

Demographic Summary Report

Promenade At Pleasant Hill

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	95,840		236,235		807,834	
2011 Estimate	90,594		223,002		761,098	
2010 Census	90,243		221,934		753,252	
Growth 2011 - 2016	5.80%		5.90%		6.10%	
Growth 2010 - 2011	0.40%		0.50%		1.00%	
2011 Population by Hispanic Origin	34,048		75,321		166,921	
2011 Population By Race	90,594		223,002		761,098	
White	32,531	35.91%	92,768	41.60%	395,460	51.96%
Black or African American	24,492	27.03%	51,630	23.15%	162,554	21.36%
American Indian and Alaska Native	801	0.88%	1,612	0.72%	4,062	0.53%
Asian	13,626	15.04%	34,046	15.27%	100,644	13.22%
Native Hawaiian and Pacific Islander	68	0.08%	152	0.07%	480	0.06%
Other Race	15,564	17.18%	34,590	15.51%	73,573	9.67%
Two or More Races	3,513	3.88%	8,205	3.68%	24,325	3.20%
Households						
2016 Projection	33,380		79,472		278,763	
2011 Estimate	31,962		75,902		263,860	
2010 Census	31,828		75,551		261,242	
Growth 2011 - 2016	4.40%		4.70%		5.60%	
Growth 2010 - 2011	0.40%		0.50%		1.00%	
Owner Occupied	13,307	41.63%	40,874	53.85%	168,745	63.95%
Renter Occupied	18,655	58.37%	35,028	46.15%	95,115	36.05%
2011 Households by HH Income	31,962		75,901		263,860	
Income Less Than \$15,000	1,836	5.74%	4,729	6.23%	16,068	6.09%
Income: \$15,000 - \$24,999	2,438	7.63%	5,634	7.42%	17,028	6.45%
Income: \$25,000 - \$34,999	3,189	9.98%	7,074	9.32%	21,482	8.14%
Income: \$35,000 - \$49,999	5,671	17.74%	11,881	15.65%	34,805	13.19%
Income: \$50,000 - \$74,999	7,651	23.94%	17,075	22.50%	51,107	19.37%
Income: \$75,000 - \$99,999	5,124	16.03%	11,713	15.43%	38,497	14.59%
Income: \$100,000 - \$149,999	4,332	13.55%	11,360	14.97%	45,967	17.42%
Income: \$150,000 - \$199,999	1,069	3.34%	3,577	4.71%	19,763	7.49%
Income: \$200,000+	652	2.04%	2,858	3.77%	19,143	7.25%
2011 Avg Household Income	\$69,464		\$75,499		\$88,005	
2011 Med Household Income	\$56,798		\$59,981		\$69,339	
2011 Per Capita Income	\$24,445		\$25,752		\$30,680	

Demographic Detail Report

Promenade At Pleasant Hill

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	95,840		236,235		807,834	
2011 Estimate	90,594		223,002		761,098	
2010 Census	90,243		221,934		753,252	
Growth 2011 - 2016	5.80%		5.90%		6.10%	
Growth 2010 - 2011	0.40%		0.50%		1.00%	
2011 Population by Age						
	90,594		223,002		761,098	
Age 0 - 4	8,511	9.39%	19,426	8.71%	57,087	7.50%
Age 5 - 9	7,402	8.17%	18,096	8.11%	59,838	7.86%
Age 10 - 14	6,410	7.08%	16,311	7.31%	59,477	7.81%
Age 15 - 19	5,911	6.52%	15,078	6.76%	54,140	7.11%
Age 20 - 24	7,265	8.02%	15,986	7.17%	47,095	6.19%
Age 25 - 34	18,294	20.19%	39,990	17.93%	111,687	14.67%
Age 35 - 44	14,805	16.34%	36,080	16.18%	122,095	16.04%
Age 45 - 49	5,773	6.37%	15,695	7.04%	61,730	8.11%
Age 50 - 54	5,048	5.57%	13,830	6.20%	54,812	7.20%
Age 55 - 59	3,966	4.38%	11,101	4.98%	43,479	5.71%
Age 60 - 64	2,781	3.07%	8,210	3.68%	33,109	4.35%
Age 65 - 74	2,779	3.07%	8,389	3.76%	34,472	4.53%
Age 75 - 84	1,206	1.33%	3,524	1.58%	16,452	2.16%
Age 85 and over	442	0.49%	1,285	0.58%	5,624	0.74%
Age 65 and over	4,427	4.89%	13,198	5.92%	56,548	7.43%
Median Age	30.30		31.70		34.20	
Average Age	31.20		32.50		34.40	

