

DEMOGRAPHIC PROFILE EXPANDED

2000 Census, 2002 Estimates & 2007 Projections

Calculated using proportional block groups

Prepared For The Shumacher Group



Lat/Lon: 34.04809/-84.29385

October 2010

RF5

North Point Mall Atlanta	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Population						
Estimated Population (2002)	3,602		64,988		159,592	
Census Population (1990)	2,205		35,219		85,006	
Census Population (2000)	3,387		60,340		147,924	
Projected Population (2007)	4,149		76,772		189,171	
Forecasted Population (2012)	4,736		89,284		220,552	
Historical Annual Growth (1990 to 2000)	1,182	5.4%	25,121	7.1%	62,918	7.4%
Historical Annual Growth (2000 to 2002)	215	3.2%	4,647	3.9%	11,668	3.9%
Projected Annual Growth (2002 to 2007)	547	3.0%	11,784	3.6%	29,580	3.7%
Est. Population Density (2002)	1,143.13 <i>psm</i>		2,294.68 <i>psm</i>		2,033.72 <i>psm</i>	
Trade Area Size	3.15 <i>sq mi</i>		28.32 <i>sq mi</i>		78.47 <i>sq mi</i>	
Households						
Estimated Households (2002)	1,488		24,439		60,969	
Census Households (1990)	887		13,823		33,443	
Census Households (2000)	1,396		22,696		56,533	
Projected Households (2007)	1,713		28,863		72,072	
Forecasted Households (2012)	1,934		33,233		83,019	
Households with Children (2002)	540	36.3%	10,066	41.2%	24,763	40.6%
Average Household Size (2002)	2.39		2.65		2.60	
Average Household Income						
Est. Average Household Income (2002)	\$78,600		\$89,432		\$104,441	
Proj. Average Household Income (2007)	\$92,849		\$104,421		\$122,412	
Average Family Income (2002)	\$89,112		\$100,356		\$116,817	
Median Household Income						
Est. Median Household Income (2002)	\$78,636		\$82,113		\$87,761	
Proj. Median Household Income (2007)	\$89,399		\$92,560		\$97,504	
Median Family Income (2002)	\$94,056		\$93,492		\$97,900	
Per Capita Income						
Est. Per Capita Income (2002)	\$32,479		\$33,632		\$39,900	
Proj. Per Capita Income (2007)	\$38,328		\$39,258		\$46,637	
Per Capita Income Est. 5 year change	\$5,849	18.0%	\$5,627	16.7%	\$6,738	16.9%
Other Income						
Est. Median Disposable Income (2002)	\$50,558		\$52,116		\$55,243	
Est. Median Disposable Income (2007)	\$56,821		\$57,995		\$60,715	
Disposable Income Est. 5 year change	\$6,263	12.4%	\$5,879	11.3%	\$5,472	9.9%
Est. Median Household Net Worth (2002)	\$37,926		\$40,943		\$44,287	
Daytime Demos						
Total Number of Businesses (2002)	655		4,411		8,349	
Total Number of Employees (2002)	9,186		54,174		94,713	
Estimated Retail Sales (<i>in \$1,000s</i>)	\$412,001		\$1,964,547		\$2,915,020	
Average Payroll per Employee (2002)	\$44,194		\$43,243		\$42,335	
Unemployment Rate (2002)	6.16%		7.54%		7.57%	
Employee Population per Business	14.0 to 1		12.3 to 1		11.3 to 1	
Residential Population per Business	5.5 to 1		14.7 to 1		19.1 to 1	
Race & Ethnicity						
White (2002)	2,850	79.1%	49,585	76.3%	125,288	78.5%
Black or African American (2002)	456	12.7%	8,268	12.7%	19,755	12.4%
Asian & Pacific Islander (2002)	195	5.4%	3,403	5.2%	8,449	5.3%
American Indian & Alaska Native (2002)	7	0.2%	165	0.3%	294	0.2%
Other Race (2002)	93	2.6%	3,567	5.5%	5,805	3.6%
Not Hispanic or Latino Population (2002)	3,309	91.9%	55,842	85.9%	144,402	90.5%
Hispanic or Latino Population (2002)	293	8.1%	9,145	14.1%	15,189	9.5%
<i>Hispanic Origin: Mexican (2002)</i>	123	3.7%	4,705	8.4%	7,265	5.0%
<i>Hispanic Origin: Puerto Rican (2002)</i>	54	1.6%	1,073	1.9%	1,776	1.2%
<i>Hispanic Origin: Cuban (2002)</i>	15	0.4%	407	0.7%	905	0.6%
<i>Hispanic Origin: Other Hispanic (2002)</i>	101	3.1%	2,960	5.3%	5,243	3.6%
Not of Hispanic Origin Population (1990)	2,154	97.7%	34,173	97.0%	82,859	97.5%
Hispanic Origin Population (1990)	50	2.3%	1,046	3.0%	2,147	2.5%

