

Demographic Summary Report

Holcomb Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	70,479		211,474		837,550	
2011 Estimate	66,980		201,791		790,819	
2010 Census	66,244		200,264		781,961	
Growth 2011 - 2016	5.20%		4.80%		5.90%	
Growth 2010 - 2011	1.10%		0.80%		1.10%	
2011 Population by Hispanic Origin	5,885		32,039		160,699	
2011 Population By Race	66,980		201,791		790,819	
White	51,373	76.70%	133,825	66.32%	484,012	61.20%
Black or African American	7,883	11.77%	31,351	15.54%	117,899	14.91%
American Indian and Alaska Native	151	0.23%	765	0.38%	3,848	0.49%
Asian	4,153	6.20%	17,070	8.46%	89,000	11.25%
Native Hawaiian and Pacific Islander	29	0.04%	115	0.06%	480	0.06%
Other Race	1,914	2.86%	13,068	6.48%	72,357	9.15%
Two or More Races	1,478	2.21%	5,596	2.77%	23,224	2.94%
Households						
2016 Projection	27,273		82,027		317,203	
2011 Estimate	25,815		78,172		299,579	
2010 Census	25,564		77,674		296,243	
Growth 2011 - 2016	5.60%		4.90%		5.90%	
Growth 2010 - 2011	1.00%		0.60%		1.10%	
Owner Occupied	19,282	74.69%	46,807	59.88%	175,644	58.63%
Renter Occupied	6,533	25.31%	31,366	40.12%	123,935	41.37%
2011 Households by HH Income	25,814		78,172		299,580	
Income Less Than \$15,000	1,157	4.48%	5,250	6.72%	21,003	7.01%
Income: \$15,000 - \$24,999	1,118	4.33%	4,511	5.77%	20,400	6.81%
Income: \$25,000 - \$34,999	1,392	5.39%	6,022	7.70%	23,973	8.00%
Income: \$35,000 - \$49,999	2,479	9.60%	9,553	12.22%	38,096	12.72%
Income: \$50,000 - \$74,999	4,114	15.94%	13,132	16.80%	52,899	17.66%
Income: \$75,000 - \$99,999	2,981	11.55%	9,366	11.98%	37,454	12.50%
Income: \$100,000 - \$149,999	4,575	17.72%	12,656	16.19%	48,315	16.13%
Income: \$150,000 - \$199,999	2,913	11.28%	7,015	8.97%	24,535	8.19%
Income: \$200,000+	5,085	19.70%	10,667	13.65%	32,905	10.98%
2011 Avg Household Income	\$118,982		\$100,797		\$94,098	
2011 Med Household Income	\$96,517		\$76,269		\$70,777	
2011 Per Capita Income	\$45,784		\$39,126		\$35,795	

