

Demographic Summary Report

Paulding Pavilion

Radius	3 Mile		5 Mile		10 Mile	
Population						
2015 Projection	31,397		89,989		357,240	
2010 Estimate	27,087		80,210		320,898	
2000 Census	14,274		53,400		229,118	
Growth 2010 - 2015	15.90%		12.20%		11.30%	
Growth 2000 - 2010	89.80%		50.20%		40.10%	
2010 Population by Hispanic Origin	1,450		4,159		20,943	
2010 Population By Race	27,087		80,210		320,898	
White	21,228	78.37%	61,645	76.85%	221,683	69.08%
Black or African American	4,445	16.41%	14,362	17.91%	77,849	24.26%
American Indian and Alaska Native	86	0.32%	259	0.32%	1,030	0.32%
Asian	293	1.08%	939	1.17%	5,054	1.57%
Native Hawaiian and Pacific Islander	10	0.04%	35	0.04%	219	0.07%
Other Race	443	1.64%	1,276	1.59%	8,009	2.50%
Two or More Races	582	2.15%	1,695	2.11%	7,054	2.20%
Households						
2015 Projection	11,404		31,517		122,959	
2010 Estimate	9,722		27,815		109,906	
2000 Census	4,975		18,074		78,189	
Growth 2010 - 2015	17.30%		13.30%		11.90%	
Growth 2000 - 2010	95.40%		53.90%		40.60%	
Owner Occupied	8,216	84.51%	23,639	84.99%	90,481	82.33%
Renter Occupied	1,506	15.49%	4,176	15.01%	19,425	17.67%
2010 Households by HH Income	9,722		27,816		109,906	
Income Less Than \$15,000	332	3.41%	1,213	4.36%	4,997	4.55%
Income: \$15,000 - \$24,999	491	5.05%	1,210	4.35%	4,814	4.38%
Income: \$25,000 - \$34,999	425	4.37%	1,239	4.45%	5,416	4.93%
Income: \$35,000 - \$49,999	1,166	11.99%	2,964	10.66%	12,565	11.43%
Income: \$50,000 - \$74,999	2,495	25.66%	7,077	25.44%	26,389	24.01%
Income: \$75,000 - \$99,999	1,968	20.24%	5,557	19.98%	21,559	19.62%
Income: \$100,000 - \$149,999	2,198	22.61%	6,315	22.70%	23,271	21.17%
Income: \$150,000 - \$249,999	576	5.92%	1,966	7.07%	8,976	8.17%
Income: \$250,000 - \$499,999	64	0.66%	233	0.84%	1,573	1.43%
Income: \$500,000 or more	7	0.07%	42	0.15%	346	0.31%
2010 Avg Household Income	\$83,033		\$85,961		\$89,079	
2010 Med Household Income	\$74,389		\$75,635		\$75,617	
2010 Per Capita Income	\$29,296		\$29,722		\$30,669	

