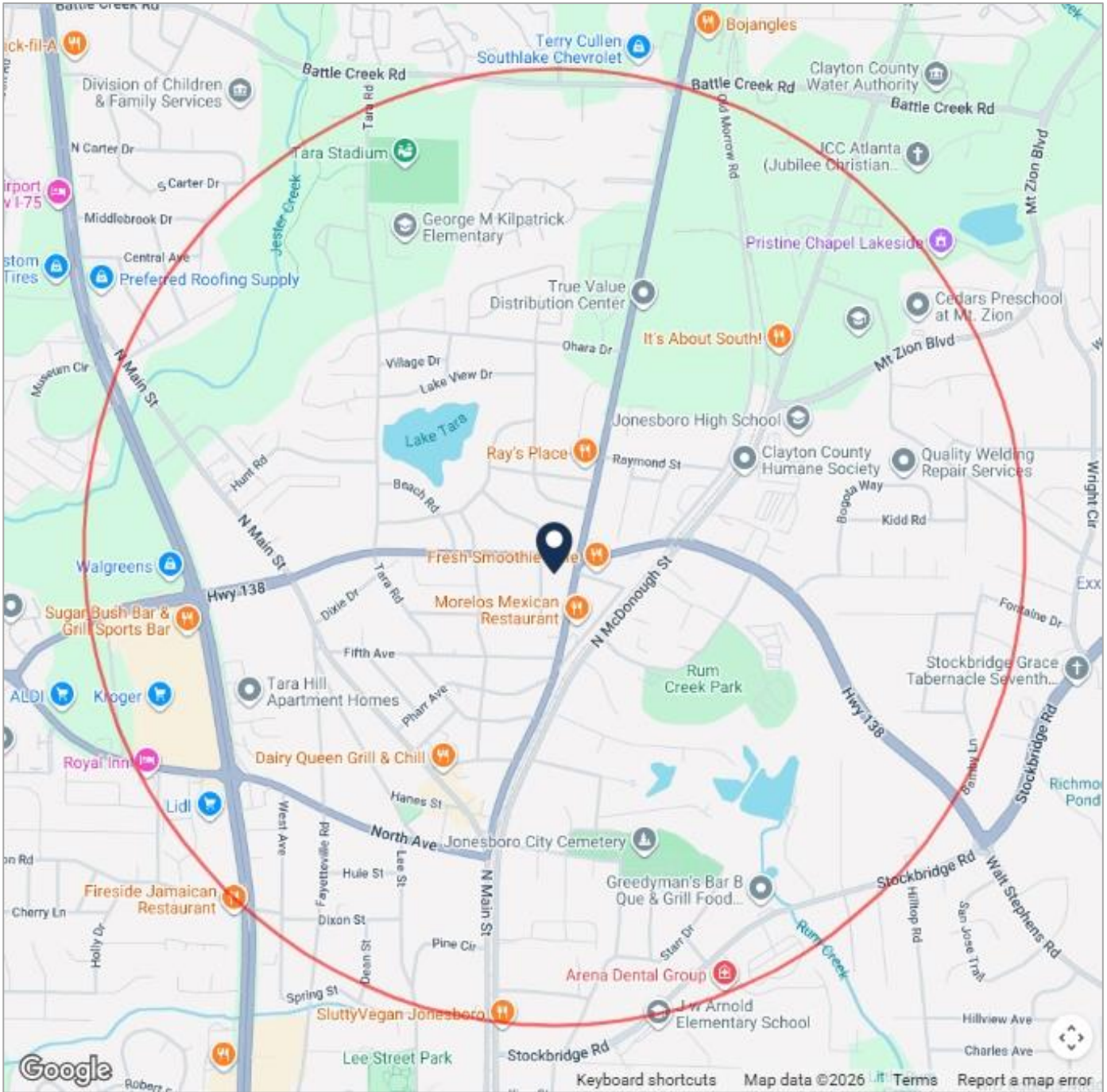


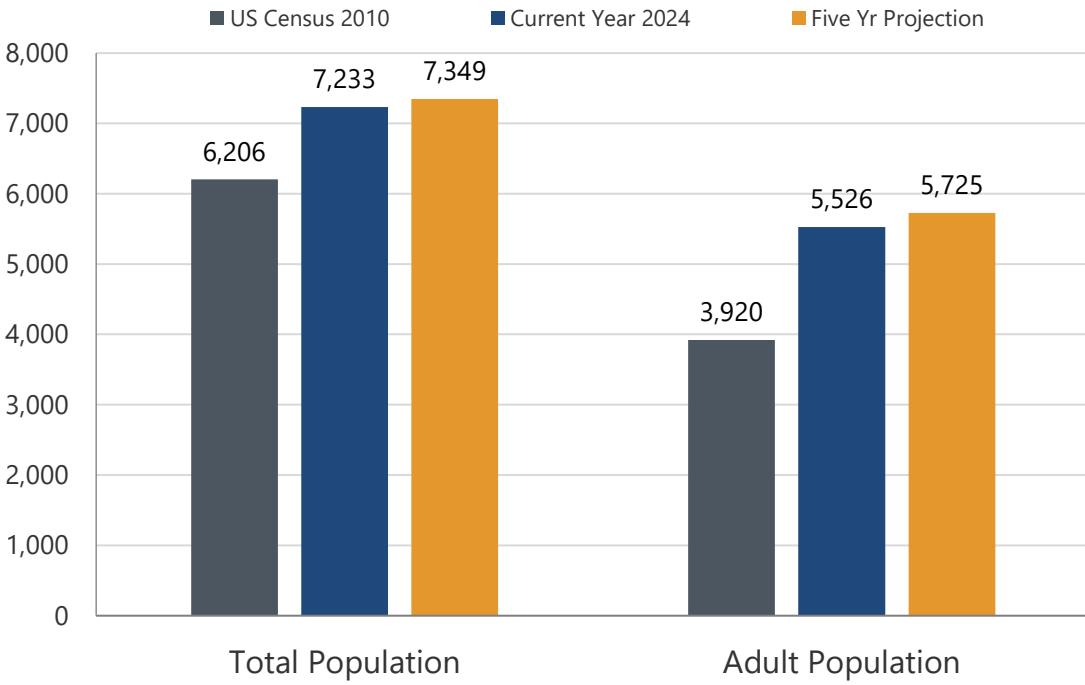
1198 Georgia 138 - Demographics

Trade Area: 1 Mile

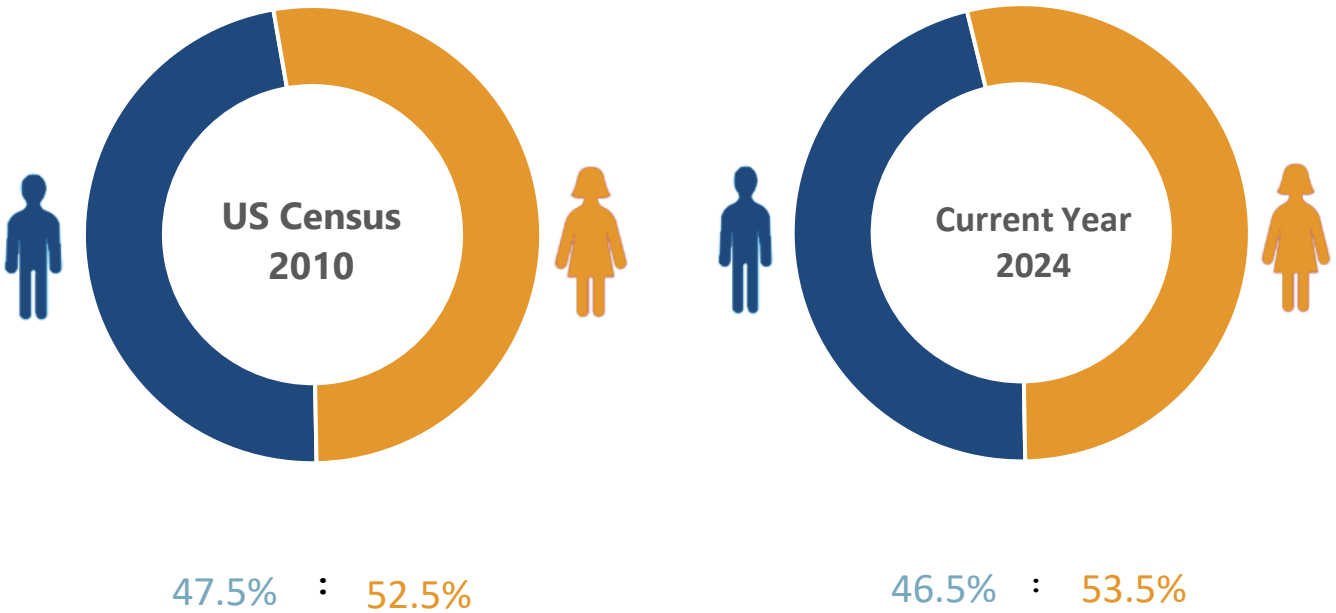


Population Charts

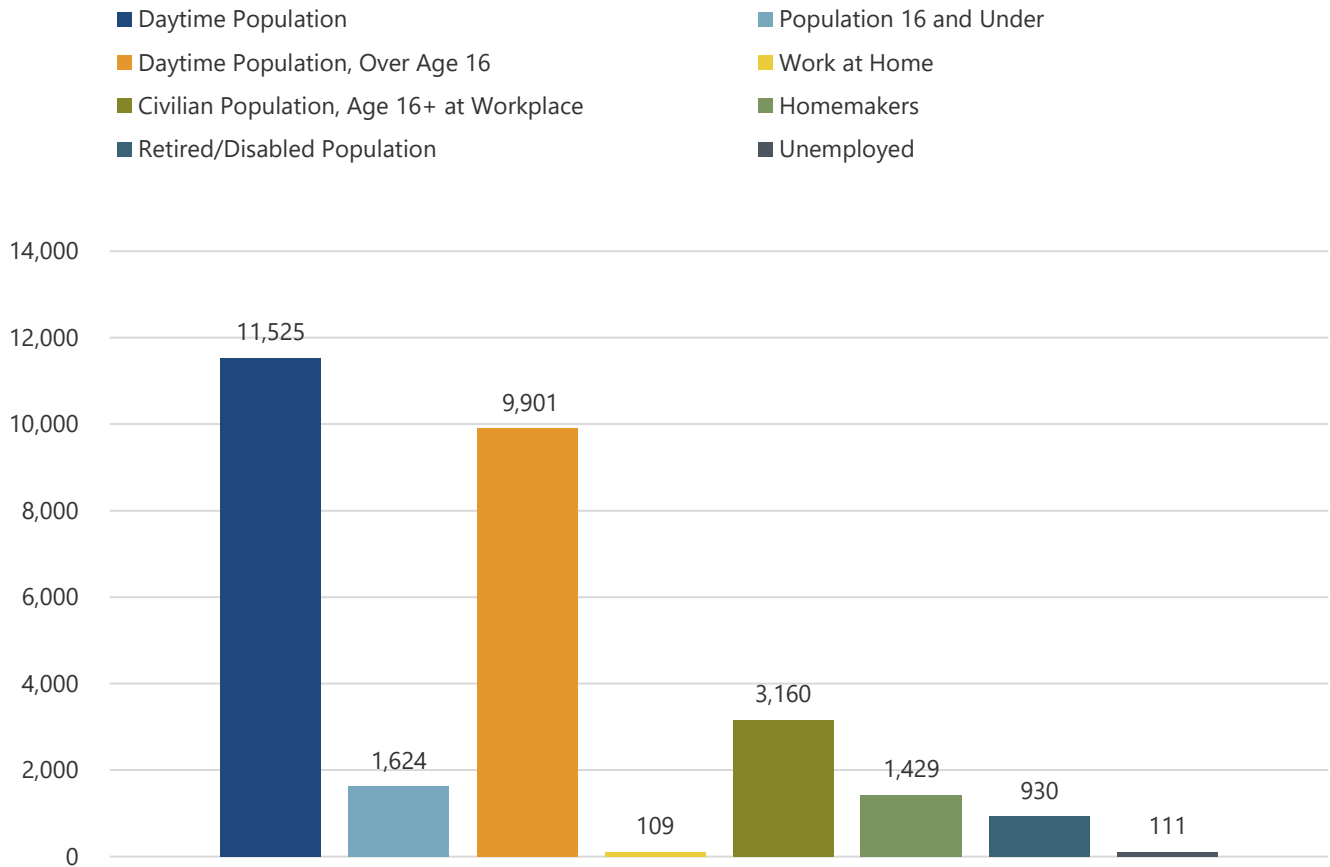
Population



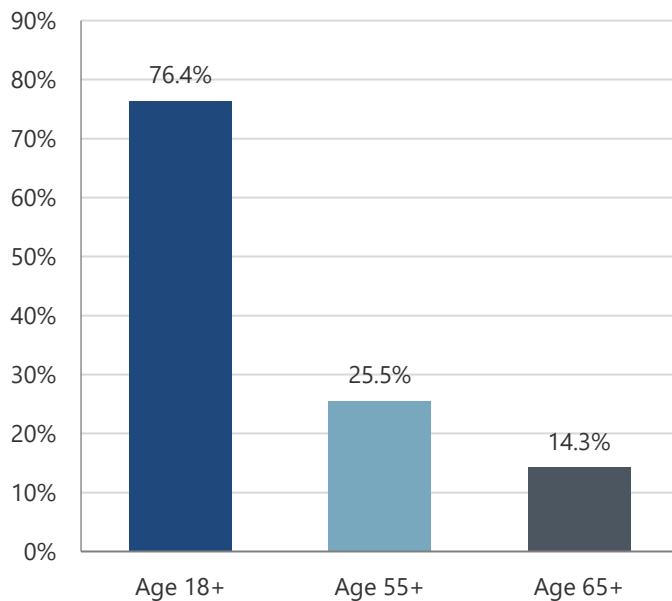
Female/Male Ratio



Daytime Population



Age



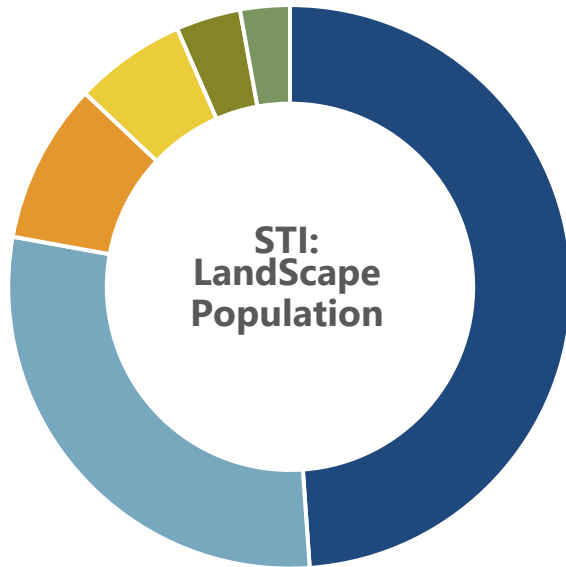
Median Age, Total

36.9

Age Demographics

- 76.41% Age 18+
- 25.48% Age 55+
- 14.27% Age 65+

Population STI: LandScape (Current Year)



Top Six Segments:

- 48.0% Standing Tall (M2)
