

Demographic Summary Report

Conyers Crossing

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	36,398	80,982	262,525
2011 Estimate	34,883	77,048	252,250
2010 Census	34,830	76,305	249,721
Growth 2011 - 2016	4.30%	5.10%	4.10%
Growth 2010 - 2011	0.20%	1.00%	1.00%
2011 Population by Hispanic Origin	3,886	8,287	15,861
2011 Population By Race	34,883	77,048	252,250
White	11,383 32.63%	28,733 37.29%	85,087 33.73%
Black or African American	19,724 56.54%	40,915 53.10%	151,238 59.96%
American Indian and Alaska Native	110 0.32%	226 0.29%	620 0.25%
Asian	706 2.02%	1,376 1.79%	2,892 1.15%
Native Hawaiian and Pacific Islander	38 0.11%	53 0.07%	116 0.05%
Other Race	2,089 5.99%	3,953 5.13%	7,084 2.81%
Two or More Races	832 2.39%	1,793 2.33%	5,213 2.07%
Households			
2016 Projection	13,160	28,755	93,225
2011 Estimate	12,622	27,306	89,295
2010 Census	12,637	27,052	88,406
Growth 2011 - 2016	4.30%	5.30%	4.40%
Growth 2010 - 2011	-0.10%	0.90%	1.00%
Owner Occupied	7,128 56.47%	17,950 65.74%	61,979 69.41%
Renter Occupied	5,495 43.54%	9,356 34.26%	27,315 30.59%
2011 Households by HH Income	12,622	27,306	89,295
Income Less Than \$15,000	1,358 10.76%	2,562 9.38%	8,619 9.65%
Income: \$15,000 - \$24,999	1,507 11.94%	2,885 10.57%	8,410 9.42%
Income: \$25,000 - \$34,999	1,573 12.46%	3,073 11.25%	9,376 10.50%
Income: \$35,000 - \$49,999	2,281 18.07%	4,360 15.97%	13,906 15.57%
Income: \$50,000 - \$74,999	2,159 17.11%	5,190 19.01%	19,012 21.29%
Income: \$75,000 - \$99,999	1,529 12.11%	3,822 14.00%	13,243 14.83%
Income: \$100,000 - \$149,999	1,267 10.04%	3,382 12.39%	11,025 12.35%
Income: \$150,000 - \$199,999	564 4.47%	1,232 4.51%	3,523 3.95%
Income: \$200,000+	384 3.04%	800 2.93%	2,181 2.44%
2011 Avg Household Income	\$64,019	\$67,936	\$67,211
2011 Med Household Income	\$46,482	\$52,568	\$53,976
2011 Per Capita Income	\$23,324	\$24,325	\$24,124

Demographic Detail Report

Conyers Crossing

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	36,398	80,982	262,525
2011 Estimate	34,883	77,048	252,250
2010 Census	34,830	76,305	249,721
Growth 2011 - 2016	4.30%	5.10%	4.10%
Growth 2010 - 2011	0.20%	1.00%	1.00%
2011 Population by Age	34,883	77,048	252,250
Age 0 - 4	2,750 7.88%	5,562 7.22%	17,969 7.12%
Age 5 - 9	2,657 7.62%	5,791 7.52%	19,512 7.74%
Age 10 - 14	2,732 7.83%	6,222 8.08%	21,333 8.46%
Age 15 - 19	2,862 8.20%	6,283 8.15%	20,960 8.31%
Age 20 - 24	2,267 6.50%	4,769 6.19%	15,310 6.07%
Age 25 - 34	4,611 13.22%	9,776 12.69%	32,475 12.87%
Age 35 - 44	5,102 14.63%	11,567 15.01%	39,659 15.72%
Age 45 - 49	2,573 7.38%	5,896 7.65%	19,772 7.84%
Age 50 - 54	2,202 6.31%	5,166 6.70%	17,286 6.85%
Age 55 - 59	1,988 5.70%	4,543 5.90%	14,574 5.78%
Age 60 - 64	1,631 4.68%	3,852 5.00%	11,899 4.72%
Age 65 - 74	1,965 5.63%	4,536 5.89%	13,301 5.27%
Age 75 - 84	1,080 3.10%	2,241 2.91%	6,107 2.42%
Age 85 and over	463 1.33%	844 1.10%	2,092 0.83%
Age 65 and over	3,508 10.06%	7,621 9.89%	21,500 8.52%
Median Age	34.10	35.10	34.60
Average Age	35.00	35.40	34.70