Demographic Detail Report

Promenade At Pleasant Hill

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	90,594	223,002	761,098
White	32,531 35.91%	92,768 41.60%	395,460 51.96%
Black or African American	24,492 27.03%	51,630 23.15%	162,554 21.36%
American Indian and Alaska Native	801 0.88%	1,612 0.72%	4,062 0.53%
Asian	13,626 15.04%	34,046 15.27%	100,644 13.22%
Native Hawaiian and Pacific Islander	68 0.08%	152 0.07%	480 0.06%
Other Race	15,564 17.18%	34,590 15.51%	73,573 9.67%
Two or More Races	3,513 3.88%	8,205 3.68%	24,325 3.20%
2011 Population by Hispanic Origin	90,595	223,003	761,098
Not Hispanic or Latino	56,547 62.42%	147,682 66.22%	594,177 78.07%
Hispanic or Latino	34,048 37.58%	75,321 33.78%	166,921 21.93%
2011 Age 5+ Language at Home	75,872	189,988	662,635
Speak Only English	39,636 52.24%	104,355 54.93%	443,737 66.97%
Speak Asian or Pacific Island	7,667 10.11%	19,136 10.07%	51,752 7.81%
Speak IndoEuropean	3,930 5.18%	11,895 6.26%	43,197 6.52%
Speak Spanish	22,846 30.11%	50,860 26.77%	112,652 17.00%
Speak Other Language	1,793 2.36%	3,742 1.97%	11,297 1.70%
2011 Median Age, Male	29.70	30.80	33.00
2011 Average Age, Male	30.40	31.70	33.50
Median Age, Female	31.00	32.50	35.30
Average Age, Female	32.00	33.30	35.20
2011 Population by Occupation Classification (Age 16+)	43,543	106,702	367,082
Blue Collar	11,633 26.72%	28,146 26.38%	74,586 20.32%
White Collar	24,109 55.37%	61,566 57.70%	243,430 66.31%
Service	7,801 17.92%	16,990 15.92%	49,066 13.37%
2011 Population by Marital Status (Age 15+)	63,875	158,120	548,558
Total, Never Married	24,245 37.96%	52,520 33.22%	168,100 30.64%
Married	31,224 48.88%	83,682 52.92%	307,838 56.12%
Widowed	2,171 3.40%	5,835 3.69%	21,434 3.91%
Divorced	6,235 9.76%	16,083 10.17%	51,186 9.33%