Demographic Detail Report

Holcomb Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	70,479		211,474		837,550	
2011 Estimate	66,980		201,791		790,819	
2010 Census	66,244		200,264		781,961	
Growth 2011 - 2016	5.20%		4.80%		5.90%	
Growth 2010 - 2011	1.10%		0.80%		1.10%	
2011 Population by Age						
	66,980		201,791		790,819	
Age 0 - 4	4,251	6.35%	14,620	7.25%	59,495	7.52%
Age 5 - 9	4,818	7.19%	15,367	7.62%	59,343	7.50%
Age 10 - 14	5,086	7.59%	14,572	7.22%	55,342	7.00%
Age 15 - 19	4,269	6.37%	12,199	6.05%	47,852	6.05%
Age 20 - 24	2,701	4.03%	10,686	5.30%	46,931	5.93%
Age 25 - 34	7,347	10.97%	29,926	14.83%	128,711	16.28%
Age 35 - 44	10,045	15.00%	32,315	16.01%	128,620	16.26%
Age 45 - 49	5,871	8.77%	16,293	8.07%	61,512	7.78%
Age 50 - 54	5,778	8.63%	14,831	7.35%	55,242	6.99%
Age 55 - 59	5,269	7.87%	12,299	6.09%	44,624	5.64%
Age 60 - 64	4,680	6.99%	10,308	5.11%	36,694	4.64%
Age 65 - 74	4,566	6.82%	11,104	5.50%	38,617	4.88%
Age 75 - 84	1,802	2.69%	5,300	2.63%	19,731	2.50%
Age 85 and over	497	0.74%	1,970	0.98%	8,105	1.02%
Age 65 and over	6,865	10.25%	18,374	9.11%	66,453	8.40%
Median Age	40.20		36.10		34.80	
Average Age	38.10		35.90		35.20	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	66,980	201,791	790,819
White	51,373 76.70%	133,825 66.32%	484,012 61.20%
Black or African American	7,883 11.77%	31,351 15.54%	117,899 14.91%
American Indian and Alaska Native	151 0.23%	765 0.38%	3,848 0.49%
Asian	4,153 6.20%	17,070 8.46%	89,000 11.25%
Native Hawaiian and Pacific Islander	29 0.04%	115 0.06%	480 0.06%
Other Race	1,914 2.86%	13,068 6.48%	72,357 9.15%
Two or More Races	1,478 2.21%	5,596 2.77%	23,224 2.94%
2011 Population by Hispanic Origin	66,981	201,790	790,820
Not Hispanic or Latino	61,096 91.21%	169,751 84.12%	630,121 79.68%
Hispanic or Latino	5,885 8.79%	32,039 15.88%	160,699 20.32%
2011 Age 5+ Language at Home	62,675	173,182	669,811
Speak Only English	51,933 82.86%	126,049 72.78%	457,404 68.29%
Speak Asian or Pacific Island	2,902 4.63%	9,771 5.64%	44,151 6.59%
Speak IndoEuropean	3,512 5.60%	12,516 7.23%	42,021 6.27%
Speak Spanish	3,544 5.65%	22,986 13.27%	118,343 17.67%
Speak Other Language	784 1.25%	1,860 1.07%	7,892 1.18%
2011 Median Age, Male	39.30	35.00	33.90
2011 Average Age, Male	37.30	35.00	34.30
Median Age, Female	40.90	37.10	35.80
Average Age, Female	38.80	36.80	36.10
2011 Population by Occupation Classification (Age 16+)	34,979	98,085	380,648
Blue Collar	2,757 7.88%	12,666 12.91%	63,770 16.75%
White Collar	28,791 82.31%	73,204 74.63%	267,824 70.36%
Service	3,431 9.81%	12,215 12.45%	49,054 12.89%
2011 Population by Marital Status (Age 15+)	51,628	143,150	561,052
Total, Never Married	13,595 26.33%	42,015 29.35%	173,827 30.98%
Married	31,517 61.05%	83,070 58.03%	311,440 55.51%
Widowed	1,695 3.28%	5,066 3.54%	23,039 4.11%
Divorced	4,821 9.34%	12,999 9.08%	52,746 9.40%

