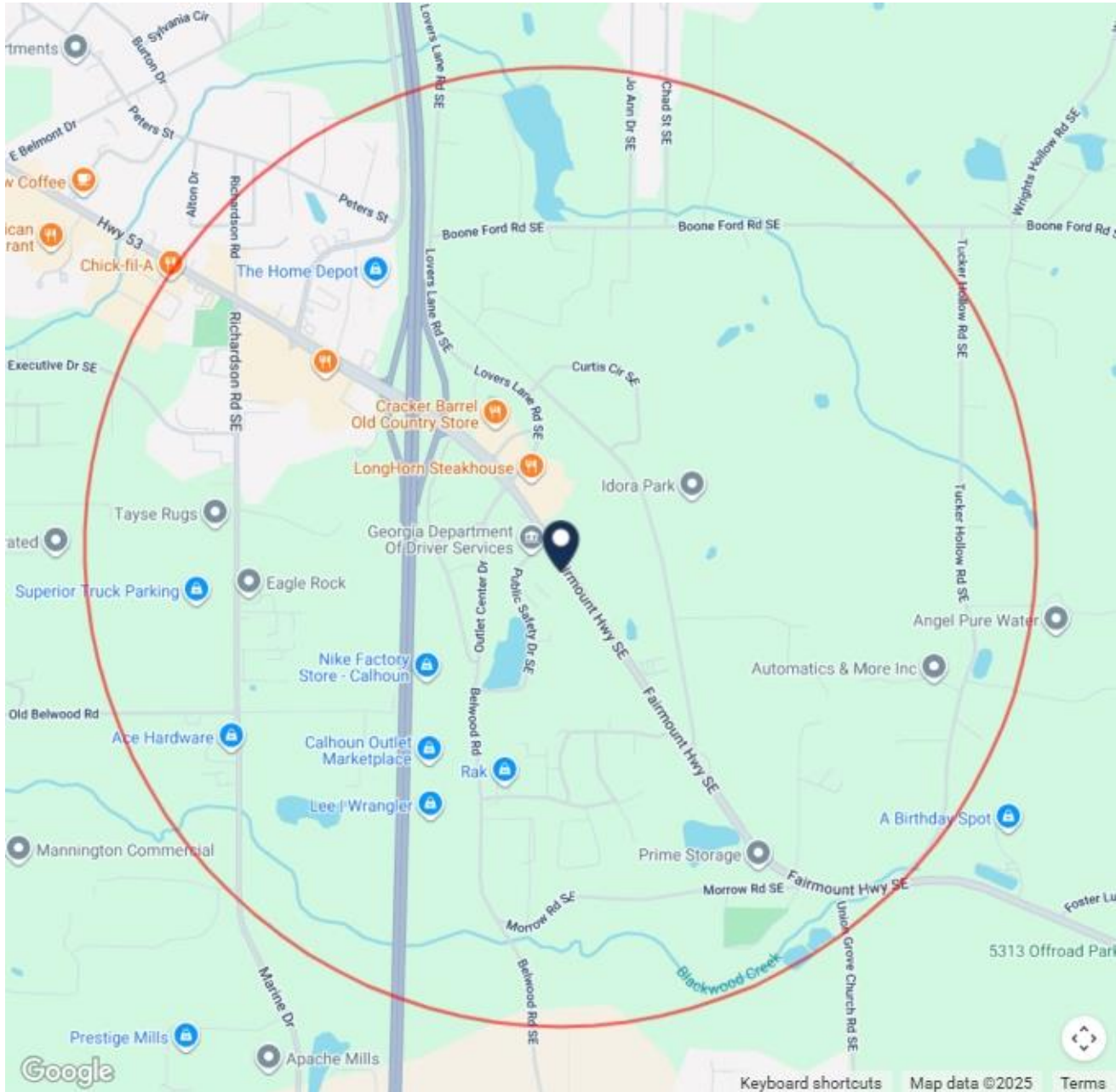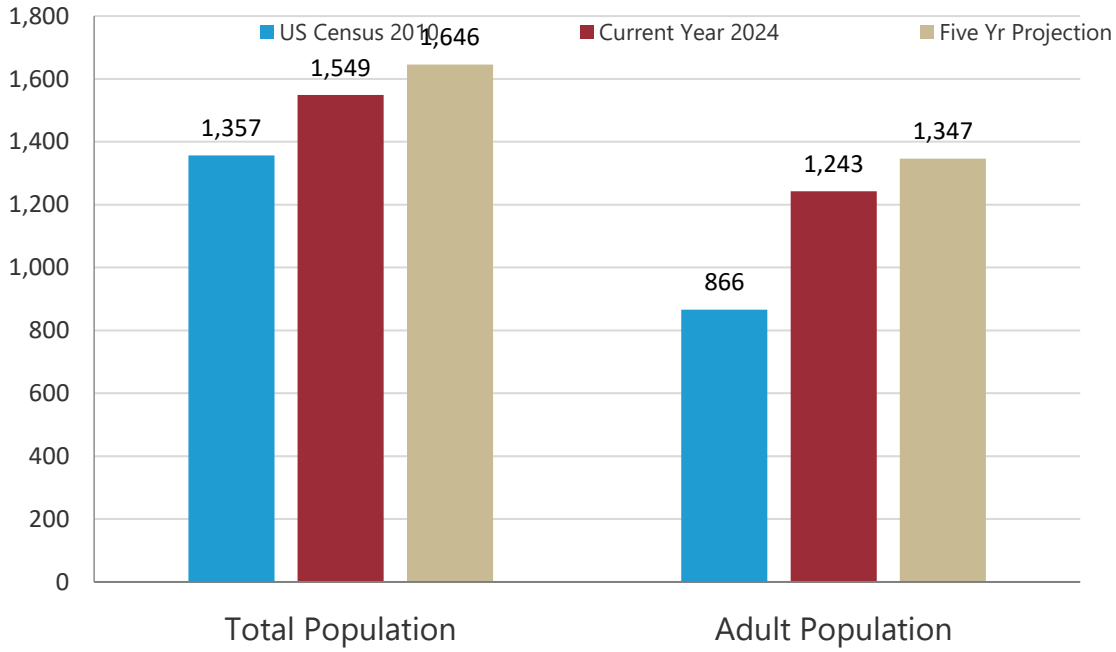# Demographics near 00 Fairmount Hwy Calhoun, GA

