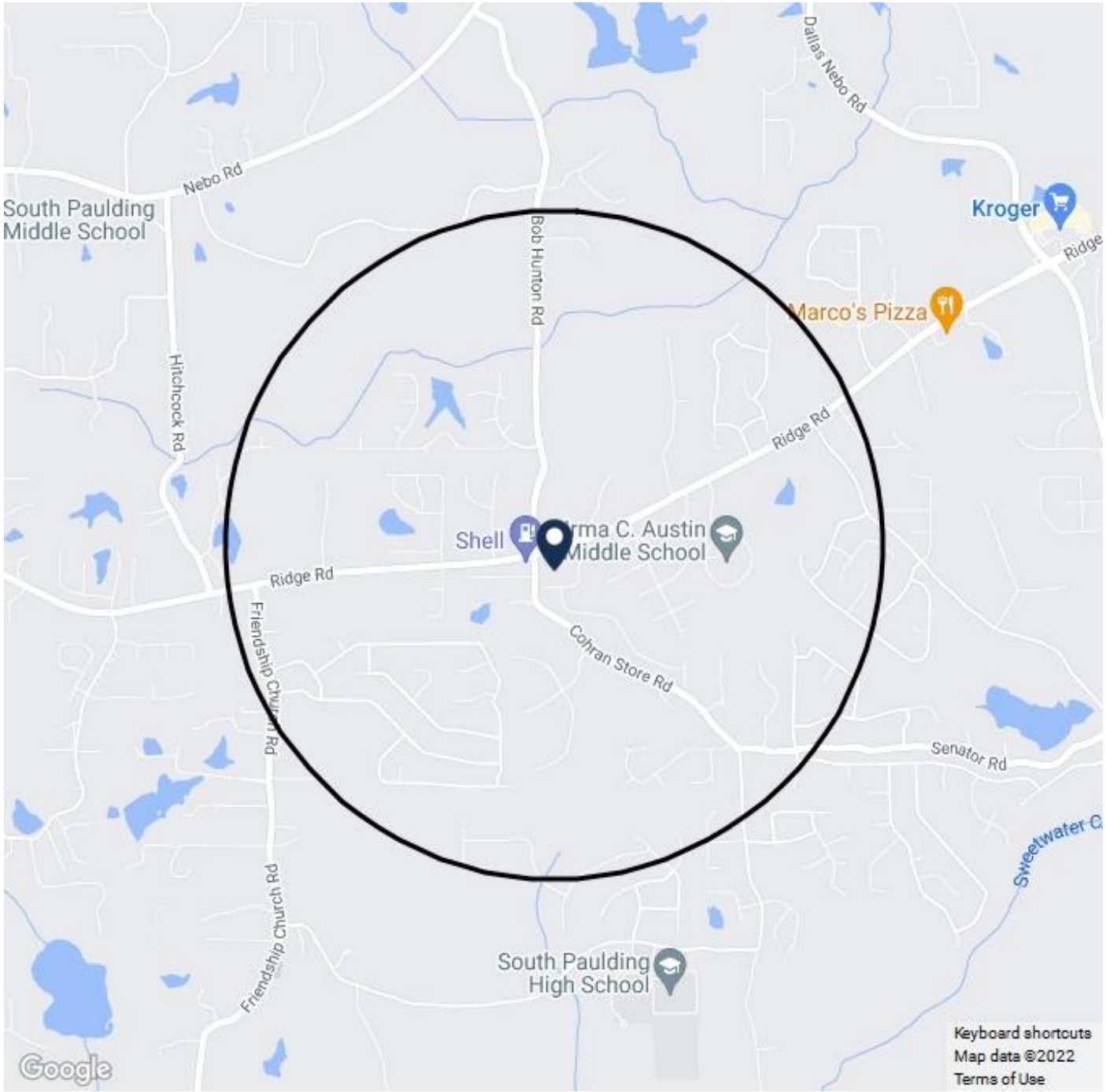




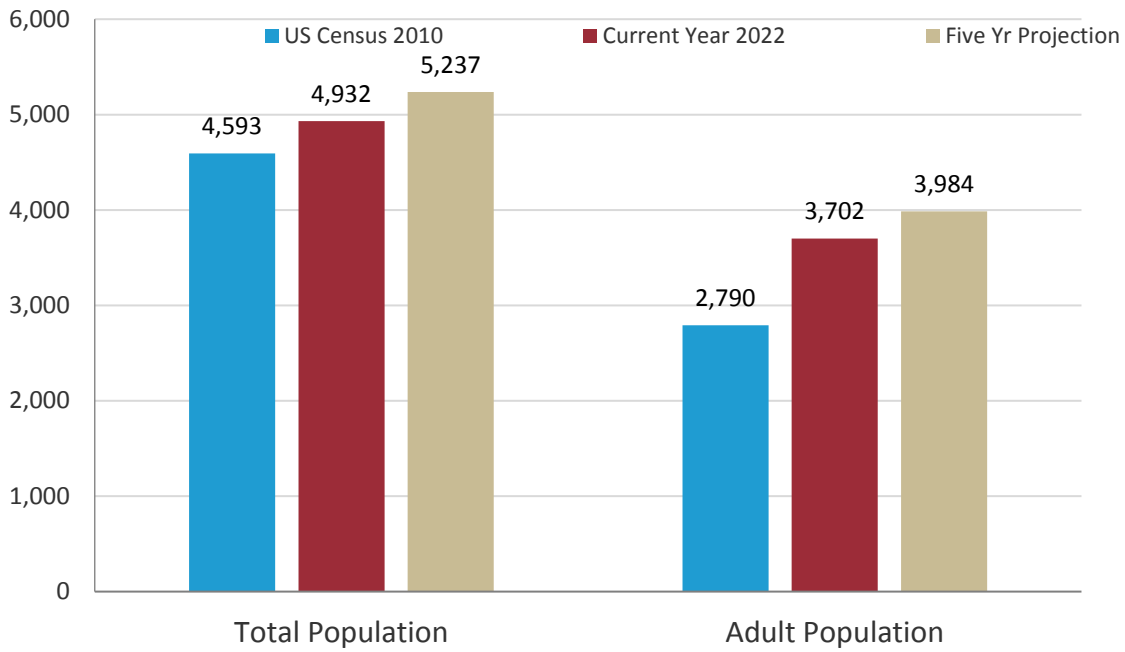
## Demographics near 2941 Ridge Road Douglasville, GA