Demographic Detail Report

Holcomb Center

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	43,876	121,285	471,756
Less Than 9th Grade	439 1.00%	3,864 3.19%	26,540 5.63%
Some High School, No Diploma	684 1.56%	3,870 3.19%	21,537 4.57%
High School Grad (Incl Equivalency)	5,731 13.06%	18,234 15.03%	77,680 16.47%
Some College, No Degree	7,471 17.03%	20,030 16.51%	76,582 16.23%
Associate Degree	2,654 6.05%	7,619 6.28%	27,518 5.83%
Bachelor Degree	17,507 39.90%	43,975 36.26%	159,240 33.75%
Advanced Degrees	9,390 21.40%	23,693 19.53%	82,659 17.52%
2011 Population by Occupation (Age 16+)	38,410	110,302	429,699
Management, Business, & Financial	15,882 41.35%	40,302 36.54%	146,049 33.99%
Professional & Related Occupations	1,641 4.27%	4,581 4.15%	16,198 3.77%
Services	13,008 33.87%	39,828 36.11%	155,017 36.08%
Sales & Office	5,686 14.80%	14,632 13.27%	56,210 13.08%
Farming, Fishing, and Forestry	0 0.00%	8 0.01%	393 0.09%
Construction and Extraction, Maint	872 2.27%	6,163 5.59%	32,392 7.54%
Production & Transportation	1,321 3.44%	4,788 4.34%	23,440 5.45%
2011 Workers by Travel Time to Work (Age 16+)	34,771	97,442	379,075
Less Than 15 Minutes	5,772 16.60%	17,749 18.21%	67,193 17.73%
15 to 29 Minutes	12,051 34.66%	34,198 35.10%	127,032 33.51%
30 to 44 Minutes	8,721 25.08%	23,264 23.87%	90,447 23.86%
45 to 59 Minutes	3,290 9.46%	8,303 8.52%	31,685 8.36%
60+ Minutes	4,937 14.20%	13,928 14.29%	62,718 16.55%
2000 Households by HH Size	25,565	77,674	296,244
1-Person Households	5,493 21.49%	20,366 26.22%	79,252 26.75%
2-Person Households	9,099 35.59%	24,623 31.70%	89,288 30.14%
3-Person Households	4,519 17.68%	12,864 16.56%	48,451 16.36%
4-Person Households	4,220 16.51%	12,013 15.47%	45,735 15.44%
5-Person Households	1,596 6.24%	4,968 6.40%	19,903 6.72%
6-Person Households	444 1.74%	1,776 2.29%	7,734 2.61%
7 or more Person Households	194 0.76%	1,064 1.37%	5,881 1.99%
2011 Average Household Size	2.59	2.58	2.63

Demographic Detail Report

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Households			
2016 Projection	27,273	82,027	317,203
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2011 Households by HH Income	25,814	78,172	299,580
Income: Less than \$15,000	1,157 4.48%	5,250 6.72%	21,003 7.01%
Income: \$15,000 - \$24,999	1,118 4.33%	4,511 5.77%	20,400 6.81%
Income: \$25,000 - \$34,999	1,392 5.39%	6,022 7.70%	23,973 8.00%
Income: \$35,000 - \$49,999	2,479 9.60%	9,553 12.22%	38,096 12.72%
Income: \$50,000 - \$74,999	4,114 15.94%	13,132 16.80%	52,899 17.66%
Income: \$75,000 - \$99,999	2,981 11.55%	9,366 11.98%	37,454 12.50%
Income: \$100,000 - \$149,999	4,575 17.72%	12,656 16.19%	48,315 16.13%
Income: \$150,000 - \$199,999	2,913 11.28%	7,015 8.97%	24,535 8.19%
Income: \$200,000+	5,085 19.70%	10,667 13.65%	32,905 10.98%
2011 Avg Household Income	\$118,982	\$100,797	\$94,098
2011 Med Household Income	\$96,517	\$76,269	\$70,777
2011 Per Capita Income	\$45,784	\$39,126	\$35,795
2011 Occupied Housing	25,815	78,173	299,579
Owner Occupied	19,282 74.69%	46,807 59.88%	175,644 58.63%
Renter Occupied	6,533 25.31%	31,366 40.12%	123,935 41.37%
2000 Housing Units	26,112	75,098	288,661
1 Unit Attached	2,547 9.75%	6,877 9.16%	23,239 8.05%
1 Unit Detached	17,042 65.27%	40,003 53.27%	159,379 55.21%
2 Units	57 0.22%	471 0.63%	3,084 1.07%
3 - 19 Units	5,519 21.14%	22,065 29.38%	73,905 25.60%
20 - 49 Units	659 2.52%	3,034 4.04%	16,208 5.61%
50 or more Units	244 0.93%	2,424 3.23%	11,217 3.89%
Mobile Home or Trailer	44 0.17%	224 0.30%	1,581 0.55%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	48 0.02%