Trade Area: 1 Mile
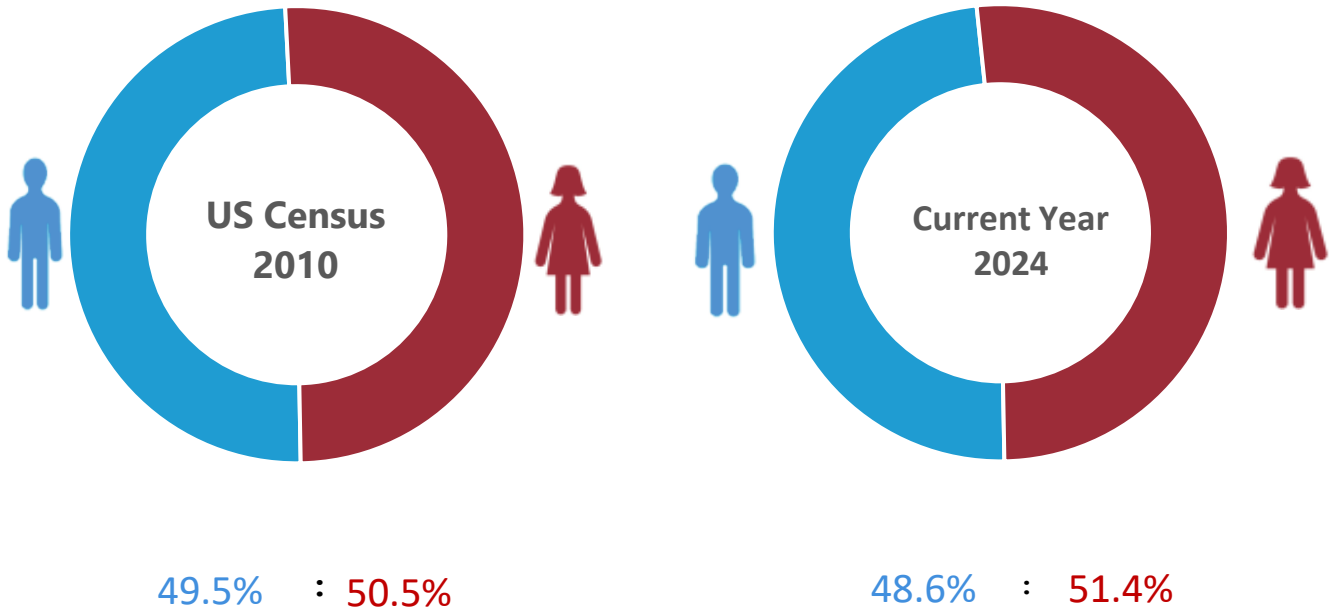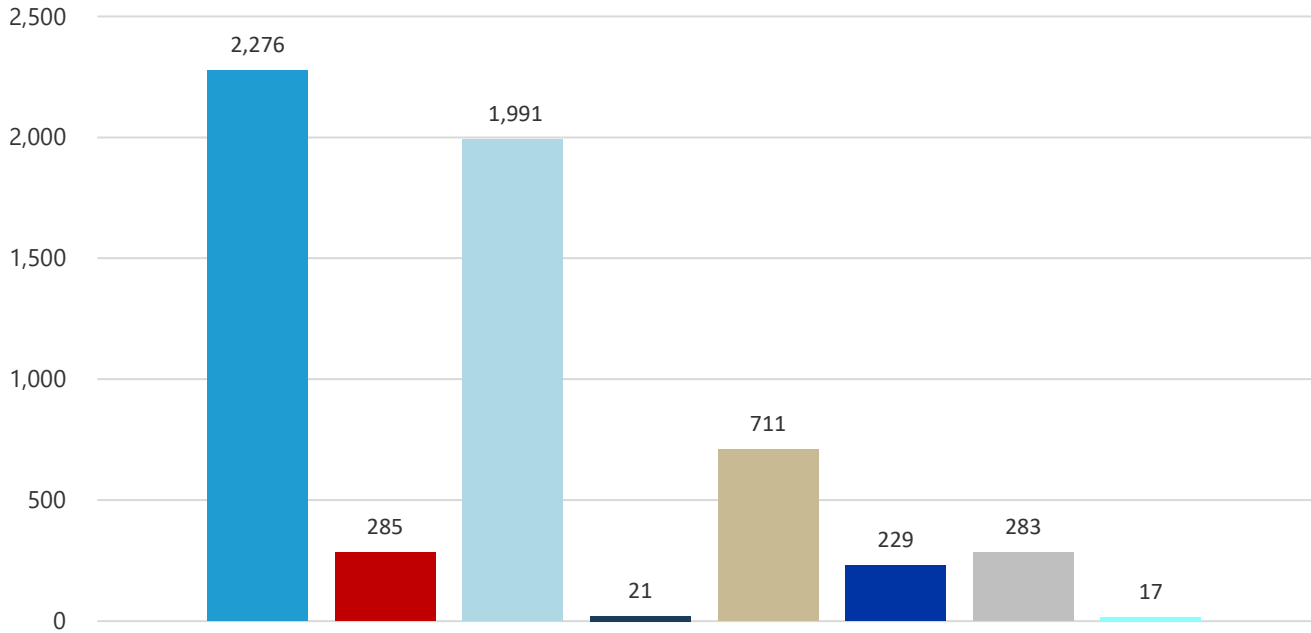
Population Charts