Demographic Detail Report

Paulding Pavilion

Radius	3 Mile		5 Mile		10 Mile	
Population						
2015 Projection	31,397		89,989		357,240	
2010 Estimate	27,087		80,210		320,898	
2000 Census	14,274		53,400		229,118	
Growth 2010 - 2015	15.90%		12.20%		11.30%	
Growth 2000 - 2010	89.80%		50.20%		40.10%	
2010 Population by Age	27,087		80,210		320,898	
Age 0 - 4	2,209	8.16%	6,830	8.52%	26,574	8.28%
Age 5 - 9	2,176	8.03%	6,721	8.38%	26,428	8.24%
Age 10 - 14	2,146	7.92%	6,575	8.20%	25,731	8.02%
Age 15 - 17	1,243	4.59%	3,703	4.62%	14,586	4.55%
Age 18 - 20	1,029	3.80%	2,954	3.68%	11,756	3.66%
Age 21 - 24	1,087	4.01%	3,106	3.87%	13,071	4.07%
Age 25 - 34	3,724	13.75%	11,101	13.84%	43,655	13.60%
Age 35 - 44	4,580	16.91%	13,847	17.26%	54,011	16.83%
Age 45 - 49	2,312	8.54%	6,865	8.56%	27,096	8.44%
Age 50 - 54	1,971	7.28%	5,667	7.07%	22,800	7.11%
Age 55 - 59	1,454	5.37%	4,205	5.24%	17,186	5.36%
Age 60 - 64	1,126	4.16%	3,108	3.87%	13,236	4.12%
Age 65 - 74	1,284	4.74%	3,488	4.35%	14,884	4.64%
Age 75 - 84	573	2.12%	1,521	1.90%	7,161	2.23%
Age 85 and over	173	0.64%	520	0.65%	2,725	0.85%
Age 16 and over	20,139	74.35%	58,810	73.32%	237,136	73.90%
Age 18 and over	19,314	71.30%	56,382	70.29%	227,580	70.92%
Age 21 and over	18,285	67.50%	53,428	66.61%	215,824	67.26%
Age 65 and over	2,030	7.49%	5,529	6.89%	24,770	7.72%
Median Age	34.80		34.30		34.70	
Average Age	34.20		33.60		34.20	