Demographic Detail Report

Holcomb Center

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	18,574		43,854		165,607	
Value Less than \$20,000	17	0.09%	104	0.24%	755	0.46%
Value \$20,000 - \$39,999	62	0.33%	238	0.54%	800	0.48%
Value \$40,000 - \$59,999	9	0.05%	102	0.23%	589	0.36%
Value \$60,000 - \$79,999	64	0.34%	172	0.39%	878	0.53%
Value \$80,000 - \$99,999	168	0.90%	675	1.54%	2,389	1.44%
Value \$100,000 - \$149,999	930	5.01%	3,195	7.29%	16,416	9.91%
Value \$150,000 - \$199,999	1,719	9.25%	4,347	9.91%	21,642	13.07%
Value \$200,000 - \$299,999	4,289	23.09%	9,692	22.10%	39,118	23.62%
Value \$300,000 - \$399,999	4,055	21.83%	8,936	20.38%	32,228	19.46%
Value \$400,000 - \$499,999	2,453	13.21%	6,214	14.17%	20,556	12.41%
Value \$500,000 - \$749,999	3,406	18.34%	7,599	17.33%	20,801	12.56%
Value \$750,000 - \$999,999	916	4.93%	1,668	3.80%	5,126	3.10%
Value \$1,000,000 or more	486	2.62%	912	2.08%	4,309	2.60%
2011 Med Housing Val-Owner Occupied	\$350,037		\$338,093		\$300,672	
2011 Housing Units by Yr Built	26,110		75,098		288,663	
Built 2005 to Present	480	1.84%	1,778	2.37%	9,855	3.41%
Built 2000 to 2004	1,459	5.59%	5,712	7.61%	29,659	10.27%
Built 1990 to 1999	6,245	23.92%	18,135	24.15%	74,041	25.65%
Built 1980 to 1989	12,946	49.58%	29,166	38.84%	86,618	30.01%
Built 1970 to 1979	4,146	15.88%	13,881	18.48%	46,338	16.05%
Built 1960 to 1969	659	2.52%	4,418	5.88%	25,646	8.88%
Built 1950 to 1959	83	0.32%	1,292	1.72%	11,710	4.06%
Built 1940 to 1949	24	0.09%	276	0.37%	2,667	0.92%
Built 1939 or Earlier	68	0.26%	440	0.59%	2,129	0.74%
2011 Median Year Built	1986		1986		1986	

Demographic Market Comparison Report

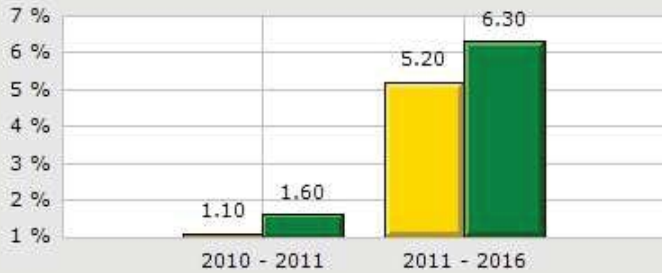
3 mile radius

Holcomb Center

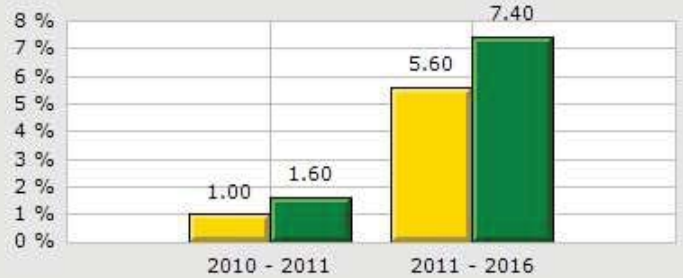
Type: **Shopping Center/Community Center**
 County: **Fulton**