Demographic Detail Report

Promenade At Pleasant Hill

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	50,880		127,997		449,538	
Less Than 9th Grade	4,356	8.56%	10,737	8.39%	24,378	5.42%
Some High School, No Diploma	3,912	7.69%	10,303	8.05%	27,395	6.09%
High School Grad (Incl Equivalency)	14,499	28.50%	33,187	25.93%	98,718	21.96%
Some College, No Degree	9,904	19.47%	23,985	18.74%	84,410	18.78%
Associate Degree	4,341	8.53%	9,821	7.67%	34,360	7.64%
Bachelor Degree	10,074	19.80%	27,950	21.84%	119,562	26.60%
Advanced Degrees	3,794	7.46%	12,014	9.39%	60,715	13.51%
2011 Population by Occupation (Age 16+)	51,345		123,693		416,147	
Management, Business, & Financial	13,056	25.43%	33,484	27.07%	132,026	31.73%
Professional & Related Occupations	1,339	2.61%	3,515	2.84%	15,622	3.75%
Services	20,539	40.00%	47,297	38.24%	153,556	36.90%
Sales & Office	6,049	11.78%	14,718	11.90%	51,362	12.34%
Farming, Fishing, and Forestry	46	0.09%	197	0.16%	432	0.10%
Construction and Extraction, Maint	5,033	9.80%	12,400	10.02%	29,790	7.16%
Production & Transportation	5,283	10.29%	12,082	9.77%	33,359	8.02%
2011 Workers by Travel Time to Work (Age 16+)	45,130		111,194		381,865	
Less Than 15 Minutes	7,021	15.56%	18,157	16.33%	59,382	15.55%
15 to 29 Minutes	13,691	30.34%	31,945	28.73%	109,169	28.59%
30 to 44 Minutes	10,497	23.26%	26,287	23.64%	88,030	23.05%
45 to 59 Minutes	4,099	9.08%	11,140	10.02%	41,780	10.94%
60+ Minutes	9,822	21.76%	23,665	21.28%	83,504	21.87%
2000 Households by HH Size	31,828		75,550		261,241	
1-Person Households	8,366	26.29%	17,494	23.16%	56,538	21.64%
2-Person Households	8,267	25.97%	20,186	26.72%	74,073	28.35%
3-Person Households	5,458	17.15%	13,258	17.55%	47,519	18.19%
4-Person Households	4,558	14.32%	11,674	15.45%	44,685	17.10%
5-Person Households	2,682	8.43%	6,684	8.85%	21,961	8.41%
6-Person Households	1,301	4.09%	3,263	4.32%	9,232	3.53%
7 or more Person Households	1,196	3.76%	2,991	3.96%	7,233	2.77%
2011 Average Household Size	2.83		2.93		2.87	

Demographic Detail Report

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Households			
2016 Projection	33,380	79,472	278,763
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Growth 2011 - 2016	4.40%	4.70%	5.60%
Growth 2010 - 2011	0.40%	0.50%	1.00%
2011 Households by HH Income	31,962	75,901	263,860
Income: Less than \$15,000	1,836 5.74%	4,729 6.23%	16,068 6.09%
Income: \$15,000 - \$24,999	2,438 7.63%	5,634 7.42%	17,028 6.45%
Income: \$25,000 - \$34,999	3,189 9.98%	7,074 9.32%	21,482 8.14%
Income: \$35,000 - \$49,999	5,671 17.74%	11,881 15.65%	34,805 13.19%
Income: \$50,000 - \$74,999	7,651 23.94%	17,075 22.50%	51,107 19.37%
Income: \$75,000 - \$99,999	5,124 16.03%	11,713 15.43%	38,497 14.59%
Income: \$100,000 - \$149,999	4,332 13.55%	11,360 14.97%	45,967 17.42%
Income: \$150,000 - \$199,999	1,069 3.34%	3,577 4.71%	19,763 7.49%
Income: \$200,000+	652 2.04%	2,858 3.77%	19,143 7.25%
2011 Avg Household Income	\$69,464	\$75,499	\$88,005
2011 Med Household Income	\$56,798	\$59,981	\$69,339
2011 Per Capita Income	\$24,445	\$25,752	\$30,680
2011 Occupied Housing	31,962	75,902	263,860
Owner Occupied	13,307 41.63%	40,874 53.85%	168,745 63.95%
Renter Occupied	18,655 58.37%	35,028 46.15%	95,115 36.05%
2000 Housing Units	34,874	81,199	272,837
1 Unit Attached	2,944 8.44%	6,698 8.25%	19,585 7.18%
1 Unit Detached	14,594 41.85%	44,395 54.67%	171,201 62.75%
2 Units	404 1.16%	1,418 1.75%	3,807 1.40%
3 - 19 Units	10,481 30.05%	18,308 22.55%	55,764 20.44%
20 - 49 Units	4,656 13.35%	6,995 8.61%	14,606 5.35%
50 or more Units	1,138 3.26%	1,659 2.04%	4,580 1.68%
Mobile Home or Trailer	657 1.88%	1,704 2.10%	3,248 1.19%
Boat, RV, Van, Etc.	0 0.00%	22 0.03%	46 0.02%