Demographic Detail Report

Conyers Crossing

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2011 Population By Race	34,883	77,048	252,250
White	11,383 32.63%	28,733 37.29%	85,087 33.73%
Black or African American	19,724 56.54%	40,915 53.10%	151,238 59.96%
American Indian and Alaska Native	110 0.32%	226 0.29%	620 0.25%
Asian	706 2.02%	1,376 1.79%	2,892 1.15%
Native Hawaiian and Pacific Islander	38 0.11%	53 0.07%	116 0.05%
Other Race	2,089 5.99%	3,953 5.13%	7,084 2.81%
Two or More Races	832 2.39%	1,793 2.33%	5,213 2.07%
2011 Population by Hispanic Origin	34,882	77,049	252,250
Not Hispanic or Latino	30,996 88.86%	68,762 89.24%	236,389 93.71%
Hispanic or Latino	3,886 11.14%	8,287 10.76%	15,861 6.29%
2011 Age 5+ Language at Home	29,480	66,615	216,348
Speak Only English	25,262 85.69%	57,905 86.92%	197,907 91.48%
Speak Asian or Pacific Island	283 0.96%	831 1.25%	1,603 0.74%
Speak IndoEuropean	1,014 3.44%	1,736 2.61%	4,687 2.17%
Speak Spanish	2,778 9.42%	5,797 8.70%	10,666 4.93%
Speak Other Language	143 0.49%	346 0.52%	1,485 0.69%
2011 Median Age, Male	31.40	32.90	32.50
2011 Average Age, Male	33.10	34.00	33.40
Median Age, Female	36.00	36.70	36.00
Average Age, Female	36.60	36.70	35.90
2011 Population by Occupation Classification (Age 16+)	14,655	32,952	108,315
Blue Collar	3,931 26.82%	8,563 25.99%	25,598 23.63%
White Collar	8,146 55.59%	19,021 57.72%	66,814 61.68%
Service	2,578 17.59%	5,368 16.29%	15,903 14.68%
2011 Population by Marital Status (Age 15+)	24,337	55,160	179,065
Total, Never Married	7,839 32.21%	17,631 31.96%	60,029 33.52%
Married	12,409 50.99%	28,083 50.91%	87,581 48.91%
Widowed	1,177 4.84%	2,799 5.07%	8,875 4.96%
Divorced	2,912 11.97%	6,647 12.05%	22,580 12.61%