- 28.4% Still Standing (M3)
- 9.0% Black Gentry (M1)
- 6.3% Apron Strings (G2)
- 3.6% Pushing Through (M4)
- 2.8% Doublewides (O4)

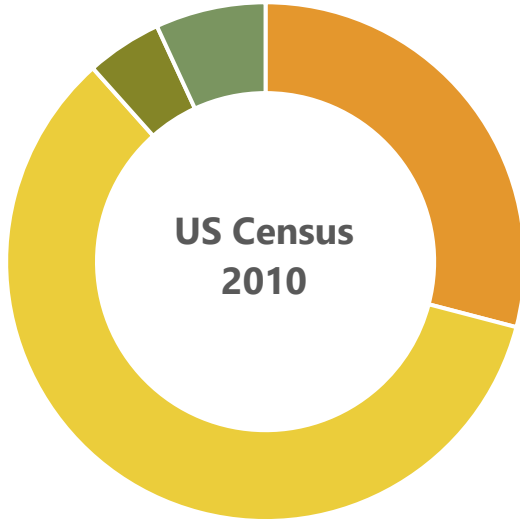
Other top segments:

- 0.0% Collegians (O7)
- 1.9% Urban Moms/Dads (G1)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
Standing Tall (M2)	\$51K	38.7	Urban	Single	Black	Families	High School Grad	White/Blue Collar
Still Standing (M3)	\$31K	34.5	Urban	Single	Black	Families	High School	White Collar
Black Gentry (M1)	\$56K	38.8	Urban	Married	Black	None	High School Grad	White/Blue Collar