Demographic Detail Report

Promenade At Pleasant Hill

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	13,912		42,259		165,611	
Value Less than \$20,000	346	2.49%	742	1.76%	1,670	1.01%
Value \$20,000 - \$39,999	192	1.38%	468	1.11%	1,004	0.61%
Value \$40,000 - \$59,999	46	0.33%	176	0.42%	480	0.29%
Value \$60,000 - \$79,999	112	0.81%	377	0.89%	1,135	0.69%
Value \$80,000 - \$99,999	267	1.92%	924	2.19%	2,763	1.67%
Value \$100,000 - \$149,999	4,088	29.38%	11,267	26.66%	27,871	16.83%
Value \$150,000 - \$199,999	6,350	45.64%	15,137	35.82%	43,861	26.48%
Value \$200,000 - \$299,999	1,993	14.33%	8,231	19.48%	44,420	26.82%
Value \$300,000 - \$399,999	300	2.16%	2,225	5.27%	20,902	12.62%
Value \$400,000 - \$499,999	60	0.43%	1,081	2.56%	9,528	5.75%
Value \$500,000 - \$749,999	71	0.51%	829	1.96%	8,285	5.00%
Value \$750,000 - \$999,999	38	0.27%	360	0.85%	1,951	1.18%
Value \$1,000,000 or more	49	0.35%	442	1.05%	1,741	1.05%
2011 Med Housing Val-Owner Occupied	\$161,293		\$168,546		\$207,228	
2011 Housing Units by Yr Built	34,875		81,199		272,837	
Built 2005 to Present	950	2.72%	3,077	3.79%	10,083	3.70%
Built 2000 to 2004	6,067	17.40%	12,860	15.84%	38,451	14.09%
Built 1990 to 1999	12,676	36.35%	25,569	31.49%	78,353	28.72%
Built 1980 to 1989	10,475	30.04%	24,995	30.78%	80,018	29.33%
Built 1970 to 1979	3,612	10.36%	10,595	13.05%	41,563	15.23%
Built 1960 to 1969	611	1.75%	2,615	3.22%	15,914	5.83%
Built 1950 to 1959	185	0.53%	763	0.94%	5,482	2.01%
Built 1940 to 1949	144	0.41%	268	0.33%	1,411	0.52%
Built 1939 or Earlier	155	0.44%	457	0.56%	1,562	0.57%
2011 Median Year Built	1992		1990		1989	

Demographic Market Comparison Report

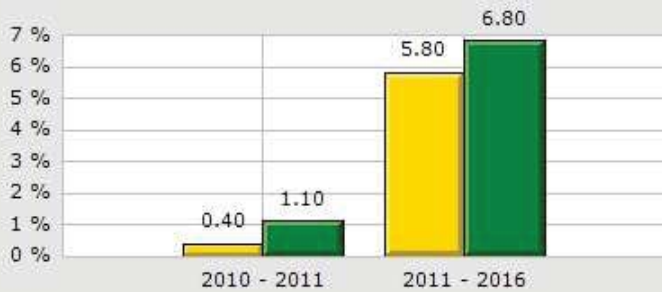
3 mile radius

Promenade At Pleasant Hill

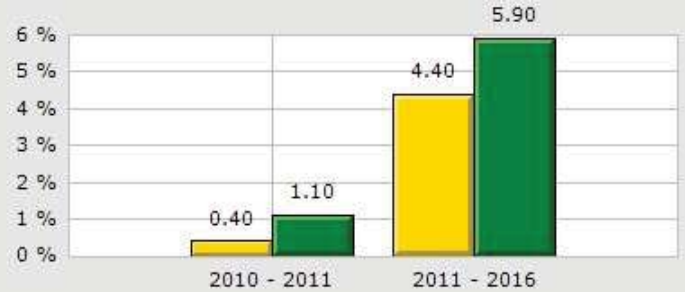
Type: Shopping Center/Community Center
 County: Gwinnett