Demographic Detail Report

Conyers Crossing

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	19,543		44,020		144,521	
Less Than 9th Grade	1,232	6.30%	2,436	5.53%	5,696	3.94%
Some High School, No Diploma	2,245	11.49%	4,661	10.59%	13,086	9.05%
High School Grad (Incl Equivalency)	5,785	29.60%	13,799	31.35%	43,975	30.43%
Some College, No Degree	4,206	21.52%	9,747	22.14%	34,674	23.99%
Associate Degree	1,573	8.05%	3,590	8.16%	13,212	9.14%
Bachelor Degree	2,823	14.45%	6,192	14.07%	22,905	15.85%
Advanced Degrees	1,679	8.59%	3,595	8.17%	10,973	7.59%
2011 Population by Occupation (Age 16+)	17,233		38,321		124,221	
Management, Business, & Financial	4,169	24.19%	10,044	26.21%	36,763	29.59%
Professional & Related Occupations	514	2.98%	1,024	2.67%	3,667	2.95%
Services	7,627	44.26%	16,413	42.83%	51,458	41.42%
Sales & Office	1,536	8.91%	3,703	9.66%	12,375	9.96%
Farming, Fishing, and Forestry	0	0.00%	18	0.05%	90	0.07%
Construction and Extraction, Maint	1,096	6.36%	2,827	7.38%	6,752	5.44%
Production & Transportation	2,291	13.29%	4,292	11.20%	13,116	10.56%
2011 Workers by Travel Time to Work (Age 16+)	15,319		34,972		116,443	
Less Than 15 Minutes	3,616	23.60%	7,034	20.11%	15,920	13.67%
15 to 29 Minutes	3,899	25.45%	9,371	26.80%	29,090	24.98%
30 to 44 Minutes	2,335	15.24%	5,344	15.28%	23,155	19.89%
45 to 59 Minutes	1,636	10.68%	4,189	11.98%	15,512	13.32%
60+ Minutes	3,833	25.02%	9,034	25.83%	32,766	28.14%
2000 Households by HH Size	12,637		27,051		88,407	
1-Person Households	3,084	24.40%	6,071	22.44%	19,925	22.54%
2-Person Households	3,646	28.85%	7,965	29.44%	25,631	28.99%
3-Person Households	2,303	18.22%	5,037	18.62%	16,695	18.88%
4-Person Households	1,904	15.07%	4,164	15.39%	13,794	15.60%
5-Person Households	933	7.38%	2,146	7.93%	7,173	8.11%
6-Person Households	435	3.44%	940	3.47%	3,107	3.51%
7 or more Person Households	332	2.63%	728	2.69%	2,082	2.36%
2011 Average Household Size	2.74		2.79		2.80	

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Growth 2010 - 2011	-0.10%	0.90%	1.00%
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Income: Less than \$15,000	1,358 10.76%	2,562 9.38%	8,619 9.65%
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Income: \$35,000 - \$49,999	2,281 18.07%	4,360 15.97%	13,906 15.57%
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Income: \$75,000 - \$99,999	1,529 12.11%	3,822 14.00%	13,243 14.83%
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Income: \$200,000+	384 3.04%	800 2.93%	2,181 2.44%
2011 Avg Household Income	\$64,019	\$67,936	\$67,211
2011 Med Household Income	\$46,482	\$52,568	\$53,976
2011 Per Capita Income	\$23,324	\$24,325	\$24,124
2011 Occupied Housing	12,623	27,306	89,294
Owner Occupied	7,128 56.47%	17,950 65.74%	61,979 69.41%
Renter Occupied	5,495 43.53%	9,356 34.26%	27,315 30.59%
2000 Housing Units	12,691	27,677	91,146
1 Unit Attached	717 5.65%	887 3.20%	3,697 4.06%
1 Unit Detached	7,564 59.60%	19,230 69.48%	69,210 75.93%
2 Units	1,043 8.22%	1,234 4.46%	1,979 2.17%
3 - 19 Units	2,978 23.47%	4,347 15.71%	10,801 11.85%
20 - 49 Units	183 1.44%	719 2.60%	1,932 2.12%
50 or more Units	171 1.35%	303 1.09%	810 0.89%
Mobile Home or Trailer	35 0.28%	948 3.43%	2,680 2.94%
Boat, RV, Van, Etc.	0 0.00%	9 0.03%	37 0.04%