Demographic Detail Report

Paulding Pavilion

Radius	3 Mile	5 Mile	10 Mile
2010 Population By Race	27,087	80,210	320,898
White	21,228 78.37%	61,645 76.85%	221,683 69.08%
Black or African American	4,445 16.41%	14,362 17.91%	77,849 24.26%
American Indian and Alaska Native	86 0.32%	259 0.32%	1,030 0.32%
Asian	293 1.08%	939 1.17%	5,054 1.57%
Native Hawaiian and Pacific Islander	10 0.04%	35 0.04%	219 0.07%
Other Race	443 1.64%	1,276 1.59%	8,009 2.50%
Two or More Races	582 2.15%	1,695 2.11%	7,054 2.20%
2010 Population by Hispanic Origin	27,087	80,211	320,898
Not Hispanic or Latino	25,638 94.65%	76,053 94.82%	299,955 93.47%
Hispanic or Latino:	1,450 5.35%	4,159 5.19%	20,943 6.53%
Mexican	574 2.12%	1,650 2.06%	10,292 3.21%
Puerto Rican	277 1.02%	780 0.97%	3,105 0.97%
Cuban	125 0.46%	325 0.41%	1,140 0.36%
Other Hispanic or Latino	473 1.75%	1,403 1.75%	6,406 2.00%
2010 Age 5+ Language at Home	24,879	73,380	294,326
Speak Only English	23,655 95.08%	69,738 95.04%	273,648 92.97%
Speak Asian or Pacific Island	72 0.29%	367 0.50%	2,246 0.76%
Speak IndoEuropean	492 1.98%	1,198 1.63%	5,592 1.90%
Speak Spanish	628 2.52%	1,832 2.50%	10,999 3.74%
Speak Other Language	32 0.13%	245 0.33%	1,841 0.63%
2010 Median Age, Male	34.50	33.60	33.80
2010 Average Age, Male	33.80	33.00	33.40
Median Age, Female	35.10	34.90	35.50
Average Age, Female	34.70	34.20	35.00
2010 Population by Employment Status (Age 16+)	20,139	58,811	237,136
In Armed Forces	129 0.64%	299 0.51%	998 0.42%
Civilian, Employed	10,906 54.15%	32,729 55.65%	132,919 56.05%
Civilian, Unemployed	1,298 6.45%	3,766 6.40%	15,622 6.59%
Not In Labor Force	7,806 38.76%	22,017 37.44%	87,597 36.94%
2010 Population by Occupation Classification (Age 16+)	10,906	32,728	132,918
Blue Collar	2,605 23.89%	6,802 20.78%	25,063 18.86%
White Collar	6,893 63.20%	21,767 66.51%	89,998 67.71%
Service	1,408 12.91%	4,159 12.71%	17,857 13.43%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	20,557	60,085	242,166
Total, Never Married	4,506 21.92%	13,158 21.90%	58,112 24.00%
Married	13,161 64.02%	38,608 64.26%	149,684 61.81%
Widowed	696 3.39%	2,059 3.43%	8,901 3.68%
Divorced	2,194 10.67%	6,260 10.42%	25,469 10.52%
Males Divorced	466	1,509	6,771
Females Divorced	538	2,042	9,195
Males, Never Married	1,124	3,988	18,458
Females Never Married	844	3,245	16,637
2010 Population by Education	17,197	50,321	202,753
Less Than 9Th Grade	472 2.74%	1,554 3.09%	6,798 3.35%
Some High School, No Diploma	1,503 8.74%	3,971 7.89%	15,601 7.69%
High School Graduate (Includes Equivalency)	6,968 40.52%	17,877 35.53%	63,674 31.40%
Some College, No Degree	3,625 21.08%	10,745 21.35%	43,091 21.25%
Associate Degree	1,094 6.36%	3,218 6.39%	14,273 7.04%