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Not Hispanic or Latino Population (2000)	3,131	92.5%	52,472	87.0%	134,841	91.2%
Hispanic or Latino Population (2000)	255	7.5%	7,869	13.0%	13,083	8.8%
Not Hispanic or Latino Population (2007)	3,760	90.6%	64,363	83.8%	168,576	89.1%
Hispanic or Latino Population (2007)	389	9.4%	12,410	16.2%	20,596	10.9%
Hist. Hispanic Ann Growth (1990 to 2002)	243	40.1%	8,100	64.6%	13,042	50.6%
Proj. Hispanic Ann Growth (2002 to 2007)	96	6.5%	3,264	7.1%	5,406	7.1%
Age Distribution						
Age 0 to 4 yrs (2002)	267	7.4%	5,161	7.9%	12,176	7.6%
Age 5 to 9 yrs (2002)	254	7.0%	5,020	7.7%	12,188	7.6%
Age 10 to 13 yrs (2002)	203	5.6%	3,675	5.7%	9,255	5.8%
Age 14 to 17 yrs (2002)	162	4.5%	3,341	5.1%	8,292	5.2%
Age 18 to 24 yrs (2002)	293	8.1%	5,898	9.1%	11,890	7.5%
Age 25 to 34 yrs (2002)	755	20.9%	12,796	19.7%	28,284	17.7%
Age 35 to 44 yrs (2002)	775	21.5%	13,234	20.4%	32,085	20.1%
Age 45 to 54 yrs (2002)	478	13.3%	9,040	13.9%	24,480	15.3%
Age 55 to 64 yrs (2002)	209	5.8%	3,764	5.8%	11,374	7.1%
Age 65 to 74 yrs (2002)	111	3.1%	1,723	2.7%	5,352	3.4%
Age 75 to 84 yrs (2002)	64	1.8%	990	1.5%	3,143	2.0%
Age 85 yrs plus (2002)	31	0.9%	348	0.5%	1,073	0.7%
Median Age (2002)	32.4	yrs	32.0	yrs	34.0	yrs
Gender Age Distribution						
Female Population (2002)	1,786	49.6%	31,855	49.0%	80,180	50.2%
Age 0 to 17 yrs (2002)	413	23.1%	8,206	25.8%	20,323	25.3%
Age 18 to 49 yrs (2002)	1,017	57.0%	17,824	56.0%	42,559	53.1%
Age 50 to 74 yrs (2002)	287	16.1%	4,932	15.5%	14,555	18.2%
Age 75 yrs plus (2002)	68	3.8%	894	2.8%	2,743	3.4%
Female Median Age (2002)	33.7	yrs	33.1	yrs	34.9	yrs
Male Population (2002)	1,816	50.4%	33,133	51.0%	79,412	49.8%
Age 0 to 17 yrs (2002)	473	26.0%	8,991	27.1%	21,587	27.2%