3 Mile
County

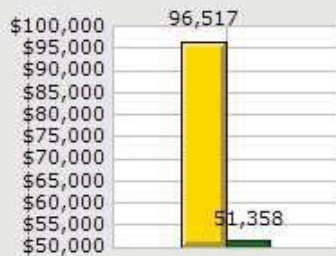
Population Growth



Household Growth



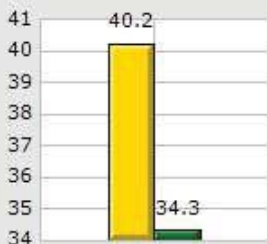
2011 Med Household Inc



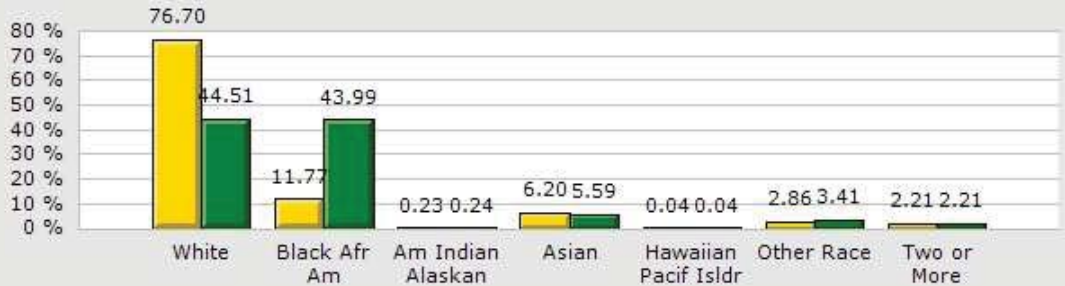
2011 Households by Household Income



2011 Median Age



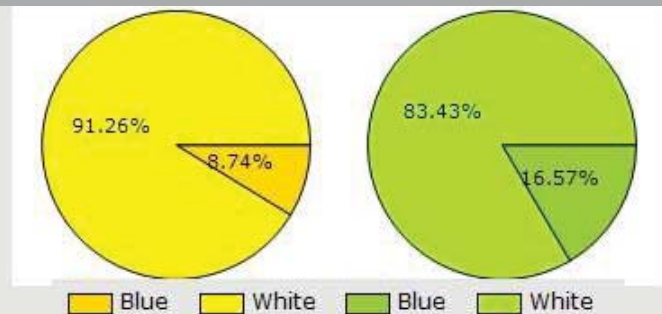
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Holcomb Center

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

	3 Mile		County	
Population				
Growth 2010 - 2011	1.10%		1.60%	
Growth 2011 - 2016	5.20%		6.30%	
2011 Blue Collar	2,757	8.74%	68,774	16.57%
2011 White Collar	28,791	91.26%	346,182	83.43%
2011 Population By Race				
	66,981		934,858	
White	51,373	76.70%	416,149	44.51%
Black Afr Am	7,883	11.77%	411,241	43.99%
Am Indian Alaskan	151	0.23%	2,280	0.24%
Asian	4,153	6.20%	52,272	5.59%
Hawaiian Pacif Islldr	29	0.04%	335	0.04%
Other Race	1,914	2.86%	31,921	3.41%
Two or More	1,478	2.21%	20,660	2.21%
Households				
Growth 2010 - 2011	1.00%		1.60%	
Growth 2011 - 2016	5.60%		7.40%	
Renter Occupied	6,533	25.31%	179,938	47.05%
Owner Occupied	19,282	74.69%	202,482	52.95%
2011 Households by HH Income				
	25,814		382,407	
Income < \$35,000	3,667	14.21%	137,635	35.99%
Income \$35,000 - \$74,999	6,593	25.54%	107,847	28.20%
Income \$75,000 - \$149,999	7,556	29.27%	81,302	21.26%
Income \$150,000 - \$199,999	2,913	11.28%	22,484	5.88%
Income \$200,000+	5,085	19.70%	33,139	8.67%
2011 Median Household Income	\$96,517		\$51,358	
2011 Median Age	40.20		34.30	