Trade Area: 1 Mile

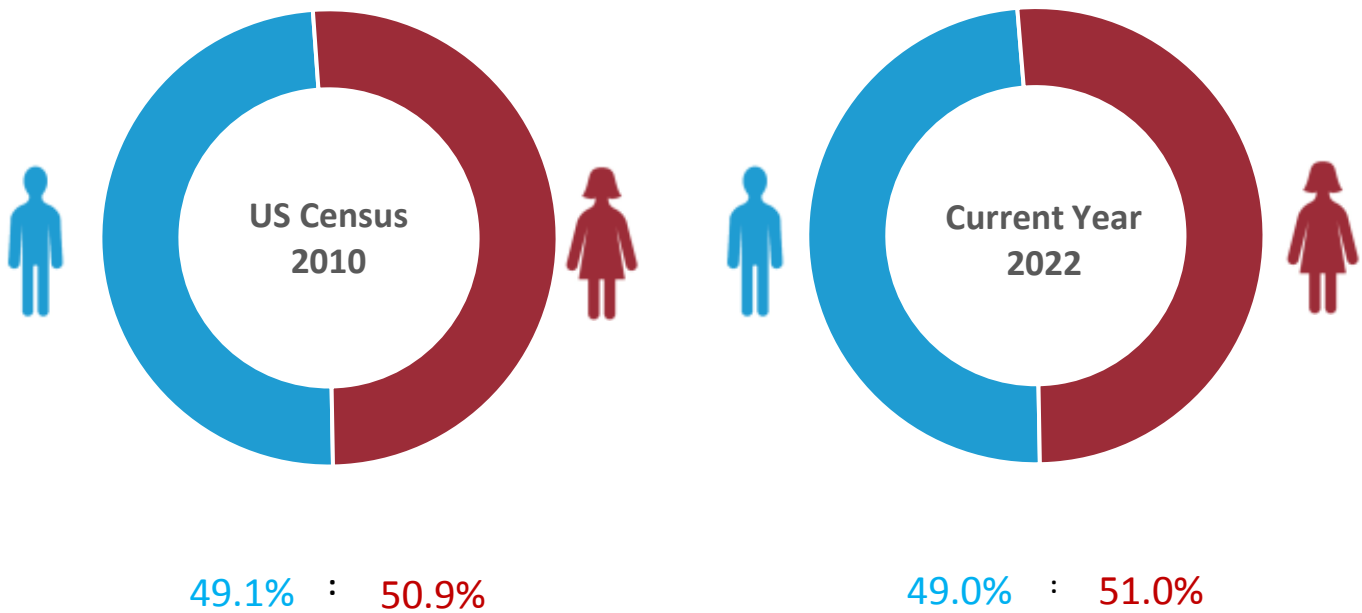


# Population Charts

## Population

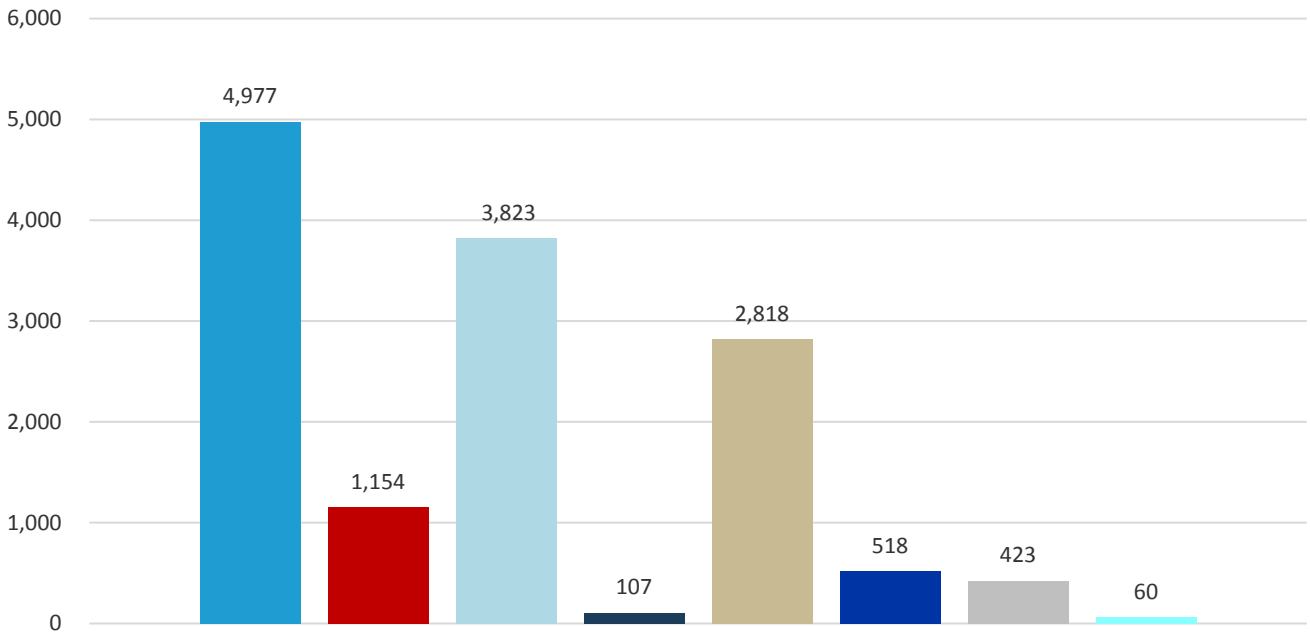


## Female/Male Ratio

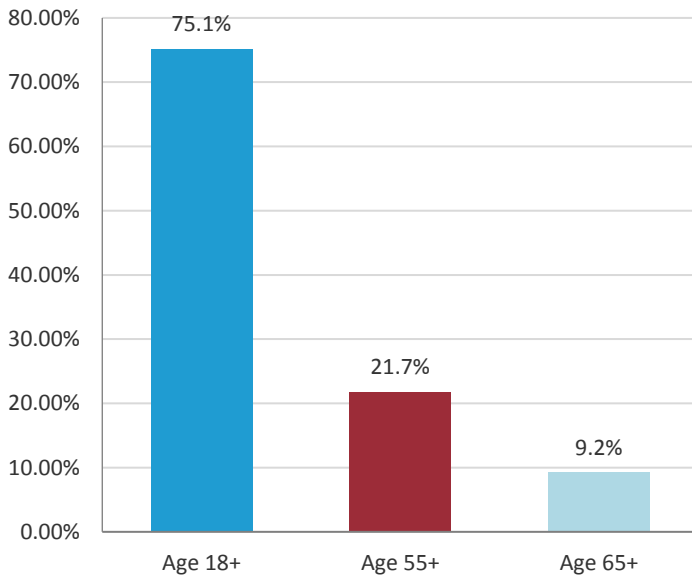


## Daytime Population

- Daytime Population
- Population 16 and Under
- Daytime Population, Over Age 16
- Work at Home
- Civilian Population, Age 16+ at Workplace
- Homemakers
- Retired/Disabled Population
- Unemployed



## Age



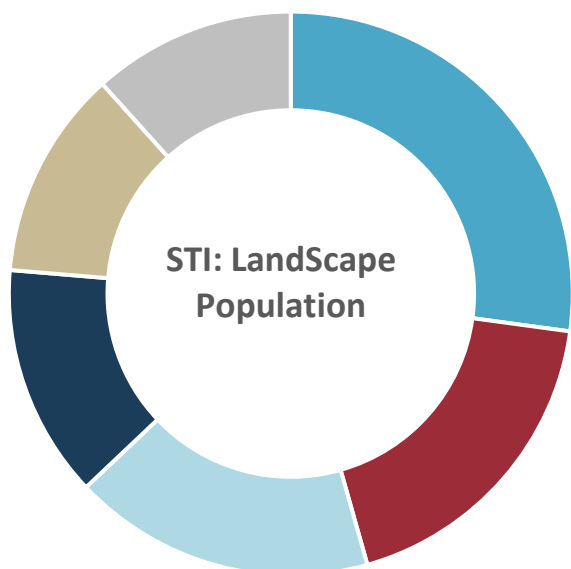
Median Age, Total

**34.7**

### Age Demographics

- 75.06% Age 18+
- 21.73% Age 55+
- 9.19% Age 65+

## Population STI: LandScape (Current Year)



### Top Six Segments:

- 25.4% Kindred Spirit (B3)
- 17.3% Sitting Pretty (B2)
- 16.2% American Knights (A4)
- 12.5% SM Seeks SF (F2)
- 11.2% Gainfully Employed (C4)
- 10.9% Apprentices (E3)

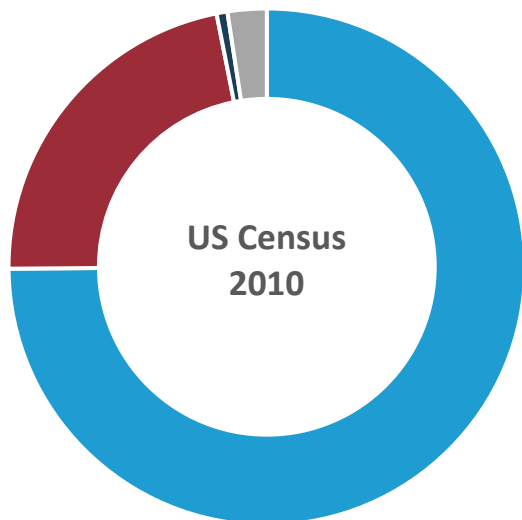
### Other top segments:

- 6.5% Hard Act to Follow (F1)