Bachelor Degree	2,426 14.11%	9,173 18.23%	41,491 20.46%
Advanced Degrees	1,109 6.45%	3,783 7.52%	17,825 8.79%
2010 Population by Occupation (Age 16+)	12,313	36,886	150,777
Management, Business, & Financial	3,751 30.46%	11,976 32.47%	49,594 32.89%
Professional & Related Occupations	408 3.31%	1,254 3.40%	5,646 3.74%
Services	4,864 39.50%	14,351 38.91%	59,334 39.35%
Sales & Office	1,204 9.78%	3,914 10.61%	16,655 11.05%
Farming, Fishing, and Forestry	3 0.02%	18 0.05%	143 0.09%
Construction and Extraction, Maint	875 7.11%	2,224 6.03%	8,230 5.46%
Production & Transportation	1,208 9.81%	3,149 8.54%	11,175 7.41%
2010 Workers by Travel Time to Work (Age 16+)	11,035	33,027	133,918
Less Than 15 Minutes	1,628 14.75%	4,131 12.51%	16,648 12.43%
15 to 29 Minutes	2,789 25.27%	8,628 26.12%	37,975 28.36%
30 to 44 Minutes	3,014 27.31%	8,517 25.79%	34,983 26.12%
45 to 59 Minutes	1,796 16.28%	5,560 16.83%	21,278 15.89%
60+ Minutes	1,808 16.38%	6,191 18.75%	23,034 17.20%

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Households			
2015 Projection	11,404	31,517	122,959
2010 Estimate	9,722	27,815	109,906
2000 Census	4,975	18,074	78,189
Growth 2010 - 2015	17.30%	13.30%	11.90%
Growth 2000 - 2010	95.40%	53.90%	40.60%
2000 Households by HH Size			
1-Person Households	733 14.73%	2,454 13.58%	11,956 15.29%
2-Person Households	1,532 30.79%	5,408 29.92%	24,065 30.78%
3-Person Households	1,088 21.87%	3,957 21.89%	16,474 21.07%
4-Person Households	1,026 20.62%	3,993 22.09%	16,041 20.52%
5-Person Households	400 8.04%	1,552 8.59%	6,481 8.29%
6-Person Households	126 2.53%	483 2.67%	2,112 2.70%
7 or more Person Households	70 1.41%	227 1.26%	1,060 1.36%
2010 Average Household Size			
	2.78	2.88	2.90
2010 Households by HH Income			
Income Less than \$15,000	332 3.41%	1,213 4.36%	4,997 4.55%
Income: \$15,000 - \$24,999	491 5.05%	1,210 4.35%	4,814 4.38%
Income: \$25,000 - \$34,999	425 4.37%	1,239 4.45%	5,416 4.93%
Income: \$35,000 - \$49,999	1,166 11.99%	2,964 10.66%	12,565 11.43%
Income: \$50,000 - \$74,999	2,495 25.66%	7,077 25.44%	26,389 24.01%
Income: \$75,000 - \$99,999	1,968 20.24%	5,557 19.98%	21,559 19.62%
Income: \$100,000 - \$149,999	2,198 22.61%	6,315 22.70%	23,271 21.17%
Income: \$150,000 - \$249,999	576 5.92%	1,966 7.07%	8,976 8.17%
Income: \$250,000 - \$499,999	64 0.66%	233 0.84%	1,573 1.43%
Income: \$500,000 or more	7 0.07%	42 0.15%	346 0.31%
2010 Avg Household Income	\$83,033	\$85,961	\$89,079
2010 Med Household Income	\$74,389	\$75,635	\$75,617
2010 Per Capita Income	\$29,296	\$29,722	\$30,669
2010 Occupied Housing			
Owner Occupied	8,216 84.51%	23,639 84.99%	90,481 82.33%
Renter Occupied	1,506 15.49%	4,176 15.01%	19,425 17.67%