Age 18 to 49 yrs (2002)	1,071	59.0%	19,208	58.0%	42,871	54.0%
Age 50 to 74 yrs (2002)	245	13.5%	4,490	13.6%	13,480	17.0%
Age 75 yrs plus (2002)	27	1.5%	444	1.3%	1,473	1.9%
Male Median Age (2002)	31.3	yrs	31.0	yrs	33.1	yrs
Household Income Distribution						
HH Income \$200,000 or More (2002)	68	4.6%	1,602	6.6%	4,956	8.1%
HH Income \$150,000 to \$199,999 (2002)	65	4.3%	1,481	6.1%	4,405	7.2%
HH Income \$100,000 to \$149,999 (2002)	423	28.4%	6,708	27.4%	17,125	28.1%
HH Income \$75,000 to \$99,999 (2002)	192	12.9%	2,925	12.0%	7,185	11.8%
HH Income \$50,000 to \$74,999 (2002)	210	14.1%	3,230	13.2%	7,829	12.8%
HH Income \$35,000 to \$49,999 (2002)	154	10.4%	2,500	10.2%	5,487	9.0%
HH Income \$25,000 to \$34,999 (2002)	135	9.1%	2,327	9.5%	5,266	8.6%
HH Income \$15,000 to \$24,999 (2002)	89	6.0%	1,489	6.1%	3,400	5.6%
HH Income \$0 to \$14,999 (2002)	151	10.2%	2,177	8.9%	5,318	8.7%
HH Income \$35,000+ (2002)	1,113	74.8%	18,446	75.5%	46,987	77.1%
HH Income \$75,000+ (2002)	749	50.3%	12,717	52.0%	33,671	55.2%
Housing						
Total Housing Units (2002)	1,554		26,080		64,861	
Housing Units, Occupied (2002)	1,488	95.8%	24,439	93.7%	60,969	94.0%
Housing Units, Owner-Occupied (2002)	830	55.8%	14,546	59.5%	40,563	66.5%
Housing Units, Renter-Occupied (2002)	658	44.2%	9,894	40.5%	20,407	33.5%
Housing Units, Vacant (2002)	66	4.2%	1,641	6.3%	3,892	6.0%
Median Years in Residence (2002)	3.0	yrs	3.3	yrs	3.6	yrs
Marital Status						
Never Married (2002)	818	29.2%	14,305	28.9%	32,314	26.5%
Now Married (2002)	1,440	51.5%	25,806	52.2%	67,120	55.1%
Separated (2002)	137	4.9%	2,792	5.6%	5,776	4.7%
Widowed (2002)	98	3.5%	1,447	2.9%	4,124	3.4%
Divorced (2002)	303	10.8%	5,113	10.3%	12,495	10.3%
Household Type						
Population Family (2002)	2,723	75.6%	51,177	78.7%	128,767	80.7%

