate (Includes Equivalency)	5,641 10.73%	19,225 13.22%	80,700 14.66%
Some College, No Degree	8,908 16.94%	24,622 16.93%	90,633 16.46%
Associate Degree	2,945 5.60%	8,879 6.10%	34,641 6.29%
Bachelor Degree	21,849 41.56%	55,678 38.27%	194,339 35.30%
Advanced Degrees	11,699 22.25%	28,696 19.73%	98,577 17.91%
2009 Population by Occupation (Age 16+)	39,933	115,611	436,539
Management, Business, & Financial	17,898 44.82%	47,954 41.48%	164,478 37.68%
Professional & Related Occupations	1,565 3.92%	4,509 3.90%	17,331 3.97%
Services	12,254 30.69%	38,425 33.24%	155,096 35.53%
Sales & Office	6,288 15.75%	15,971 13.81%	58,456 13.39%
Farming, Fishing, and Forestry	12 0.03%	64 0.06%	460 0.11%
Construction and Extraction, Maint	757 1.90%	4,427 3.83%	22,075 5.06%
Production & Transportation	1,159 2.90%	4,261 3.69%	18,643 4.27%
2009 Workers by Travel Time to Work (Age 16+)	37,071	104,788	390,653
Less Than 15 Minutes	5,517 14.88%	16,996 16.22%	66,337 16.98%
15 to 29 Minutes	14,113 38.07%	41,001 39.13%	149,276 38.21%
30 to 44 Minutes	10,702 28.87%	29,369 28.03%	102,842 26.33%
45 to 59 Minutes	3,622 9.77%	9,393 8.96%	37,139 9.51%
60+ Minutes	3,117 8.41%	8,029 7.66%	35,059 8.97%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	32,117	91,560	341,327
2009 Estimate	29,628	84,291	311,698
2000 Census	25,788	72,422	262,929
Growth 2009 - 2014	8.40%	8.60%	9.50%
Growth 2000 - 2009	14.90%	16.40%	18.50%
2000 Households by HH Size	25,788	72,424	262,930
1-Person Households	5,289 20.51%	18,620 25.71%	66,609 25.33%
2-Person Households	9,032 35.02%	24,305 33.56%	86,281 32.82%
3-Person Households	4,532 17.57%	11,739 16.21%	43,056 16.38%
4-Person Households	4,592 17.81%	11,026 15.22%	39,802 15.14%
5-Person Households	1,684 6.53%	4,320 5.96%	16,435 6.25%
6-Person Households	474 1.84%	1,456 2.01%	5,886 2.24%
7 or more Person Households	185 0.72%	958 1.32%	4,861 1.85%
2009 Average Household Size	2.65	2.59	2.65
2009 Households by HH Income	29,629	84,290	311,697
Income Less than \$15,000	901 3.04%	3,622 4.30%	14,019 4.50%
Income: \$15,000 - \$24,999	742 2.50%	2,797 3.32%	11,852 3.80%
Income: \$25,000 - \$34,999	1,118 3.77%	4,141 4.91%	16,050 5.15%
Income: \$35,000 - \$49,999	2,235 7.54%	8,668 10.28%	31,913 10.24%
Income: \$50,000 - \$74,999	5,000 16.88%	15,426 18.30%	59,507 19.09%
Income: \$75,000 - \$99,999	4,743 16.01%	14,258 16.92%	51,980 16.68%
Income: \$100,000 - \$149,999	6,018 20.31%	16,190 19.21%	60,672 19.47%
Income: \$150,000 - \$249,999	5,823 19.65%	12,895 15.30%	44,912 14.41%
Income: \$250,000 - \$499,999	2,244 7.57%	4,728 5.61%	15,516 4.98%
Income: \$500,000 or more	805 2.72%	1,565 1.86%	5,276 1.69%
2009 Avg Household Income	\$142,547	\$122,130	\$118,179
2009 Med Household Income	\$100,557	\$86,182	\$83,942
2009 Per Capita Income	\$53,510	\$47,111	\$44,417
2009 Occupied Housing	29,628	84,291	311,698
Owner Occupied	20,833 70.32%	48,229 57.22%	183,437 58.85%
Renter Occupied	8,795 29.68%	36,062 42.78%	128,261 41.15%