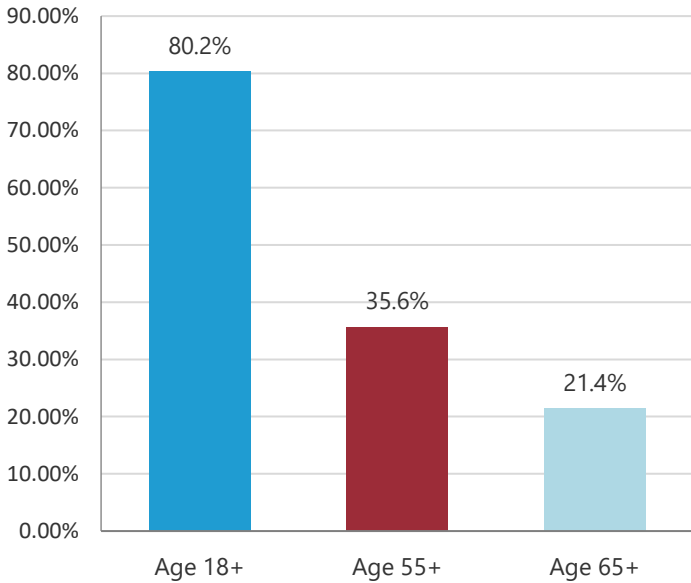## Population

Female/Male Ratio

Daytime Population

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

Chart values:
- Daytime Population: 2,276
- Population 16 and Under: 285
- Daytime Population, Over Age 16: 1,991
- Work at Home: 21
- Civilian Population, Age 16+ at Workplace: 711
- Homemakers: 229
- Retired/Disabled Population: 283
- Unemployed: 17

Age

Chart values:
- Age 18+: 80.2%
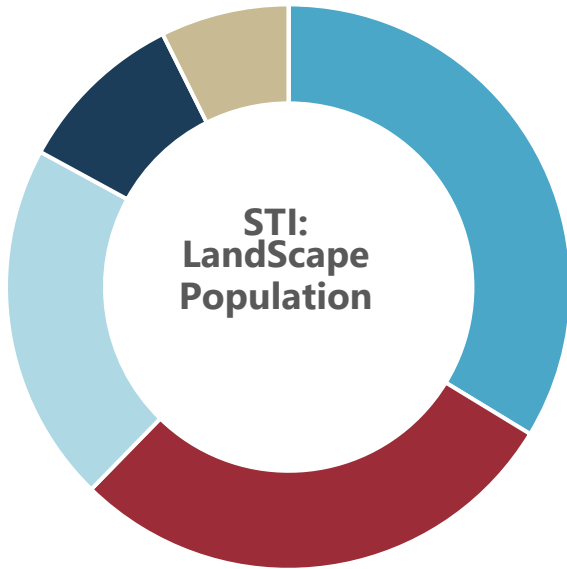- Age 55+: 35.6%
- Age 65+: 21.4%

Median Age, Total

43.7

Age Demographics

- ■ 80.24% Age 18+
- ■ 35.63% Age 55+
- ■ 21.42% Age 65+

Population STI: LandScape (Current Year)

Top Six Segments:

- 33.7% Gurus (E1)
- 28.6% Gray Eminence (D1)
- 20.6% Apron Strings (G2)
- 9.7% Strapped (C5)
- 7.4% Los Solteros (N5)
- 0.0% Collegians (O7)

STI: LandScape Population

Other top segments:

- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Doublewides (O4)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)
- 0.0% Golden Heritage (O1)

| Segment Characteristics	Median HH Income	Median Age	Neighbor-hood Type	Marital Status	Race/ Ethnicity	Children at Home	Education	Employment
Gurus (E1)	$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
Gray Eminence (D1)	$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
Apron Strings (G2)	$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Strapped (C5)	$39K	40.3	Urban	Married	White	Few/No Children	High School	White/Blue Collar
Los Solteros (N5)	$41K	34	Urban	Single	Hispanic	Families	Low Education	Blue 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/Trades	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
East Meets West (O2)	$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar
Golden Heritage (O1)	$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar

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

Ethnicity (Not Hispanic/Latino)
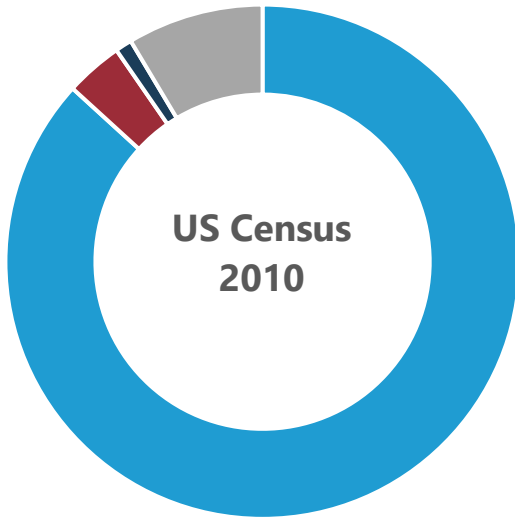
2010 US Census (Not Hispanic/Latino)
- 84.68% White
- 3.53% Black
- 1.02% Asian
- 8.36% Other
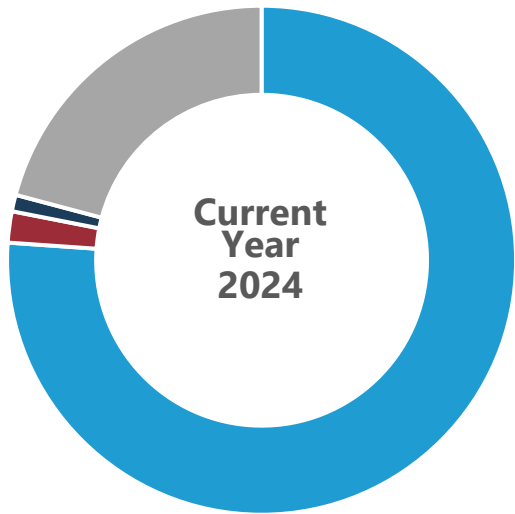
Current Year (Not Hispanic/Latino)
- 76.10% White
- 1.98% Black
- 1.05% Asian
- 20.86% Other