Apron Strings (G2)	\$33K	40.2	Urban	Single/Couple	White	Families	High School	Blue Collar
Pushing Through (M4)	\$27K	35.1	Urban	Single	Black	Families	High School	Blue Collar
Doublewides (O4)	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Urban Moms/Dads (G1)	\$33K	34.6	Urban	Single	Diverse	Families	High School	Blue 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/Trad	Blue/White 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

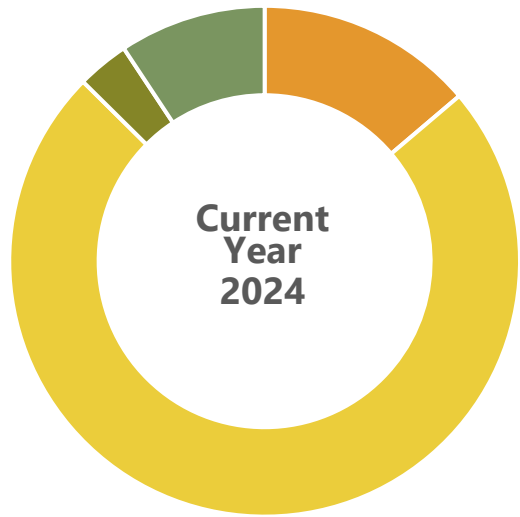
Please refer to the end of this report for full descriptions.

