

Market Profile

The Shoppes of Little River
Ring: 1 mile radius

Prepared by William Weitzenkorn

Latitude: 34.08805
Longitude: -84.481685

| | 1 mile | 3 miles | 5 miles |
|--------------------------------|-----------|-----------|-----------|
| Population Summary | | | |
| 2000 Total Population | 2,420 | 40,194 | 113,299 |
| 2010 Total Population | 6,124 | 50,028 | 133,205 |
| 2012 Total Population | 6,269 | 50,699 | 135,527 |
| 2012 Group Quarters | 0 | 145 | 198 |
| 2017 Total Population | 6,697 | 53,101 | 142,770 |
| 2012-2017 Annual Rate | 1.33% | 0.93% | 1.05% |
| Household Summary | | | |
| 2000 Households | 924 | 13,934 | 38,620 |
| 2000 Average Household Size | 2.62 | 2.87 | 2.92 |
| 2010 Households | 2,641 | 18,737 | 47,855 |
| 2010 Average Household Size | 2.32 | 2.66 | 2.78 |
| 2012 Households | 2,700 | 18,954 | 48,593 |
| 2012 Average Household Size | 2.32 | 2.67 | 2.78 |
| 2017 Households | 2,901 | 19,930 | 51,375 |
| 2017 Average Household Size | 2.31 | 2.66 | 2.78 |
| 2012-2017 Annual Rate | 1.45% | 1.01% | 1.12% |
| 2010 Families | 1,644 | 13,559 | 36,801 |
| 2010 Average Family Size | 2.94 | 3.13 | 3.16 |
| 2012 Families | 1,661 | 13,606 | 37,123 |
| 2012 Average Family Size | 2.95 | 3.13 | 3.17 |
| 2017 Families | 1,778 | 14,274 | 39,212 |
| 2017 Average Family Size | 2.95 | 3.14 | 3.17 |
| 2012-2017 Annual Rate | 1.37% | 0.96% | 1.10% |
| Housing Unit Summary | | | |
| 2000 Housing Units | 990 | 14,407 | 39,824 |
| Owner Occupied Housing Units | 83.3% | 84.6% | 86.2% |
| Renter Occupied Housing Units | 10.0% | 12.1% | 10.8% |
| Vacant Housing Units | 6.7% | 3.3% | 3.0% |
| 2010 Housing Units | 2,812 | 20,031 | 50,624 |
| Owner Occupied Housing Units | 68.6% | 75.7% | 79.2% |
| Renter Occupied Housing Units | 25.3% | 17.8% | 15.3% |
| Vacant Housing Units | 6.1% | 6.5% | 5.5% |
| 2012 Housing Units | 2,867 | 20,292 | 51,518 |
| Owner Occupied Housing Units | 67.8% | 74.8% | 78.3% |
| Renter Occupied Housing Units | 26.4% | 18.6% | 16.1% |
| Vacant Housing Units | 5.8% | 6.6% | 5.7% |
| 2017 Housing Units | 3,073 | 21,318 | 54,461 |
| Owner Occupied Housing Units | 68.7% | 75.5% | 78.9% |
| Renter Occupied Housing Units | 25.7% | 18.0% | 15.5% |
| Vacant Housing Units | 5.6% | 6.5% | 5.7% |
| Median Household Income | | | |
| 2012 | \$53,725 | \$63,862 | \$75,533 |
| 2017 | \$64,387 | \$76,356 | \$84,622 |
| Median Home Value | | | |
| 2012 | \$150,728 | \$172,417 | \$186,572 |
| 2017 | \$162,793 | \$181,799 | \$193,252 |
| Per Capita Income | | | |
| 2012 | \$27,550 | \$29,844 | \$32,305 |
| 2017 | \$32,098 | \$33,938 | \$36,868 |
| Median Age | | | |
| 2010 | 34.8 | 37.1 | 37.9 |
| 2012 | 34.8 | 37.2 | 38.1 |
| 2017 | 35.1 | 37.4 | 38.3 |