- 0.0% Collegians (O7)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Kindred Spirit (B3)	\$58K	34.2	Urban	Married	White	Some Children	College/Trade s	White Collar
Sitting Pretty (B2)	\$70K	35.4	Urban	Married	White	Some Children	College/Trade s	White Collar
American Knights (A4)	\$99K	36.2	Urban	Married	White	Families	Bachelor's Plus	White Collar
SM Seeks SF (F2)	\$49K	35.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Gainfully Employed (C4)	\$50K	40.8	Urban	Married	White	Few/No Children	College/Trade s	White Collar
Apprentices (E3)	\$78K	36.4	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Hard Act to Follow (F1)	\$55K	40.9	Urban	Single/Couple	White	Few/No Children	High School Grad	White Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trade s	Blue/White Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar

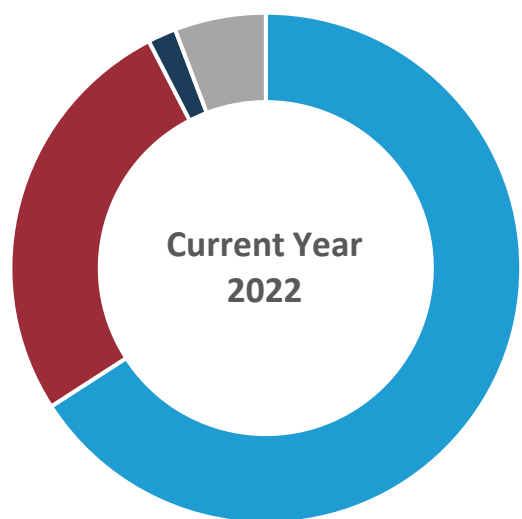
Please refer to the end of this report for full descriptions.