Demographic Detail Report

Paulding Pavilion

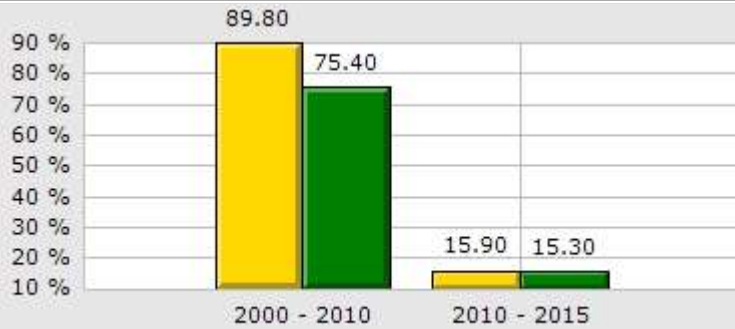
Radius	3 Mile		5 Mile		10 Mile	
2010 Housing Value - Owner Occupied	8,216		23,639		90,480	
Value Less than \$20,000	318	3.87%	786	3.33%	2,747	3.04%
Value \$20,000 - \$39,999	104	1.27%	371	1.57%	1,837	2.03%
Value \$40,000 - \$59,999	351	4.27%	725	3.07%	2,149	2.38%
Value \$60,000 - \$79,999	364	4.43%	888	3.76%	4,203	4.65%
Value \$80,000 - \$99,999	715	8.70%	1,889	7.99%	8,631	9.54%
Value \$100,000 - \$149,999	3,071	37.38%	9,020	38.16%	30,585	33.80%
Value \$150,000 - \$199,999	1,348	16.41%	4,789	20.26%	18,733	20.70%
Value \$200,000 - \$299,999	1,435	17.47%	3,692	15.62%	14,882	16.45%
Value \$300,000 - \$399,999	185	2.25%	827	3.50%	3,778	4.18%
Value \$400,000 - \$499,999	134	1.63%	297	1.26%	1,318	1.46%
Value \$500,000 - \$749,999	115	1.40%	229	0.97%	1,084	1.20%
Value \$750,000 - \$999,999	12	0.15%	45	0.19%	263	0.29%
Value \$1,000,000 or more	64	0.78%	81	0.34%	270	0.30%
2010 Med Housing Val-Owner Occupied	\$137,274		\$139,899		\$141,402	
2000 Housing Units by Units in Structure	5,249		18,833		81,321	
1 Unit Attached	19	0.36%	84	0.45%	1,336	1.64%
1 Unit Detached	4,617	87.96%	16,942	89.96%	69,785	85.81%
2 Units	107	2.04%	259	1.38%	1,269	1.56%
3 - 19 Units	132	2.51%	403	2.14%	3,660	4.50%
20 - 49 Units	7	0.13%	94	0.50%	523	0.64%
50 or more Units	2	0.04%	9	0.05%	507	0.62%
Mobile Home or Trailer	365	6.95%	1,028	5.46%	4,194	5.16%
Boat, RV, Van, Etc.	0	0.00%	14	0.07%	47	0.06%
2010 Housing Units by Yr Built	10,828		30,402		119,119	
Built 1999 to Present	5,596	51.68%	13,127	43.18%	43,827	36.79%
Built 1995 to 1998	977	9.02%	3,959	13.02%	16,225	13.62%
Built 1990 to 1994	776	7.17%	3,449	11.34%	14,945	12.55%
Built 1980 to 1989	1,655	15.28%	4,882	16.06%	19,706	16.54%
Built 1970 to 1979	976	9.01%	2,378	7.82%	11,153	9.36%
Built 1960 to 1969	417	3.85%	1,271	4.18%	6,979	5.86%
Built 1950 to 1959	180	1.66%	581	1.91%	3,183	2.67%
Built 1940 to 1949	134	1.24%	332	1.09%	1,393	1.17%
Built 1939 or Earlier	117	1.08%	423	1.39%	1,708	1.43%
2010 Median Year Built	2000		1997		1995	