Ethnicity (Hispanic/Latino)
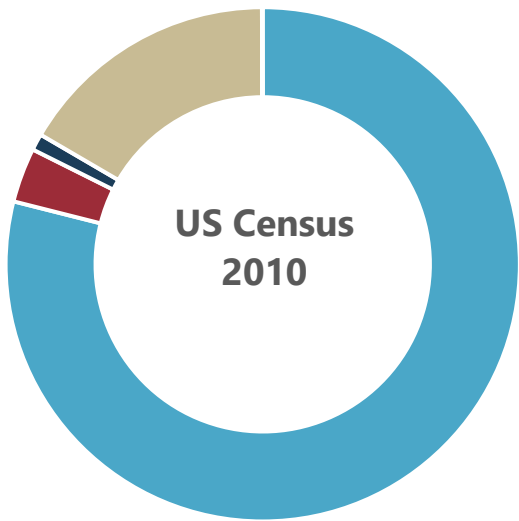
2010 US Census (Hispanic/Latino)
- 77.84% White
- 3.38% Black
- 1.02% Asian
- 16.31% Hispanic
- 0.05% Other
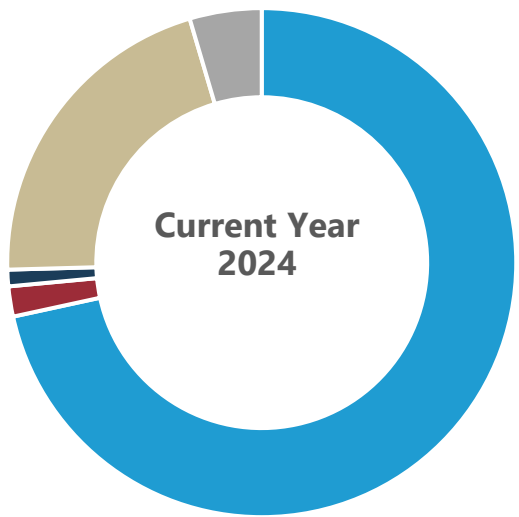
Current Year (Hispanic/Latino)
- 71.60% White
- 1.91% Black
- 1.05% Asian
- 20.87% Hispanic
- 4.57% Other
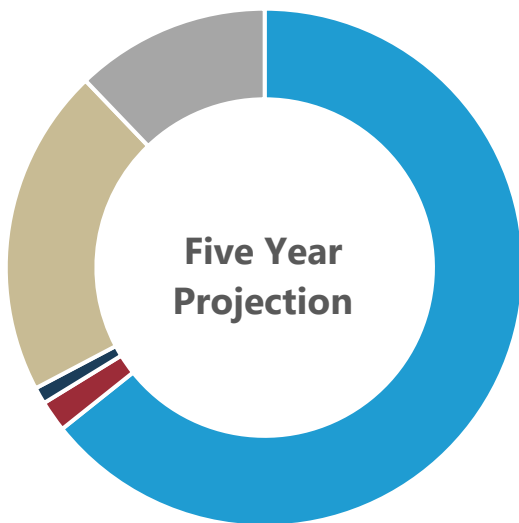
Five Year Projection (Hispanic/Latino)
- 64.29% White
- 1.95% Black
- 1.04% Asian
- 20.56% Hispanic
- 12.16% Other

Housing & Households

3.0
Land Area

625
Total Housing Units

580
Total Households

617
Total Households

5 Year Projection

399
Owner-Occupied

181
Renter-Occupied

Housing Value (Current Year)
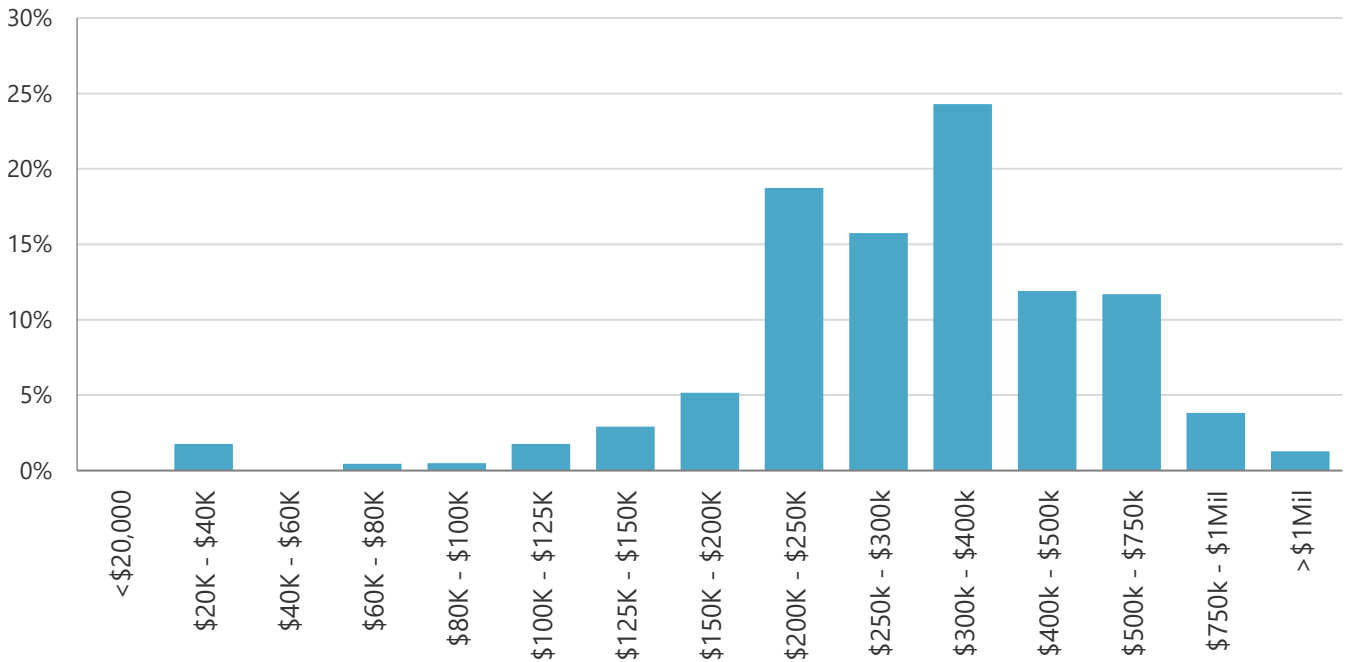
Income
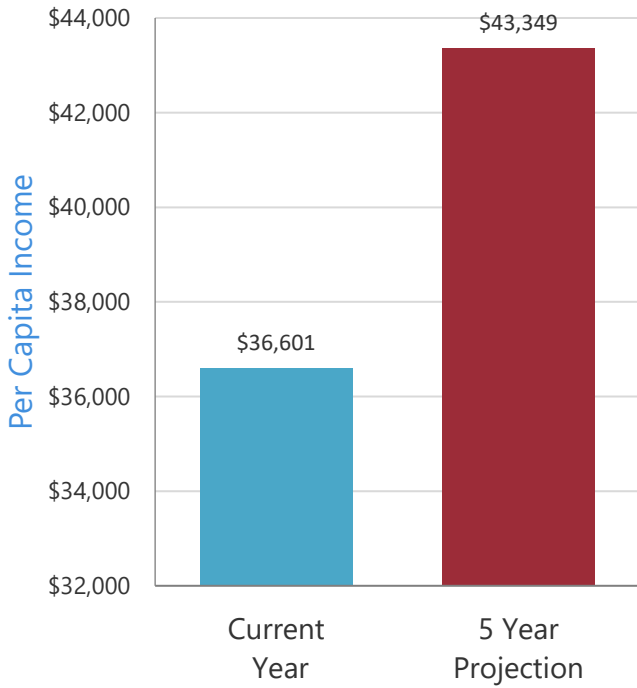
Average Household Income
$97,672