## Ethnicity (Not Hispanic/Latino)



### 2010 US Census (Not Hispanic/Latino)

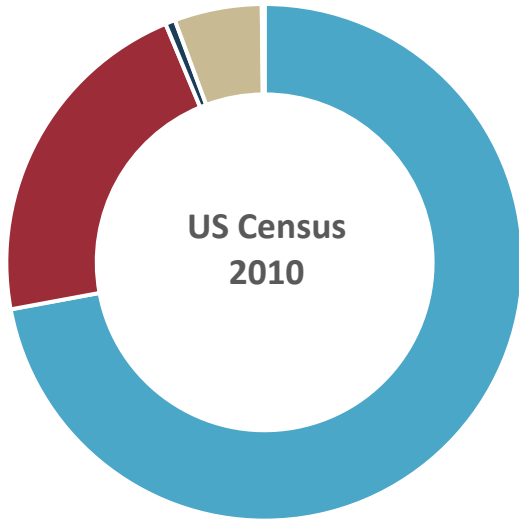
- 72.29% White
- 21.23% Black/African American
- 0.66% Asian
- 2.36% Other



### Current Year (Not Hispanic/Latino)

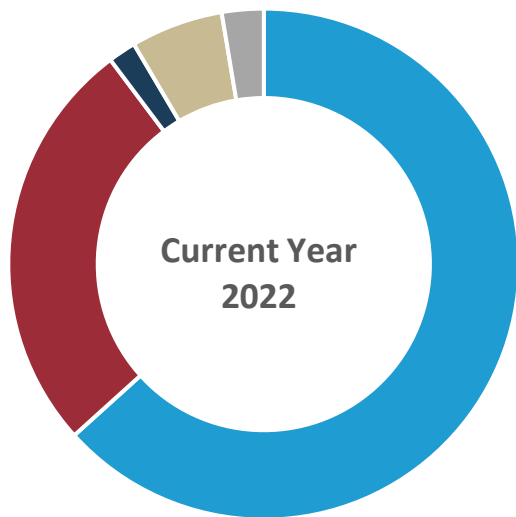
- 65.89% White
- 26.54% Black/African American
- 1.79% Asian
- 5.78% Other

## Ethnicity (Hispanic/Latino)



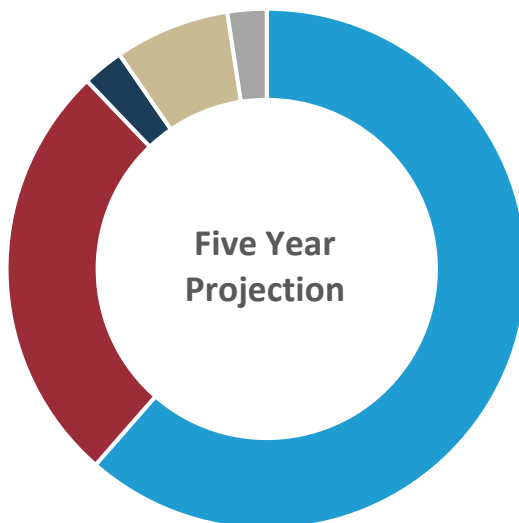
### 2010 US Census (Hispanic/Latino)

- 70.05% White
- 21.04% Black/African American
- 0.60% Asian
- 5.32% Hispanic
- 0.17% Other



### Current Year (Hispanic/Latino)

- 63.31% White
- 26.44% Black/African American
- 1.76% Asian
- 5.85% Hispanic
- 2.65% Other



### Five Year Projection (Hispanic/Latino)

- 61.43% White
- 26.43% Black/African American
- 2.56% Asian
- 7.15% Hispanic
- 2.43% Other

