



WINDER

3,5,10 mile radii : WINDER

Prepared By:
FRANK NORTON JR
The Norton Agency

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Executive Demographic Report

Population

The current year population in this selected geography is 78,155. The 2000 Census revealed a population of 68,243, and in 1990 it was 41,792 representing a 63.29% change. It is estimated that the population in this area will be 93,288 in 2008, representing a change of 19.36% from 2003. The current population is 50.02% male and 49.98% female. In 2003, the median age of the population in this area was 34.3, compared to the US median age which was 36.1. The population density in your area is 248.8 people per square mile.

Households

There are currently 27,540 households in this selected geography. The Census revealed household counts of 24,068 in 2000, up from 14,861 in 1990, representing a change of 85.32%. It is estimated that the number of households in this area will be 32,827 in 2008, representing a change of 19.20% from the current year. For the current year, the average household size in this area is 2.84 persons.

In 2003, the median number of years in residence in this geography's population is 3.31. The average household size in this geography was 2.83 people and the average family size was 3.16 people. The average number of vehicles per household in this geography was 2.1.

Income

In 2003, the median household income in this selected geography was \$50,781, compared to the US median which was \$45,128. The Census revealed median household incomes of \$47,909 in 2000 and \$28,428 in 1990 representing a change of 78.63%. It is estimated that the median household income in this area will be \$56,264 in 2008, which would represent a change of 10.80% from the current year.

In 2003, the per capita income in this area was \$20,664, compared to the US per capita, which was \$23,201. The 2003 average household income for this area was \$58,563, compared to the US average which was \$60,600.

Race Ethnicity

In 2003, the racial makeup of this selected area was as follows: 86.27% White; 8.76% Black; 0.25% Native American; 2.09% Asian/Pacific Islander; and 1.32% Other. Compare these to the US racial makeup which was: 75.06% White, 12.30% Black, 0.88% Native American, 3.66% Asian/Pacific Islander and 5.52% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 3.77% of the current year population in this selected area. Compare this to the US makeup of 13.79%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 110.1% American Indian, Eskimo, Aleut Population; 490.0% Asian, Pacific Islander; 38.9% Black; 534.0% Hispanic Ethnicity; 585.3% Other; White 58.9%.

Housing

The median housing value in this area was \$65,623 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$103,930, which is a 58.4% change from 1990. In 1990, there were 11,137 owner occupied housing units in this area vs. 24,068 in 2000. Also in 1990, there were 3,723 renter occupied housing units in this area vs. 5,003 in 2000. The average rent in 1990 was \$282 vs. \$454 in 2000.

Employment

In 2003, there were 58,631 people over the age of 16 in the labor force in your geography. Of these 67.33% were employed, 2.54% were unemployed, 30.07% were not in the labor force and 0.06% were in the armed forces. In 1990, unemployment in this area was 3.74% and in 2000 it was 2.52%.

In 2003, there were 19,939 employees in this selected area (daytime population) and there were 1,988 establishments.

For this area in 1990, 43.80% of employees were employed in white-collar occupations and 56.25% were employed in blue-collar occupations. In 2000, white collar workers made up 53.67% of the population, and those employed in blue collar occupations made up 46.33%. In 1990, the average time traveled to work was 16 minutes and in 2000 it was 31 minutes.

Consumer Expenditure Report

	3 Miles:	5 Miles:	10 Miles:
2003 Consumer Expenditures (Average Household Annual Expenditures)			
Total Households	6,945	11,254	27,540
Median Household Income	\$43,626	\$46,833	\$50,781
Average Household Income	\$50,903	\$53,344	\$58,563
Total Average Household Expenditure	\$43,541	\$44,926	\$47,833
Airline Fares	\$297.15	\$307.41	\$327.93
Alcoholic Beverages	\$413.89	\$426.49	\$453.35
Alimony And Child Support	\$141.66	\$143.21	\$149.03
Apparel	\$2,384.68	\$2,452.89	\$2,602.38
Apparel Services And Accessories	\$306.30	\$316.15	\$336.43
Audio Equipment	\$67.49	\$69.92	\$74.62
Babysitting And Elderly Care	\$239.36	\$247.11	\$263.85
Books	\$79.45	\$81.77	\$86.86
Books And Supplies	\$118.53	\$121.81	\$129.04
Boys Apparel	\$130.19	\$133.81	\$141.68
Cellular Phone Service	\$72.96	\$74.77	\$78.94
Cigarettes	\$364.47	\$376.34	\$401.35
Computer Hardware	\$345.12	\$354.94	\$376.97
Computer Information Services	\$35.68	\$36.54	\$38.56
Computer Software	\$45.05	\$46.45	\$49.38
Contributions	\$1,277.90	\$1,320.54	\$1,412.83
Coolant And Other Fluids	\$10.28	\$10.58	\$11.21
Cosmetics and Perfume	\$94.15	\$97.05	\$103.26
Deodorants and Other Personal Care Products	\$32.23	\$33.10	\$35.05
Education	\$749.99	\$767.82	\$810.27
Electricity	\$1,365.00	\$1,400.59	\$1,482.43
Entertainment	\$2,266.18	\$2,338.78	\$2,492.65
Fees And Admissions	\$560.10	\$578.83	\$618.13
Finance Charges Excluding Mortgage And Vehicle	\$193.74	\$199.25	\$211.23
Floor Coverings	\$65.82	\$68.21	\$73.24
Food And Beverages	\$7,119.00	\$7,341.68	\$7,803.18
Food At Home	\$4,254.67	\$4,381.91	\$4,649.37
Food Away From Home	\$2,450.44	\$2,533.28	\$2,700.45
Footwear	\$445.51	\$456.86	\$483.08
Fuel Oil And Other Fuels	\$83.30	\$86.32	\$92.82
Funeral And Cemetery	\$102.19	\$105.11	\$111.76
Furniture	\$424.46	\$439.67	\$471.00
Gasoline And Oil	\$1,556.59	\$1,613.29	\$1,724.98
Gifts	\$1,305.22	\$1,343.36	\$1,427.32
Girls Apparel	\$156.72	\$161.72	\$172.17
Hair Care	\$61.81	\$63.37	\$66.97
Hard Surface Flooring	\$12.17	\$12.60	\$13.50

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Health Care	\$2,840.60	\$2,925.86	\$3,107.35
Health Care Insurance	\$1,374.67	\$1,415.55	\$1,500.73
Health Care Services	\$858.15	\$881.94	\$933.77
Health Care Supplies And Equipment	\$607.78	\$628.37	\$672.85
Household Services	\$327.60	\$338.82	\$363.98
Household Supplies	\$669.84	\$698.51	\$753.44
Household Textiles	\$101.98	\$105.22	\$112.44
Housewares And Small Appliances	\$920.31	\$949.08	\$1,011.03
Indoor Plants And Fresh Flowers	\$73.11	\$75.60	\$80.86
Infants Apparel	\$111.09	\$114.13	\$120.83
Jewelry	\$107.52	\$111.44	\$119.32
Legal And Accounting	\$94.38	\$97.47	\$103.74
Magazines	\$49.09	\$50.53	\$53.60
Major Appliances	\$201.32	\$208.33	\$222.98
Mass Transit	\$92.22	\$95.37	\$101.83
Men's Apparel	\$443.52	\$455.97	\$483.59
Mortgage Interest	\$2,512.15	\$2,597.18	\$2,771.61
Natural Gas	\$420.59	\$431.44	\$457.97
New Car Purchased	\$1,104.97	\$1,136.84	\$1,204.20
New Truck Purchased	\$826.50	\$851.63	\$904.62
New Vehicle Purchase	\$1,931.47	\$1,988.47	\$2,108.83
Newspapers	\$102.62	\$105.54	\$111.95
Oral Hygeine Products	\$28.70	\$29.54	\$31.35
Other Lodging	\$871.26	\$909.49	\$970.94
Other Miscellaneous Expenses	\$99.25	\$102.08	\$108.22
Other Repairs And Maintenance	\$92.72	\$95.64	\$102.15
Other Tobacco Products	\$38.96	\$40.28	\$42.97
Other Transportation Costs	\$722.81	\$744.70	\$790.78
Other Utilities	\$351.65	\$362.65	\$386.03
Paint And Wallpaper	\$43.67	\$45.01	\$48.01
Personal Care Products	\$167.86	\$172.87	\$183.65
Personal Care Services	\$482.36	\$494.38	\$523.03
Personal Insurance	\$493.81	\$510.86	\$545.19
Pet Supplies And Services	\$242.42	\$250.41	\$266.98
Photographic Equipment And Supplies	\$108.15	\$111.71	\$119.02
Plumbing And Heating	\$56.89	\$59.08	\$63.57
Property Taxes	\$460.85	\$483.54	\$529.17
Public Transportation	\$469.71	\$485.58	\$517.82
Records / Tapes / CD Purchases	\$114.87	\$118.01	\$125.04
Recreational Equipment And Supplies	\$858.91	\$888.70	\$951.14
Rental Costs	\$3,075.40	\$3,177.36	\$3,396.77
Roofing And Siding	\$70.51	\$72.79	\$77.65
Satellite Dishes	\$7.73	\$7.83	\$8.20
Shaving Needs	\$12.79	\$13.18	\$14.00
Shelter	\$7,643.75	\$7,915.13	\$8,467.04
Telephone Service Excl Cell Phones	\$1,141.39	\$1,171.55	\$1,237.23
Televisions	\$97.01	\$100.35	\$106.95
Transportation	\$9,082.72	\$9,380.08	\$9,987.88
Tuition	\$631.46	\$646.01	\$681.23
Used Car Purchase	\$1,278.35	\$1,323.27	\$1,413.78
Used Truck Purchase	\$733.59	\$760.36	\$811.83
Used Vehicle Purchase	\$2,011.94	\$2,083.63	\$2,225.61

VCRs And Related Equipment	\$43.24	\$44.60	\$47.44
Vehicle Insurance	\$1,021.80	\$1,053.83	\$1,121.53
Vehicle Repair	\$1,000.45	\$1,030.00	\$1,092.89
Vehicle Repair And Maintenance	\$1,010.72	\$1,040.57	\$1,104.11
Video And Audio Equipment	\$847.17	\$871.25	\$923.37
Video Game Hardware And Software	\$29.29	\$30.01	\$31.66
Watches	\$21.41	\$22.08	\$23.50
Women's Apparel	\$791.36	\$814.26	\$864.59

3 Miles:

5 Miles:

10 Miles:

2008 Consumer Expenditures (Average Household Annual Expenditures)

Total Households	8,345	13,521	32,827
Median Household Income	\$48,562	\$52,015	\$56,264
Average Household Income	\$56,460	\$59,218	\$65,166
Total Household Expenditure (\$000's)	\$46,690	\$48,233	\$51,553
Airline Fares	\$319.12	\$330.60	\$354.08
Alcoholic Beverages	\$443.50	\$457.59	\$488.35
Alimony And Child Support	\$152.07	\$153.81	\$160.63
Apparel	\$2,559.83	\$2,635.97	\$2,807.08
Apparel Services And Accessories	\$329.40	\$340.37	\$363.53
Audio Equipment	\$72.65	\$75.34	\$80.66
Babysitting And Elderly Care	\$256.78	\$265.36	\$284.40
Books	\$85.24	\$87.82	\$93.66
Books And Supplies	\$126.94	\$130.59	\$138.87
Boys Apparel	\$139.55	\$143.58	\$152.59
Cellular Phone Service	\$78.28	\$80.29	\$85.06
Cigarettes	\$390.10	\$403.22	\$431.72
Computer Hardware	\$370.32	\$381.25	\$406.35
Computer Information Services	\$38.64	\$39.67	\$42.01
Computer Software	\$48.33	\$49.90	\$53.25
Contributions	\$1,370.77	\$1,418.15	\$1,523.57
Coolant And Other Fluids	\$11.04	\$11.37	\$12.10
Cosmetics and Perfume	\$101.21	\$104.45	\$111.56
Deodorants and Other Personal Care Products	\$34.52	\$35.50	\$37.73
Education	\$802.96	\$822.93	\$871.85
Electricity	\$1,463.66	\$1,503.21	\$1,596.93
Entertainment	\$2,431.38	\$2,512.33	\$2,688.13
Fees And Admissions	\$601.33	\$622.28	\$667.20
Finance Charges Excluding Mortgage And Vehicle	\$207.76	\$213.91	\$227.59
Floor Coverings	\$70.72	\$73.43	\$79.19
Food And Beverages	\$7,634.67	\$7,882.66	\$8,409.96
Food At Home	\$4,560.63	\$4,701.92	\$5,007.54
Food Away From Home	\$2,630.54	\$2,723.15	\$2,914.07
Footwear	\$478.54	\$491.24	\$521.34
Fuel Oil And Other Fuels	\$89.01	\$92.34	\$99.73

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Funeral And Cemetery	\$108.82	\$112.00	\$119.64
Furniture	\$456.62	\$473.71	\$509.48
Gasoline And Oil	\$1,672.84	\$1,735.94	\$1,862.88
Gifts	\$1,399.03	\$1,441.77	\$1,537.84
Girls Apparel	\$168.02	\$173.54	\$185.45
Hair Care	\$66.28	\$68.00	\$72.13
Hard Surface Flooring	\$13.01	\$13.48	\$14.51
Health Care	\$3,042.97	\$3,137.42	\$3,344.73
Health Care Insurance	\$1,472.01	\$1,517.26	\$1,615.01
Health Care Services	\$918.38	\$944.77	\$1,004.06
Health Care Supplies And Equipment	\$652.59	\$675.38	\$725.66
Household Services	\$350.04	\$362.43	\$390.98
Household Supplies	\$721.03	\$753.00	\$815.47
Household Textiles	\$109.21	\$112.84	\$121.12
Housewares And Small Appliances	\$988.02	\$1,020.08	\$1,090.73
Indoor Plants And Fresh Flowers	\$78.34	\$81.03	\$87.00
Infants Apparel	\$119.14	\$122.55	\$130.23
Jewelry	\$115.71	\$120.06	\$129.04
Legal And Accounting	\$101.32	\$104.85	\$112.02
Magazines	\$52.64	\$54.24	\$57.76
Major Appliances	\$216.13	\$224.07	\$240.83
Mass Transit	\$99.00	\$102.55	\$109.92
Men's Apparel	\$475.91	\$489.83	\$521.46
Mortgage Interest	\$2,700.36	\$2,795.58	\$2,994.55
Natural Gas	\$450.29	\$462.29	\$492.66
New Car Purchased	\$1,184.88	\$1,220.26	\$1,297.10
New Truck Purchased	\$885.62	\$913.69	\$974.30
New Vehicle Purchase	\$2,070.50	\$2,133.94	\$2,271.40
Newspapers	\$109.95	\$113.20	\$120.54
Oral Hygeine Products	\$30.75	\$31.68	\$33.75
Other Lodging	\$926.13	\$968.50	\$1,038.37
Other Miscellaneous Expenses	\$106.50	\$109.67	\$116.69
Other Repairs And Maintenance	\$99.21	\$102.49	\$109.94
Other Tobacco Products	\$41.77	\$43.22	\$46.30
Other Transportation Costs	\$775.02	\$799.34	\$851.91
Other Utilities	\$377.06	\$389.41	\$416.41
Paint And Wallpaper	\$46.84	\$48.34	\$51.77
Personal Care Products	\$180.20	\$185.78	\$198.12
Personal Care Services	\$518.95	\$532.40	\$565.25
Personal Insurance	\$529.90	\$549.19	\$588.44
Pet Supplies And Services	\$259.91	\$268.74	\$287.62
Photographic Equipment And Supplies	\$116.14	\$120.12	\$128.46
Plumbing And Heating	\$61.00	\$63.43	\$68.53
Property Taxes	\$494.31	\$518.29	\$569.42
Public Transportation	\$504.25	\$522.06	\$558.96
Records / Tapes / CD Purchases	\$123.19	\$126.69	\$134.75
Recreational Equipment And Supplies	\$920.79	\$954.00	\$1,025.28
Rental Costs	\$3,279.58	\$3,394.12	\$3,644.66
Roofing And Siding	\$75.47	\$78.01	\$83.52
Satellite Dishes	\$8.37	\$8.47	\$8.90
Shaving Needs	\$13.71	\$14.15	\$15.09
Shelter	\$8,176.46	\$8,478.58	\$9,107.10

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Telephone Service Excl Cell Phones	\$1,226.67	\$1,260.31	\$1,335.52
Televisions	\$104.19	\$107.90	\$115.41
Transportation	\$9,752.20	\$10,083.45	\$10,776.86
Tuition	\$676.02	\$692.34	\$732.98
Used Car Purchase	\$1,375.96	\$1,426.07	\$1,529.27
Used Truck Purchase	\$788.00	\$817.87	\$876.78
Used Vehicle Purchase	\$2,163.97	\$2,243.94	\$2,406.05
VCRs And Related Equipment	\$46.39	\$47.92	\$51.14
Vehicle Insurance	\$1,097.77	\$1,133.57	\$1,210.94
Vehicle Repair	\$1,072.54	\$1,105.39	\$1,177.25
Vehicle Repair And Maintenance	\$1,083.57	\$1,116.76	\$1,189.35
Video And Audio Equipment	\$909.26	\$936.05	\$995.65
Video Game Hardware And Software	\$31.42	\$32.22	\$34.11
Watches	\$23.04	\$23.81	\$25.45
Women's Apparel	\$849.27	\$874.86	\$932.49

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Demographic Overview Report

	3 Miles:	5 Miles:	10 Miles:
Population			
1990 Census	11,467	17,946	41,792
2000 Census	16,344	27,149	68,243
Current Year Estimate	18,799	31,264	78,155
5 Year Projection	22,578	37,596	93,288
Households			
1990 Census	4,308	6,577	14,861
2000 Census	6,031	9,773	24,068
Current Year Estimate	6,945	11,254	27,540
5 Year Projection	8,345	13,521	32,827
2003 Population Households			
Population by Race			
White	79.19%	82.44%	86.27%
Black	15.96%	12.08%	8.76%
Asian or Pacific Islander	1.71%	2.08%	2.09%
American Indian, Eskimo, Aleut	0.25%	0.27%	0.25%
Population by Ethnicity			
Hispanic Origin	3.42%	4.06%	3.77%
Total Housing Units			
Owner-Occupied	60.5%	67.7%	75.8%
Renter-Occupied	33.5%	26.7%	18.8%
Vacant	5.9%	5.6%	5.4%
Average Household Size	2.66	2.74	2.83
Household Income			
Income \$ 0 – \$9,999	10.7%	8.7%	6.9%
Income \$ 10,000 – \$19,999	12.7%	11.2%	9.6%
Income \$ 20,000 – \$29,999	11.0%	10.2%	9.3%
Income \$ 30,000 – \$39,999	11.2%	11.4%	11.3%
Income \$ 40,000 – \$49,999	12.5%	12.5%	11.9%
Income \$ 50,000 – \$59,999	11.1%	12.1%	12.3%
Income \$ 60,000 – \$74,999	11.7%	13.3%	14.0%
Income \$ 75,000 – \$99,999	10.7%	11.3%	12.6%
Income \$100,000 – \$124,999	4.4%	5.0%	6.2%
Income \$125,000 – \$149,999	2.1%	2.2%	2.7%
Income \$150,000 +	1.9%	2.0%	3.3%
Average Household Income	\$50,903	\$53,344	\$58,563
Median Household Income	\$43,626	\$46,833	\$50,781
Per Capita Income	\$18,905	\$19,291	\$20,664

Population by Sex

Female Population	51.3%	50.5%	50.0%
Male Population	48.7%	49.5%	50.0%

Marital Status

Age 15 + Population	14,615	24,066	59,851
Divorced	8.7%	7.4%	5.9%
Never Married	21.9%	20.5%	19.6%
Now Married	52.4%	57.2%	62.2%
Separated	9.1%	7.4%	5.0%
Widowed	12.7%	11.7%	10.5%

Family Status

Lone Female Householder	14.3%	12.2%	9.6%
Lone Male Householder	9.5%	8.8%	8.1%
Lone Parent Female No Children	4.7%	4.0%	3.3%
Lone Parent Female W/Children	10.5%	8.9%	7.2%
Lone Parent Male No Children	2.2%	2.0%	1.8%
Lone Parent Male W/Children	2.8%	2.9%	2.7%
Married Couple Family No Children	24.6%	26.6%	29.5%
Married Couple Family W/Children	26.4%	29.8%	33.3%
Non-Family Female Head W/Children	0.0%	0.0%	0.0%
Non-Family Male Head W/Children	0.4%	0.4%	0.4%

Length of Residence

Stability (% In Res 5+ Yrs)	28.8%	26.7%	25.7%
Turnover (% Yearly)	17.0%	16.1%	17.0%

Population by Age

Age 0 – 4	7.2%	7.5%	7.6%
Age 5 – 13	13.5%	14.0%	14.2%
Age 14 – 17	5.8%	5.8%	5.8%
Age 18 – 20	4.2%	4.2%	4.0%
Age 21 – 24	5.6%	5.3%	4.8%
Age 25 – 34	14.4%	14.9%	14.8%
Age 35 – 44	15.8%	16.5%	17.4%
Age 45 – 54	12.7%	12.9%	13.2%
Age 55 – 64	8.8%	8.6%	9.1%
Age 65 – 74	5.9%	5.5%	5.1%
Age 75 – 84	4.1%	3.5%	2.9%
Age 85 +	1.9%	1.4%	1.1%

Female Population by Age

Age 0 – 4	7.0%	7.2%	7.3%
Age 5 – 13	12.8%	13.4%	13.9%
Age 14 – 17	5.2%	5.4%	5.6%
Age 18 – 20	3.9%	3.9%	3.9%
Age 21 – 24	5.3%	5.1%	4.7%
Age 25 – 34	13.8%	14.6%	14.8%
Age 35 – 44	15.1%	16.0%	17.0%
Age 45 – 54	12.8%	12.9%	13.0%
Age 55 – 64	9.2%	8.9%	9.4%

Age 65 – 74	6.6%	6.1%	5.5%
Age 75 – 84	5.4%	4.4%	3.5%
Age 85 +	2.9%	2.2%	1.6%

2000 Census Occupation Employment

Occupation Employment

Not in Labor Force	4,290	6,354	15,720
In Labor Force	7,759	13,324	36,865
Employed	95.5%	95.7%	96.4%
Unemployed	4.3%	4.2%	3.5%
In Armed Forces	0.1%	0.1%	0.1%

Employment by Industry

Accommodation and food services	5.9%	5.3%	4.2%
Administrative, support waste management service	2.7%	2.7%	3.0%
Agriculture forestry fishing and hunting	0.3%	0.6%	1.0%
Arts entertainment and recreation	0.7%	0.6%	0.6%
Construction	12.3%	13.3%	13.3%
Educational services	6.2%	6.2%	6.9%
Finance and insurance	3.4%	3.6%	4.0%
Health care and social assistance	7.6%	7.2%	7.0%
Information	2.4%	2.2%	2.5%
Management of companies and enterprises	0.0%	0.0%	0.0%
Manufacturing	19.1%	19.5%	17.6%
Mining	0.1%	0.1%	0.2%
Other services (except public administration)	5.0%	4.8%	5.2%
Professional scientific and technical services	3.4%	3.4%	4.0%
Public administration	4.9%	4.4%	3.9%
Real estate and rental and leasing	2.2%	2.1%	1.9%
Retail trade	14.1%	13.6%	13.4%
Transportation and warehousing	4.2%	4.8%	4.7%
Utilities	0.6%	0.7%	1.1%
Wholesale trade	4.8%	4.9%	5.6%

2000 Census Transportation Housing

Means of Transportation to Work

Bicycle	0.1%	0.1%	0.1%
Bus or trolley bus	0.3%	0.3%	0.2%
Carpooled	20.8%	19.4%	15.7%
Drove alone	75.5%	77.0%	79.9%
Ferryboat	0.0%	0.0%	0.0%
Motorcycle	0.0%	0.0%	0.0%
Other means	0.5%	0.4%	0.6%
Railroad	0.0%	0.0%	0.0%
Streetcar or trolley car (public)	0.0%	0.0%	0.0%
Subway or elevated	0.0%	0.0%	0.0%

Taxicab	0.1%	0.0%	0.0%
Walked	0.4%	0.3%	0.5%
Worked at home	2.3%	2.3%	3.0%
Workers Age 16+	7,423	12,766	35,584

Vehicles Available

0 Vehicles Available	550	702	1,272
1 Vehicle Available	1,781	2,588	5,464
2 Vehicles Available	2,340	4,009	10,447
3+ Vehicles Available	1,360	2,474	6,885
Average Vehicles Per Household	1.84	1.95	2.08
Total Vehicles Available	11,052	19,022	50,023

Ave Vehicles Per Hhld	1.83	1.95	2.08
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Educational Attainment

School: Grade K – 9	10.9%	9.6%	8.7%
School: 9th to 11th grade no diploma	16.7%	15.9%	15.0%
School: High School Graduate	34.5%	35.6%	35.3%
College: Associates Degree	4.8%	5.4%	5.1%
College: Some College, No Degree	20.1%	20.8%	21.1%
College: Bachelor's Degree	7.6%	7.8%	9.4%
College: Graduate Degree	4.2%	3.6%	3.7%

Owner Occupied Home Value:

\$ 0 – \$24,999	0.1%	0.1%	0.3%
\$ 25,000 – \$34,999	0.3%	0.3%	0.4%
\$ 35,000 – \$49,999	1.7%	1.4%	1.3%
\$ 50,000 – \$79,999	9.6%	8.2%	7.1%
\$ 80,000 – \$99,999	14.5%	15.8%	14.6%
\$100,000 – \$149,999	17.6%	22.4%	24.4%
\$150,000 – \$199,999	4.2%	3.8%	6.4%
\$200,000 – \$299,999	2.7%	3.2%	4.6%
\$300,000 – \$399,999	0.4%	0.4%	0.8%
\$400,000 – \$499,999	0.3%	0.3%	0.4%
\$500,000 – \$749,999	0.0%	0.1%	0.4%
\$750,000 – \$999,999	0.0%	0.0%	0.1%
\$1,000,000 or more	0.0%	0.0%	0.0%

Median Home Value	\$94,050	\$98,485	\$103,930
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Monthly Contract Rent:

\$ 0 – \$100	5.5%	4.3%	3.6%
\$ 100 – \$199	6.6%	5.8%	5.3%
\$ 200 – \$299	10.0%	9.4%	8.5%
\$ 300 – \$399	16.3%	15.4%	14.7%
\$ 400 – \$499	22.7%	22.4%	21.5%
\$ 500 – \$599	18.3%	19.2%	19.4%
\$ 600 – \$699	6.9%	7.8%	7.6%
\$ 700 – \$799	4.4%	4.9%	4.4%
\$ 800 – \$899	1.7%	2.0%	2.3%
\$ 900 – \$999	0.8%	1.2%	1.3%

WINDER Prepared by FRANK NORTON JR on March 23, 2004

\$1,000 – \$1,249	0.6%	0.5%	1.2%
\$1,250 – \$1,499	0.0%	0.1%	0.3%
\$1,500 – \$1,999	0.0%	0.0%	0.5%
\$2,000 or more	0.0%	0.0%	0.0%

Average Monthly Contract Rent	\$418	\$435	\$454
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Units In Structure:

1, Attached	0.6%	0.6%	0.5%
1, Detached	68.9%	72.7%	77.1%
2	9.0%	6.3%	3.2%
3 – 4	3.0%	2.1%	1.4%
5 – 9	4.8%	3.1%	1.6%
10 – 19	0.8%	0.5%	0.3%
20 – 49	1.3%	0.8%	0.4%
50 or more	0.3%	0.3%	0.1%
Mobile Home/Trailer	11.3%	13.6%	15.4%
Other	0.1%	0.1%	0.1%

Year Moved In:

1969 or Earlier	8.3%	7.5%	6.7%
1970–1979	6.5%	6.7%	6.7%
1980–1989	12.1%	12.2%	13.2%
1990–1994	14.2%	14.9%	15.5%
1995–1998	30.3%	31.8%	32.1%
1999–March 2000	22.6%	21.4%	20.6%

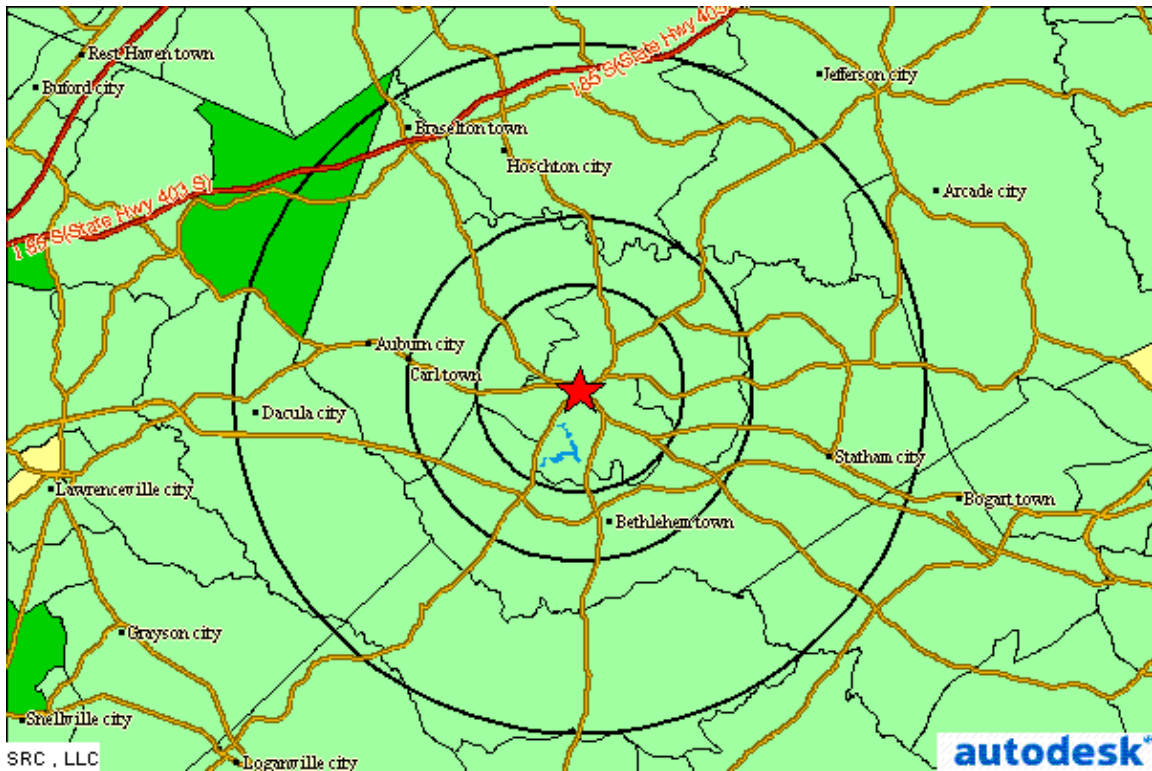
Year Structure Built:

Before 1939	5.5%	4.9%	4.5%
1940 to 1949	4.5%	4.0%	3.2%
1950 to 1959	8.8%	6.8%	5.0%
1960 to 1969	13.9%	11.2%	8.6%
1970 to 1979	16.3%	15.8%	14.4%
1980 to 1989	19.3%	19.7%	21.0%
1990 to 1994	10.2%	12.8%	14.4%
1995 to 1998	14.7%	17.2%	19.8%
1999 to March 2000	6.8%	7.5%	9.0%

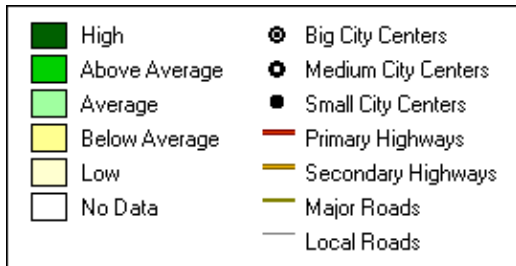
Demographic Snapshot Report

	3 Miles:	5 Miles:	10 Miles:
2003 Population:			
Total Population	18,799	31,264	78,155
Male Population	48.7%	49.5%	50.0%
Female Population	51.3%	50.5%	50.0%
Median Age	34.5	34.0	34.3
Population Density (per sq. mi.)	664.9	398.1	248.8
Employees	7,526	9,873	19,939
Establishments	811	995	1,988
Income:			
Median HH Income	\$43,626	\$46,833	\$50,781
Per Capita Income	\$18,905	\$19,291	\$20,664
Average HH Income	\$50,903	\$53,344	\$58,563
Households:			
Total Households	6,945	11,254	27,540
Average Household Size	2.66	2.74	2.83
Household Growth 1990 – 2000	39.98%	48.60%	61.95%
Housing:			
Owner Occupied Housing Units	60.5%	67.7%	75.8%
Renter Occupied Housing Units	33.5%	26.7%	18.8%
Vacant Housing Units	5.9%	5.6%	5.4%
Race:			
White	79.2%	82.4%	86.3%
Black	16.0%	12.1%	8.8%
American Indian, Eskimo, Aleut	0.3%	0.3%	0.3%
Asian or Pacific Islander	1.7%	2.1%	2.1%
Other	1.3%	1.6%	1.3%
Ethnicity:			
Hispanic	3.4%	4.1%	3.8%
Non-Hispanic	96.6%	95.9%	96.2%

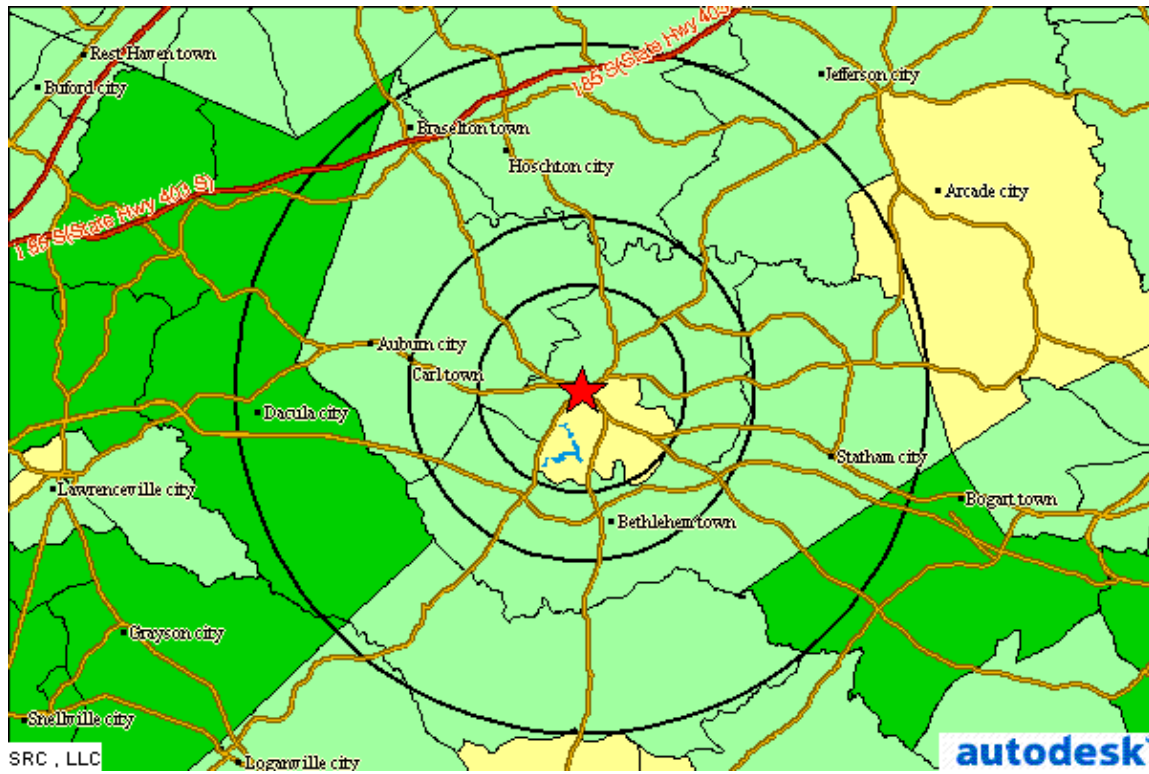
Aggregate Household Net Worth 2003 Map



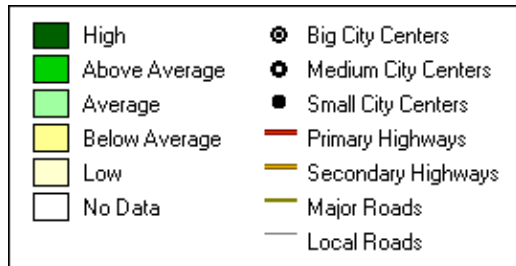
Current Geography View:



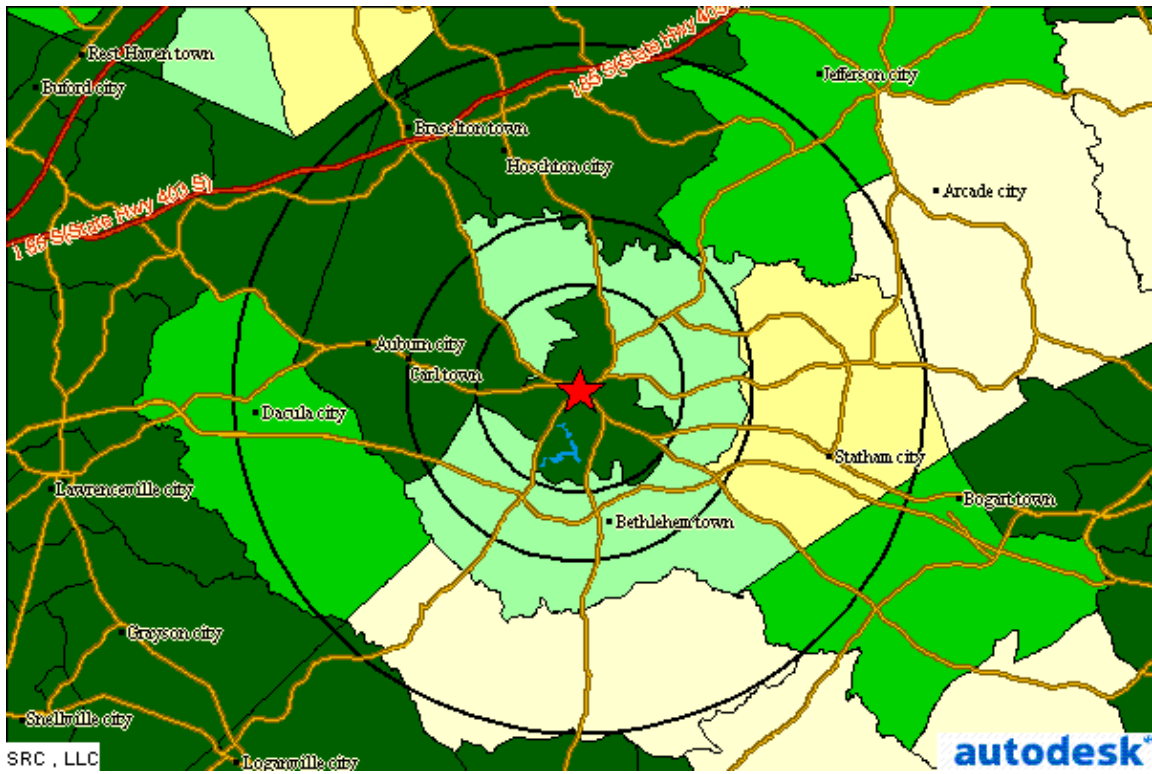
Average Household Income 2008 Map



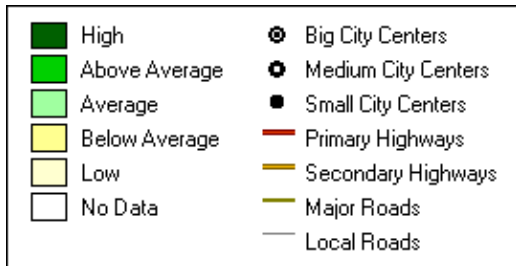
Current Geography View:



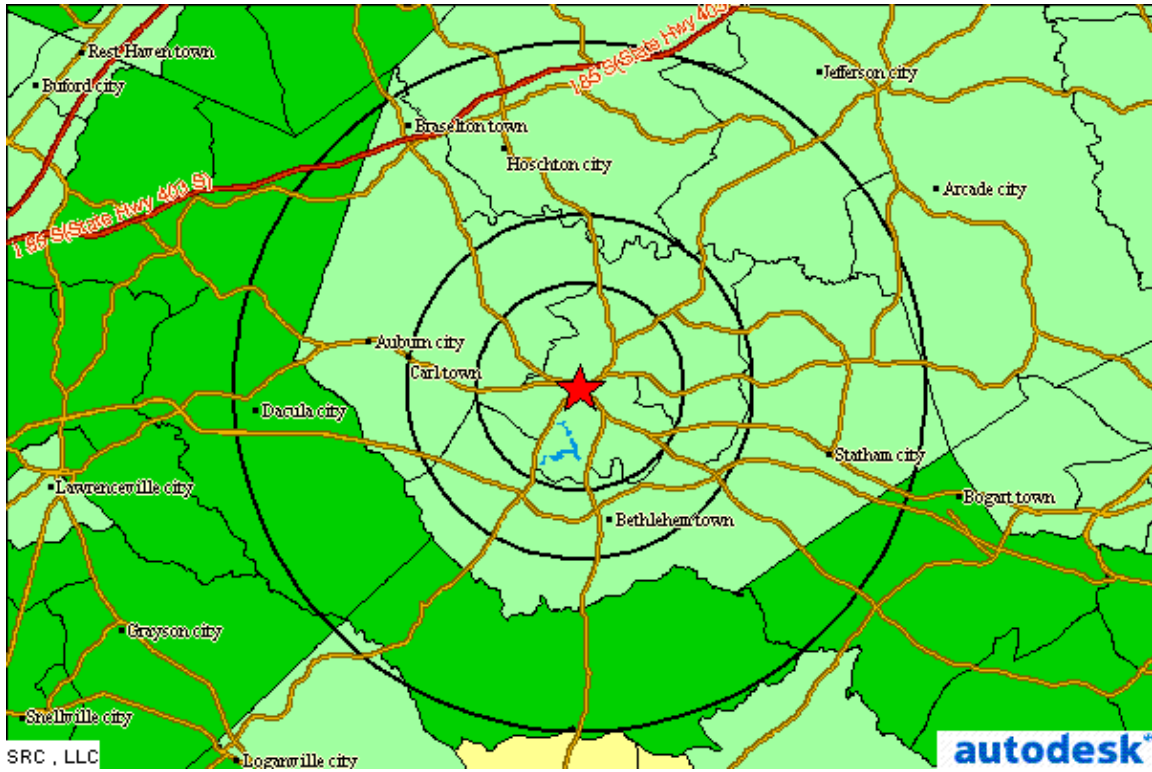
Daytime Population Density 2003 Map



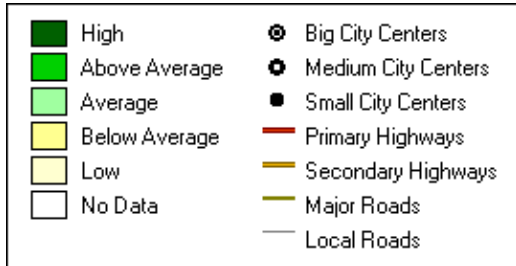
Current Geography View:



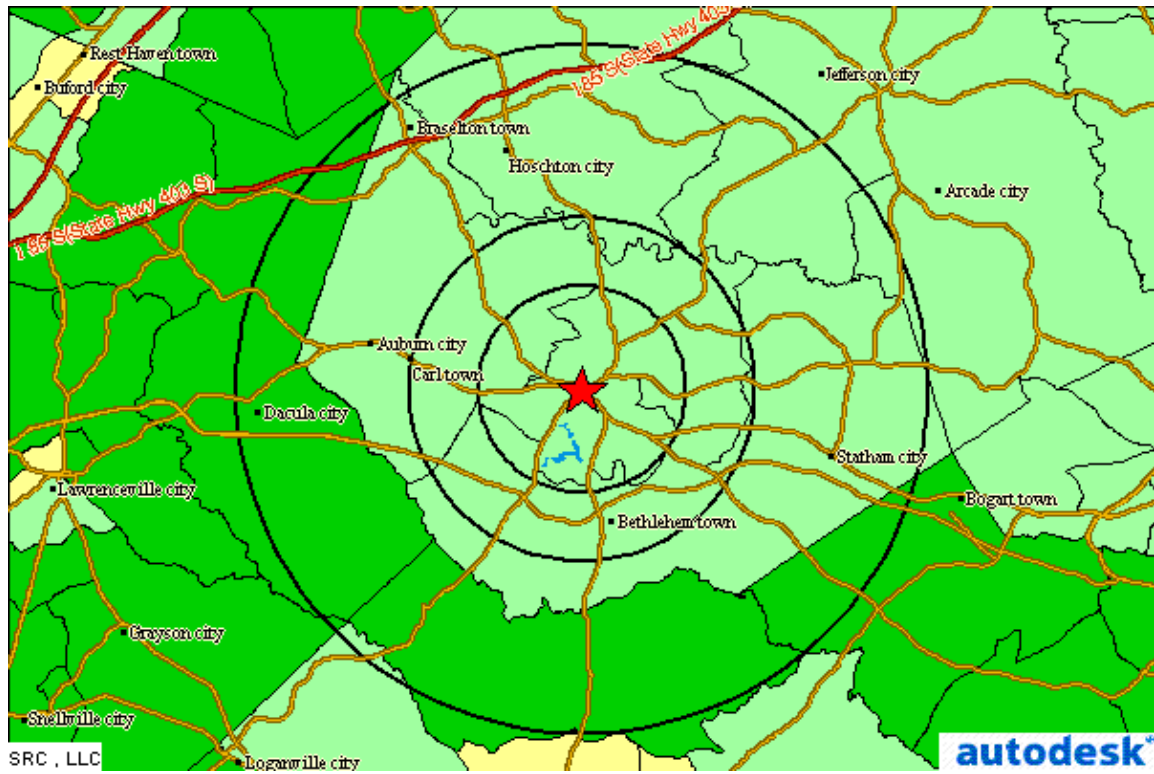
Median Household Income 2003 Map



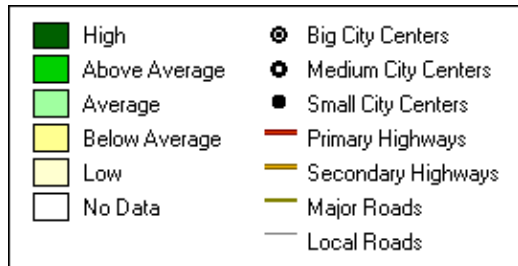
Current Geography View:



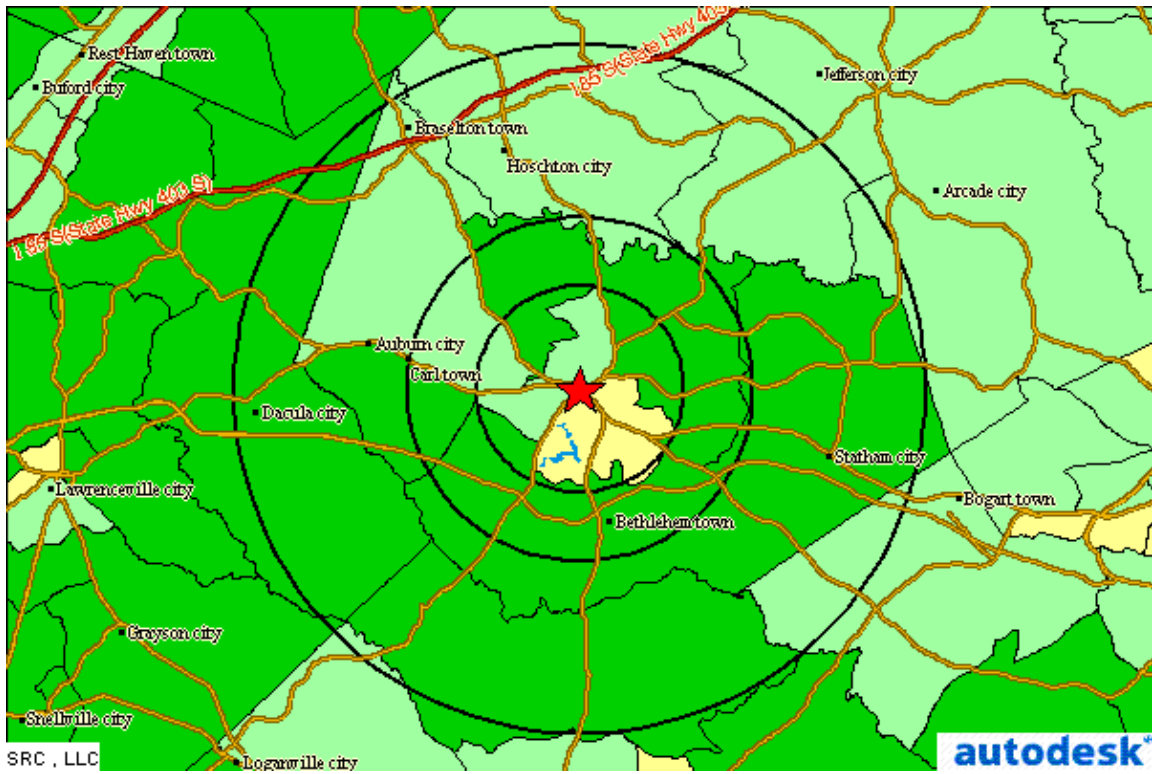
Median Household Income 2008 Map



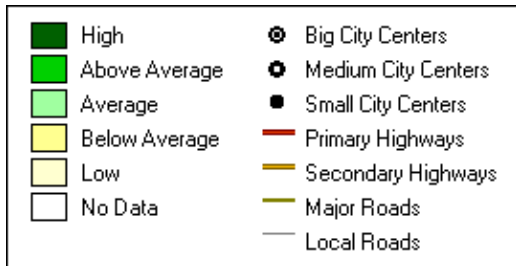
Current Geography View:



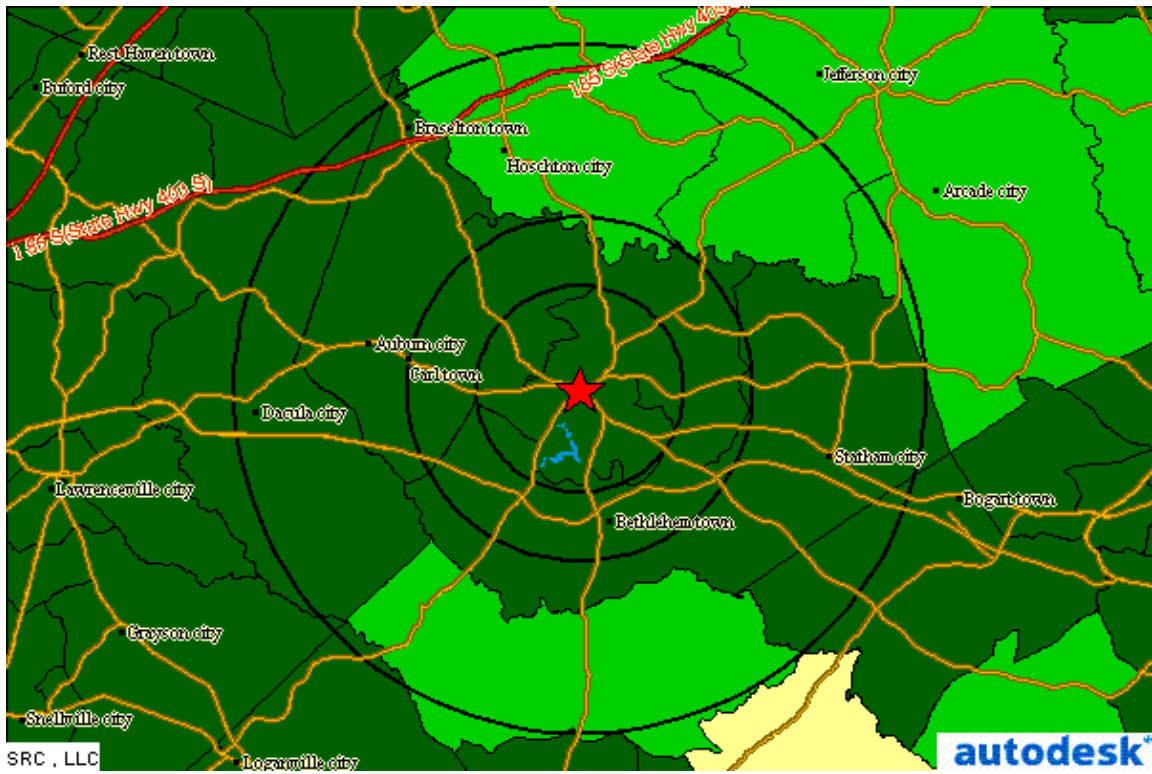
Owner Occupied Units 2003 Map



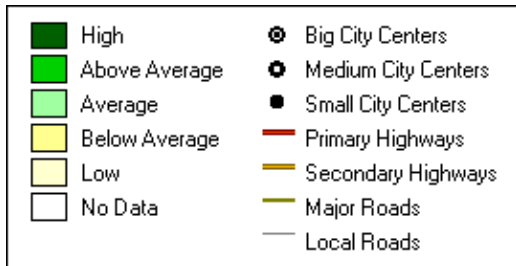
Current Geography View:



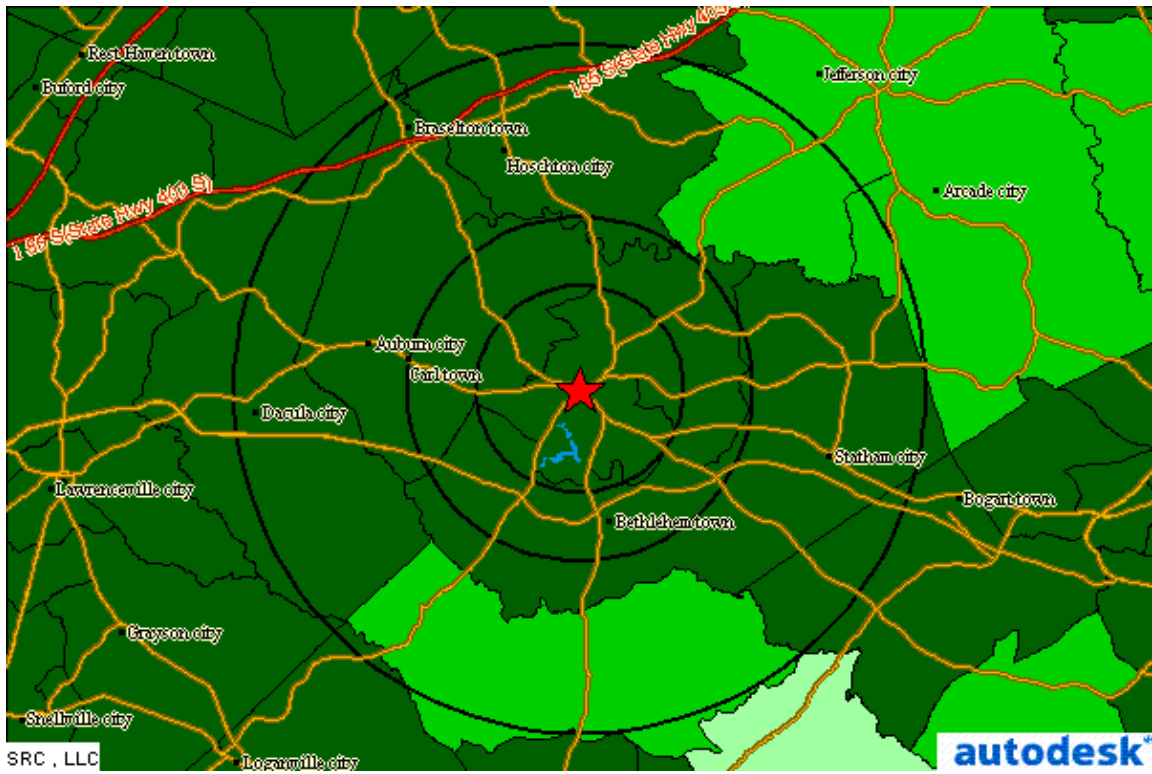
Population Density 2003 Map



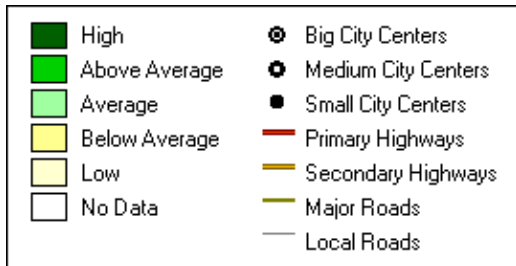
Current Geography View:



Population Density 2008 Map



Current Geography View:



Addendum

Data Methodology

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

- * These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.
- * This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.
- * Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- * AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- * AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

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