Median Household Income
$69,250

Based on Total Population

Households by Income (Current Year)

Income Range	Percent
<$15k	2.5%
$15k - $20k	3.3%
$20k - $25k	2.8%
$25k - $30k	2.4%
$30k - $35k	2.8%
$35k - $40k	2.4%
$40k - $45k	5.6%
$45k - $50k	4.3%
$50k - $55k	9.7%
$55k - $60k	6.0%
$60k - $65k	5.1%
$65k - $70k	3.6%
$70k - $80k	7.9%
$80k - $90k	5.3%
$90k - $100k	2.7%
$100k - $125k	8.4%
$125k - $150k	8.5%
$150k - $200k	7.1%
$200k - $250k	5.2%
$250k - $500k	2.3%
$500K+	1.8%
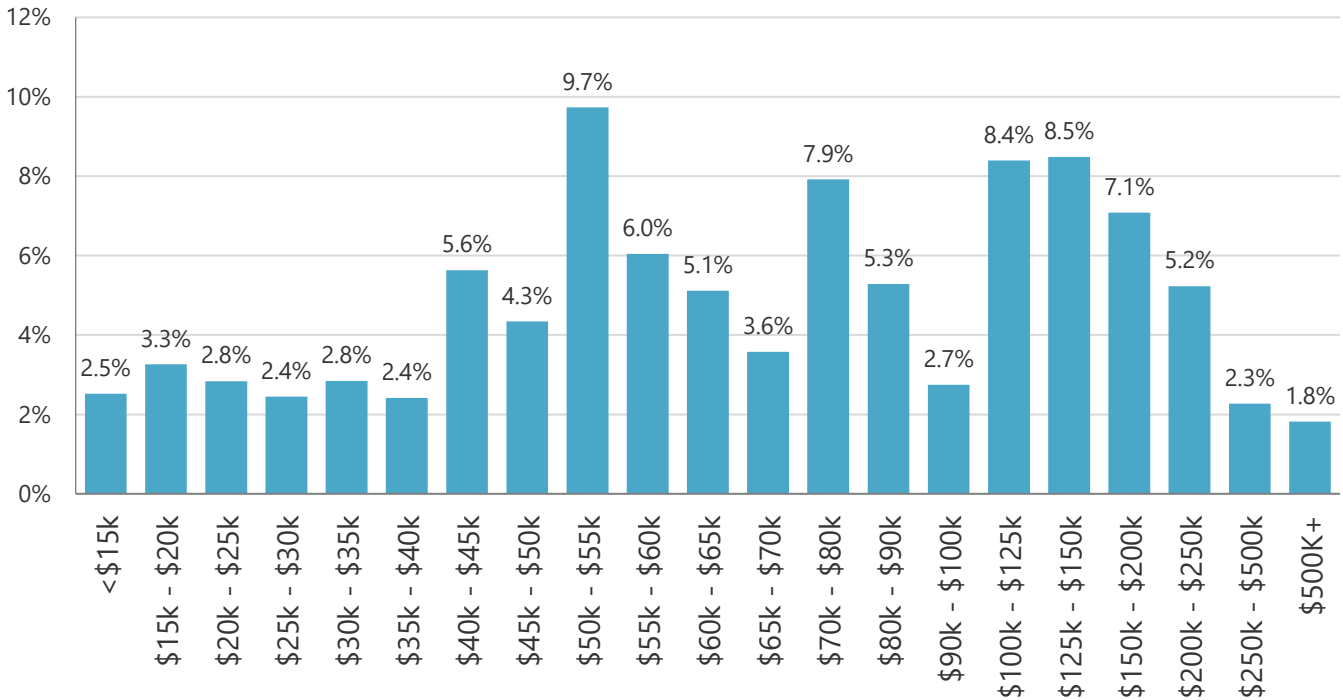
Education (Current Year)

Education

1,027
College undergraduate

253
Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)