Consumer Spending Report

Holcomb Center

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,618,190	\$4,198,919	\$15,051,563
Total Apparel	\$65,805	\$172,912	\$619,798
Women's Apparel	23,045	59,300	212,028
Men's Apparel	13,641	35,494	126,705
Girl's Apparel	5,154	13,425	47,861
Boy's Apparel	3,936	10,483	37,599
Infant Apparel	4,040	11,274	40,862
Footwear (excl. Infants)	8,924	23,768	85,491
Other Apparel Prod/Services	7,066	19,167	69,252
Total Entertainment	\$157,048	\$396,470	\$1,414,937
Sports and Recreation	6,568	16,680	59,443
TV, Radio and Sound Equipment	52,559	138,124	496,304
Reading Materials	6,676	16,627	59,473
Travel	89,251	219,842	781,072
Photographic Equipment	1,995	5,197	18,645
Total Food At Home	\$127,648	\$335,678	\$1,212,352
Cereal Products	7,737	20,495	74,112
Bread & Bakery Products	16,795	43,659	157,210
Seafood	6,990	18,235	65,799
Meat/Poultry/Fish/Eggs	42,843	113,449	409,864
Dairy Products	20,379	53,549	193,362
Fruits and Vegetables	32,904	86,290	312,006
Total Food Away From Home	\$132,804	\$349,173	\$1,255,398
Breakfast and Brunch	12,270	32,539	117,724
Dinner	62,584	163,602	587,086
Lunch	43,201	114,707	413,583
Snacks and Non Alcoholic Bev	9,774	26,168	94,675
Catered Affairs	4,975	12,157	42,330

Consumer Spending Report

Holcomb Center

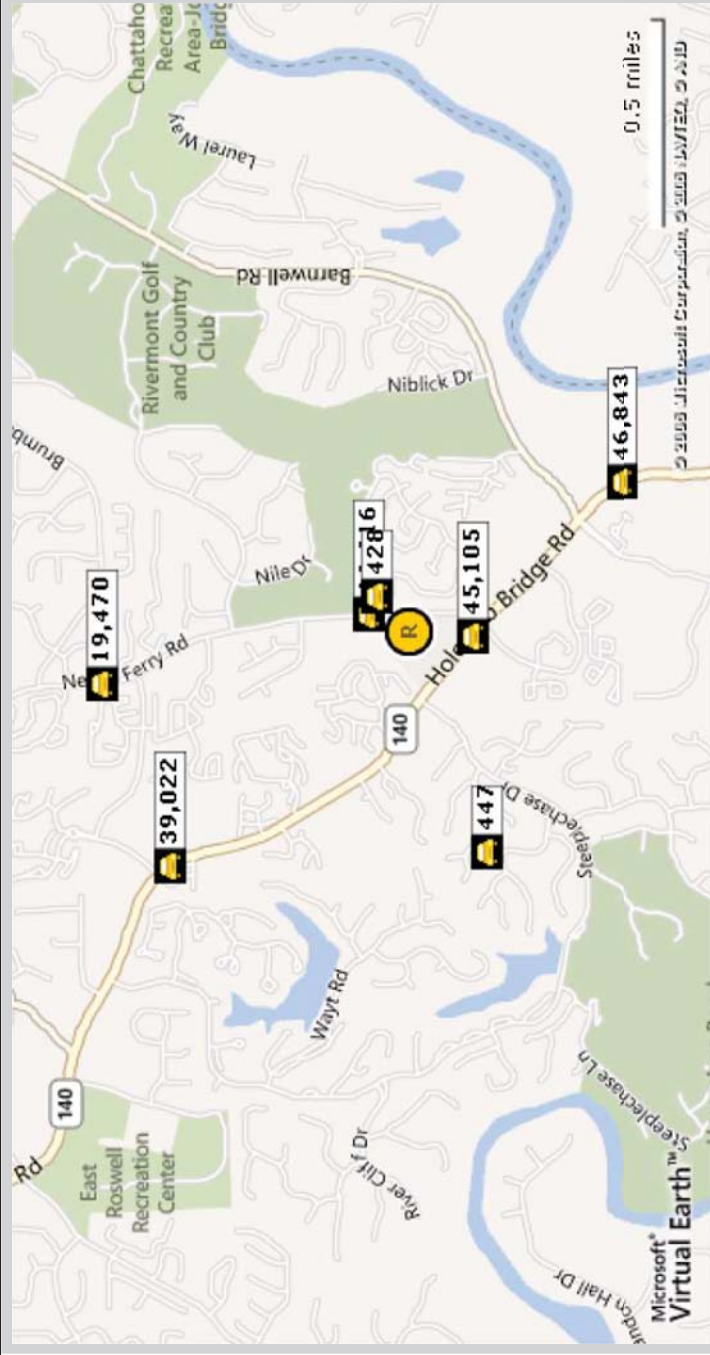
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$25,640	\$67,729	\$242,528
Alcoholic Bev. at Home	14,871	38,933	139,486
Alcoholic Bev. away from Home	10,769	28,797	103,042
Total Furniture/Appliances	\$154,661	\$393,014	\$1,403,146
Bedroom Furniture	8,628	22,539	80,849
Living Room Furniture	13,798	34,829	123,705
Other Living & Family Room Furniture	3,880	9,669	34,214
Other Furniture	1,849	4,468	15,608
Major Appliances	13,014	32,465	115,841
Small Appliances & Housewares	31,451	80,839	289,804
Misc Household Equipment	82,042	208,204	743,126
Total Transportation/Maint.	\$357,183	\$935,105	\$3,356,866
New Autos/Trucks/Vans	101,460	257,687	918,338
Used Vehicles	85,161	231,255	836,465
Purchase of RVs or Boats	12,058	28,904	102,676
Gasoline	115,783	307,001	1,103,648
Diesel Fuel	1,987	4,996	18,087
Automotive Maintenance/Repair	40,735	105,261	377,652
Total Health Care	\$64,013	\$161,558	\$580,623
Medical Services	39,098	98,924	355,431
Prescription Drugs	18,492	46,589	167,662
Medical Supplies	6,423	16,045	57,529
Total Education/Day Care	\$132,967	\$336,903	\$1,188,295
Education	58,027	146,563	516,423
Room and Board	6,229	14,786	51,762
Tuition/School Supplies	51,074	128,588	452,412
Day Care, Nursery & Preschool	17,637	46,965	167,698