Demographic Detail Report

Conyers Crossing

Radius	3 Mile	5 Mile	10 Mile
2011 Housing Value - Owner Occupied	6,648	16,552	58,946
Value Less than \$20,000	35 0.53%	362 2.19%	984 1.67%
Value \$20,000 - \$39,999	57 0.86%	162 0.98%	485 0.82%
Value \$40,000 - \$59,999	82 1.23%	243 1.47%	708 1.20%
Value \$60,000 - \$79,999	195 2.93%	354 2.14%	1,446 2.45%
Value \$80,000 - \$99,999	667 10.03%	1,247 7.53%	3,508 5.95%
Value \$100,000 - \$149,999	2,145 32.27%	5,200 31.42%	19,855 33.68%
Value \$150,000 - \$199,999	1,213 18.25%	3,840 23.20%	15,212 25.81%
Value \$200,000 - \$299,999	1,252 18.83%	3,056 18.46%	10,349 17.56%
Value \$300,000 - \$399,999	630 9.48%	1,278 7.72%	3,754 6.37%
Value \$400,000 - \$499,999	235 3.53%	487 2.94%	1,337 2.27%
Value \$500,000 - \$749,999	103 1.55%	254 1.53%	894 1.52%
Value \$750,000 - \$999,999	0 0.00%	9 0.05%	202 0.34%
Value \$1,000,000 or more	34 0.51%	60 0.36%	212 0.36%
2011 Med Housing Val-Owner Occupied	\$154,491	\$158,056	\$156,817
2011 Housing Units by Yr Built	12,691	27,677	91,145
Built 2005 to Present	546 4.30%	1,459 5.27%	5,167 5.67%
Built 2000 to 2004	2,160 17.02%	5,155 18.63%	22,516 24.70%
Built 1990 to 1999	2,642 20.82%	6,292 22.73%	22,941 25.17%
Built 1980 to 1989	2,937 23.14%	5,576 20.15%	16,977 18.63%
Built 1970 to 1979	2,290 18.04%	5,407 19.54%	13,041 14.31%
Built 1960 to 1969	1,228 9.68%	2,140 7.73%	4,875 5.35%
Built 1950 to 1959	374 2.95%	685 2.47%	2,349 2.58%
Built 1940 to 1949	175 1.38%	332 1.20%	1,198 1.31%
Built 1939 or Earlier	339 2.67%	631 2.28%	2,081 2.28%
2011 Median Year Built	1987	1988	1992

Demographic Market Comparison Report

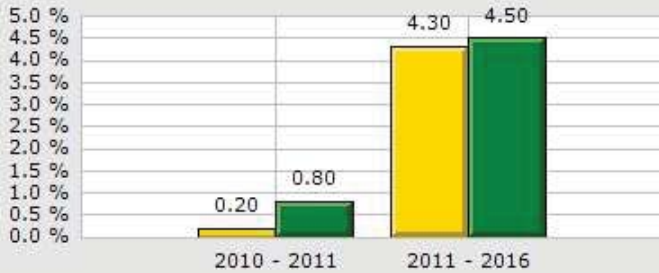
3 mile radius

Conyers Crossing

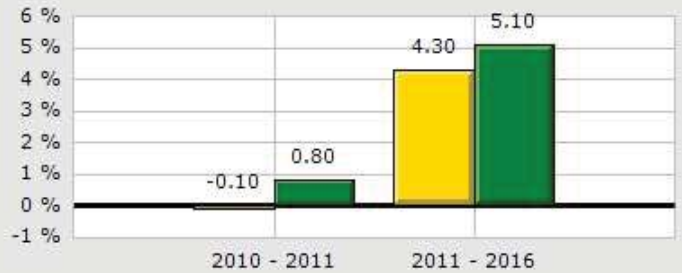
Type: Shopping Center/Community Center
 County: Rockdale