Category	Value
K - 9	140
Some HS	96
HS Grad	243
Some College	295
Associate	73
Bachelors Degree	104
Masters Degree	85
Doctorate / Prof	50
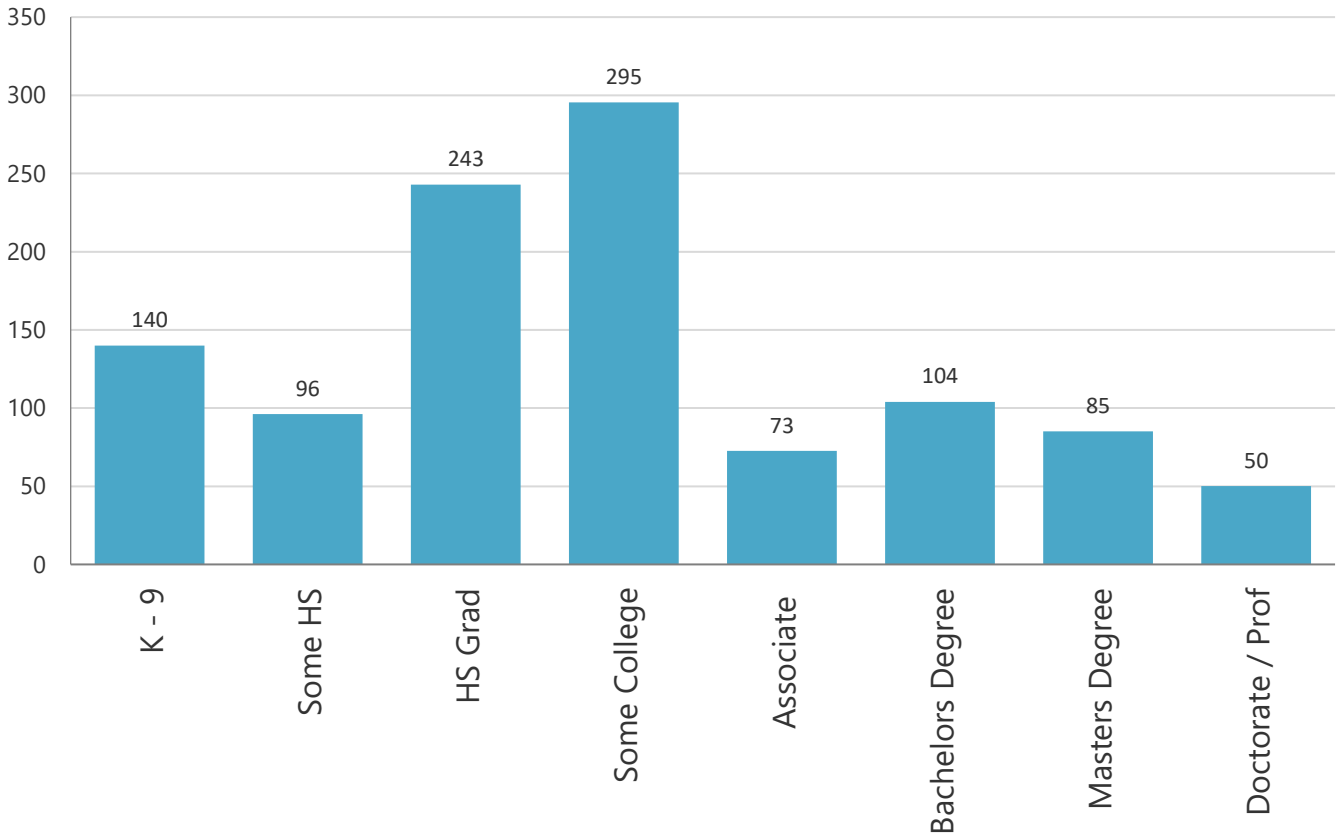
Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

1,289

Current Year

Employment by Industry

Bar chart — Employment by Industry:
- Armed Forces: 0.0%
- Civilian Employed: 55.2%
- Civilian Unemployed: 1.3%
- Not in labor force: 43.5%

Legend: ■ Employment by Industry
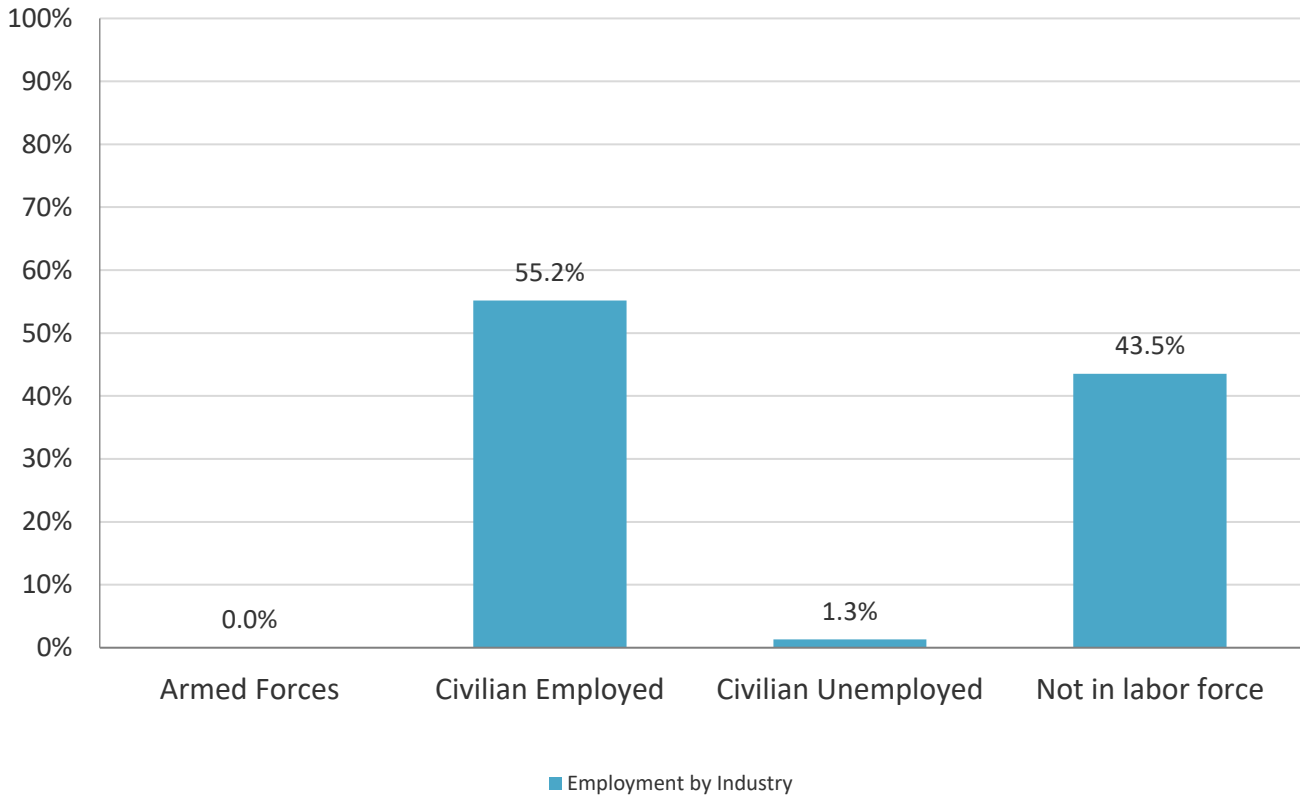
Transportation to Work (Current Year)