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Population Non-Family (2002)	835	23.2%	13,547	20.8%	30,019	18.8%
Population Group Qtrs (2002)	44	1.2%	264	0.4%	805	0.5%
Family Households (2002)	884	59.4%	16,035	65.6%	41,218	67.6%
Married Couple With Children (2002)	387	26.9%	7,260	28.1%	18,288	27.2%
Average Family Household Size (2002)	3.08		3.19		3.12	
Non-Family Households (2002)	604	40.6%	8,404	34.4%	19,751	32.4%
Household Size						
1 Person Household (2002)	472	31.7%	6,269	25.7%	15,020	24.6%
2 Person Households (2002)	450	30.2%	7,459	30.5%	19,936	32.7%
3 Person Households (2002)	243	16.4%	3,991	16.3%	9,966	16.3%
4 Person Households (2002)	209	14.1%	4,031	16.5%	9,999	16.4%
5 Person Households (2002)	77	5.2%	1,649	6.7%	3,918	6.4%
6+ Person Households (2002)	36	2.4%	1,041	4.3%	2,131	3.5%
Household Vehicles						
Total Vehicles Available (2002)	2,407		42,365		109,472	
Household: 0 Vehicles Available (2002)	86	5.8%	896	3.7%	1,974	3.2%
Household: 1 Vehicles Available (2002)	546	36.7%	8,455	34.6%	19,697	32.3%
Household: 2+ Vehicles Available (2002)	856	57.5%	15,088	61.7%	39,298	64.5%
Average Vehicles Per Household (2002)	1.6		1.8		1.8	
Occupation						
Labor: Population 16+ by Occupation (2002)	1,981		33,878		81,188	
Executive & Managers (2002)	450	22.7%	7,117	21.0%	18,029	22.2%
Professional & Specialty (2002)	326	16.5%	5,156	15.2%	12,638	15.6%
Technical Support (2002)	71	3.6%	1,514	4.5%	3,353	4.1%
Sales (2002)	346	17.5%	6,045	17.8%	14,628	18.0%
Administrative Support (2002)	315	15.9%	5,633	16.6%	12,853	15.8%
Private Household Services (2002)	5	0.3%	115	0.3%	319	0.4%
Protective Services (2002)	30	1.5%	521	1.5%	1,180	1.5%
Other Services (2002)	142	7.2%	2,839	8.4%	7,000	8.6%
Farming, Forestry & Fishing (2002)	6	0.3%	105	0.3%	251	0.3%
Precision Production & Craft (2002)	124	6.3%	2,166	6.4%	4,981	6.1%
Machine Operator (2002)	62	3.1%	1,005	3.0%	2,088	2.6%
Transportation & Material Moving (2002)	49	2.5%	694	2.0%	1,719	2.1%
Laborers (2002)	55	2.8%	968	2.9%	2,149	2.6%
Occupation: White Collar Workers (2002)		71.4%		69.5%		70.0%
Occupation: Blue Collar Workers (2002)		28.6%		30.6%		30.1%
Consumer Expenditure (in \$,000,000s)						
Total Household Expenditure (2002)	\$87		\$1,564		\$4,326	
Total Non-Retail Expenditures (2002)	\$51	58.3%	\$913	58.4%	\$2,524	58.4%
Total Retail Expenditures (2002)	\$36	41.7%	\$651	41.6%	\$1,802	41.6%
Apparel (2002)	\$5	5.5%	\$86	5.5%	\$238	5.5%
Contributions (2002)	\$3	3.0%	\$47	3.0%	\$132	3.0%
Education (2002)	\$2	1.7%	\$27	1.7%	\$74	1.7%
Entertainment (2002)	\$5	5.3%	\$83	5.3%	\$230	5.3%
Food And Beverages (2002)	\$14	16.5%	\$258	16.5%	\$712	16.5%
Furnishings And Equipment (2002)	\$3	4.0%	\$63	4.0%	\$175	4.0%
Gifts (2002)	\$3	3.0%	\$47	3.0%	\$130	3.0%
Health Care (2002)	\$5	6.1%	\$96	6.1%	\$265	6.1%
Household Operations (2002)	\$3	3.1%	\$49	3.1%	\$135	3.1%
Miscellaneous Expenses (2002)	\$1	1.1%	\$17	1.1%	\$48	1.1%
Personal Care (2002)	\$1	1.7%	\$26	1.7%	\$73	1.7%
Personal Insurance (2002)	\$1	1.2%	\$18	1.2%	\$50	1.2%
Reading (2002)	\$0	0.5%	\$8	0.5%	\$23	0.5%
Shelter (2002)	\$15	17.4%	\$271	17.4%	\$752	17.4%
Tobacco (2002)	\$1	0.9%	\$14	0.9%	\$40	0.9%
Transportation (2002)	\$18	21.0%	\$329	21.0%	\$909	21.0%
Utilities (2002)	\$7	7.9%	\$123	7.9%	\$340	7.9%
Educational Attainment						
Adult Population (25 Years or Older) (2002)	2,422		41,894		105,791	
Elementary (0 to 8) (2002)	59	2.4%	1,613	3.8%	2,944	2.8%
Some High School (9 to 11) (2002)	81	3.3%	1,892	4.5%	3,882	3.7%