3 Mile
 County

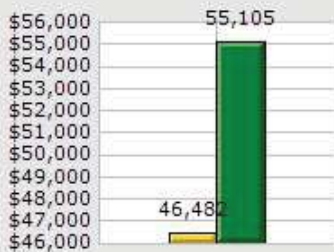
Population Growth



Household Growth



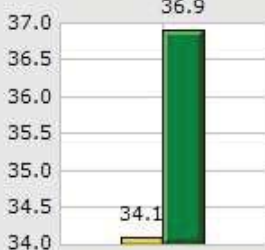
2011 Med Household Inc



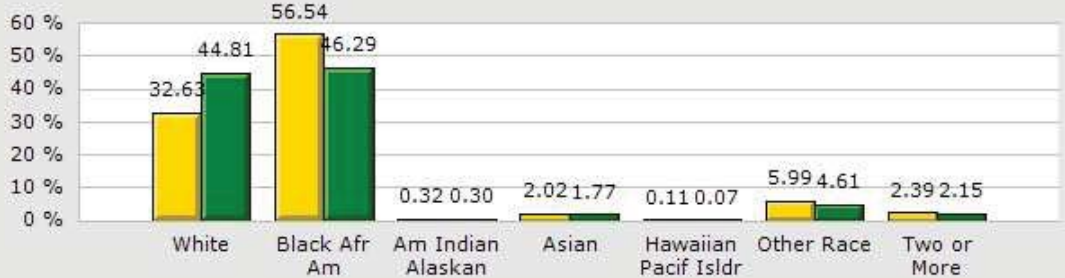
2011 Households by Household Income



2011 Median Age



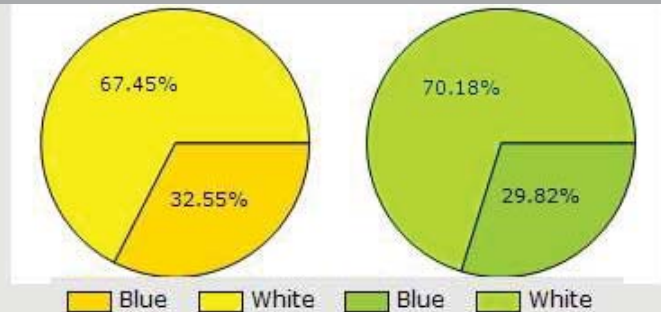
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Conyers Crossing

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.20%		0.80%	
Growth 2011 - 2016	4.30%		4.50%	
2011 Blue Collar	3,931	32.55%	9,346	29.82%
2011 White Collar	8,146	67.45%	21,997	70.18%
2011 Population By Race				
	34,882		85,904	
White	11,383	32.63%	38,490	44.81%
Black Afr Am	19,724	56.54%	39,769	46.29%
Am Indian Alaskan	110	0.32%	256	0.30%
Asian	706	2.02%	1,523	1.77%
Hawaiian Pacif Islldr	38	0.11%	56	0.07%
Other Race	2,089	5.99%	3,959	4.61%
Two or More	832	2.39%	1,851	2.15%
Households				
Growth 2010 - 2011	-0.10%		0.80%	
Growth 2011 - 2016	4.30%		5.10%	
Renter Occupied	5,495	43.53%	9,062	29.94%
Owner Occupied	7,128	56.47%	21,210	70.06%
2011 Households by HH Income				
	12,622		30,272	
Income < \$35,000	4,438	35.16%	8,962	29.60%
Income \$35,000 - \$74,999	4,440	35.18%	10,178	33.62%
Income \$75,000 - \$149,999	2,796	22.15%	8,607	28.43%
Income \$150,000 - \$199,999	564	4.47%	1,483	4.90%
Income \$200,000+	384	3.04%	1,042	3.44%
2011 Median Household Income	\$46,482		\$55,105	
2011 Median Age	34.10		36.90	

Consumer Spending Report

Conyers Crossing

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$437,862	\$1,002,195	\$3,238,324
Total Apparel	\$17,716	\$40,063	\$128,803
Women's Apparel	6,060	13,801	44,349
Men's Apparel	3,565	8,100	26,084
Girl's Apparel	1,401	3,194	10,322
Boy's Apparel	1,130	2,549	8,212
Infant Apparel	1,174	2,629	8,525
Footwear (excl. Infants)	2,469	5,572	17,904
Other Apparel Prod/Services	1,917	4,219	13,407
Total Entertainment	\$39,731	\$91,695	\$297,287
Sports and Recreation	1,659	3,835	12,558
TV, Radio and Sound Equipment	14,799	33,427	107,155
Reading Materials	1,748	3,999	12,697
Travel	21,016	49,267	161,041
Photographic Equipment	508	1,167	3,836
Total Food At Home	\$36,137	\$81,771	\$260,500
Cereal Products	2,223	5,002	15,918
Bread & Bakery Products	4,806	10,874	34,505
Seafood	1,855	4,232	13,591
Meat/Poultry/Fish/Eggs	12,318	27,786	88,342
Dairy Products	5,832	13,195	42,006
Fruits and Vegetables	9,103	20,684	66,139
Total Food Away From Home	\$36,265	\$82,593	\$266,791
Breakfast and Brunch	3,447	7,779	24,709
Dinner	16,891	38,570	124,898
Lunch	12,065	27,454	88,892
Snacks and Non Alcoholic Bev	2,703	6,104	19,674
Catered Affairs	1,159	2,687	8,618