Ethnicity (Not Hispanic/Latino)



2010 US Census (Not Hispanic/Latino)

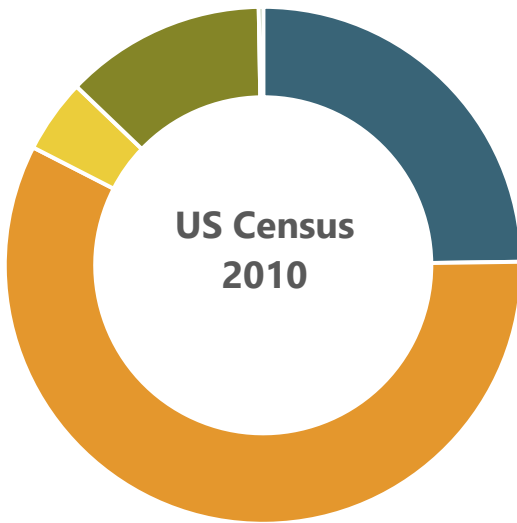
- 28.02% White
- 57.19% Black
- 4.55% Asian
- 6.63% Other



Current Year (Not Hispanic/Latino)

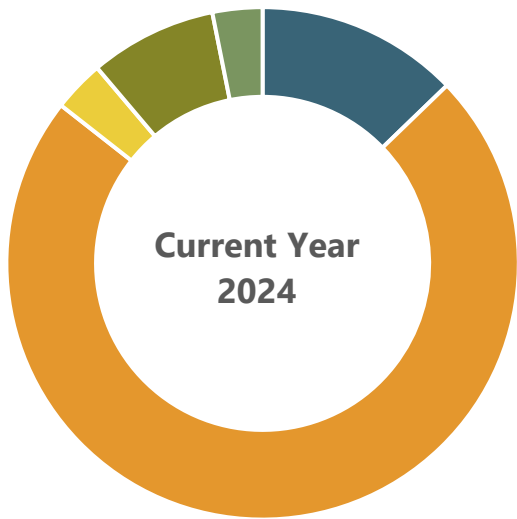
- 13.80% White
- 73.61% Black
- 3.29% Asian
- 9.30% Other

Ethnicity (Hispanic/Latino)



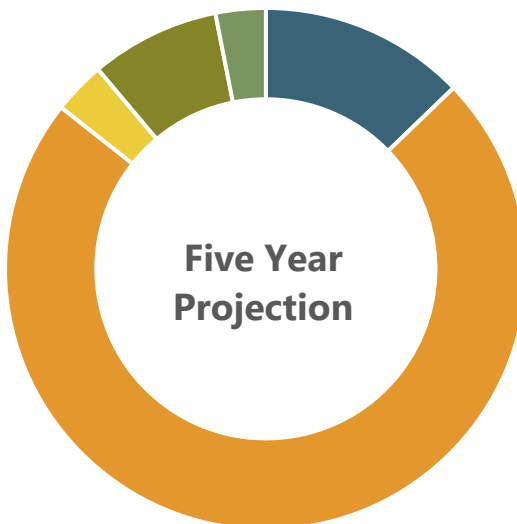
2010 US Census (Hispanic/Latino)

- 24.16% White
- 56.30% Black
- 4.51% Asian
- 12.25% Hispanic
- 0.27% Other



Current Year (Hispanic/Latino)

- 12.78% White
- 72.80% Black
- 3.24% Asian
- 8.03% Hispanic
- 3.15% Other



Five Year Projection (Hispanic/Latino)