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High School Graduate (12) (2002)	138	5.7%	2,859	6.8%	5,819	5.5%
Some College (13 to 16) (2002)	552	22.8%	8,756	20.9%	22,151	20.9%
Associate Degree Only (2002)	195	8.1%	2,726	6.5%	6,546	6.2%
Bachelor Degree Only (2002)	944	39.0%	16,307	38.9%	43,411	41.0%
Graduate Degree (2002)	454	18.7%	7,741	18.5%	21,038	19.9%
Units In Structure						
1 Detached Unit (2000)	784	53.6%	13,242	56.1%	35,375	60.0%
1 Attached Unit (2000)	105	7.1%	1,485	6.3%	4,124	7.0%
2 to 4 Units (2000)	87	6.0%	1,026	4.3%	2,320	3.9%
5 to 9 Units (2000)	82	5.6%	2,552	10.8%	5,374	9.1%
10 to 19 Units (2000)	190	13.0%	3,119	13.2%	7,347	12.5%
20 to 49 Units (2000)	123	8.4%	1,274	5.4%	2,340	4.0%
50 or more Units (2000)	88	6.0%	821	3.5%	1,910	3.2%
Mobile Home or Trailer (2000)	0		43	0.2%	97	0.2%
Other Structure (2000)	0		12	0.1%	17	0.0%
Homes Built By Year						
Homes Built 1999 to 2000	141	9.7%	1,349	5.7%	2,903	4.9%
Homes Built 1995 to 1998	289	19.7%	4,545	19.3%	12,893	21.9%
Homes Built 1990 to 1994	162	11.1%	4,004	17.0%	10,089	17.1%
Homes Built 1980 to 1989	668	45.6%	9,608	40.7%	21,549	36.5%
Homes Built 1970 to 1979	133	9.1%	2,838	12.0%	7,625	12.9%
Homes Built 1960 to 1969	42	2.9%	712	3.0%	2,276	3.9%
Homes Built 1950 to 1959	9	0.6%	254	1.1%	820	1.4%
Homes Built 1940 to 1949	16	1.1%	264	1.1%	748	1.3%
Home Values						
Home Values \$1,000,000 or More (2000)	0		12	0.1%	251	0.7%
Home Values \$500,000 to \$999,999 (2000)	9	1.2%	237	1.9%	2,106	6.0%
Home Values \$400,000 to \$499,999 (2000)	44	5.8%	679	5.3%	2,199	6.3%
Home Values \$300,000 to \$399,999 (2000)	47	6.2%	1,016	8.0%	3,658	10.5%
Home Values \$200,000 to \$299,999 (2000)	113	14.9%	3,443	27.0%	10,021	28.7%
Home Values \$150,000 to \$199,999 (2000)	208	27.6%	3,322	26.1%	8,508	24.4%
Home Values \$100,000 to \$149,999 (2000)	305	40.3%	3,295	25.8%	6,605	18.9%
Home Values \$75,000 to \$99,999 (2000)	27	3.6%	625	4.9%	1,205	3.5%
Home Values \$50,000 to \$74,999 (2000)	2	0.2%	51	0.4%	178	0.5%
Home Values \$25,000 to \$49,999 (2000)	2	0.2%	45	0.4%	61	0.2%
Home Values \$0 to \$24,999 (2000)	1	0.1%	27	0.2%	80	0.2%
Owner Occupied Median Home Value (2000)	\$175,747		\$198,843		\$234,081	
Renter Occupied Median Rent (2000)	\$777		\$799		\$811	
Transportation To Work						
Drive to Work Alone (2000)	1,677	81.8%	26,813	78.5%	65,126	80.6%
Drive to Work in Carpool (2000)	257	12.6%	4,362	12.8%	7,974	9.9%
Travel to Work - Public Transportation (2000)	23	1.1%	747	2.2%	1,490	1.8%
Drive to Work on Motorcycle (2000)	0		15	0.0%	26	0.0%
Walk or Bicycle to Work (2000)	5	0.3%	311	0.9%	787	1.0%
Other Means (2000)	11	0.5%	335	1.0%	820	1.0%
Work at Home (2000)	76	3.7%	1,573	4.6%	4,542	5.6%
Travel Time						
Travel to Work in 14 Minutes or Less (2000)	402	20.4%	6,967	21.4%	14,243	18.7%
Travel to Work in 14 to 29 Minutes (2000)	654	33.2%	10,463	32.1%	24,264	31.8%
Travel to Work in 30 to 59 Minutes (2000)	765	38.8%	12,173	37.4%	30,309	39.8%
Travel to Work in 60 Minutes or More (2000)	152	7.7%	2,979	9.1%	7,407	9.7%
Average Travel Time to Work (2000)	27.6	mins	28.2	mins	28.7	mins

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