3 Mile
 County

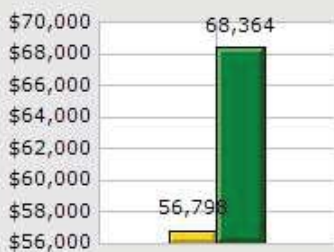
Population Growth



Household Growth



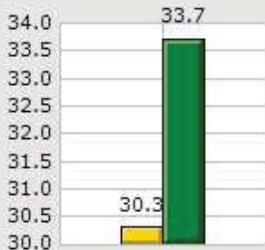
2011 Med Household Inc



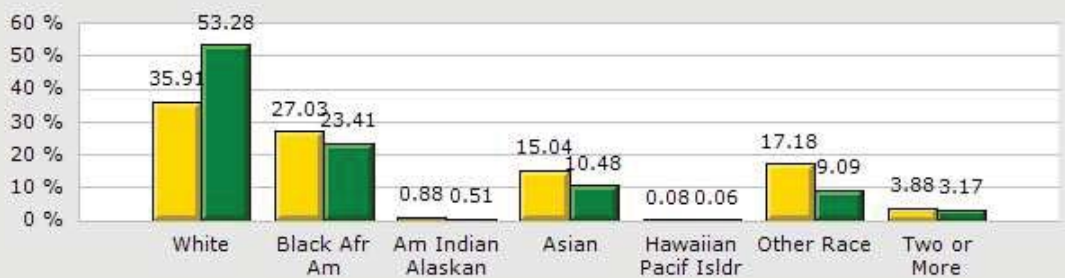
2011 Households by Household Income



2011 Median Age



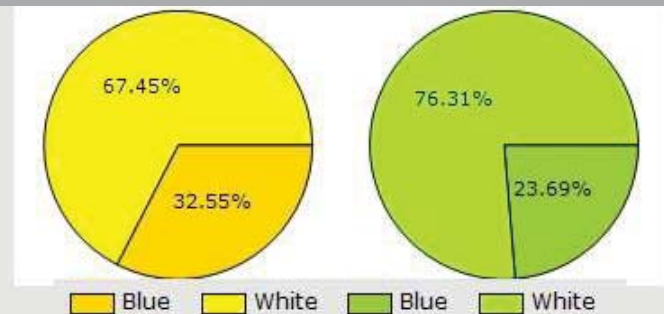
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Promenade At Pleasant Hill

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.40%		1.10%	
Growth 2011 - 2016	5.80%		6.80%	
2011 Blue Collar	11,633	32.55%	78,246	23.69%
2011 White Collar	24,109	67.45%	252,062	76.31%
2011 Population By Race				
	90,595		814,155	
White	32,531	35.91%	433,756	53.28%
Black Afr Am	24,492	27.03%	190,585	23.41%
Am Indian Alaskan	801	0.88%	4,165	0.51%
Asian	13,626	15.04%	85,358	10.48%
Hawaiian Pacif Islldr	68	0.08%	476	0.06%
Other Race	15,564	17.18%	74,027	9.09%
Two or More	3,513	3.88%	25,788	3.17%
Households				
Growth 2010 - 2011	0.40%		1.10%	
Growth 2011 - 2016	4.40%		5.90%	
Renter Occupied	18,655	58.37%	81,588	30.05%
Owner Occupied	13,307	41.63%	189,897	69.95%
2011 Households by HH Income				
	31,962		271,485	
Income < \$35,000	7,463	23.35%	54,733	20.16%
Income \$35,000 - \$74,999	13,322	41.68%	92,074	33.91%
Income \$75,000 - \$149,999	9,456	29.59%	93,944	34.60%
Income \$150,000 - \$199,999	1,069	3.34%	17,796	6.56%
Income \$200,000+	652	2.04%	12,938	4.77%
2011 Median Household Income	\$56,798		\$68,364	
2011 Median Age	30.30		33.70	