Paulding Pavilion

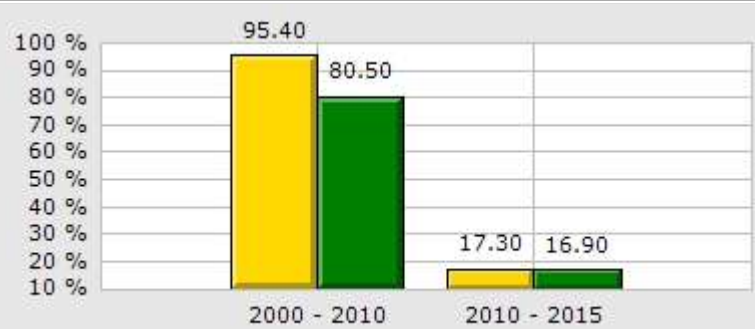
Type: **Shopping Center/Neighborhood Center**
 County: **Paulding**

3 Mile
County

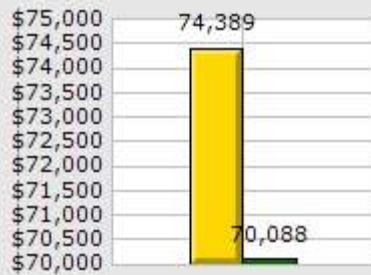
Population Growth



Household Growth



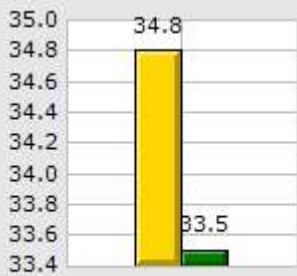
2010 Med Household Inc



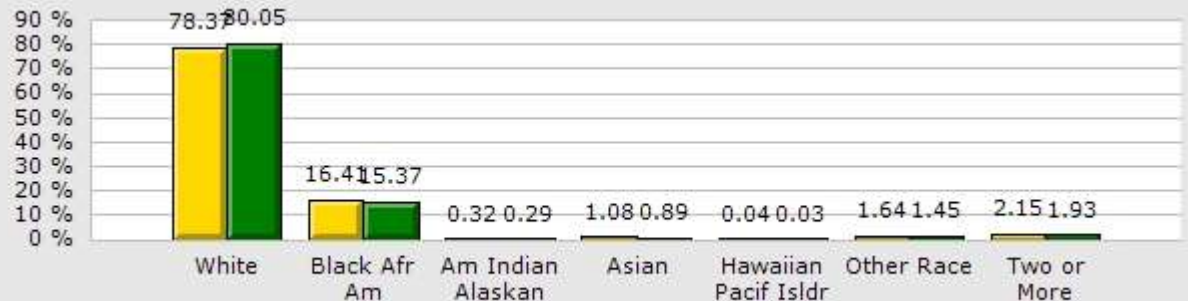
2010 Households by Household Income



2010 Median Age



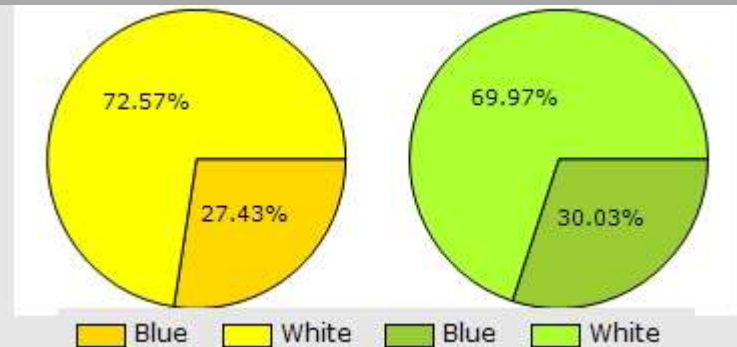
2010 Population by Race



2010 Renter vs. Owner



2010 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Paulding Pavilion

Type: **Shopping Center/Neighborhood Center**
 County: **Paulding**

	3 Mile		County	
Population				
Growth 2000 - 2010	89.80%		75.40%	
Growth 2010 - 2015	15.90%		15.30%	
2010 Blue Collar	2,605	27.43%	14,615	30.03%
2010 White Collar	6,893	72.57%	34,057	69.97%
2010 Population By Race				
	27,087		143,287	
White	21,228	78.37%	114,707	80.05%
Black Afr Am	4,445	16.41%	22,019	15.37%
Am Indian Alaskan	86	0.32%	413	0.29%
Asian	293	1.08%	1,273	0.89%
Hawaiian Pacif Islldr	10	0.04%	36	0.03%
Other Race	443	1.64%	2,080	1.45%
Two or More	582	2.15%	2,759	1.93%
Households				
Growth 2000 - 2010	95.40%		80.50%	
Growth 2010 - 2015	17.30%		16.90%	
Renter Occupied	1,506	15.49%	7,296	14.39%
Owner Occupied	8,216	84.51%	43,400	85.61%
2010 Households by HH Income				
	9,722		50,696	
Income < \$35,000	1,248	12.84%	7,776	15.34%
Income \$35,000 - \$74,999	3,661	37.66%	19,956	39.36%
Income \$75,000 - \$149,999	4,166	42.85%	20,339	40.12%
Income \$150,000 - \$249,999	576	5.92%	2,340	4.62%
Income \$250,000+	71	0.73%	285	0.56%
2010 Median Household Income	\$74,389		\$70,088	
2010 Median Age	34.80		33.50	



Consumer Spending Report

Paulding Pavilion

2010 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$436,209	\$1,284,533	\$5,249,097
Total Apparel	\$14,602	\$43,308	\$178,387
Women's Apparel	5,859	17,400	71,644
Men's Apparel	3,434	10,209	42,110
Girl's Apparel	1,407	4,154	16,904
Boy's Apparel	1,102	3,243	13,217
Infant Apparel	1,120	3,299	13,572
Footwear (excl. Infants)	2,356	6,942	28,570
Other Apparel Prod/Services	1,680	5,003	20,940
Total Entertainment	\$39,995	\$119,334	\$489,956
Sports and Recreation	1,727	5,149	21,020
TV, Radio and Sound Equipment	14,280	41,905	171,366
Reading Materials	1,677	5,015	20,696
Travel	21,806	65,740	270,570
Photographic Equipment	506	1,525	6,305
Total Food At Home	\$34,278	\$100,656	\$413,864
Cereal Products	2,089	6,135	25,234
Bread & Bakery Products	4,580	13,426	54,986
Seafood	1,768	5,246	21,731
Meat/Poultry/Fish/Eggs	11,606	33,966	139,556
Dairy Products	5,552	16,286	66,838
Fruits and Vegetables	8,683	25,597	105,519
Total Food Away From Home	\$35,488	\$104,512	\$428,387
Breakfast and Brunch	3,188	9,405	38,961
Dinner	16,676	49,158	201,256
Lunch	11,913	34,880	142,429
Snacks and Non Alcoholic Bev	2,557	7,575	31,352
Catered Affairs	1,154	3,494	14,390