# Housing & Households

**4.2**  
Land Area

**1,663**  
Total Housing Units

**1,559**  
Total Households

**1,656**  
Total Households  
5 Year Projection

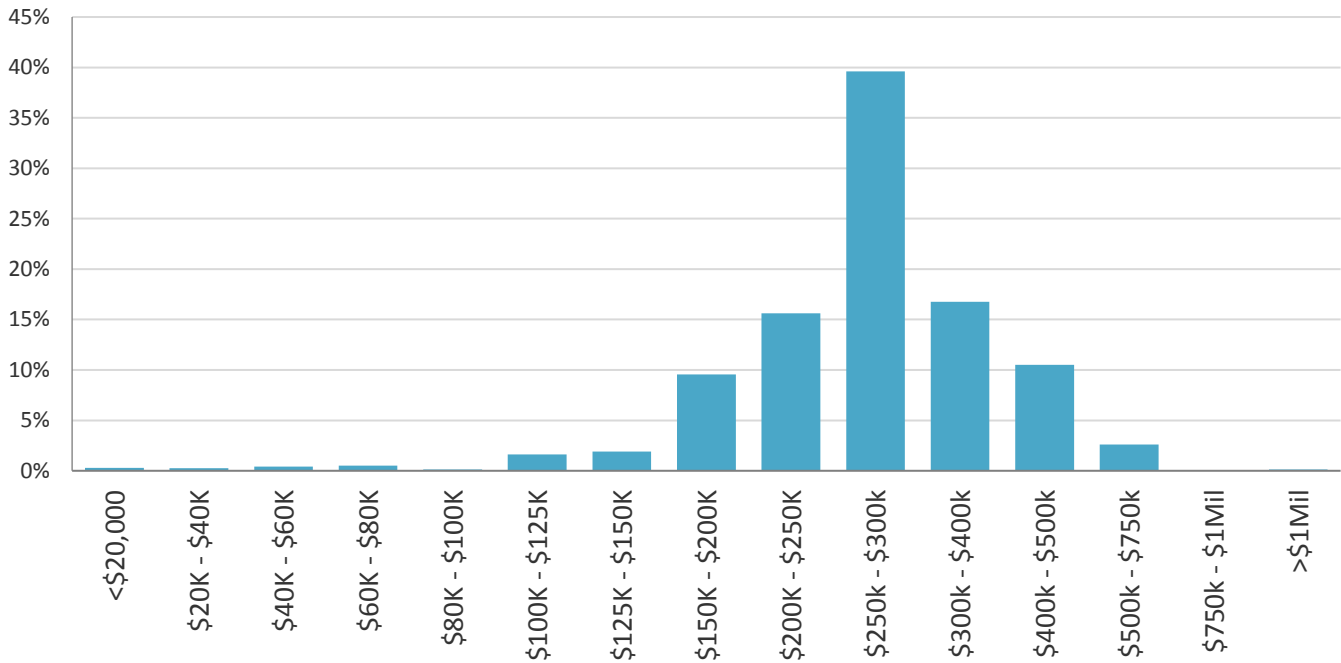


**1,351**  
Owner-Occupied

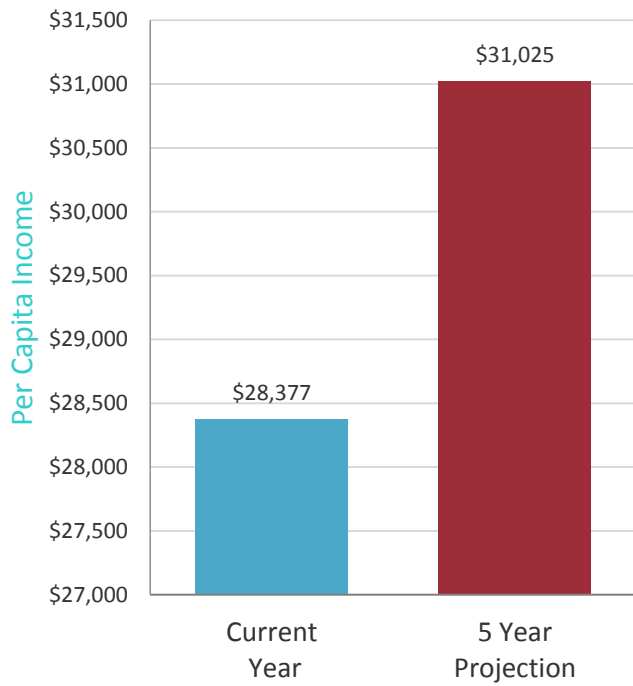


**207**  
Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

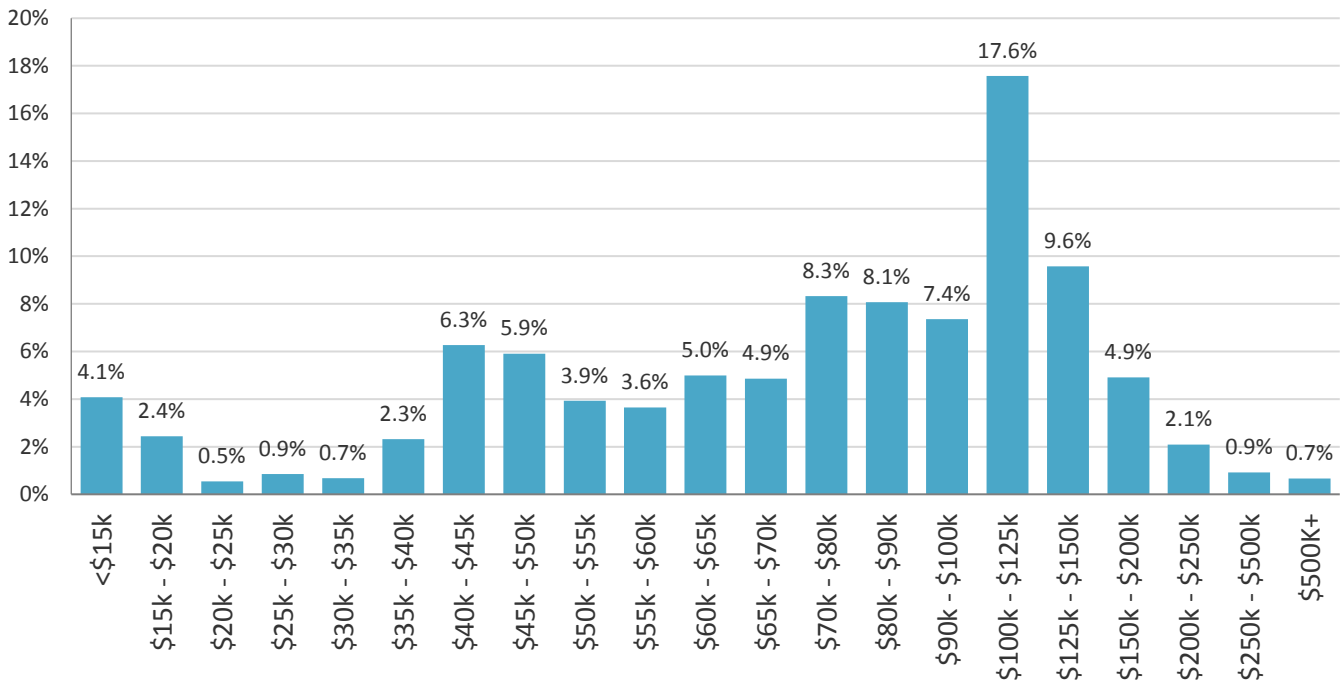