- 12.79% White
- 72.84% Black
- 3.24% Asian
- 8.02% Hispanic
- 3.11% Other

Housing & Households

3.4

Land Area

2,819

Total Households

3,136

Total Housing Units

2,865

Total Households

5 Year Projection



991

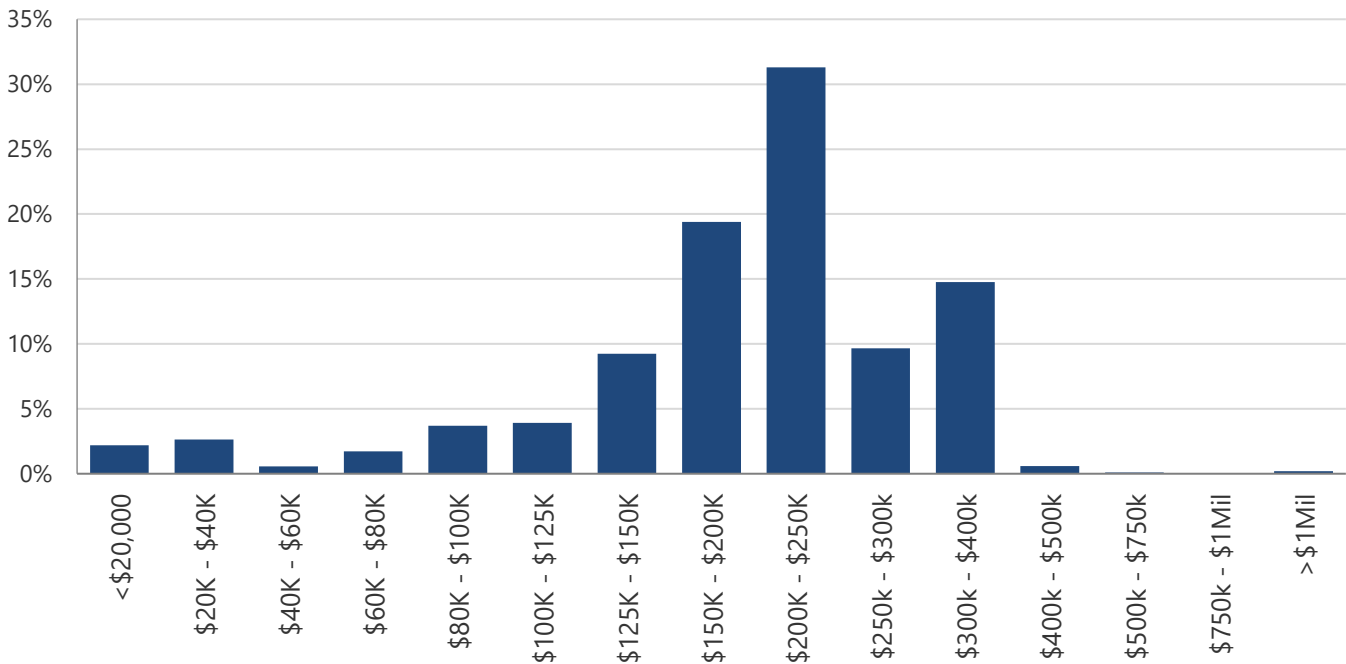
Owner-Occupied



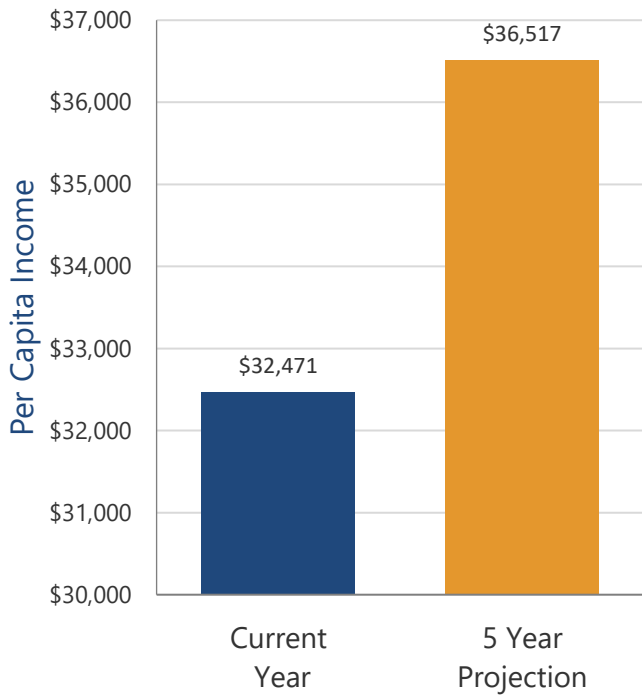
1,828

Renter-Occupied

Housing Value (Current Year)



Income



Average Household Income

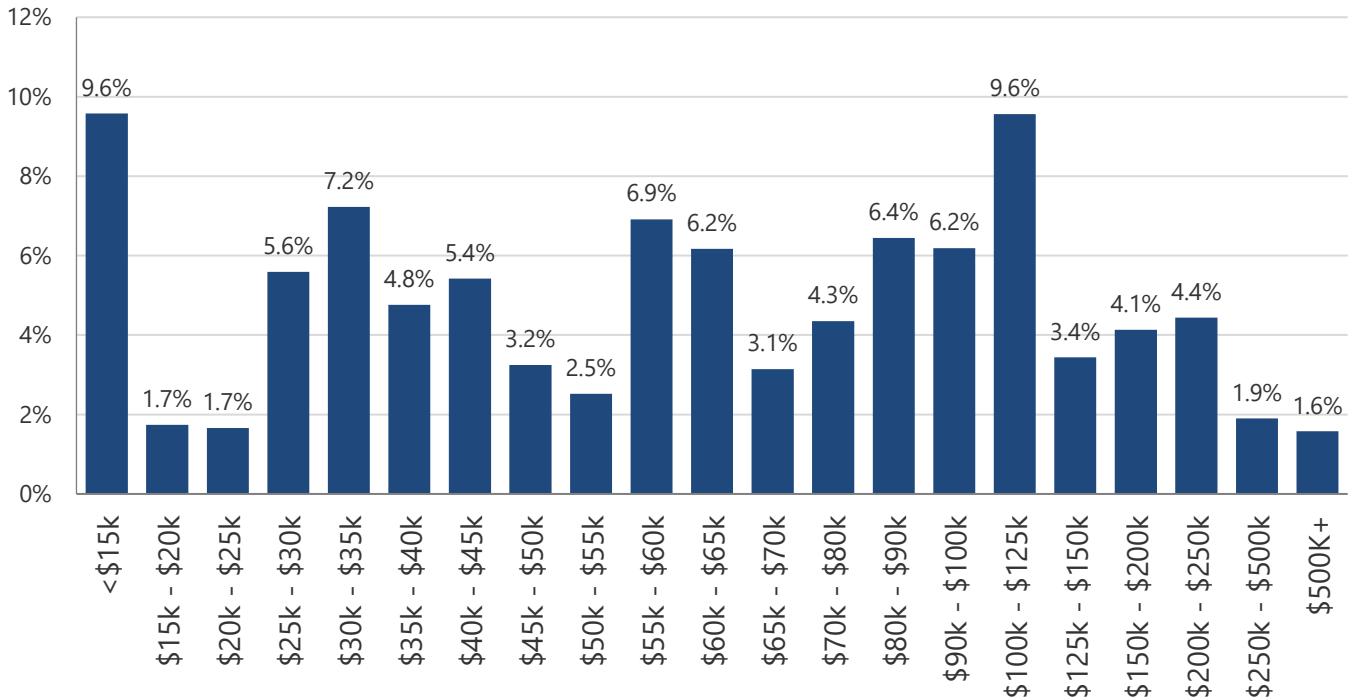
\$83,306

Median Household Income

\$63,551

Based on Total Population

Households by Income (Current Year)



Education (Current Year)