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

| | 1 mile | 3 miles | 5 miles |
|---|-----------|-----------|-----------|
| 2012 Households by Income | | | |
| Household Income Base | 2,700 | 18,954 | 48,593 |
| <\$15,000 | 5.0% | 4.9% | 4.7% |
| \$15,000 - \$24,999 | 8.1% | 6.1% | 5.6% |
| \$25,000 - \$34,999 | 14.9% | 10.1% | 8.2% |
| \$35,000 - \$49,999 | 16.6% | 14.3% | 11.3% |
| \$50,000 - \$74,999 | 24.4% | 22.4% | 19.7% |
| \$75,000 - \$99,999 | 15.9% | 15.6% | 15.7% |
| \$100,000 - \$149,999 | 10.8% | 17.4% | 21.1% |
| \$150,000 - \$199,999 | 2.4% | 5.1% | 7.5% |
| \$200,000+ | 2.0% | 4.1% | 6.3% |
| Average Household Income | \$65,290 | \$79,526 | \$90,089 |
| 2017 Households by Income | | | |
| Household Income Base | 2,901 | 19,930 | 51,375 |
| <\$15,000 | 4.6% | 4.4% | 4.0% |
| \$15,000 - \$24,999 | 5.8% | 4.3% | 3.8% |
| \$25,000 - \$34,999 | 9.8% | 6.7% | 5.3% |
| \$35,000 - \$49,999 | 13.1% | 11.2% | 8.6% |
| \$50,000 - \$74,999 | 24.7% | 21.7% | 18.5% |
| \$75,000 - \$99,999 | 22.9% | 21.2% | 20.8% |
| \$100,000 - \$149,999 | 13.6% | 19.6% | 23.2% |
| \$150,000 - \$199,999 | 3.1% | 6.2% | 8.9% |
| \$200,000+ | 2.4% | 4.6% | 6.9% |
| Average Household Income | \$75,592 | \$90,105 | \$102,463 |
| 2012 Owner Occupied Housing Units by Value | | | |
| Total | 1,944 | 15,181 | 40,322 |
| <\$50,000 | 0.4% | 0.5% | 0.5% |
| \$50,000 - \$99,999 | 2.8% | 3.9% | 3.5% |
| \$100,000 - \$149,999 | 46.3% | 32.4% | 25.3% |
| \$150,000 - \$199,999 | 34.3% | 29.2% | 28.4% |
| \$200,000 - \$249,999 | 11.4% | 14.1% | 15.5% |
| \$250,000 - \$299,999 | 3.4% | 7.2% | 9.2% |
| \$300,000 - \$399,999 | 1.0% | 8.3% | 10.3% |
| \$400,000 - \$499,999 | 0.2% | 2.6% | 4.0% |
| \$500,000 - \$749,999 | 0.1% | 1.5% | 2.5% |
| \$750,000 - \$999,999 | 0.0% | 0.2% | 0.5% |
| \$1,000,000 + | 0.0% | 0.0% | 0.2% |
| Average Home Value | \$160,310 | \$198,366 | \$221,571 |
| 2017 Owner Occupied Housing Units by Value | | | |
| Total | 2,110 | 16,090 | 42,943 |
| <\$50,000 | 0.2% | 0.3% | 0.2% |
| \$50,000 - \$99,999 | 2.0% | 2.6% | 2.2% |
| \$100,000 - \$149,999 | 37.2% | 24.6% | 18.6% |
| \$150,000 - \$199,999 | 41.5% | 35.3% | 33.5% |
| \$200,000 - \$249,999 | 14.1% | 17.4% | 19.0% |
| \$250,000 - \$299,999 | 3.7% | 7.7% | 9.7% |
| \$300,000 - \$399,999 | 1.0% | 8.1% | 10.1% |
| \$400,000 - \$499,999 | 0.1% | 2.0% | 3.1% |
| \$500,000 - \$749,999 | 0.1% | 1.6% | 2.8% |
| \$750,000 - \$999,999 | 0.0% | 0.2% | 0.6% |
| \$1,000,000 + | 0.0% | 0.0% | 0.2% |
| Average Home Value | \$167,548 | \$205,164 | \$227,312 |

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Market Profile

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Prepared by William Weitzenkorn