Consumer Spending Report

Paulding Pavilion

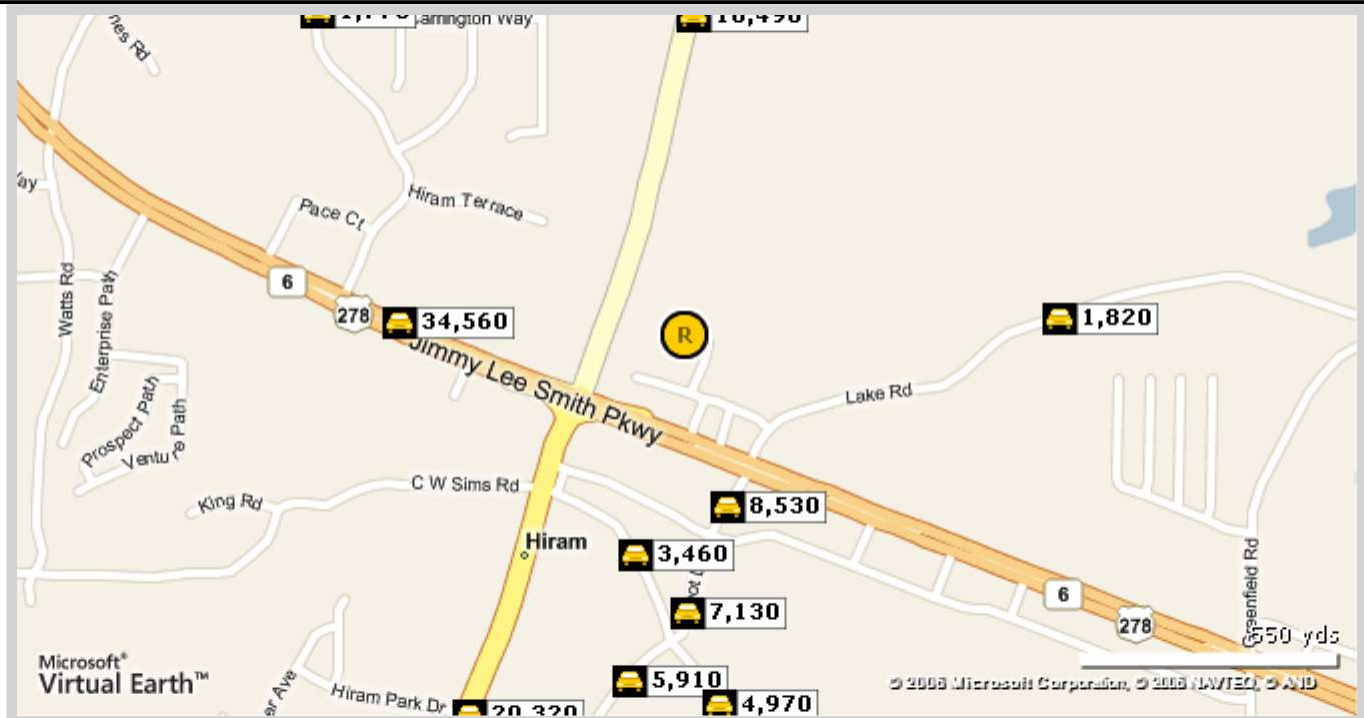
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,308	\$18,846	\$78,469
Alcoholic Bev. at Home	3,778	11,211	46,301
Alcoholic Bev. away from Home	2,530	7,635	32,168
Total Furniture/Appliances	\$40,289	\$119,929	\$490,781
Bedroom Furniture	2,282	6,768	27,677
Living Room Furniture	3,411	10,230	42,114
Other Living & Family Room Furniture	1,019	3,038	12,294
Other Furniture	456	1,375	5,616
Major Appliances	3,620	10,642	43,063
Small Appliances	8,165	24,348	100,012
Misc Household Equipment	21,337	63,527	260,003
Total Transportation/Maint.	\$100,245	\$292,921	\$1,190,365
New Autos/Trucks/Vans	27,760	81,941	331,778
Used Vehicles	24,457	71,208	290,471
Purchase of RVs or Boats	3,174	9,416	38,053
Gasoline	33,232	96,283	391,049
Diesel Fuel	649	1,858	7,334
Automotive Maintenance/Repair	10,974	32,216	131,680
Total Health Care	\$17,962	\$52,438	\$213,074
Medical Services	10,731	31,574	128,711
Prescription Drugs	5,514	15,804	63,647
Medical Supplies	1,717	5,060	20,715
Total Education/Day Care	\$32,151	\$96,719	\$399,670
Education	13,760	41,430	171,914
Room and Board	1,647	4,822	19,276
Tuition/School Supplies	11,961	36,042	149,761
Day Care, Nursery & Preschool	4,784	14,426	58,719