593
Total Workers 16+

548
Car, Truck or Van

0
Public transport (not taxi)

25
Worked at home

Travel Time to Work (Current Year)

Total Workers 16+

Travel Time	Total Workers 16+
<10 min	78
10 - 14 min	152
15 - 19 min	182
20 - 24 min	3
25 - 29 min	42
30 - 34 min	58
35 - 44 min	13
45 - 59 min	18
60+ mins	21

Travel Time
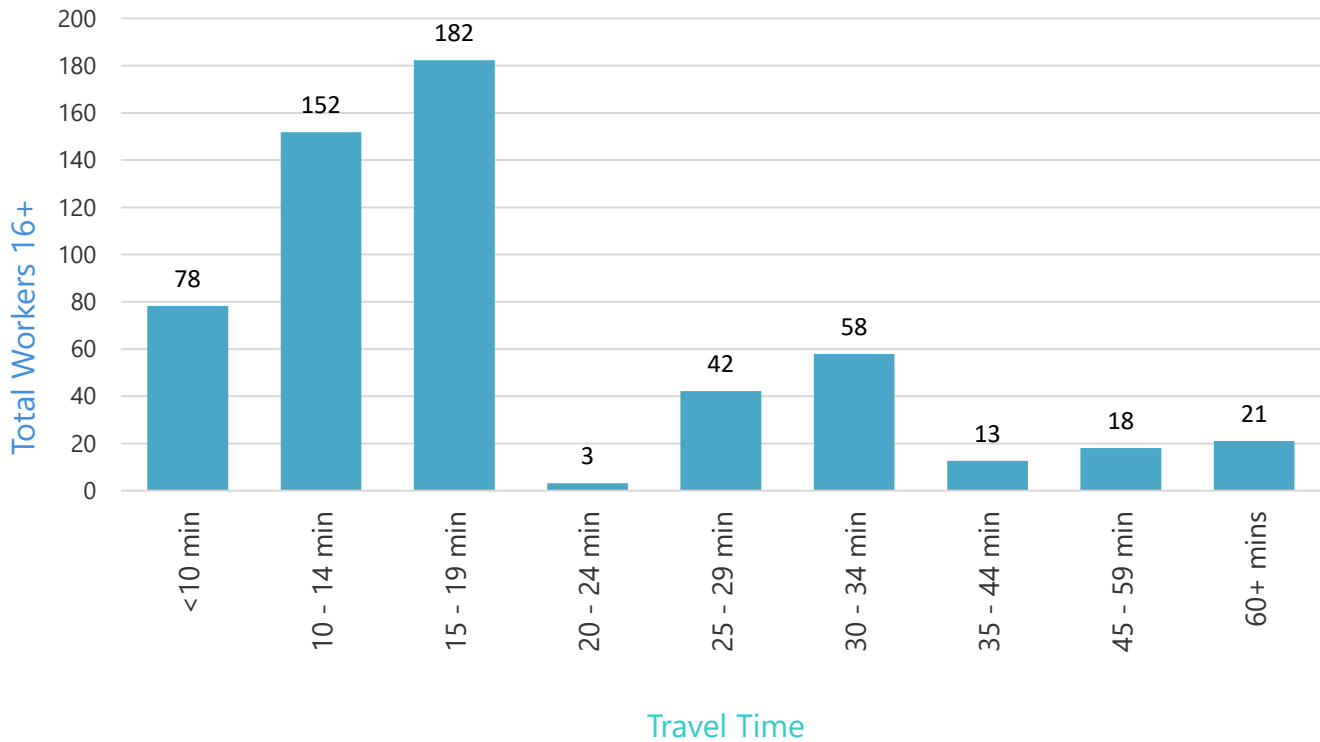
Consumer Expenditures (Current Year)