Consumer Spending Report

Promenade At Pleasant Hill

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,211,761	\$3,096,863	\$12,426,001
Total Apparel	\$49,920	\$126,197	\$504,877
Women's Apparel	16,719	42,764	172,847
Men's Apparel	10,078	25,576	102,975
Girl's Apparel	3,821	9,868	39,958
Boy's Apparel	3,103	7,876	31,401
Infant Apparel	3,538	8,645	33,456
Footwear (excl. Infants)	7,036	17,622	69,738
Other Apparel Prod/Services	5,625	13,846	54,502
Total Entertainment	\$108,538	\$283,540	\$1,162,528
Sports and Recreation	4,587	12,020	49,386
TV, Radio and Sound Equipment	40,818	102,725	407,912
Reading Materials	4,490	11,771	48,569
Travel	57,167	153,239	641,332
Photographic Equipment	1,476	3,784	15,329
Total Food At Home	\$98,627	\$249,665	\$991,128
Cereal Products	6,086	15,314	60,552
Bread & Bakery Products	12,734	32,395	129,288
Seafood	5,219	13,308	53,266
Meat/Poultry/Fish/Eggs	33,703	84,859	335,169
Dairy Products	15,783	39,951	158,616
Fruits and Vegetables	25,101	63,838	254,237
Total Food Away From Home	\$102,329	\$258,648	\$1,029,334
Breakfast and Brunch	9,610	24,062	95,074
Dinner	47,604	120,742	482,229
Lunch	34,258	86,203	340,513
Snacks and Non Alcoholic Bev	7,821	19,509	76,851
Catered Affairs	3,036	8,133	34,667

Consumer Spending Report

Promenade At Pleasant Hill

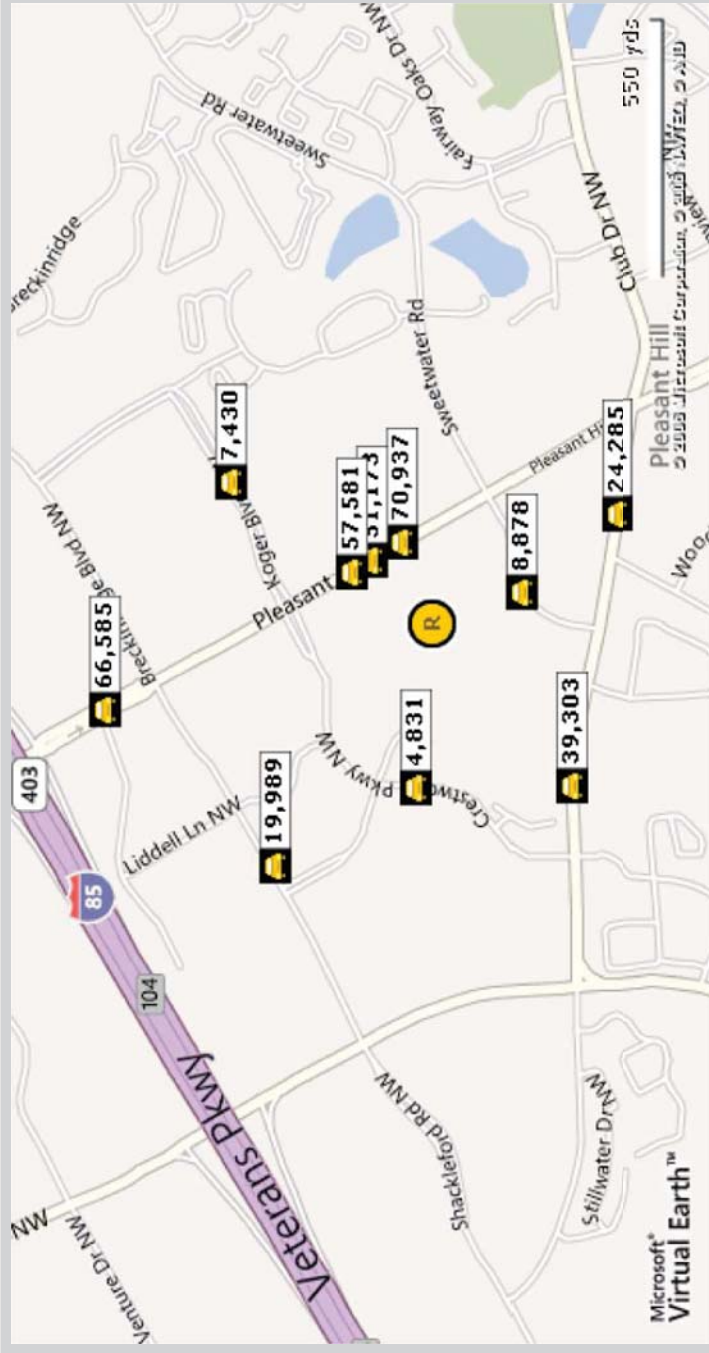
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$19,844	\$49,183	\$195,239
Alcoholic Bev. at Home	11,321	28,471	113,398
Alcoholic Bev. away from Home	8,523	20,712	81,841
Total Furniture/Appliances	\$108,590	\$283,533	\$1,159,538
Bedroom Furniture	6,478	16,609	66,739
Living Room Furniture	9,375	24,490	100,999
Other Living & Family Room Furniture	2,568	6,873	28,667
Other Furniture	1,106	3,031	13,023
Major Appliances	8,895	23,645	97,360
Small Appliances & Housewares	22,761	58,877	238,736
Misc Household Equipment	57,407	150,009	614,013
Total Transportation/Maint.	\$275,997	\$701,318	\$2,790,604
New Autos/Trucks/Vans	71,868	188,350	769,519
Used Vehicles	71,932	178,075	692,239
Purchase of RVs or Boats	7,282	20,161	85,548
Gasoline	93,041	233,096	916,370
Diesel Fuel	1,418	3,825	15,597
Automotive Maintenance/Repair	30,455	77,811	311,330
Total Health Care	\$45,870	\$119,442	\$483,591
Medical Services	27,857	72,860	295,829
Prescription Drugs	13,565	34,942	140,205
Medical Supplies	4,447	11,639	47,556
Total Education/Day Care	\$91,223	\$236,056	\$972,518
Education	39,555	102,080	420,492
Room and Board	3,668	10,243	43,706
Tuition/School Supplies	34,438	88,932	367,123
Day Care, Nursery & Preschool	13,561	34,802	141,197