Demographic Detail Report

Holcomb Center

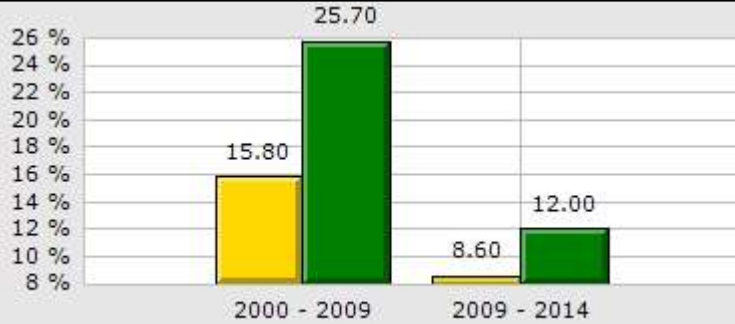
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	20,824		48,214		183,418	
Value Less than \$20,000	59	0.28%	174	0.36%	1,601	0.87%
Value \$20,000 - \$39,999	135	0.65%	251	0.52%	2,039	1.11%
Value \$40,000 - \$59,999	152	0.73%	348	0.72%	1,625	0.89%
Value \$60,000 - \$79,999	224	1.08%	1,022	2.12%	3,901	2.13%
Value \$80,000 - \$99,999	806	3.87%	2,091	4.34%	7,817	4.26%
Value \$100,000 - \$149,999	3,149	15.12%	8,516	17.66%	33,451	18.24%
Value \$150,000 - \$199,999	2,590	12.44%	5,686	11.79%	30,734	16.76%
Value \$200,000 - \$299,999	4,919	23.62%	11,714	24.30%	46,085	25.13%
Value \$300,000 - \$399,999	3,207	15.40%	7,792	16.16%	24,590	13.41%
Value \$400,000 - \$499,999	1,927	9.25%	4,268	8.85%	10,949	5.97%
Value \$500,000 - \$749,999	2,850	13.69%	5,046	10.47%	14,884	8.11%
Value \$750,000 - \$999,999	455	2.18%	702	1.46%	2,388	1.30%
Value \$1,000,000 or more	351	1.69%	604	1.25%	3,354	1.83%
2009 Med Housing Val-Owner Occupied	\$262,889		\$247,801		\$218,870	
2000 Housing Units by Units in Structure	26,551		75,222		275,453	
1 Unit Attached	2,077	7.82%	5,172	6.88%	15,854	5.76%
1 Unit Detached	17,219	64.85%	39,271	52.21%	152,811	55.48%
2 Units	76	0.29%	568	0.76%	3,711	1.35%
3 - 19 Units	5,847	22.02%	23,554	31.31%	75,933	27.57%
20 - 49 Units	589	2.22%	2,889	3.84%	11,146	4.05%
50 or more Units	693	2.61%	3,592	4.78%	14,470	5.25%
Mobile Home or Trailer	43	0.16%	158	0.21%	1,482	0.54%
Boat, RV, Van, Etc.	7	0.03%	18	0.02%	46	0.02%
2009 Housing Units by Yr Built	31,441		90,622		339,508	
Built 1999 to Present	5,343	16.99%	16,920	18.67%	74,293	21.88%
Built 1995 to 1998	3,035	9.65%	10,521	11.61%	43,443	12.80%
Built 1990 to 1994	4,306	13.70%	10,585	11.68%	38,931	11.47%
Built 1980 to 1989	13,247	42.13%	31,050	34.26%	88,252	25.99%
Built 1970 to 1979	4,427	14.08%	15,021	16.58%	48,763	14.36%
Built 1960 to 1969	764	2.43%	4,772	5.27%	28,990	8.54%
Built 1950 to 1959	150	0.48%	1,020	1.13%	11,423	3.36%
Built 1940 to 1949	56	0.18%	339	0.37%	3,015	0.89%
Built 1939 or Earlier	113	0.36%	394	0.43%	2,398	0.71%
2009 Median Year Built	1988		1988		1989	

Holcomb Center

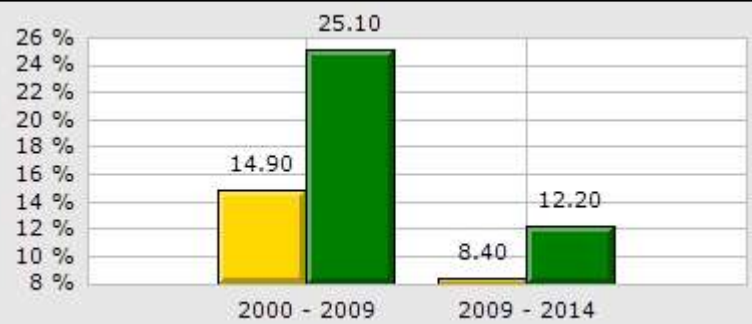
Type: **Shopping Center/Community Center**
 County: **Fulton**