Latitude: 34.08805

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| | 1 mile | 3 miles | 5 miles |
|-------------------------------|--------|---------|---------|
| 2010 Population by Age | | | |
| Total | 6,127 | 50,030 | 133,201 |
| 0 - 4 | 9.1% | 7.1% | 6.5% |
| 5 - 9 | 6.8% | 7.2% | 7.6% |
| 10 - 14 | 5.2% | 6.9% | 7.7% |
| 15 - 24 | 8.9% | 11.6% | 12.2% |
| 25 - 34 | 20.4% | 13.8% | 11.5% |
| 35 - 44 | 18.3% | 15.9% | 16.0% |
| 45 - 54 | 12.6% | 16.0% | 16.9% |
| 55 - 64 | 9.8% | 12.7% | 13.1% |
| 65 - 74 | 5.7% | 5.6% | 5.7% |
| 75 - 84 | 2.5% | 2.4% | 2.2% |
| 85 + | 0.7% | 0.9% | 0.7% |
| 18 + | 76.2% | 74.5% | 73.5% |
| 2012 Population by Age | | | |
| Total | 6,269 | 50,699 | 135,527 |
| 0 - 4 | 9.1% | 7.1% | 6.5% |
| 5 - 9 | 6.7% | 7.2% | 7.5% |
| 10 - 14 | 5.0% | 6.8% | 7.6% |
| 15 - 24 | 8.9% | 11.4% | 11.9% |
| 25 - 34 | 20.7% | 14.1% | 11.8% |
| 35 - 44 | 17.7% | 15.5% | 15.6% |
| 45 - 54 | 12.2% | 15.5% | 16.4% |
| 55 - 64 | 10.3% | 13.2% | 13.7% |
| 65 - 74 | 6.1% | 6.0% | 6.1% |
| 75 - 84 | 2.5% | 2.4% | 2.2% |
| 85 + | 0.7% | 0.9% | 0.8% |
| 18 + | 76.7% | 74.9% | 73.9% |
| 2017 Population by Age | | | |
| Total | 6,697 | 53,102 | 142,771 |
| 0 - 4 | 9.0% | 7.1% | 6.5% |
| 5 - 9 | 6.6% | 7.1% | 7.5% |
| 10 - 14 | 5.0% | 6.9% | 7.7% |
| 15 - 24 | 8.3% | 10.7% | 11.2% |
| 25 - 34 | 20.8% | 14.2% | 11.9% |
| 35 - 44 | 17.5% | 15.2% | 15.2% |
| 45 - 54 | 11.3% | 14.4% | 15.2% |
| 55 - 64 | 10.7% | 13.9% | 14.3% |
| 65 - 74 | 7.4% | 7.2% | 7.3% |
| 75 - 84 | 2.6% | 2.5% | 2.3% |
| 85 + | 0.8% | 0.9% | 0.8% |
| 18 + | 77.0% | 75.0% | 74.0% |
| 2010 Population by Sex | | | |
| Males | 2,901 | 24,212 | 65,339 |
| Females | 3,223 | 25,816 | 67,866 |
| 2012 Population by Sex | | | |
| Males | 2,976 | 24,609 | 66,693 |
| Females | 3,293 | 26,090 | 68,835 |
| 2017 Population by Sex | | | |
| Males | 3,180 | 25,811 | 70,389 |
| Females | 3,516 | 27,290 | 72,382 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

