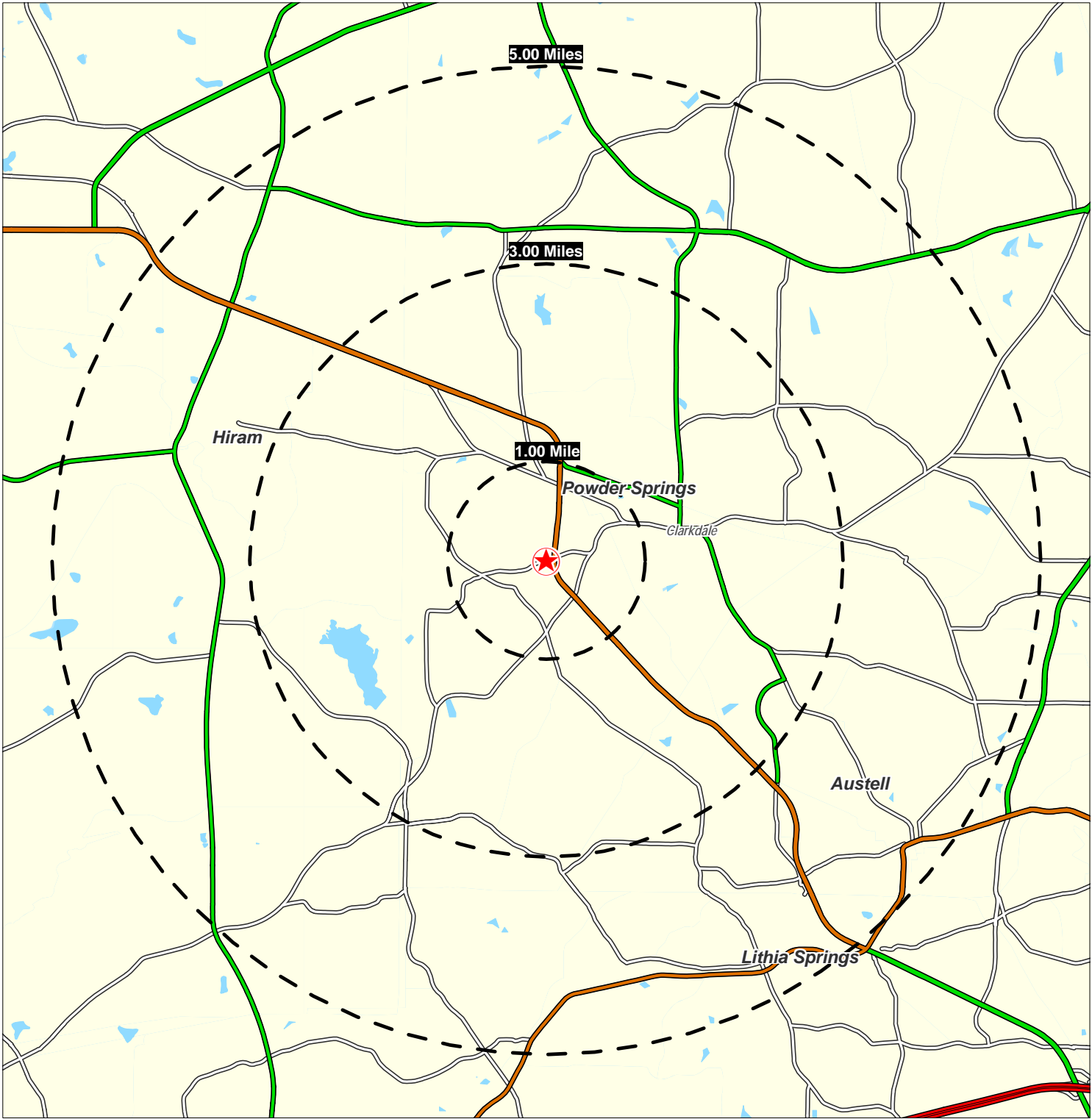


Lat: 33.8541 Lon: -84.6993 Zoom: 11 mi Logos are for identification purposes only and may be trademarks of their respective companies.



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CH James Parkway & Hill Road Demographics Report

Powder Springs, Georgia

March 2008



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 1349 West Peachtree Street, NE
 Atlanta, Georgia 30309-2956
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DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2007 Estimates & 2012 Projections

Calculated using Proportional Block Groups

Lat/Lon: 33.854133/-84.6992735

March 2008

RF5

C.H. James Parkway & Hill Road Demographics Report Powder Springs, Georgia	1.00 mi radius	3.00 mi radius	5.00 mi radius
Population			
Estimated Population (2007)	2,679	30,241	85,777
Census Population (1990)	1,648	16,579	44,830
Census Population (2000)	2,421	25,152	70,063
Projected Population (2012)	2,862	33,768	96,194
Forecasted Population (2017)	3,106	38,549	110,698
Historical Annual Growth (1990 to 2000)	773 4.7%	8,573 5.2%	25,233 5.6%
Historical Annual Growth (2000 to 2007)	258 1.5%	5,090 2.9%	15,714 3.2%
Projected Annual Growth (2007 to 2012)	183 1.4%	3,527 2.3%	10,417 2.4%
Est. Population Density (2007)	853.53 <i>psm</i>	1,081.55 <i>psm</i>	1,099.55 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	27.96 <i>sq mi</i>	78.01 <i>sq mi</i>
Households			
Estimated Households (2007)	859	9,953	28,984
Census Households (1990)	560	5,645	15,403
Census Households (2000)	814	8,503	24,101
Projected Households (2012)	898	11,007	32,269
Forecasted Households (2017)	944	12,393	36,795
Households with Children (2007)	446 51.9%	5,078 51.0%	14,125 48.7%
Average Household Size (2007)	3.10	3.02	2.93
Average Household Income			
Est. Average Household Income (2007)	\$66,654	\$62,320	\$61,870
Proj. Average Household Income (2012)	\$70,841	\$65,032	\$64,700
Average Family Income (2007)	\$73,001	\$69,009	\$69,197
Median Household Income			
Est. Median Household Income (2007)	\$74,109	\$66,543	\$66,843
Proj. Median Household Income (2012)	\$82,080	\$73,148	\$74,259
Median Family Income (2007)	\$80,506	\$72,667	\$73,332
Per Capita Income			
Est. Per Capita Income (2007)	\$21,376	\$20,861	\$21,621
Proj. Per Capita Income (2012)	\$22,235	\$21,576	\$22,473
Per Capita Income Est. 5 year change	\$859 4.0%	\$714 3.4%	\$852 3.9%
Other Income			
Est. Median Disposable Income (2007)	\$59,969	\$54,511	\$54,606
Est. Median Disposable Income (2012)	\$65,548	\$59,140	\$59,839
Disposable Income Est. 5 year change	\$5,579 9.3%	\$4,629 8.5%	\$5,234 9.6%
Est. Median Household Net Worth (2007)	\$515,259	\$504,795	\$505,292
Daytime Demos			
Total Number of Businesses (2007)	86	803	2,347
Total Number of Employees (2007)	656	6,883	20,864
Company Headqtrs: Businesses (2007)	0 0	3 0.3%	5 0.2%
Company Headqtrs: Employees (2007)	0 0	97 1.4%	177 0.8%
Unemployment Rate (2007)	3.60%	4.40%	5.00%
Employee Population per Business	7.6 to 1	8.6 to 1	8.9 to 1
Residential Population per Business	31.1 to 1	37.7 to 1	36.6 to 1