**\$89,790**

Median Household Income

**\$80,459**

Based on Total Population

## Households by Income (Current Year)





## Education (Current Year)

### Education



**2,252**

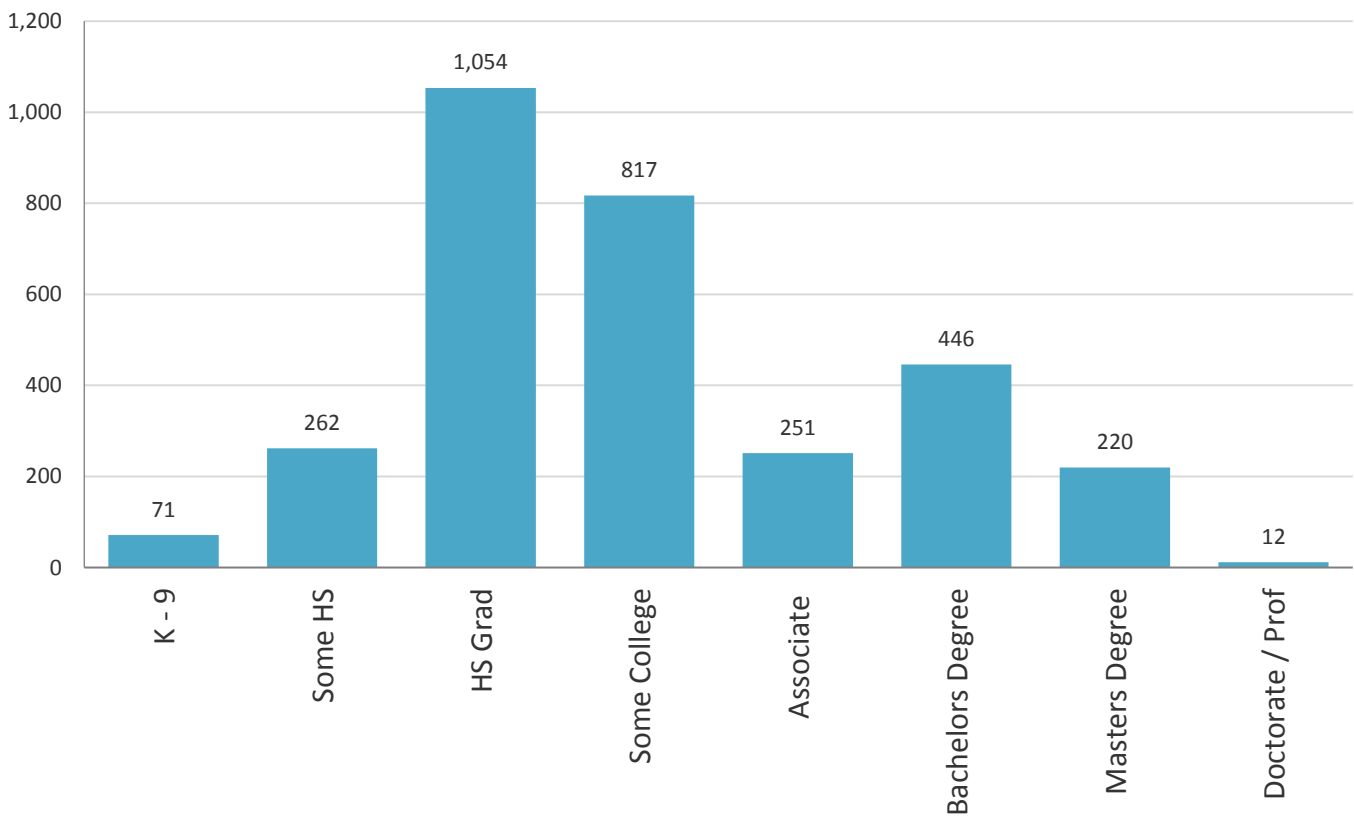
College undergraduate



**370**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



# Employment and Occupation

## Employment and Occupation

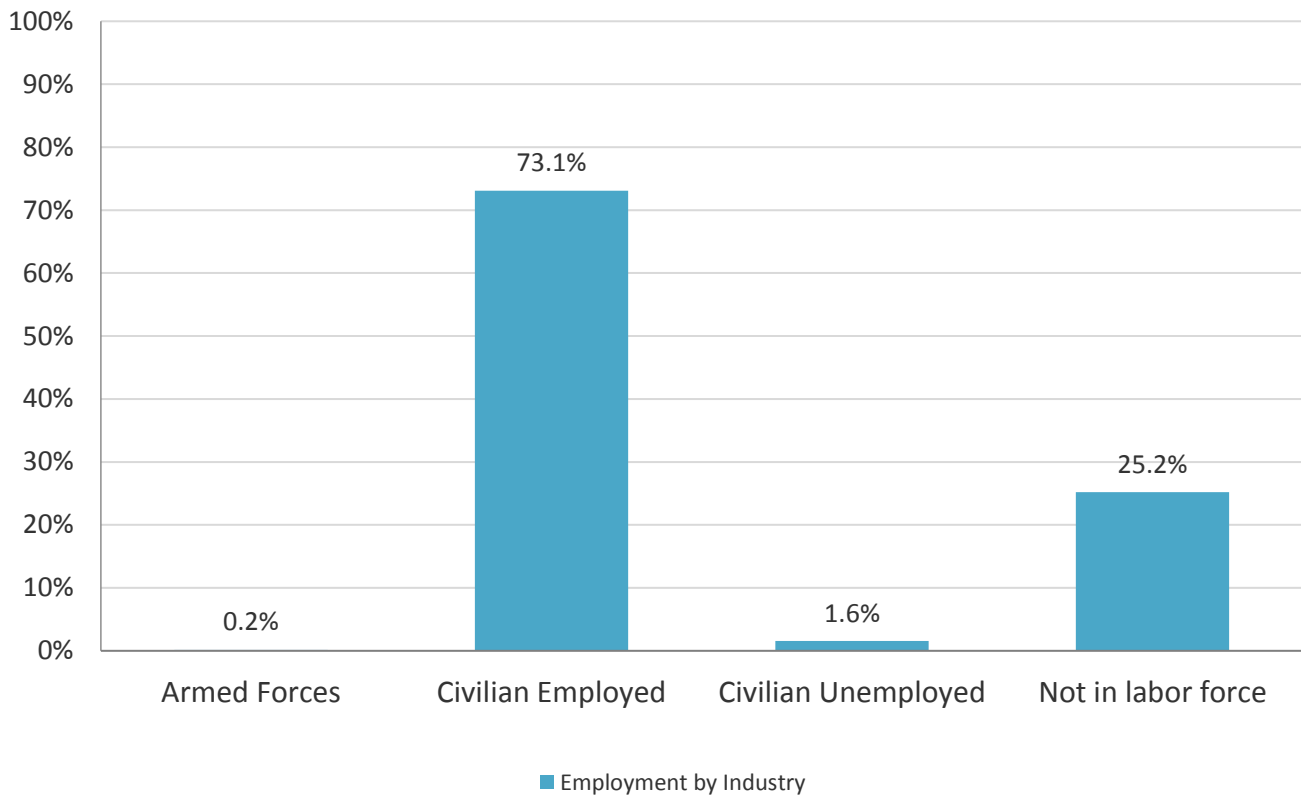
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**3,849**

Current Year

## Employment by Industry



## Transportation to Work (Current Year)



**2,391**

Total Workers 16+



**2,200**

Car, Truck or Van



**3**

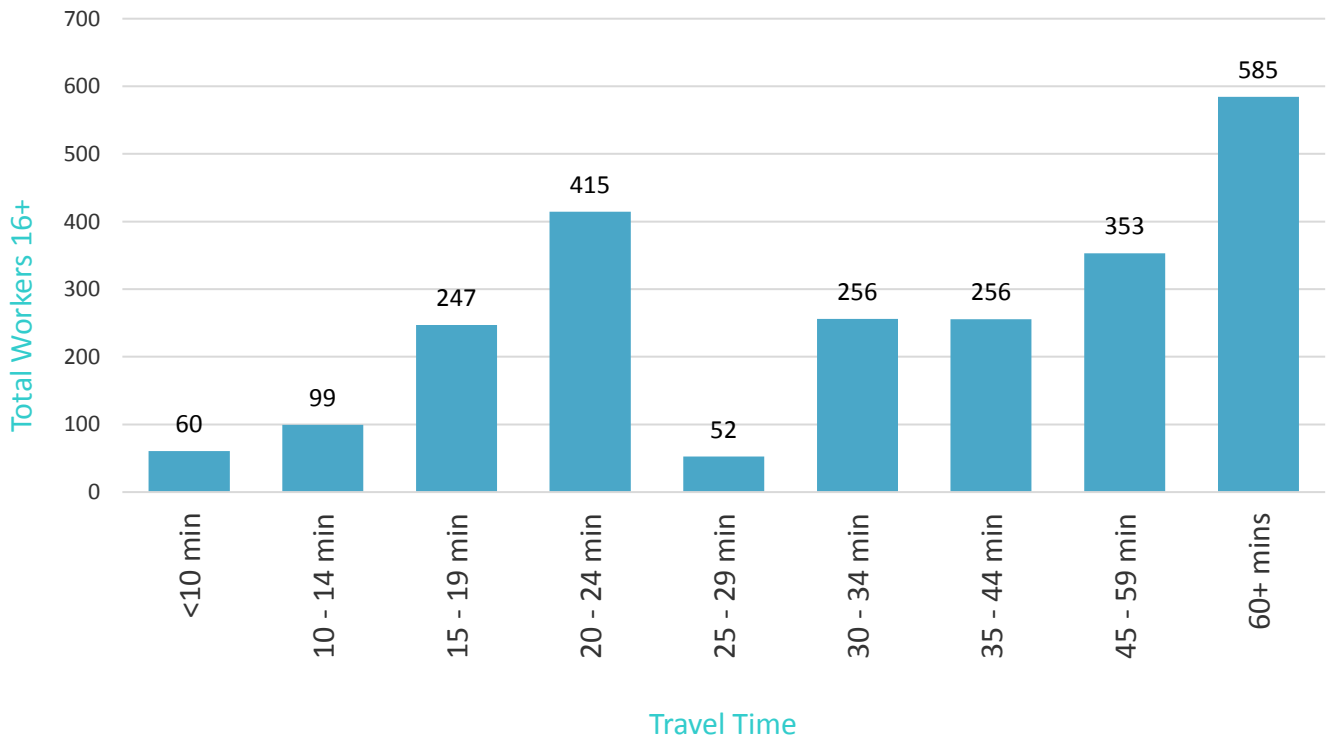
Public transport (not taxi)