3 Mile
County

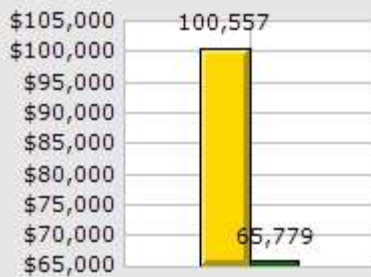
Population Growth



Household Growth



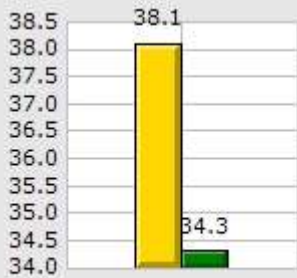
2009 Med Household Inc



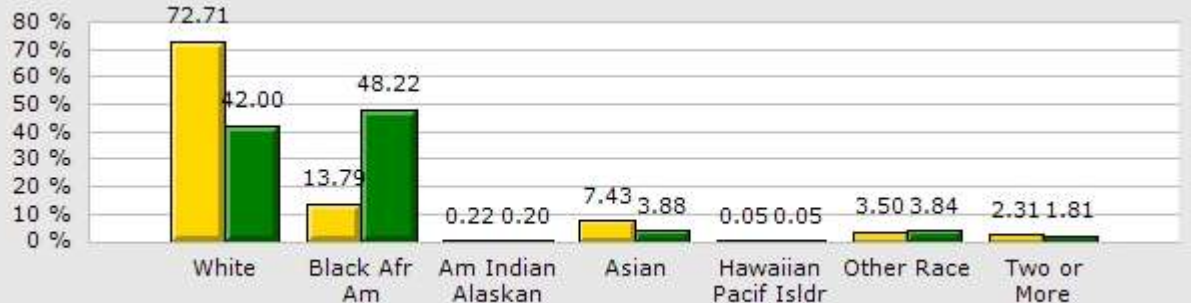
2009 Households by Household Income



2009 Median Age



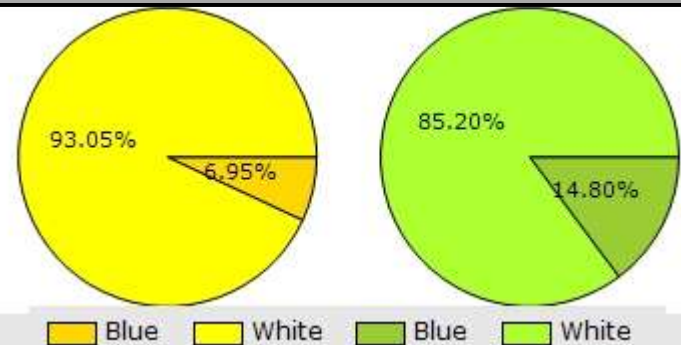
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Holcomb Center

Type: **Shopping Center/Community Center**
 County: **Fulton**

	3 Mile		County	
Population				
Growth 2000 - 2009	15.80%		25.70%	
Growth 2009 - 2014	8.60%		12.00%	
2009 Blue Collar	2,366	6.95%	54,351	14.80%
2009 White Collar	31,665	93.05%	312,873	85.20%
2009 Population By Race	78,722		1,025,558	
White	57,236	72.71%	430,694	42.00%
Black Afr Am	10,858	13.79%	494,536	48.22%
Am Indian Alaskan	172	0.22%	2,047	0.20%
Asian	5,846	7.43%	39,803	3.88%
Hawaiian Pacif Islldr	37	0.05%	542	0.05%
Other Race	2,754	3.50%	39,391	3.84%
Two or More	1,819	2.31%	18,545	1.81%
Households				
Growth 2000 - 2009	14.90%		25.10%	
Growth 2009 - 2014	8.40%		12.20%	
Renter Occupied	8,795	29.68%	195,604	48.66%
Owner Occupied	20,833	70.32%	206,350	51.34%
2009 Households by HH Income	29,629		401,952	
Income < \$35,000	2,761	9.32%	114,164	28.40%
Income \$35,000 - \$74,999	7,235	24.42%	115,339	28.69%
Income \$75,000 - \$149,999	10,761	36.32%	115,465	28.73%
Income \$150,000 - \$249,999	5,823	19.65%	35,535	8.84%
Income \$250,000+	3,049	10.29%	21,449	5.34%
2009 Median Household Income	\$100,557		\$65,779	
2009 Median Age	38.10		34.30	



Consumer Spending Report

Holcomb Center

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$2,260,926	\$5,572,489	\$19,936,242
Total Apparel	\$80,596	\$200,295	\$715,563
Women's Apparel	32,791	79,945	285,205
Men's Apparel	19,631	48,501	172,881
Girl's Apparel	7,410	18,171	64,829
Boy's Apparel	5,612	14,173	50,887
Infant Apparel	5,389	14,287	51,304
Footwear (excl. Infants)	12,185	30,765	110,171
Other Apparel Prod/Services	9,764	25,217	90,457
Total Entertainment	\$207,612	\$499,344	\$1,786,609
Sports and Recreation	9,342	22,611	81,069
TV, Radio and Sound Equipment	69,839	174,862	625,801
Reading Materials	9,478	22,583	81,103
Travel	116,056	272,233	973,230
Photographic Equipment	2,898	7,055	25,405
Total Food At Home	\$175,076	\$435,156	\$1,568,389
Cereal Products	10,815	27,212	98,123
Bread & Bakery Products	23,081	56,887	204,854
Seafood	9,400	23,030	82,784
Meat/Poultry/Fish/Eggs	59,289	148,284	534,126
Dairy Products	28,281	70,309	253,583
Fruits and Vegetables	44,211	109,434	394,919
Total Food Away From Home	\$183,866	\$459,811	\$1,647,648
Breakfast and Brunch	17,007	42,996	154,707
Dinner	85,732	213,520	765,263
Lunch	60,569	152,938	548,465
Snacks and Non Alcoholic Bev	13,716	35,181	126,374
Catered Affairs	6,842	15,176	52,838

Consumer Spending Report

Holcomb Center

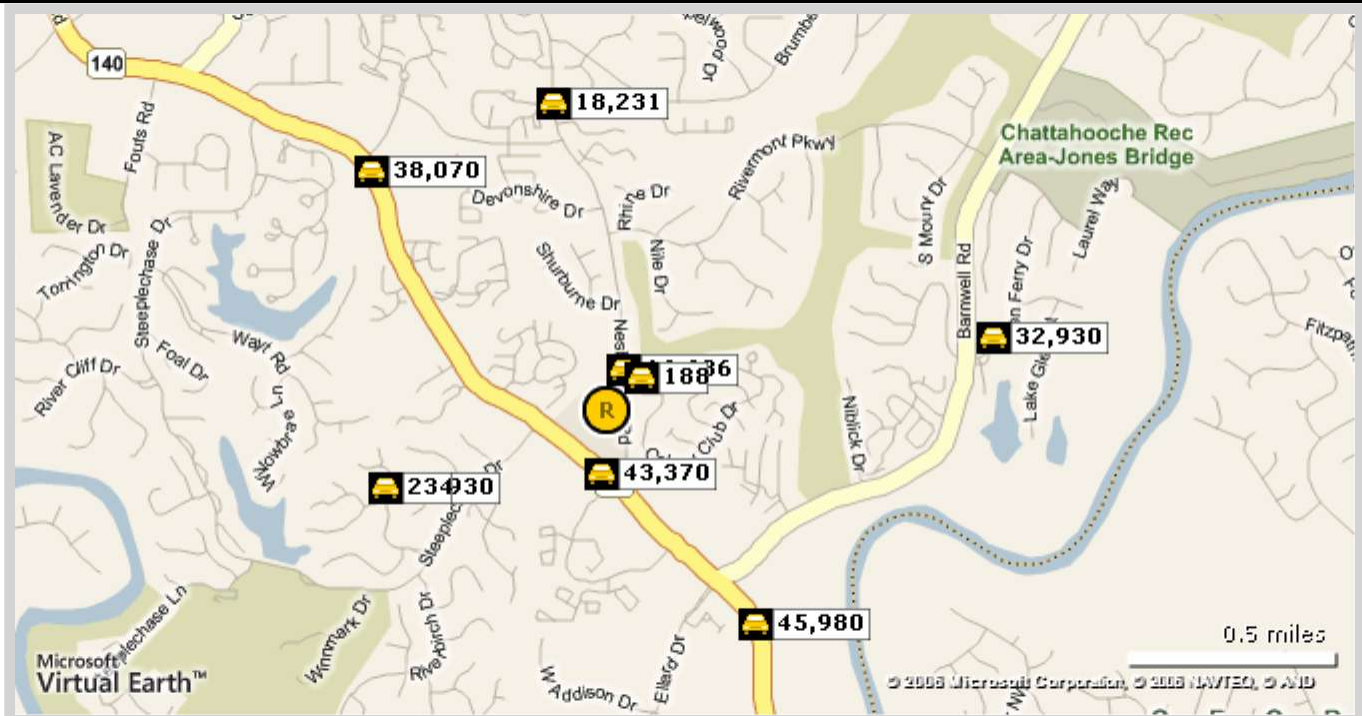
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$34,881	\$88,602	\$315,873
Alcoholic Bev. at Home	19,951	49,883	178,250
Alcoholic Bev. away from Home	14,930	38,718	137,624
Total Furniture/Appliances	\$224,724	\$543,085	\$1,942,593
Bedroom Furniture	13,149	32,957	117,618
Living Room Furniture	19,947	48,467	172,861
Other Living & Family Room Furniture	5,626	13,339	47,539
Other Furniture	2,241	5,212	18,468
Major Appliances	17,752	41,848	150,307
Small Appliances	46,663	113,216	405,600
Misc Household Equipment	119,346	288,046	1,030,201
Total Transportation/Maint.	\$1,106,133	\$2,748,693	\$9,827,219
New Autos/Trucks/Vans	161,286	386,089	1,373,273
Used Vehicles	118,287	308,459	1,103,926
Purchase of RVs or Boats	16,241	36,751	130,786
Gasoline	149,173	376,138	1,348,186
Diesel Fuel	2,558	6,121	22,167
Automotive Maintenance/Repair	54,111	133,072	477,165
Transportation	604,478	1,502,062	5,371,715
Total Health Care	\$89,578	\$214,460	\$772,999
Medical Services	53,358	127,376	458,560
Prescription Drugs	27,748	66,796	241,374
Medical Supplies	8,473	20,288	73,064
Total Education/Day Care	\$187,608	\$448,455	\$1,586,040
Education	82,297	196,151	693,348
Room and Board	8,398	18,731	66,304
Tuition/School Supplies	74,334	176,755	623,864
Day Care, Nursery & Preschool	22,579	56,818	202,524