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C.H. James Parkway & Hill Road Demographics Report Powder Springs, Georgia	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Race & Ethnicity						
White (2007)	1,586	59.2%	19,328	63.9%	52,911	61.7%
Black or African American (2007)	849	31.7%	8,386	27.7%	25,815	30.1%
American Indian & Alaska Native (2007)	3	0.1%	91	0.3%	265	0.3%
Asian (2007)	66	2.5%	598	2.0%	1,519	1.8%
Hawaiian & Pacific Islander (2007)	1	0.0%	12	0.0%	30	0.0%
Other Race (2007)	81	3.0%	924	3.1%	2,591	3.0%
Two or More Races (2007)	94	3.5%	903	3.0%	2,646	3.1%
Not Hispanic or Latino Population (2007)	2,549	95.1%	28,556	94.4%	80,777	94.2%
Hispanic or Latino Population (2007)	130	4.9%	1,685	5.6%	4,999	5.8%
Not of Hispanic Origin Population (1990)	1,624	98.5%	16,363	98.7%	44,254	98.7%
Hispanic Origin Population (1990)	24	1.5%	216	1.3%	576	1.3%
Not Hispanic or Latino Population (2000)	2,348	97.0%	24,326	96.7%	67,588	96.5%
Hispanic or Latino Population (2000)	73	3.0%	826	3.3%	2,474	3.5%
Not Hispanic or Latino Population (2012)	2,690	94.0%	31,446	93.1%	89,402	92.9%
Hispanic or Latino Population (2012)	172	6.0%	2,322	6.9%	6,792	7.1%
Hist. Hispanic Ann Growth (1990 to 2007)	106	25.9%	1,469	40.0%	4,423	45.2%
Proj. Hispanic Ann Growth (2007 to 2012)	42	6.4%	637	7.6%	1,792	7.2%
Age Distribution						
Age 0 to 4 yrs (2007)	209	7.8%	2,362	7.8%	6,913	8.1%
Age 5 to 9 yrs (2007)	221	8.2%	2,526	8.4%	7,001	8.2%
Age 10 to 14 yrs (2007)	244	9.1%	2,589	8.6%	6,926	8.1%
Age 15 to 19 yrs (2007)	221	8.3%	2,393	7.9%	6,214	7.2%
Age 20 to 24 yrs (2007)	115	4.3%	1,381	4.6%	4,585	5.3%
Age 25 to 29 yrs (2007)	121	4.5%	1,492	4.9%	5,243	6.1%
Age 30 to 34 yrs (2007)	202	7.5%	2,324	7.7%	6,958	8.1%
Age 35 to 39 yrs (2007)	238	8.9%	2,775	9.2%	7,915	9.2%
Age 40 to 44 yrs (2007)	258	9.6%	2,827	9.3%	7,676	8.9%
Age 45 to 49 yrs (2007)	215	8.0%	2,397	7.9%	6,435	7.5%
Age 50 to 54 yrs (2007)	156	5.8%	1,816	6.0%	4,997	5.8%
Age 55 to 59 yrs (2007)	158	5.9%	1,705	5.6%	4,435	5.2%
Age 60 to 64 yrs (2007)	104	3.9%	1,248	4.1%	3,442	4.0%
Age 65 to 74 yrs (2007)	124	4.6%	1,453	4.8%	4,037	4.7%
Age 75 to 84 yrs (2007)	67	2.5%	698	2.3%	2,076	2.4%
Age 85 yrs plus (2007)	25	0.9%	253	0.8%	924	1.1%
Median Age (2007)	34.3	yrs	34.4	yrs	33.7	yrs
Gender Age Distribution						
Female Population (2007)	1,354	50.6%	15,390	50.9%	43,837	51.1%
Age 0 to 19 yrs (2007)	425	31.4%	4,744	30.8%	13,060	29.8%
Age 20 to 64 yrs (2007)	803	59.3%	9,258	60.2%	26,687	60.9%
Age 65 yrs plus (2007)	126	9.3%	1,388	9.0%	4,090	9.3%
Female Median Age (2007)	35.5	yrs	35.3	yrs	34.7	yrs
Male Population (2007)	1,325	49.4%	14,852	49.1%	41,939	48.9%
Age 0 to 19 yrs (2007)	470	35.5%	5,128	34.5%	13,994	33.4%
Age 20 to 64 yrs (2007)	764	57.7%	8,708	58.6%	25,000	59.6%
Age 65 yrs plus (2007)	90	6.8%	1,016	6.8%	2,946	7.0%
Male Median Age (2007)	32.7	yrs	33.2	yrs	32.6	yrs

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March 2008

RF5

C.H. James Parkway & Hill Road Demographics Report Powder Springs, Georgia		1.00 mi radius		3.00 mi radius		5.00 mi radius	
Household Income Distribution							
HH Income \$200,000 or More (2007)	13	1.5%	198	2.0%	671	2.3%	
HH Income \$150,000 to \$199,999 (2007)	25	2.9%	280	2.8%	927	3.2%	
HH Income \$100,000 to \$149,999 (2007)	193	22.5%	1,740	17.5%	4,888	16.9%	
HH Income \$75,000 to \$99,999 (2007)	187	21.7%	2,060	20.7%	5,695	19.6%	
HH Income \$50,000 to \$74,999 (2007)	212	24.6%	2,304	23.1%	6,925	23.9%	
HH Income \$35,000 to \$49,999 (2007)	102	11.9%	1,406	14.1%	4,144	14.3%	
HH Income \$25,000 to \$34,999 (2007)	68	7.9%	739	7.4%	2,132	7.4%	
HH Income \$15,000 to \$24,999 (2007)	25	2.9%	644	6.5%	1,934	6.7%	
HH Income \$0 to \$14,999 (2007)	35	4.0%	582	5.8%	1,668	5.8%	
HH Income \$35,000+ (2007)	732	85.2%	7,988	80.3%	23,250	80.2%	
HH Income \$75,000+ (2007)	418	48.6%	4,278	43.0%	12,181	42.0%	
Housing							
Total Housing Units (2007)	960		11,130		32,427		
Housing Units, Occupied (2007)	859	89.5%	9,953	89.4%	28,984	89.4%	
<i>Housing Units, Owner-Occupied (2007)</i>	778	90.5%	8,900	89.4%	24,320	83.9%	
<i>Housing Units, Renter-Occupied (2007)</i>	82	9.5%	1,053	10.6%	4,663	16.1%	
Housing Units, Vacant (2007)	100	10.5%	1,177	10.6%	3,443	10.6%	
Median Years in Residence (2007)	3.9	<i>yrs</i>	3.0	<i>yrs</i>	2.9	<i>yrs</i>	
Marital Status							
Never Married (2007)	462	23.1%	4,965	21.8%	14,002	21.6%	
Now Married (2007)	1,239	61.8%	13,582	59.7%	38,482	59.3%	
Separated (2007)	59	2.9%	777	3.4%	2,734	4.2%	
Widowed (2007)	60	3.0%	943	4.1%	2,881	4.4%	
Divorced (2007)	184	9.2%	2,486	10.9%	6,829	10.5%	
Household Type							
Population Family (2007)	2,498	93.2%	28,019	92.7%	78,074	91.0%	
Population Non-Family (2007)	167	6.2%	2,033	6.7%	6,710	7.8%	
Population Group Qtrs (2007)	15	0.5%	189	0.6%	992	1.2%	
Family Households (2007)	692	80.6%	7,923	79.6%	22,345	77.1%	
Married Couple With Children (2007)	299	24.2%	3,542	26.1%	9,721	25.3%	
Average Family Household Size (2007)	3.61		3.54		3.49		
Non-Family Households (2007)	167	19.4%	2,030	20.4%	6,639	22.9%	
Household Size							
1 Person Household (2007)	142	16.5%	1,726	17.3%	5,512	19.0%	
2 Person Households (2007)	230	26.7%	2,720	27.3%	8,268	28.5%	
3 Person Households (2007)	164	19.1%	1,897	19.1%	5,358	18.5%	
4 Person Households (2007)	210	24.4%	2,261	22.7%	6,103	21.1%	
5 Person Households (2007)	68	7.9%	827	8.3%	2,299	7.9%	
6+ Person Households (2007)	46	5.4%	523	5.2%	1,444	5.0%	
Household Vehicles							
Total Vehicles Available (2007)	1,886		29,659		89,365		
Household: 0 Vehicles Available (2007)	12	1.4%	132	1.3%	467	1.6%	
Household: 1 Vehicles Available (2007)	179	20.8%	2,353	23.6%	6,960	24.0%	
Household: 2+ Vehicles Available (2007)	668	77.8%	7,469	75.0%	21,556	74.4%	
Average Vehicles Per Household (2007)	2.2		3.0		3.1		