Promenade At Pleasant Hill

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,539	49,314	14
Total Retail	848	12,263	14
Home Improvement Stores	34	531	16
General Merchandise Stores	31	1,688	54
Food Stores	82	744	9
Auto Dealers and Gas Stations	91	2,515	28
Apparel and Accessory Stores	88	579	7
Furniture and Home Furnishings	123	1,805	15
Eating and Drinking Places	214	2,870	13
Miscellaneous Retail Stores	185	1,531	8
Finance-Insurance-Real Estate	377	5,752	15
Banks, Saving and Lending Inst.	101	713	7
Security Brokers and Investments	40	1,787	45
Insurance Carriers and Agencies	91	2,125	23
Real Estate-Trust-Holding Co.	145	1,127	8
Services	1,460	13,724	9
Hotels and Lodging	24	503	21
Motion Picture and Amusement	85	406	5
Health Services	148	966	7
Legal Services	44	185	4
Educational Services	46	2,296	50
Auto Services	99	674	7
Other Services	1,014	8,694	9
Agriculture/Mining	45	495	11
Construction	262	2,016	8
Manufacturing	156	3,579	23
Transportation, Comm./Pub Util.	159	6,543	41
Wholesale Trade	209	4,752	23
Government	23	190	8
Daytime Population	49,314		
Daytime Population/Business	14		

Traffic Count Report

Promenade At Pleasant Hill



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Pleasant Hill Rd	Sweetwater Rd	0.12 SE	2010	70,937	MPSI	.11
2 Pleasant Hill Rd	Crestwood Pkwy	0.12 NW	2010	51,173	MPSI	.11
3 Sweetwater Rd	Club Dr	0.11 SW	2006	8,878	ADT	.12
4 Pleasant Hill Rd	Crestwood Pkwy	0.09 NW	2010	57,581	MPSI	.12
5 Crestwood Pkwy	Pineland Rd	0.05 N	2010	4,831	MPSI	.20
6 Club Dr	Club Dr NW	0.09 W	2010	39,303	MPSI	.26
7 Club Dr	Woodington Cir	0.05 W	2010	24,285	MPSI	.27
8 Koger Blvd		0.00	2010	7,430	MPSI	.30
9 Shackelford Rd NW	Pineland Rd	0.03 SW	2010	19,989	MPSI	.35
10 Pleasant Hill Rd	E Liddell Rd	0.01 NW	2010	66,585	MPSI	.41