**68**

Worked at home

## Travel Time to Work (Current Year)



## Consumer Expenditures (Current Year)

### Consumer Expenditures

Alcoholic beverages	\$21,052
Apparel and services	\$54,333
Cash contributions	\$86,412
Education	\$32,685
Entertainment	\$91,720
Food	\$310,920
Health care	\$191,201
Housing	\$433,258
Personal care & services	\$28,817
Personal insurance	\$18,343
Reading	\$2,577
Tobacco & smoking	\$13,348
Transportation	\$395,457
Cash gifts	\$21,206

### Business Summary by NAICS Code

<b>0</b> Agriculture, Forestry, Fishing and Hunting	<b>3</b> Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>5</b> Professional, Scientific, and Technical Services
Utilities	Management of Companies and Enterprises
<b>4</b> Construction	<b>5</b> Administrative and Support Services
Manufacturing	<b>4</b> Educational Services
Wholesale Trade	<b>3</b> Health Care and Social Assistance
<b>7</b> Retail Trade	<b>2</b> Arts, Entertainment, and Recreation
<b>2</b> Transportation and Warehousing	<b>5</b> Accommodation and Food Services
<b>0</b> Information	<b>6</b> Other Services
<b>2</b> Finance and Insurance	Public Administration

## Retail Sales Volume

Automotive Dealers	\$0
Other Motor Vehicle Dealers	\$0
Automotive Parts, Accessories, Tires	\$989,785
Furniture Stores	\$0
Home Furnishing Stores	\$0
Electronics and Appliance	\$0
Building Material, Supplies	\$576,448
Lawn and Garden Equipment	\$0
Grocery Stores	\$34,621,180
Specialty Food Stores	\$427,241
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$5,615,097
Gasoline Stations	\$0
Clothing Stores	\$0
Shoe Stores	\$0
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$0
Book, Periodical, and Music	\$0
Department Stores	\$0
Other General Merchandise	\$6,470,766
Florists and Misc. Store Retailers	\$276,523
Office Supplies, Stationary, Gift	\$48,941
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$0
Electronic Shopping and Mail Order	\$4,180,608
Direct Selling Establishments	\$91,934
Full-Service Restaurants	\$3,013,438
Limited-Service Eating Places	\$2,866,699
Special Food Services	\$159,246
Bar/Drinking Places (Alcoholic Beverages)	\$1,435,803

©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker Commercial logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System fully of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System supports the principles of the Equal Opportunity Act.  
2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## **LandScape Segment Descriptions**

### **Kindred Spirit (B3)**

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross-section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

### **Sitting Pretty (B2)**

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle- class white- collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher- than- average salaries keep them and their mostly newborn to 13- year- old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses - from big- screen- high- def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.

### **American Knights (A4)**

American Knights are the "youngsters" of the highly urban Creme de la Creme category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above- average number of children below the age of six. These characteristics correlate to the higher- than- average number of married- with- children- under- 18 households. Though young, these urban neighborhoods are home to higher- than- average number of earners in white- collar management and professional occupations. These mostly college- educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly- higher- than- average level from interest/dividends. However, unlike many other Creme de la Creme neighborhoods, who have higher self- employment income levels, the American Knights residents are just at the national average in this measurement.

### **SM Seeks SF (F2)**

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledness. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.

### **Gainfully Employed (C4)**

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above-average number of 65-plus-year-olds. This fact speaks to their slightly-less-than-average percent of children in their largely two-couple families. This fact also gives these areas a nearly-dead-on-average income from wages and salaries, as well as a somewhat higher-than-average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

### **Apprentices (E3)**

Sharing the spotlight in the illustrious emerging single-by-choice-or-circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low-30s without children, who are alone primarily because they've never been married. In fact, Apprentices rank at almost three-times-the-national-average in non-family households. Owing to their young age, it's too early to tell if the Apprentices' dwellers will remain single, but for now they are living the good life with incomes in the \$50,000s and \$60,000s. You can imagine this group being able to, on a whim, drop off their briefcases in their well-decorated homes and take off for a weekend at the shore or on the slopes. These overridingly college-educated segments' residents generate their income from white-collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures.

### **Hard Act to Follow (F1)**

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50-percent-above-average level of singles. The households are single for a variety of reasons, including slightly higher-than-average levels of divorce, widowhood, and non-marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white-collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

### **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high-school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low-cost dorm-style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off-campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median-age-range in the 20s and low-30s. They are predominately not married, and have no children. Naturally, they all have high-school degrees. For those students who are working to help pay the ever-increasing cost of higher education, they are employed a mix of white- and blue-collar occupations, such as protective services (over-two-times-average), personal care (nearly two-times-average), and management and sales (nearly 50-percent-above-average). Through these jobs they generate annual incomes at the low-\$30,000s-or-less range. Residents in these areas generate almost no public-assistance income.

### **Legacy Years (O6)**

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

### **Centurions (O5)**

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high- \$30,000s and the \$40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.

### **Doublewides (O4)**

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- \$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americans, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.

### **Group Quarters (O3)**

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single- family home renters. It's logical to imagine this group being much more transient than home- owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median- age in the 30s, very few children, more singles than married- couples, and a two- times- the- national- average level of people with less- than- high- school educations. Income for these rental- housing residents ranks 50- percent- higher- than- average on public- assistance. However, many of the residents are employed in blue- collar jobs, such as farming/fishing/forestry (nearly four- times- average), protective services (nearly two- and- a- half- times- average), and healthcare support, building maintenance, and transportation (all about 25- percent- above- average). Incomes are in the high- \$30,000s and \$40,000s ranges.