September 18, 2013

| | 1 mile | 3 miles | 5 miles |
|---|--------|---------|---------|
| 2010 Population by Race/Ethnicity | | | |
| Total | 6,124 | 50,028 | 133,204 |
| White Alone | 82.4% | 83.3% | 83.5% |
| Black Alone | 7.4% | 7.3% | 7.3% |
| American Indian Alone | 0.3% | 0.3% | 0.3% |
| Asian Alone | 4.6% | 3.5% | 3.9% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 2.4% | 3.1% | 2.6% |
| Two or More Races | 3.0% | 2.5% | 2.4% |
| Hispanic Origin | 10.7% | 9.9% | 8.1% |
| Diversity Index | 44.5 | 42.4 | 40.0 |
| 2012 Population by Race/Ethnicity | | | |
| Total | 6,269 | 50,699 | 135,528 |
| White Alone | 80.5% | 81.8% | 82.4% |
| Black Alone | 8.8% | 8.2% | 8.1% |
| American Indian Alone | 0.3% | 0.3% | 0.3% |
| Asian Alone | 4.9% | 3.7% | 4.1% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 2.5% | 3.3% | 2.7% |
| Two or More Races | 3.1% | 2.6% | 2.5% |
| Hispanic Origin | 11.4% | 10.5% | 8.6% |
| Diversity Index | 47.5 | 44.9 | 42.1 |
| 2017 Population by Race/Ethnicity | | | |
| Total | 6,697 | 53,103 | 142,770 |
| White Alone | 74.9% | 77.6% | 78.7% |
| Black Alone | 12.6% | 10.9% | 10.3% |
| American Indian Alone | 0.3% | 0.3% | 0.3% |
| Asian Alone | 5.8% | 4.4% | 4.6% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 2.9% | 3.8% | 3.2% |
| Two or More Races | 3.5% | 2.9% | 2.8% |
| Hispanic Origin | 13.7% | 12.5% | 10.2% |
| Diversity Index | 55.6 | 51.9 | 48.4 |
| 2010 Population by Relationship and Household Type | | | |
| Total | 6,124 | 50,028 | 133,205 |
| In Households | 100.0% | 99.7% | 99.9% |
| In Family Households | 80.6% | 86.7% | 89.2% |
| Householder | 26.2% | 27.1% | 27.6% |
| Spouse | 20.5% | 21.8% | 22.7% |
| Child | 28.8% | 32.3% | 33.7% |
| Other relative | 3.5% | 3.6% | 3.4% |
| Nonrelative | 1.6% | 1.9% | 1.8% |
| In Nonfamily Households | 19.4% | 13.0% | 10.7% |
| In Group Quarters | 0.0% | 0.3% | 0.1% |
| Institutionalized Population | 0.0% | 0.3% | 0.1% |
| Noninstitutionalized Population | 0.0% | 0.0% | 0.0% |

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Market Profile

The Shoppes of Little River
Ring: 5 mile radius

Prepared by William Weitzenkorn

Latitude: 34.08805

Longitude: -84.481685

| | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| 2010 Households by Type | | | |
| Total | 2,641 | 18,737 | 47,855 |
| Households with 1 Person | 31.3% | 22.2% | 18.1% |
| Households with 2+ People | 68.7% | 77.8% | 81.9% |
| Family Households | 62.2% | 72.4% | 76.9% |
| Husband-wife Families | 48.7% | 58.2% | 63.3% |
| With Related Children | 24.6% | 28.8% | 31.8% |
| Other Family (No Spouse Present) | 13.6% | 14.1% | 13.6% |
| Other Family with Male Householder | 3.8% | 3.7% | 3.7% |
| With Related Children | 2.3% | 2.1% | 2.0% |
| Other Family with Female Householder | 9.8% | 10.4% | 10.0% |
| With Related Children | 6.4% | 6.6% | 6.3% |
| Nonfamily Households | 6.5% | 5.4% | 5.0% |
| All Households with Children | 33.7% | 37.9% | 40.5% |
| Multigenerational Households | 3.0% | 3.6% | 3.7% |
| Unmarried Partner Households | 5.7% | 5.0% | 4.5% |
| Male-female | 5.0% | 4.3% | 3.8% |
| Same-sex | 0.6% | 0.7% | 0.7% |
| 2010 Households by Size | | | |
| Total | 2,640 | 18,738 | 47,855 |
| 1 Person Household | 31.3% | 22.2% | 18.1% |
| 2 Person Household | 31.4% | 32.2% | 32.8% |
| 3 Person Household | 17.0% | 19.1% | 19.4% |
| 4 Person Household | 13.1% | 16.4% | 18.4% |
| 5 Person Household | 4.5% | 6.5% | 7.5% |
| 6 Person Household | 1.7% | 2.3% | 2.5% |
| 7 + Person Household | 0.9% | 1.3% | 1.3% |
| 2010 Households by Tenure and Mortgage Status | | | |
| Total | 2,641 | 18,737 | 47,855 |
| Owner Occupied | 73.1% | 81.0% | 83.8% |
| Owned with a Mortgage/Loan | 64.3% | 70.1% | 71.8% |
| Owned Free and Clear | 8.8% | 10.9% | 12.0% |
| Renter Occupied | 26.9% | 19.0% | 16.2% |

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

September 18, 2013