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March 2008

RF5

C.H. James Parkway & Hill Road							
Demographics Report		1.00 mi radius		3.00 mi radius		5.00 mi radius	
Powder Springs, Georgia							
Labor Force							
Est. Labor: Population Age 16+ (2007)		1,966		22,270		63,671	
Est. Civilian Employed (2007)		1,411	71.8%	15,282	68.6%	43,240	67.9%
Est. Civilian Unemployed (2007)		70	3.6%	983	4.4%	3,153	5.0%
Est. in Armed Forces (2007)		3	0.2%	68	0.3%	210	0.3%
Est. not in Labor Force (2007)		482	24.5%	5,938	26.7%	17,068	26.8%
Occupation							
Occupation: Population Age 16+ (2000)		1,316		13,083		36,111	
Mgmt, Business, & Financial Operations (2000)		243	18.5%	2,062	15.8%	5,283	14.6%
Professional and Related (2000)		227	17.3%	2,437	18.6%	6,686	18.5%
Service (2000)		163	12.4%	1,539	11.8%	4,229	11.7%
Sales and Office (2000)		442	33.6%	4,065	31.1%	11,249	31.2%
Farming, Fishing, and Forestry (2000)		0		10	0.1%	25	0.1%
Construct, Extraction, & Maintenance (2000)		92	7.0%	1,493	11.4%	4,463	12.4%
Production, Transp. & Material Moving (2000)		148	11.2%	1,477	11.3%	4,176	11.6%
Percent White Collar Workers (2000)			69.4%		65.5%		64.3%
Percent Blue Collar Workers (2000)			30.6%		34.5%		35.7%
Consumer Expenditure (in \$,000,000s)							
Total Household Expenditure (2007)		\$46		\$506		\$1,464	
Total Non-Retail Expenditures (2007)		\$26	57.9%	\$292	57.8%	\$846	57.8%
Total Retail Expenditures (2007)		\$19	42.1%	\$213	42.2%	\$618	42.2%
Apparel (2007)		\$2	4.8%	\$24	4.8%	\$70	4.8%
Contributions (2007)		\$2	3.5%	\$18	3.5%	\$52	3.6%
Education (2007)		\$1	2.4%	\$12	2.3%	\$34	2.3%
Entertainment (2007)		\$3	5.6%	\$28	5.6%	\$82	5.6%
Food And Beverages (2007)		\$7	15.3%	\$77	15.3%	\$224	15.3%
Furnishings And Equipment (2007)		\$2	4.5%	\$23	4.5%	\$65	4.4%
Gifts (2007)		\$1	2.6%	\$13	2.6%	\$38	2.6%
Health Care (2007)		\$3	5.9%	\$30	6.0%	\$88	6.0%
Household Operations (2007)		\$2	3.6%	\$18	3.6%	\$53	3.6%
Miscellaneous Expenses (2007)		\$1	1.7%	\$8	1.7%	\$24	1.7%
Personal Care (2007)		\$1	1.4%	\$7	1.4%	\$21	1.4%
Personal Insurance (2007)		\$0		\$5	1.0%	\$15	1.0%
Reading (2007)		\$0		\$2	0.3%	\$5	0.3%
Shelter (2007)		\$9	19.3%	\$97	19.3%	\$282	19.3%
Tobacco (2007)		\$0		\$3	0.6%	\$9	0.6%
Transportation (2007)		\$9	20.6%	\$104	20.5%	\$299	20.5%
Utilities (2007)		\$3	6.9%	\$35	6.9%	\$101	6.9%
Educational Attainment							
Adult Population (25 Years or Older) (2007)		1,669		18,989		54,137	
Elementary (0 to 8) (2007)		67	4.0%	774	4.1%	1,901	3.5%
Some High School (9 to 11) (2007)		109	6.5%	1,446	7.6%	3,886	7.2%
High School Graduate (12) (2007)		516	30.9%	5,621	29.6%	16,315	30.1%
Some College (13 to 16) (2007)		361	21.6%	3,825	20.1%	11,469	21.2%
Associate Degree Only (2007)		121	7.2%	1,360	7.2%	4,070	7.5%
Bachelor Degree Only (2007)		367	22.0%	4,021	21.2%	10,998	20.3%
Graduate Degree (2007)		129	7.7%	1,942	10.2%	5,500	10.2%