Consumer Spending Report

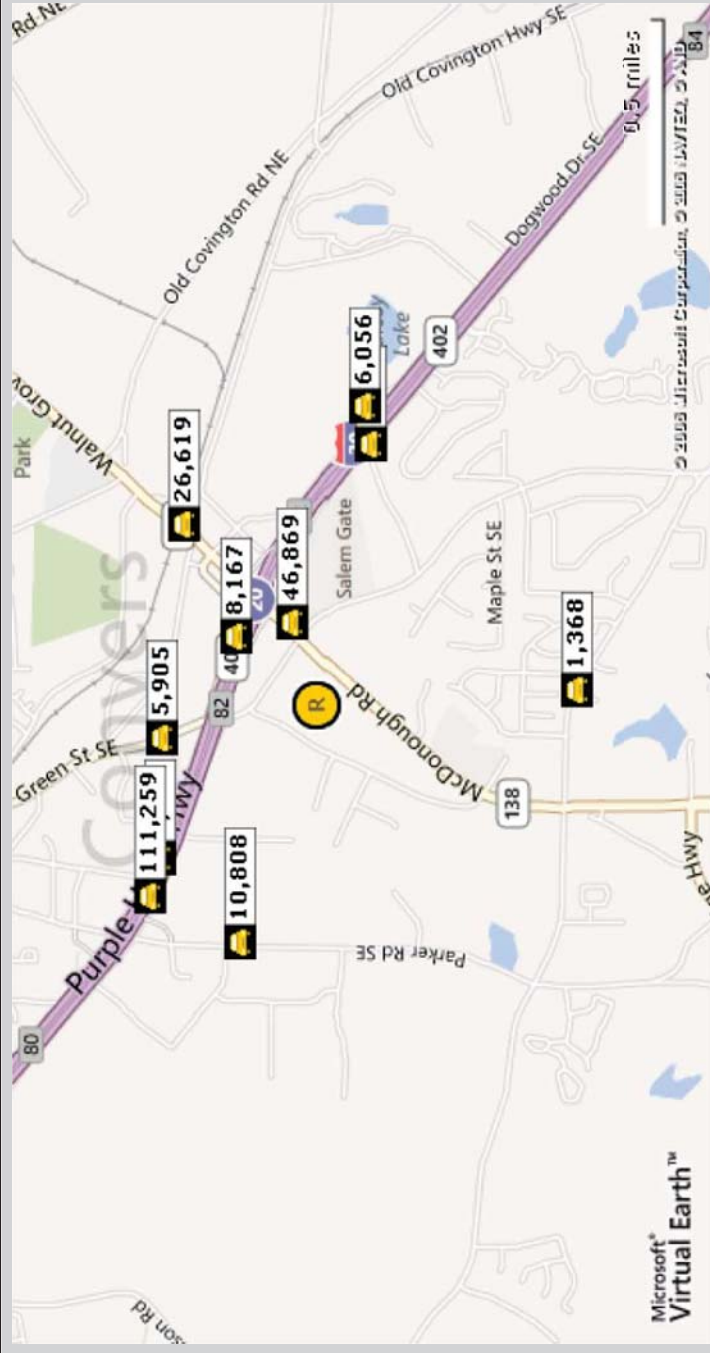
Conyers Crossing

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,887	\$15,463	\$49,548
Alcoholic Bev. at Home	3,926	8,930	28,910
Alcoholic Bev. away from Home	2,961	6,533	20,638
Total Furniture/Appliances	\$39,409	\$91,055	\$296,583
Bedroom Furniture	2,213	5,080	16,767
Living Room Furniture	3,420	7,870	25,432
Other Living & Family Room Furniture	922	2,165	7,217
Other Furniture	433	1,020	3,306
Major Appliances	3,424	7,996	25,896
Small Appliances & Housewares	8,105	18,648	60,843
Misc Household Equipment	20,893	48,276	157,122
Total Transportation/Maint.	\$98,694	\$226,489	\$734,852
New Autos/Trucks/Vans	25,563	60,127	198,425
Used Vehicles	24,941	56,349	182,532
Purchase of RVs or Boats	2,702	6,515	21,719
Gasoline	33,930	76,940	246,267
Diesel Fuel	547	1,296	4,275
Automotive Maintenance/Repair	11,010	25,262	81,634
Total Health Care	\$18,040	\$41,460	\$131,988
Medical Services	10,570	24,479	78,957
Prescription Drugs	5,703	12,932	40,204
Medical Supplies	1,767	4,049	12,827
Total Education/Day Care	\$34,099	\$76,949	\$245,640
Education	15,037	33,728	106,629
Room and Board	1,458	3,459	11,366
Tuition/School Supplies	13,218	29,554	93,008
Day Care, Nursery & Preschool	4,386	10,209	34,637

Conyers Crossing

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,127	23,509	11
Total Retail	448	4,629	10
Home Improvement Stores	20	293	15
General Merchandise Stores	22	357	16
Food Stores	39	532	14
Auto Dealers and Gas Stations	65	515	8