Education



2,216

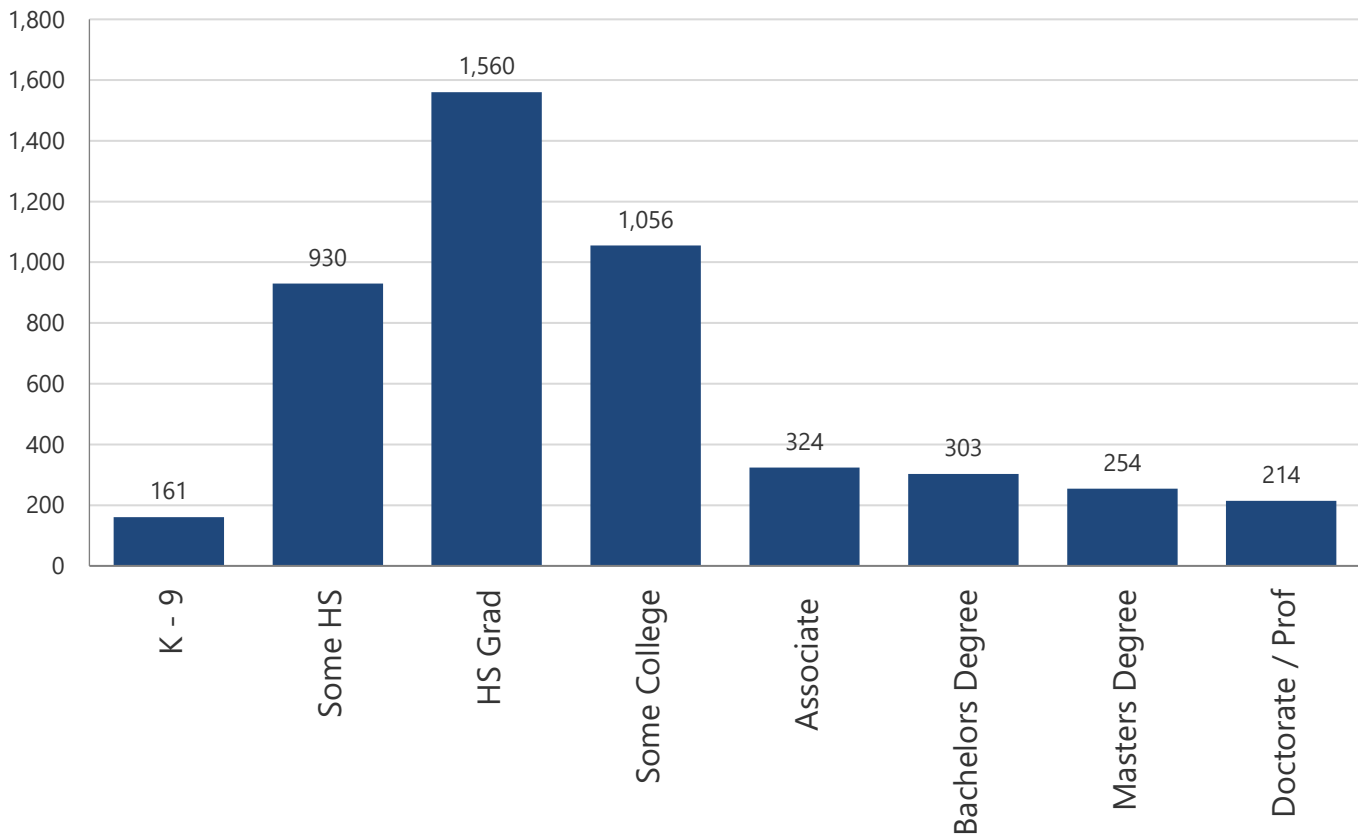
College undergraduate



559

Graduate or prof degree

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

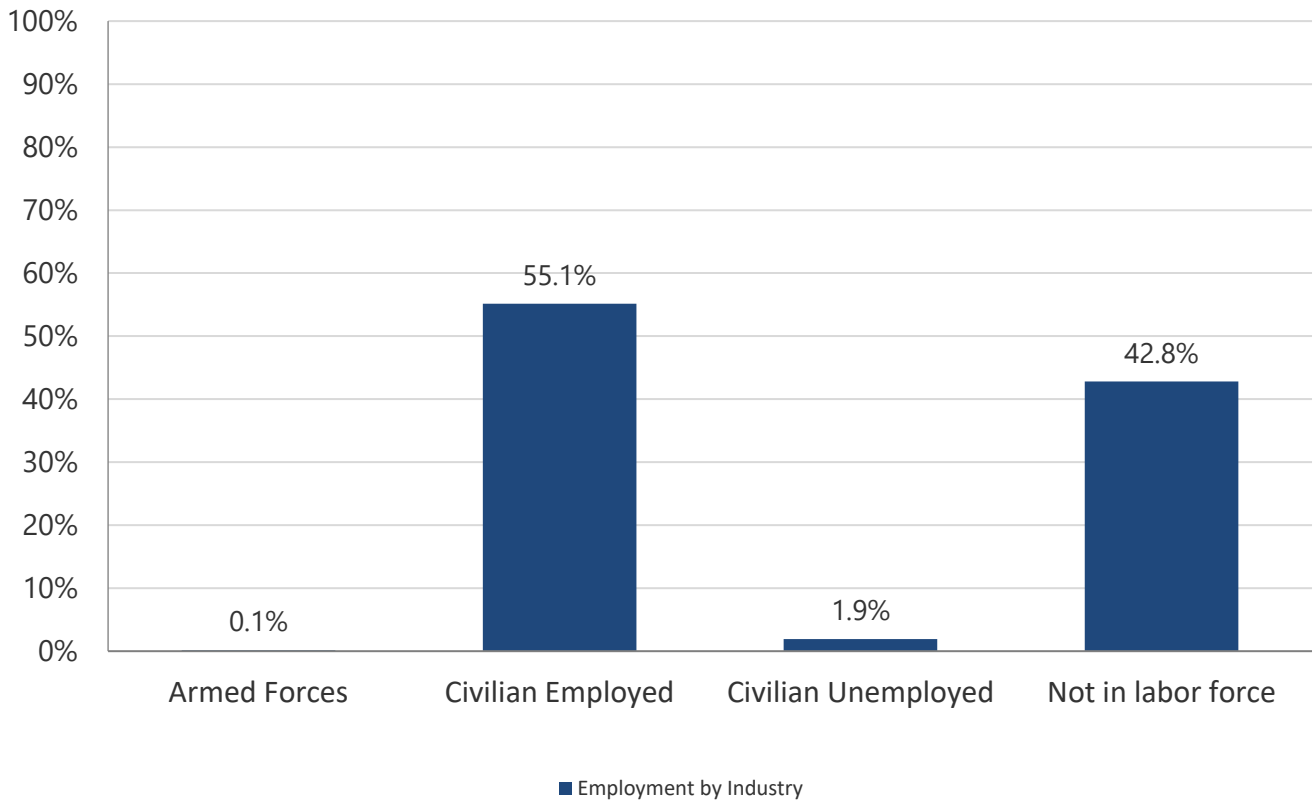
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



5,725

Current Year

Employment by Industry



Transportation to Work (Current Year)



3,123

Total Workers 16+



2,821

Car, Truck or Van



127

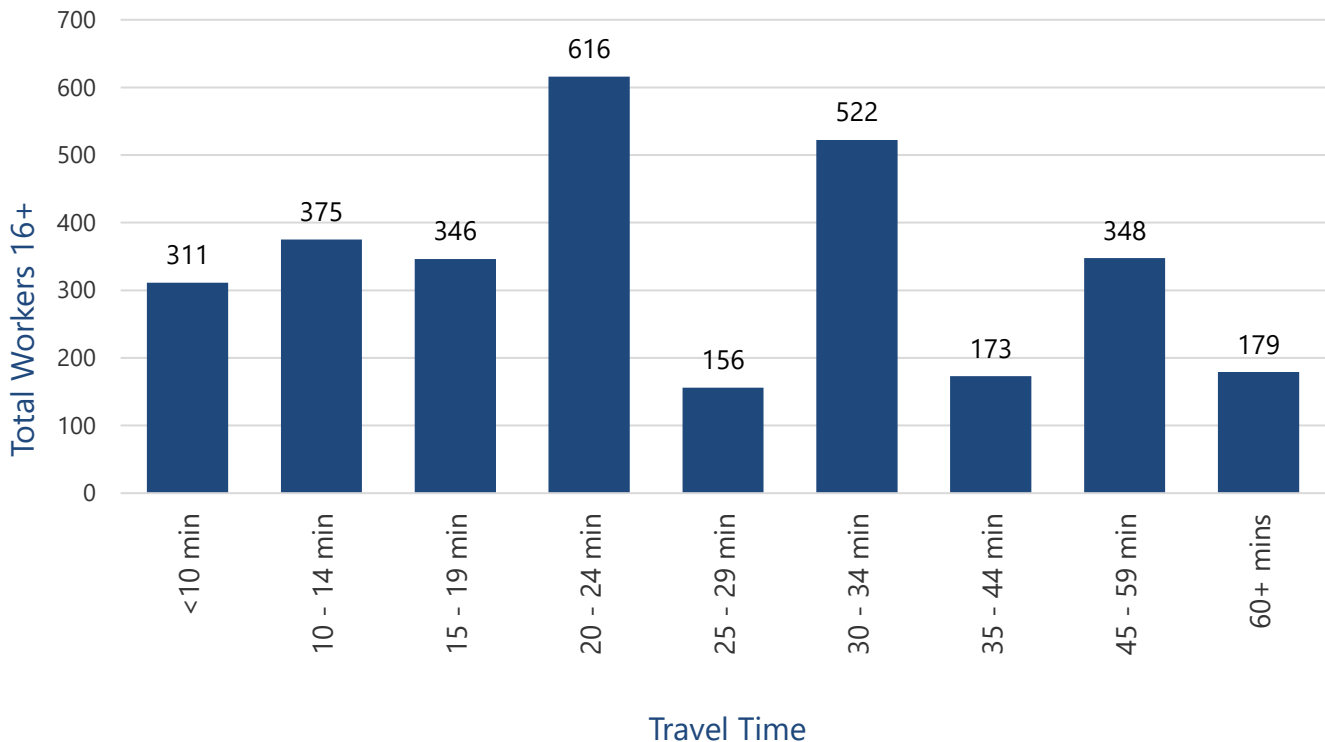
Public transport (not taxi)



97

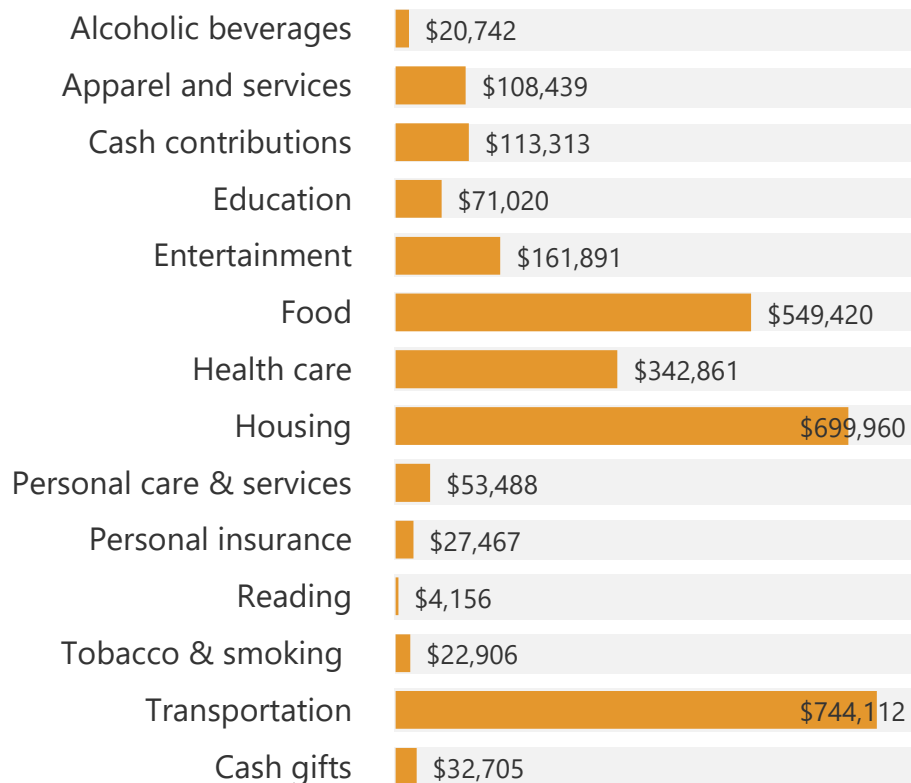
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by NAICS Code

Agriculture, Forestry, Fishing and Hunting	10	Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	21	Professional, Scientific, and Technical Services
Utilities	1	Management of Companies and Enterprises
8 Construction	9	Administrative and Support Services
1 Manufacturing	12	Educational Services
6 Wholesale Trade	33	Health Care and Social Assistance
39 Retail Trade	3	Arts, Entertainment, and Recreation
7 Transportation and Warehousing	12	Accommodation and Food Services
3 Information	36	Other Services
13 Finance and Insurance	35	Public Administration

Retail Sales Volume

Automotive Dealers	\$202,971,679
Other Motor Vehicle Dealers	\$483,046
Automotive Parts, Accessories, Tires	\$3,149,429
Furniture Stores	\$0
Home Furnishing Stores	\$2,419,625
Electronics and Appliance	\$2,792,068
Building Material, Supplies	\$25,679,554
Lawn and Garden Equipment	\$0
Grocery Stores	\$1,368,037
Specialty Food Stores	\$1,213,431
Beer, Wine, and Liquor Stores	\$0
Health and Personal Care Stores	\$5,110,146
Gasoline Stations	\$24,763,207
Clothing Stores	\$2,646,997
Shoe Stores	\$192,354
Jewelry, Luggage, Leather Goods	\$0
Sporting Goods, Hobby, Musical Instrument	\$1,950,573
Book, Periodical, and Music	\$0
Department Stores	\$400,848
Other General Merchandise	\$19,139,839
Florists and Misc. Store Retailers	\$1,844,647
Office Supplies, Stationary, Gift	\$22,934
Used Merchandise Stores	\$0
Other Misc. Store Retailers	\$1,593,487
Electronic Shopping and Mail Order	\$0
Direct Selling Establishments	\$237,347
Full-Service Restaurants	\$6,996,161
Limited-Service Eating Places	\$5,741,377
Special Food Services	\$5,003,177
Bar/Drinking Places (Alcoholic Beverages)	\$0

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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

LandScape Segment Descriptions

Standing Tall (M2)

Within occupations such as healthcare, protective services, and office administration, you'll find levels of status and income. Residents of Standing Tall market segments are at the higher ends of both scales, estimated chiefly on the neighborhoods' median income range, which is high- \$30,000s to the \$40,000s. They also have the second lowest ranking on public- assistance income in their market segmentation category: about 50- percent- the- national- average. Overall, these demographic facts put the Standing Tall residents in a very comfortable consumer category. Residents inhabiting these areas are overwhelmingly in their 30s, have high- school degrees, are single- parent households, and have an average number of children under their roofs. Specifically, Standing Tall segments have about a 50- percent- higher- than- average percent of single- parent homes, but well- over- two- times- the- national- average are with female- heads- of- households. These areas also have an over- 25- percent- higher- than- average number of divorcees and widows/widowers.

Still Standing (M3)

Residents of Still Standing neighborhoods may face greater challenges than most Americans, but you can't say they aren't trying. These areas are home to people in their 20s to low- 30s, who rank at the national- average in income from salaries and wages. However, they also show about two- and- a- half- times- average- higher rate of public- assistance income. These residents are working at a wide variety of jobs, including an over two- times- average level of employment in healthcare services; nearly two- times- average in building maintenance; and over 50- percent- above- average in protective services, food preparation, and personal care industries. All in all their positions are categorized as white- collar, unlike the Standing Tall segments, which work in similar fields, but weight in as blue- collar. But with a 50- percent- higher- than- average- level of residents without high- school educations, and a median- salary range in the low- \$30,000s or less, these residents may continue to carefully spend the money they bring home. Additional distinctions include a between 50- and- 75- percent- above- average percentage who've never married; a well above- average number of children; and a 50- percent- below- average number of married- couple households. Additionally, there is a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number

Black Gentry (M1)

African Americans in the U.S. are working in a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white- collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well- off 30- something African Americans, who are married with some children of all ages. However, they also have a 50- percent- above- average level of households with single mothers. They're median annual income range is in the \$50,000s and \$60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher- than- the- national- average on this measurement. Along with a relatively high percent of white- collar jobs, these segments also show many blue- collar workers mixed in. Across the board these areas have an average percent of high- school and a below- average standing on college- education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50- percent- above- average). Other areas ranking above- average are transportation, office administration, and building maintenance.

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- percent- 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

Pushing Through (M4)

Pushing Through segments are similar to segments in many demographics as Still Standing such as age (20- to low- 30- years-old), except for one predominant distinction - they are home to the "blue-collar" workers in occupations such as healthcare, building maintenance, production, and transportation. In these employment fields, they rank at over two- times- the- national- average. However, their median annual income is still the same as residents of Standing Tall areas: the low- \$30,000s or less. Also, Pushing Through neighborhoods rank at between 50- and- 75- percent- above- average in residents who've never been married. In fact, they rank at 50- percent- below- average number of married- couple households, including a 50- percent- higher- than- average percent of single- male parents and nearly two- times- average number of single- female parent families. Other similarities to their Still Standing neighbors include: an above- average level of income from public- assistance (nearly three- times- the- national- average). Though many residents have high- school degrees, a two- times- average level of residents do not have high- school educations.

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

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.

Urban Moms/Dads (G1)

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

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 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.

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 in married- 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