Holcomb Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,994	18,419	9
Total Retail	371	5,096	14
Home Improvement Stores	15	202	13
General Merchandise Stores	11	412	37
Food Stores	27	958	35
Auto Dealers and Gas Stations	16	95	6
Apparel and Accessory Stores	24	74	3
Furniture and Home Furnishings	64	844	13
Eating and Drinking Places	93	1,040	11
Miscellaneous Retail Stores	121	1,471	12
Finance-Insurance-Real Estate	251	1,102	4
Banks, Saving and Lending Inst.	58	224	4
Security Brokers and Investments	32	174	5
Insurance Carriers and Agencies	47	168	4
Real Estate-Trust-Holding Co.	114	536	5
Services	995	10,145	10
Hotels and Lodging	4	41	10
Motion Picture and Amusement	63	723	11
Health Services	86	437	5
Legal Services	25	83	3
Educational Services	46	1,965	43
Auto Services	27	73	3
Other Services	744	6,823	9
Agriculture/Mining	31	241	8
Construction	142	548	4
Manufacturing	47	376	8
Transportation, Comm./Pub Util.	48	306	6
Wholesale Trade	99	491	5
Government	10	114	11
Daytime Population	18,419		
Daytime Population/Business	9		
Residential Population	78,722		
Residential Population/Business	39		

Traffic Count Report

Holcomb Center



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Nesbit Ferry Rd	Nesbit Ferry Way	0.01 N	2005	16,686	AADT	.11
2	Colony Club Dr	Nesbit Ferry Rd	0.05 W	2003	188	AADT	.12
3	Holcomb Bridge Rd	S Holcomb Bridge Way	0.04 SE	2005	43,370	AADT	.16
4	Haven Wood Trl		0.00	2004	32,930	AADT	.57
5	Haven Wood Trl	Banyon Brook Pt	0.03 NE	2003	234	AADT	.57
6	Holcomb Bridge Rd	Barnwell Rd	0.14 NW	2007	45,980	ADT	.65
7	Nesbit Ferry Rd	Nesbit Pl	0.06 S	2007	18,231	ADT	.76
8	Holcomb Bridge Rd	Champions Green Pkwy	0.03 NW	2007	38,070	ADT	.82
9	Glen River Way	Glen Ferry Dr	0.02 SE	2004	32,930	AADT	.97