Apparel and Accessory Stores	37	145	4
Furniture and Home Furnishings	41	195	5
Eating and Drinking Places	131	1,979	15
Miscellaneous Retail Stores	93	613	7
Finance-Insurance-Real Estate	223	1,267	6
Banks, Saving and Lending Inst.	67	300	4
Security Brokers and Investments	20	53	3
Insurance Carriers and Agencies	58	227	4
Real Estate-Trust-Holding Co.	78	687	9
Services	973	6,884	7
Hotels and Lodging	14	130	9
Motion Picture and Amusement	43	174	4
Health Services	147	2,112	14
Legal Services	41	118	3
Educational Services	43	1,307	30
Auto Services	95	313	3
Other Services	590	2,730	5
Agriculture/Mining	28	183	7
Construction	136	1,202	9
Manufacturing	69	4,665	68
Transportation, Comm./Pub Util.	61	464	8
Wholesale Trade	104	2,344	23
Government	85	1,871	22
Daytime Population	23,509		
Daytime Population/Business	11		

Conyers Crossing



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 State Rte 20	Iris Dr SE	0.03 NE	2010	46,869	MPSI	.21
2 Dogwood Dr SE	Old Covington Hwy	0.19 NE	2010	8,167	MPSI	.26
3 Green St SE	Fairground St SE	0.04 SE	2010	5,905	MPSI	.39
4 Dogwood Dr SE	Scott St SE	0.05 NW	2010	4,884	MPSI	.54
5 State Rte 20	Old Covington Hwy SE	0.02 SW	2010	26,619	MPSI	.55
6 Parker Rd SE	Commerce Dr SW	0.02 N	2010	10,808	MPSI	.62
7 I- 20	Oakland Ave SE	0.11 NW	2010	111,259	MPSI	.63
8 Over Lake Dr SE	Flat Shoals Rd SE	0.00	2010	1,368	MPSI	.64
9 Iris Dr SE	Salem Gate Dr SE	0.01 NW	2010	3,564	MPSI	.66
10 Dogwood Dr SE	Old Covington Hwy SE	0.43 NW	2010	6,056	MPSI	.75