Paulding Pavilion

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,180	8,963	8
Total Retail	258	3,188	12
Home Improvement Stores	19	245	13
General Merchandise Stores	12	614	51
Food Stores	19	158	8
Auto Dealers and Gas Stations	37	253	7
Apparel and Accessory Stores	11	41	4
Furniture and Home Furnishings	29	94	3
Eating and Drinking Places	73	1,513	21
Miscellaneous Retail Stores	58	270	5
Finance-Insurance-Real Estate	95	448	5
Banks, Saving and Lending Inst.	31	169	5
Security Brokers and Investments	7	11	2
Insurance Carriers and Agencies	22	47	2
Real Estate-Trust-Holding Co.	35	221	6
Services	495	2,643	5
Hotels and Lodging	4	49	12
Motion Picture and Amusement	30	131	4
Health Services	69	388	6
Legal Services	6	20	3
Educational Services	22	919	42
Auto Services	53	165	3
Other Services	311	971	3
Agriculture/Mining	31	117	4
Construction	140	1,268	9
Manufacturing	35	581	17
Transportation, Comm./Pub Util.	65	227	3
Wholesale Trade	49	326	7
Government	12	165	14
Daytime Population	8,963		
Daytime Population/Business	8		
Residential Population	27,087		
Residential Population/Business	23		

Traffic Count Report

Paulding Pavilion



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Depot Dr	Jimmy Lee Smith Pkwy	0.05 NE	2008	8,530	ADT	.22
2	Rosedale Dr	Seaboard Ave	0.12 SE	2008	3,460	ADT	.28
3	Depot Dr	Jimmy Lee Smith Pkwy	0.19 NE	2008	7,130	ADT	.34
4	Jimmy Lee Smith Pkwy	Pace Rd	0.07 NW	2005	34,560	AADT	.35
5	Hiram Douglasville Rd	Indian Lake Dr	0.10 N	2007	18,490	AADT	.39
6	Seaboard Ave	Rosedale Dr	0.07 NE	2008	5,910	ADT	.43
7	Rosedale Dr	Seaboard Ave	0.09 NW	2008	4,970	ADT	.46
8	Lake Rd W	Lake Rd	0.33 SW	2008	1,820	ADT	.46
9	Hiram Douglasville Rd	Sims Rd	0.11 SW	2007	20,320	AADT	.54
10	Pace Rd	Pace Dr	0.20 SE	2008	1,770	ADT	.60