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C.H. James Parkway & Hill Road							
Demographics Report		1.00 mi radius		3.00 mi radius		5.00 mi radius	
Powder Springs, Georgia							
Units In Structure							
1 Detached Unit (2000)	808	97.0%	8,228	93.9%	21,921	87.6%	
1 Attached Unit (2000)	6	0.8%	121	1.4%	494	2.0%	
2 to 4 Units (2000)	14	1.7%	142	1.6%	652	2.6%	
5 to 9 Units (2000)	5	0.5%	22	0.3%	401	1.6%	
10 to 19 Units (2000)	0		2	0.0%	453	1.8%	
20 to 49 Units (2000)	0		1	0.0%	178	0.7%	
50 or more Units (2000)	0		0		193	0.8%	
Mobile Home or Trailer (2000)	0		225	2.6%	700	2.8%	
Other Structure (2000)	0		20	0.2%	25	0.1%	
Homes Built By Year							
Homes Built 1999 to 2000	36	4.4%	449	5.1%	1,814	7.3%	
Homes Built 1995 to 1998	114	13.7%	1,211	13.8%	4,172	16.7%	
Homes Built 1990 to 1994	114	13.7%	1,675	19.1%	4,294	17.2%	
Homes Built 1980 to 1989	254	30.4%	2,292	26.2%	6,128	24.5%	
Homes Built 1970 to 1979	116	13.9%	1,453	16.6%	4,009	16.0%	
Homes Built 1960 to 1969	108	13.0%	953	10.9%	2,381	9.5%	
Homes Built 1950 to 1959	33	3.9%	307	3.5%	1,064	4.3%	
Homes Built Before 1949	59	7.1%	420	4.8%	1,153	4.6%	
Home Values							
Home Values \$1,000,000 or More (2000)	2	0.3%	7	0.1%	7	0.0%	
Home Values \$500,000 to \$999,999 (2000)	2	0.3%	18	0.2%	32	0.2%	
Home Values \$400,000 to \$499,999 (2000)	0		10	0.1%	25	0.1%	
Home Values \$300,000 to \$399,999 (2000)	0		28	0.4%	151	0.8%	
Home Values \$200,000 to \$299,999 (2000)	29	4.2%	302	4.3%	1,146	6.1%	
Home Values \$150,000 to \$199,999 (2000)	52	7.4%	823	11.6%	2,290	12.1%	
Home Values \$100,000 to \$149,999 (2000)	382	54.7%	3,442	48.6%	8,271	43.8%	
Home Values \$70,000 to \$99,999 (2000)	206	29.5%	2,038	28.8%	5,572	29.5%	
Home Values \$50,000 to \$69,999 (2000)	25	3.5%	328	4.6%	1,064	5.6%	
Home Values \$25,000 to \$49,999 (2000)	0		77	1.1%	275	1.5%	
Home Values \$0 to \$24,999 (2000)	0		3	0.0%	34	0.2%	
Owner Occupied Median Home Value (2000)	\$112,913		\$113,216		\$115,518		
Renter Occupied Median Rent (2000)	\$586		\$566		\$611		
Transportation To Work							
Drive to Work Alone (2000)	1,065	80.8%	11,018	83.8%	30,322	83.5%	
Drive to Work in Carpool (2000)	194	14.7%	1,463	11.1%	4,269	11.8%	
Travel to Work - Public Transportation (2000)	5	0.3%	33	0.3%	129	0.4%	
Drive to Work on Motorcycle (2000)	0		36	0.3%	62	0.2%	
Walk or Bicycle to Work (2000)	12	0.9%	102	0.8%	253	0.7%	
Other Means (2000)	8	0.6%	87	0.7%	241	0.7%	
Work at Home (2000)	35	2.6%	403	3.1%	1,025	2.8%	
Travel Time							
Travel to Work in 14 Minutes or Less (2000)	187	14.5%	1,490	11.7%	4,693	13.3%	
Travel to Work in 14 to 29 Minutes (2000)	360	28.1%	3,144	24.7%	8,959	25.4%	
Travel to Work in 30 to 59 Minutes (2000)	491	38.2%	6,108	47.9%	16,240	46.0%	
Travel to Work in 60 Minutes or More (2000)	246	19.1%	1,998	15.7%	5,383	15.3%	
Average Travel Time to Work (2000)	34.7	mins	34.4	mins	33.9	mins	

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