Consumer Expenditures

Category	Amount
Alcoholic beverages	$4,620
Apparel and services	$24,124
Cash contributions	$28,598
Education	$15,483
Entertainment	$37,535
Food	$120,574
Health care	$72,018
Housing	$160,805
Personal care & services	$12,219
Personal insurance	$6,438
Reading	$996
Tobacco & smoking	$4,862
Transportation	$155,888
Cash gifts	$8,392
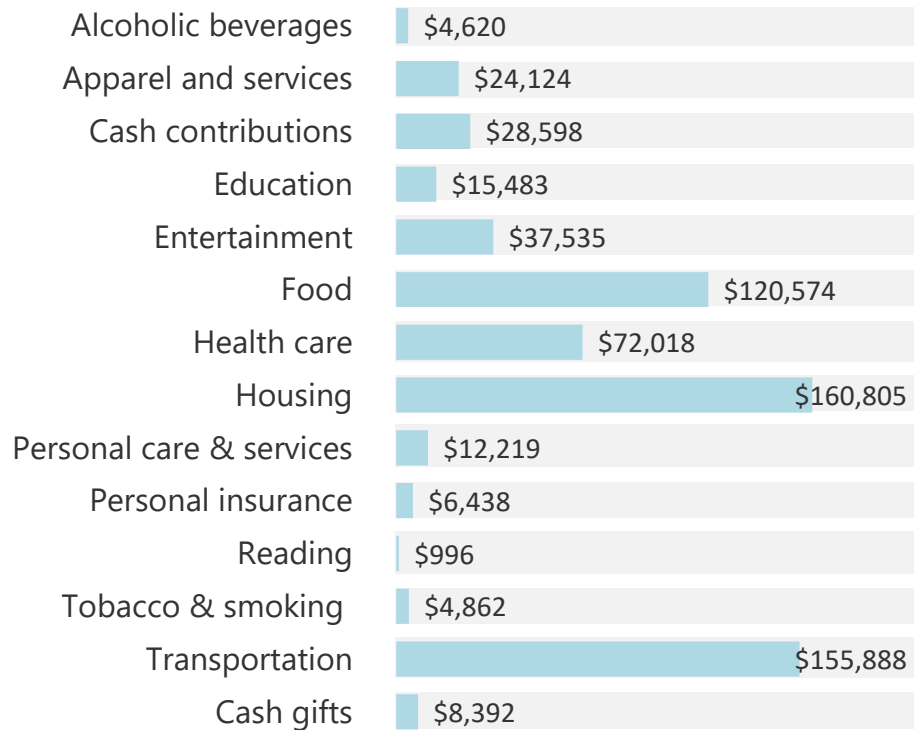
Business Summary by NAICS Code

1	Agriculture, Forestry, Fishing and Hunting	3	Real Estate, Rental and Leasing
0	Mining, Quarrying, Oil and Gas Extraction	2	Professional, Scientific, and Technical Services
	Utilities		Management of Companies and Enterprises
3	Construction	1	Administrative and Support Services
3	Manufacturing	1	Educational Services
3	Wholesale Trade	3	Health Care and Social Assistance
21	Retail Trade	2	Arts, Entertainment, and Recreation
2	Transportation and Warehousing	8	Accommodation and Food Services
0	Information	4	Other Services
3	Finance and Insurance	1	Public Administration

Retail Sales Volume

Category	Sales Volume
Automotive Dealers	$10,522,777
Other Motor Vehicle Dealers	$325,421
Automotive Parts, Accessories, Tires	$493,249
Furniture Stores	$0
Home Furnishing Stores	$1,610,833
Electronics and Appliance	$1,977,664
Building Material, Supplies	$5,608,680
Lawn and Garden Equipment	$722,248
Grocery Stores	$10,127,304
Specialty Food Stores	$247,238
Beer, Wine, and Liquor Stores	$1,142,299
Health and Personal Care Stores	$8,738,673
Gasoline Stations	$14,637,378
Clothing Stores	$10,318,803
Shoe Stores	$3,619,660
Jewelry, Luggage, Leather Goods	$213,831
Sporting Goods, Hobby, Musical Instrument	$2,018,944
Book, Periodical, and Music	$585,572
Department Stores	$1,196,117
Other General Merchandise	$12,401,712
Florists and Misc. Store Retailers	$49,033
Office Supplies, Stationary, Gift	$423,407
Used Merchandise Stores	$121,006
Other Misc. Store Retailers	$2,401,514
Electronic Shopping and Mail Order	$0
Direct Selling Establishments	$250,006
Full-Service Restaurants	$4,898,718
Limited-Service Eating Places	$4,880,789
Special Food Services	$654,147
Bar/Drinking Places (Alcoholic Beverages)	$0

LandScape Segment Descriptions

Gurus (E1)

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable $50,000s and $60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

Gray Eminence (D1)

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable $50,000s to $60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

Apron Strings (G2)

Apron Strings & Hard Hats rank almost 50- percent- higher- than- the- national- average in single households. A slightly- above- average number of the predominately 30- year- old residents of this highly urban Struggling Alone category have never been married, but more often they are divorced or widowed: They measure 50- percent- higher- than- average in both circumstances. These singles have some children, creating neighborhoods with either single men or women raising children under 17 alone. In fact, the household compositions measure 75- pecent- higher- than- average in single- parent families. Some of these residents have never been married, but over 50- percent- more- than- average are widowed or divorced. Apron Strings areas are below- average in education, measuring below- average on college and 50- percent- higher- than- average level of people without high- school degrees. This number correlates to their occupational categories, which are predominately in these areas: Those who have jobs work in blue- collar positions, with about a 50- percent- higher- than- average showing in healthcare, food preparation, building maintenance, production, and transportation. Incomes for this group are below or in the $30,000s. Not surprisingly, they rely heavily on public assistance to make ends meet: Measuring at almost two- times- average in this area. Apron Strings' above- average

Strapped (C5)

Strapped neighborhoods, which consist of 30- year- olds- with- kids and a smattering of retirees, are the financial strugglers of the Urban Cliff Dwellers category. One reason for their harder- row- to- hoe status may be their lower education level. They have a higher- than- average number of residents without high- school degrees. Plus, this group subsists on less than $30,000- a- year, which they earn from a combination of both wages and public assistance. The older residences are naturally already dipping into social security. They are the only segment in this category with statistically significant measurements in the blue- collar occupational category. Their occupations vary across the traditional blue- collar range, with a particularly large number in the production industries. Other common occupational industries are repair services, construction, grounds maintenance, food preparation, and healthcare support. Strapped residents' no- frills shopping strategy probably includes keeping a sharp eye out for sales on the basic necessities of life.

Los Solteros (N5)

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income levels: the high- $30,000s to $40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one things, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name - Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

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

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

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 commonalties 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 were 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 Americas, 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.

East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels inmarried- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at $50,000s and $60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where

Golden Heritage (O1)

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the $50,000s and $60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden