

Douglasville Shoppes

Douglasville, Ga

Potential Build To Suit

Retail Available



Highlights

Location:

Douglas Blvd near Stewart Pkwy
Douglasville, GA 30135, Douglas County

Demographics:

	3 Mile	5 Mile
Population Growth '05 - '10	14.07%	16.59%
Population	30,768	65,846
Median HH Inc	\$58,394	\$57,659

Traffic Counts:

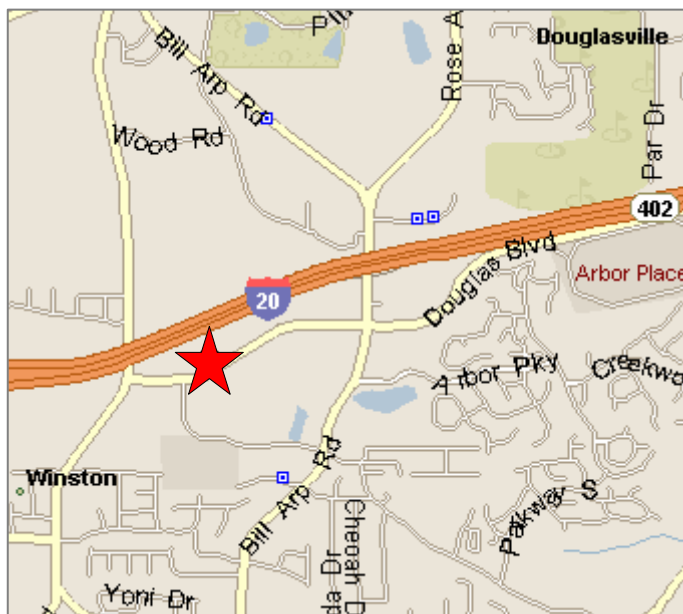
ADT – 30,867 on I-20 (2004)
ADT – 15,779 on Bright Star Rd

Parks:

Flexible

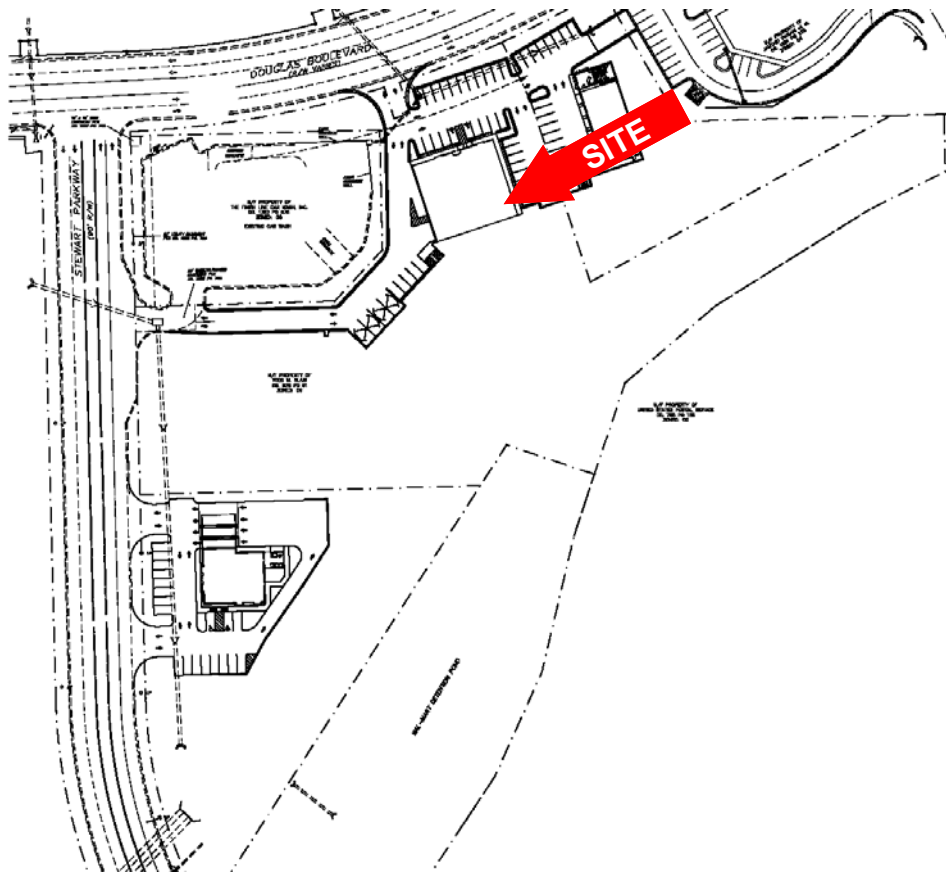
Retailers in the Market:

Parisiens, JC Penny, Sears, Goody's, Ross, Target, Wal-Mart, Arbor Place Mall



- ❖ Convenient to I-20
- ❖ Heavily Trafficked Thoroughfare
- ❖ Regional Market

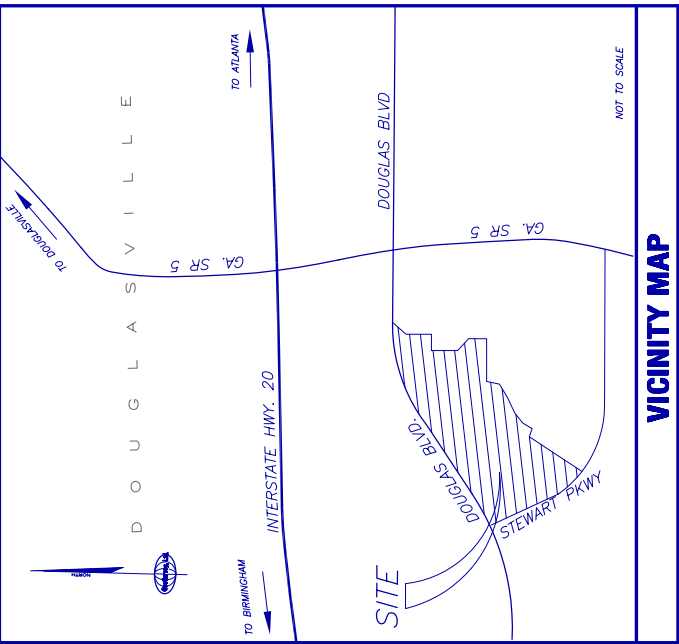
Douglasville



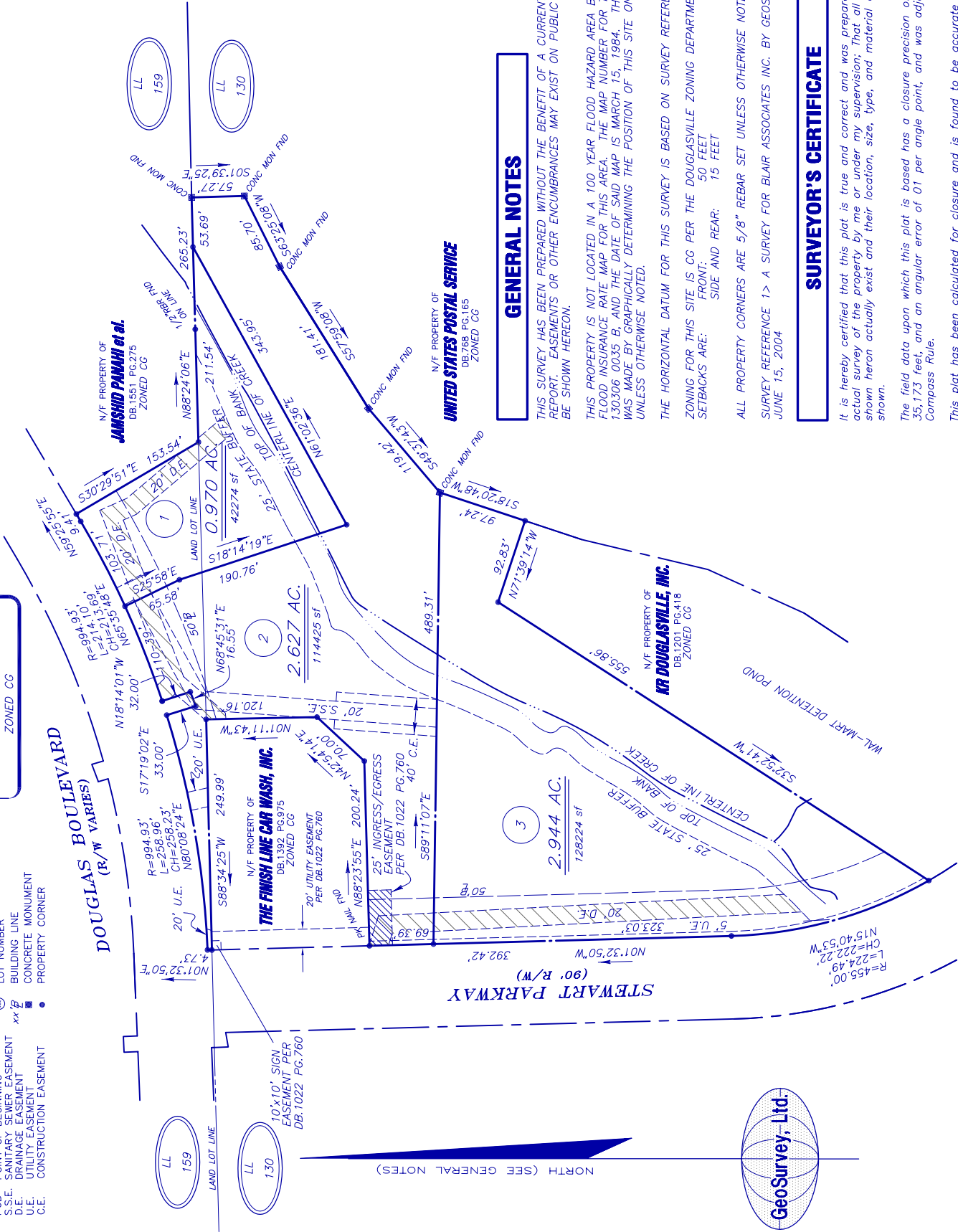
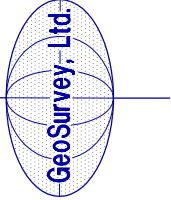
LEGEND

STANDARD ABBREVIATIONS	STANDARD SYMBOLS
POB	POINT OF BEGINNING
S.S.E.	SANITARY SEWER EASEMENT
D.E.	DRAINAGE EASEMENT
U.E.	UTILITY EASEMENT
C.E.	CONSTRUCTION EASEMENT
xx B	LOT NUMBER
	BUILDING LINE
	CONCRETE MONUMENT
	PROPERTY CORNER

SITE AREA
6.541 Acres
284,923 sf
ZONED CG



NORTH (SEE GENERAL NOTES)



PLEASE NOTE

INFORMATION REGARDING THE PRESENCE, SIZE AND LOCATION OF UNDERGROUND UTILITIES IS SHOWN HEREON. THIS INFORMATION HAS BEEN SHOWN BASED ON THE LOCATION OF ABOVE GROUND APPURTENANCES, AVAILABLE DESIGN PLANS, AND FLAGS PLACED AT THE LOCATION OF THE UTILITIES. THE INFORMATION IS MADE AS TO THE ACCURACY OF THOROUGHNESS OF THE INFORMATION CONCERNING UNDERGROUND UTILITIES AND STRUCTURES SHOWN HEREON, PER GEORGIA LAW, THE UNDERGROUND UTILITIES PROTECTION SERVICE MUST BE CALLED PRIOR TO THE COMMENCEMENT OF ANY AND ALL EARTH DISTURBING ACTIVITIES.

IF YOU DIG



IF YOU DIG GEORGIA...
CALL US FIRST!
1-800-282-7411
(770) 623-4344
(METRO ATLANTA ONLY)
UTILITIES PROTECTION CENTER
IT'S THE LAW

THIS SURVEY HAS BEEN PREPARED FOR THE EXCLUSIVE USE OF THE PERSON OR ENTITIES NAMED HEREON. NO EXPRESS OR IMPLIED WARRANTIES WITH RESPECT TO THE INFORMATION SHOWN HEREON IS TO BE EXTENDED TO ANY PERSONS OR ENTITIES OTHER THAN THOSE SHOWN HEREON.

CLOSURE INFORMATION

THE FIELD CLOSURE UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN 35173. AN ANGULAR ERROR OF .01 SECONDS PER SETUP, AND WAS ADJUSTED USING THE COMPASS RULE. A TOPCON ELECTRONIC TOTAL STATION AND A TDS RANGER DATA COLLECTOR WERE USED TO COLLECT THIS FIELD DATA.

THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND WAS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 293,430 FEET. JTB

REVISIONS

No.	Date	Description

GENERAL NOTES

THIS SURVEY HAS BEEN PREPARED WITHOUT THE BENEFIT OF A CURRENT TITLE INSPECTION REPORT. EASEMENTS OR OTHER ENCUMBRANCES MAY EXIST ON PUBLIC RECORD BUT NOT BE SHOWN HEREON.

THIS PROPERTY IS NOT LOCATED IN A 100 YEAR FLOOD HAZARD AREA BASED ON THE FLOOD INSURANCE RATE MAP FOR THIS AREA. THE MAP NUMBER FOR THIS AREA IS 130306 0035 B, AND THE DATE OF SAID MAP IS MARCH 15, 1984. THIS DETERMINATION WAS MADE BY GRAPHICALLY DETERMINING THE POSITION OF THIS SITE ON SAID FIRM MAPS UNLESS OTHERWISE NOTED.

THE HORIZONTAL DATUM FOR THIS SURVEY IS BASED ON SURVEY REFERENCE 1.

ZONING FOR THIS SITE IS CG PER THE DOUGLASVILLE ZONING DEPARTMENT. BUILDING SETBACKS ARE: FRONT: 50 FEET SIDE AND REAR: 15 FEET

ALL PROPERTY CORNERS ARE 5/8" REBAR SET UNLESS OTHERWISE NOTED.

SURVEY REFERENCE 1 > A SURVEY FOR BLAIR ASSOCIATES INC. BY GEOSURVEY, LTD. DATED JUNE 15, 2004

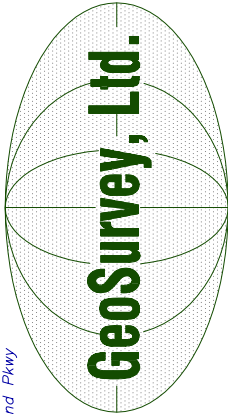
SURVEYOR'S CERTIFICATE

It is hereby certified that this plat is true and correct and was prepared from an actual survey of the property by me or under my supervision; that all monuments shown hereon actually exist and their location, size, type, and material are correctly shown.

The field data upon which this plat is based has a closure precision of one foot in 35,173 feet, and an angular error of 01 per angle point, and was adjusted using the Compass Rule.

This plat has been calculated for closure and is found to be accurate within one foot in 73,345 feet, and contains a total of 1.684 Acres.

Joseph T. Baker
Georgia Registered
Land Surveyor # 2674
1800 Sandy Plains Ind Pkwy
Marietta, GA 30066
(770) 795-9900

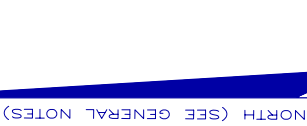


Land Surveying & Mapping
1800 Sandy Plains Ind. Parkway
Suite 104
Marietta, Georgia 30066
Phone: (770) 795-9900
Fax: (770) 795-8880

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

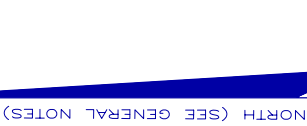
N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



STEWART PARKWAY
(90' R/W)

10'x10' SIGN
EASEMENT PER
DB.1022 PG.760

N/F PROPERTY OF
THE FINISH LINE CAR WASH, INC.
DB.1035 PG.975
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG

UNITED STATES POSTAL SERVICE
DB.768 PG.165
ZONED CG

N/F PROPERTY OF
KR DOUGLASVILLE, INC.
DB.1201 PG.418
ZONED CG

N/F PROPERTY OF
JAMSHID PANAHJI et al.
DB.1551 PG.275
ZONED CG



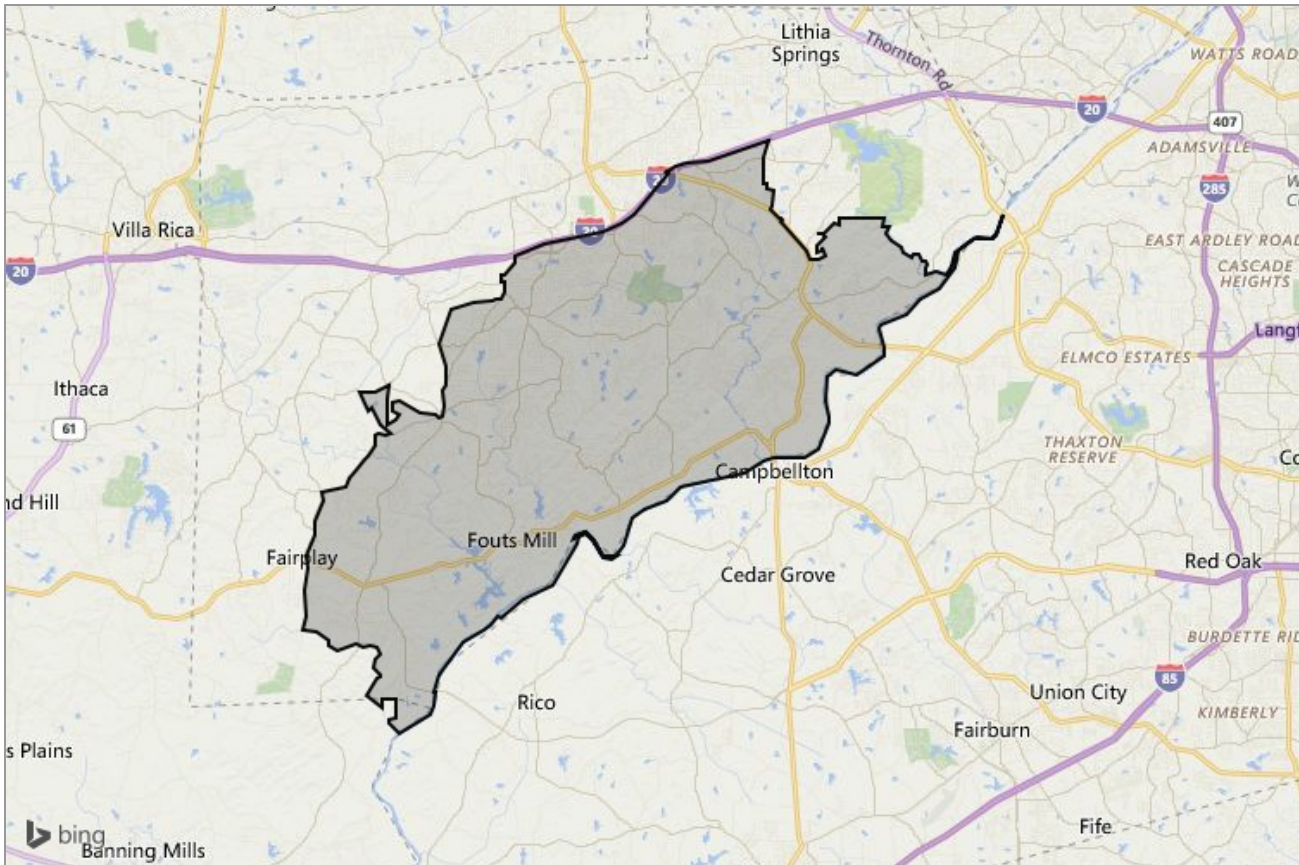
STEWART PARKWAY
(90' R/W)



REALTORS
PROPERTY
RESOURCE

COMMERCIAL TRADE AREA REPORT

Douglasville, GA 30135



Presented by

Michael Wendt



Work: (770) 873-1770

Michael@WendtCRS.com
www.WendtCRS.com

Wendt CRS, Inc.
2870 Peachtree Road, NW
Suite 207
Atlanta, GA 30305

Criteria Used for Analysis

Income:
Median Household Income
\$65,263

Age:
Median Age
37.2

Population Stats:
Total Population
64,033

Segmentation:
1st Dominant Segment
Soccer Moms

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes
Successful younger families in newer housing

Urbanization

Where do people like this usually live?

Suburban Periphery
Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Soccer Moms	Up and Coming Families	American Dreamers	Home Improvement	Southern Satellites
% of Households	5,908 (27.3%)	3,255 (15.0%)	2,747 (12.7%)	2,465 (11.4%)	1,589 (7.3%)
% of Douglas County	6,708 (14.0%)	8,900 (18.6%)	3,619 (7.6%)	2,513 (5.3%)	3,739 (7.8%)
Lifestyle Group	Family Landscapes	Ethnic Enclaves	Ethnic Enclaves	Family Landscapes	Rustic Outposts
Urbanization Group	Suburban Periphery	Suburban Periphery	Urban Periphery	Suburban Periphery	Rural
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family or Mobile Homes
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.96	3.1	3.16	2.86	2.65
Median Age	36.6	30.7	31.8	37	39.7
Diversity Index	48.3	72.4	83.3	63.4	38.6
Median Household Income	\$84,000	\$64,000	\$48,000	\$67,000	\$44,000
Median Net Worth	\$252,000	\$96,000	\$53,000	\$162,000	\$70,000
Median Home Value	\$226,000	\$174,000	\$130,000	\$174,000	\$119,000
Homeownership	85.5 %	74.1 %	65 %	80.3 %	78.6 %
Employment	Professional or Management	Professional or Services	Services or Administration	Professional or Services	Services, Professional or Administration
Education	College Degree	College Degree	High School Graduate	College Degree	High School Graduate
Preferred Activities	Go jogging, biking, target shooting. Visit theme parks, zoos.	Visit theme parks, zoos. Contract for home and landscaping services.	Own feature-rich cell phones. Pay bills, socialize online.	Eat at Chili's, Chick-fil-A, Panera Bread. Shop warehouse/club, home improvement stores.	Go hunting, fishing. Own a pet dog.
Financial	Carry high level of debt	Hold student loans, mortgages	Spend money carefully; buy necessities	Invest conservatively	Shop at Walmart
Media	Shop, bank online	Go online to shop, bank, for entertainment	Listen to urban or Hispanic radio	Watch DIY Network	Listen to country music; watch CMT
Vehicle	Own 2+ vehicles (minivans, SUVs)	Own late-model compact car, SUV	One or two vehicles	Own minivan, SUV	Own, maintain truck

About this segment Soccer Moms

This is the

#1

dominant segment
for this area

In this area

27.3%

of households fall
into this segment

In the United States

2.8%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Up and Coming Families

This is the

#2

dominant segment
for this area

In this area

15.0%

of households fall
into this segment

In the United States

2.2%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

American Dreamers

This is the

#3

dominant segment
for this area

In this area

12.7%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Home Improvement

This is the

#4

dominant segment
for this area

In this area

11.4%

of households fall
into this segment

In the United States

1.7%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood

- These are low-density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A and Panera Bread.
- Frequently buy children's clothes and toys.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment Southern Satellites

This is the
#5
dominant segment
for this area

In this area
7.3%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck, likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

Douglasville, GA 30135: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2015, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Average Household Size

This chart shows the average household size in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
 2020 (Projected)



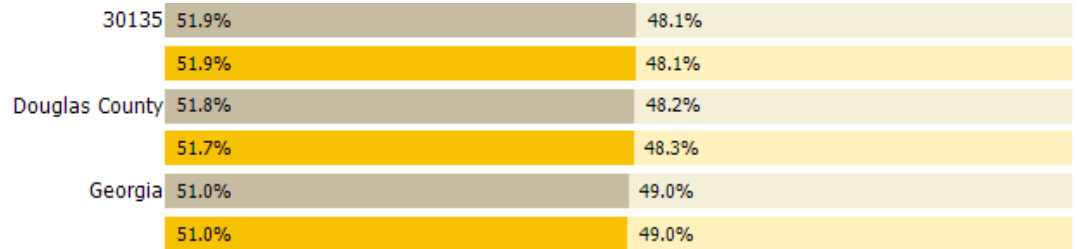
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

Women 2015
 Men 2015
 Women 2020 (Projected)
 Men 2020 (Projected)



Douglasville, GA 30135: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



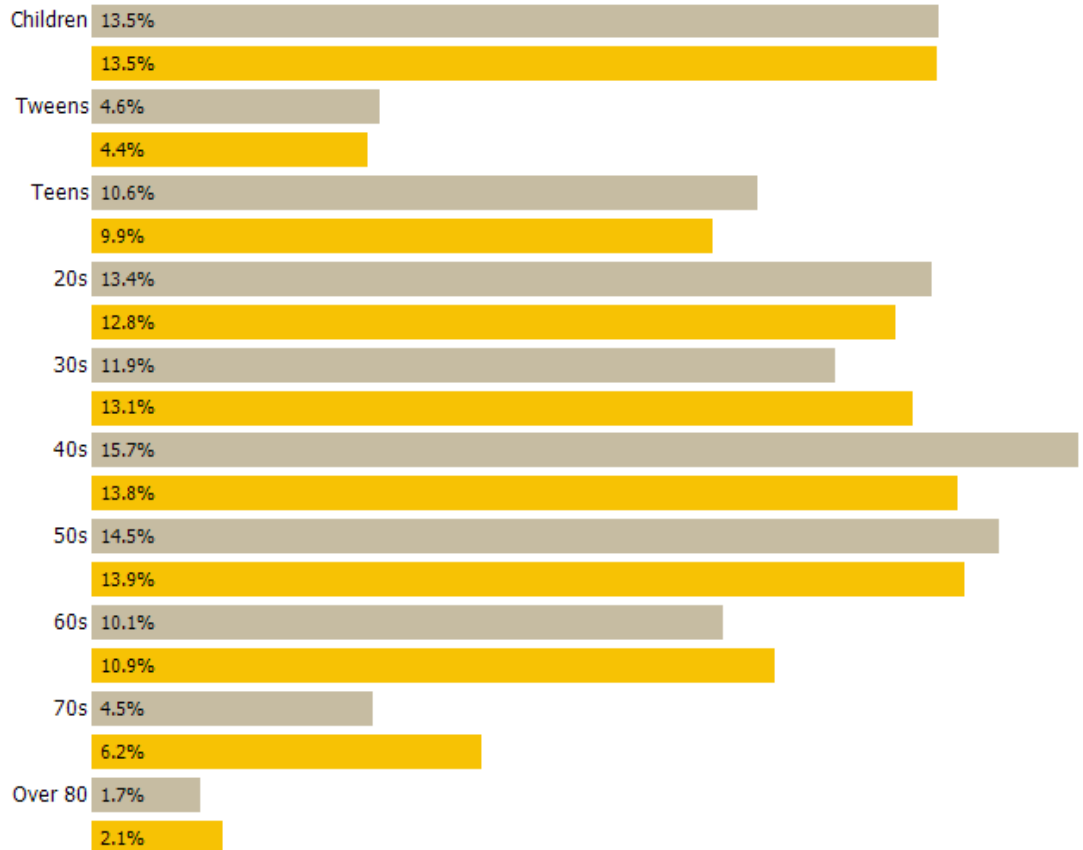
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Douglasville, GA 30135: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

Married
 Unmarried



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Douglasville, GA 30135: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



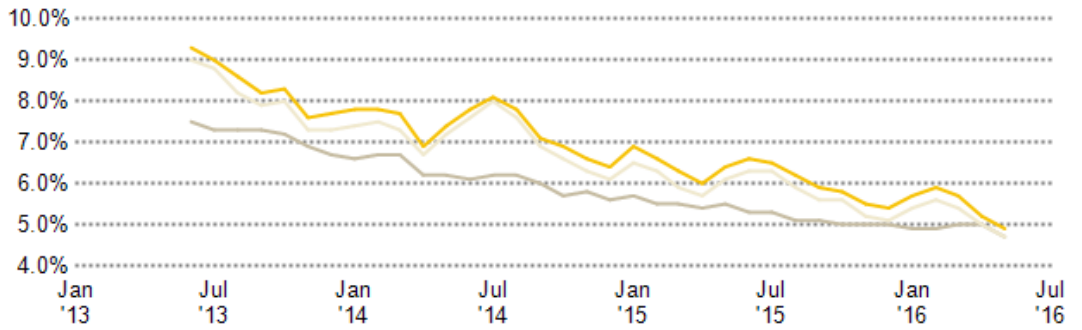
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

■ Douglas County
■ Georgia
■ USA

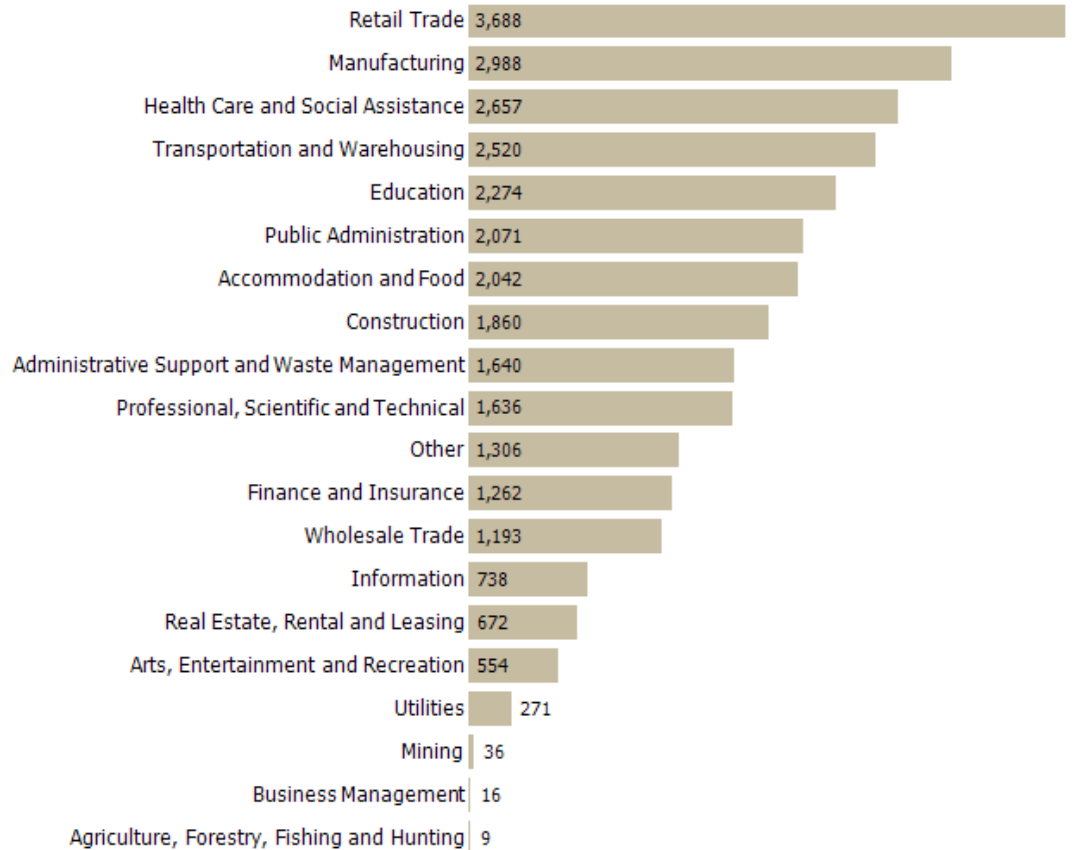


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2015

Update Frequency: Annually



Douglasville, GA 30135: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Douglasville, GA 30135: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2015

Update Frequency: Annually