Holcomb Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,841	17,045	9
Total Retail	338	2,929	9
Home Improvement Stores	12	52	4
General Merchandise Stores	12	41	3
Food Stores	33	882	27
Auto Dealers and Gas Stations	20	167	8
Apparel and Accessory Stores	21	59	3
Furniture and Home Furnishings	47	257	5
Eating and Drinking Places	95	1,046	11
Miscellaneous Retail Stores	98	425	4
Finance-Insurance-Real Estate	217	1,068	5
Banks, Saving and Lending Inst.	47	241	5
Security Brokers and Investments	27	184	7
Insurance Carriers and Agencies	40	246	6
Real Estate-Trust-Holding Co.	103	397	4
Services	971	11,199	12
Hotels and Lodging	4	41	10
Motion Picture and Amusement	62	824	13
Health Services	74	445	6
Legal Services	29	79	3
Educational Services	40	1,367	34
Auto Services	29	88	3
Other Services	733	8,355	11
Agriculture/Mining	32	235	7
Construction	117	563	5
Manufacturing	38	242	6
Transportation, Comm./Pub Util.	44	370	8
Wholesale Trade	77	337	4
Government	7	102	15
Daytime Population	17,045		
Daytime Population/Business	9		

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	2010	16,616	MPSI	.11
2 Colony Club Dr	Nesbit Ferry Rd	0.05 W	2010	428	MPSI	.12
3 Holcomb Bridge Rd	S Holcomb Bridge Way	0.04 SE	2010	45,105	MPSI	.16
4 Haven Wood Trl	Banyon Brook Pt	0.03 NE	2010	447	MPSI	.57
5 Holcomb Bridge Rd	Barnwell Rd	0.14 NW	2010	46,843	MPSI	.65
6 Nesbit Ferry Rd	Nesbit Pl	0.06 S	2010	19,470	MPSI	.76
7 Holcomb Bridge Rd	Champions Green Pkwy	0.03 NW	2010	39,022	MPSI	.82