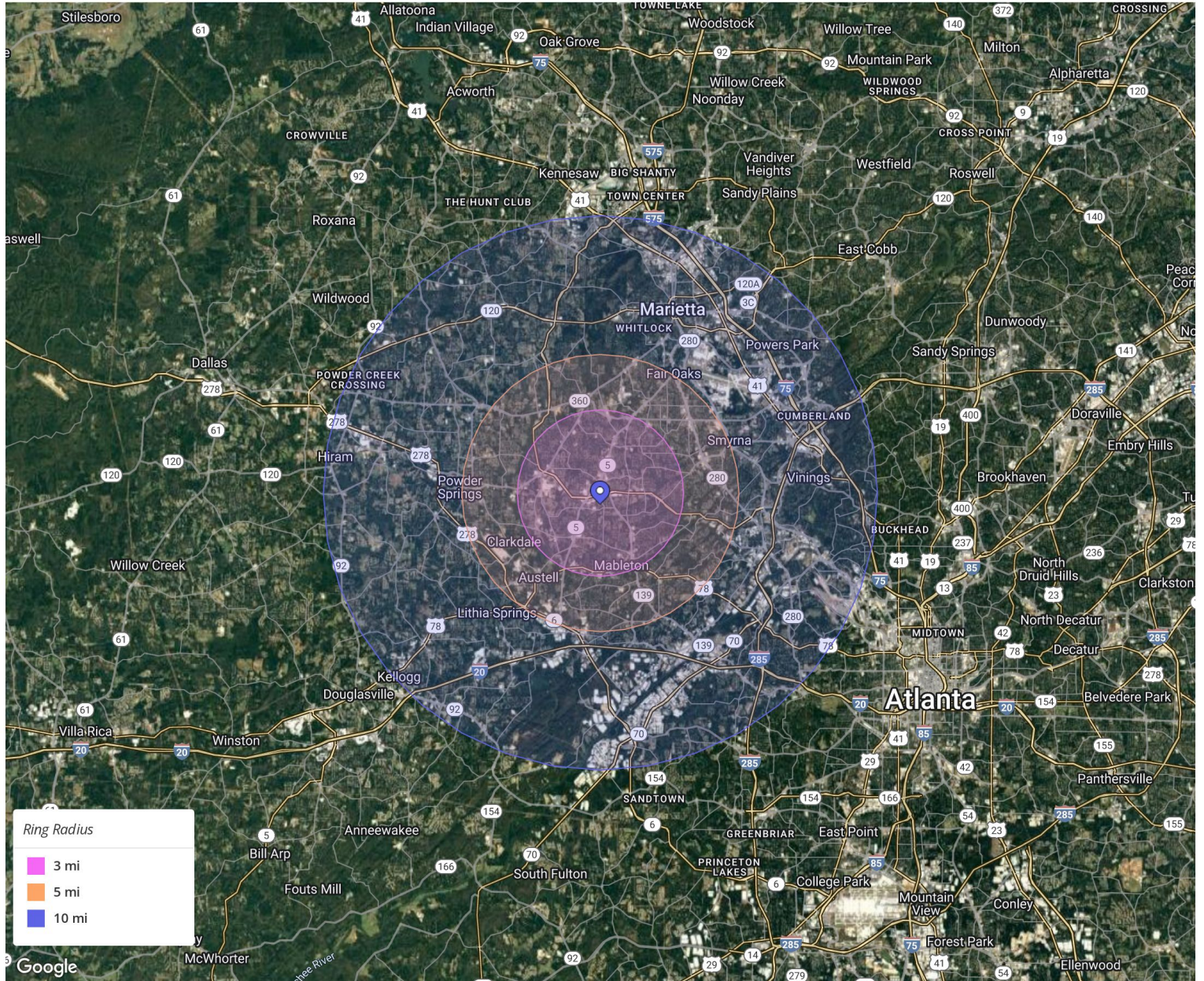


Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023

Heritage Hills Shopping Center / 1345 East-West Connector, Austell, GA 30106



Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Overview

Population	71,828	187,973	589,974
Pop density (per sq mile)	2,432	2,378	1,910
Area (based on blockgroups) sq mi	29.53	79.06	308.88

Households

Households	25,163	66,381	225,911
Family Households	17,809 (70.8%)	46,460 (70%)	140,851 (62.3%)
Non-Family Households	7,354 (29.2%)	19,921 (30%)	85,060 (37.7%)
Persons per Household	2.85	2.83	2.61

Gender

Male	33,154 (46.2%)	90,678 (48.2%)	280,503 (47.5%)
Female	38,674 (53.8%)	97,295 (51.8%)	309,471 (52.5%)

Age

Median Age	35.98	35.38	35.12
0-4	4,754 (6.6%)	13,529 (7.2%)	40,561 (6.9%)
5-14	11,321 (15.8%)	28,019 (14.9%)	78,838 (13.4%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile			● 5 Mile			● 10 Mile		
15-17	2,766	(3.9%)	99	7,235	(3.8%)	99	23,419	(4%)	102
18-21	3,188	(4.4%)	88	8,664	(4.6%)	85	27,309	(4.6%)	85
22-24	2,501	(3.5%)	87	6,798	(3.6%)	90	24,284	(4.1%)	103
25-29	4,806	(6.7%)	94	13,763	(7.3%)	103	51,346	(8.7%)	122
30-34	5,039	(7%)	104	14,535	(7.7%)	114	47,775	(8.1%)	120
35-39	6,289	(8.8%)	135	15,086	(8%)	124	46,583	(7.9%)	122
40-44	4,362	(6.1%)	99	12,961	(6.9%)	112	40,054	(6.8%)	111
45-49	4,375	(6.1%)	95	13,199	(7%)	110	40,527	(6.9%)	108
50-54	4,976	(6.9%)	105	12,065	(6.4%)	98	39,049	(6.6%)	101
55-59	4,881	(6.8%)	102	11,721	(6.2%)	93	35,915	(6.1%)	91
60-64	4,110	(5.7%)	92	10,097	(5.4%)	87	29,785	(5%)	82
65-69	2,122	(3%)	57	6,674	(3.6%)	68	21,428	(3.6%)	70
70-74	2,625	(3.7%)	93	5,692	(3%)	77	17,707	(3%)	77
75-79	1,492	(2.1%)	76	3,088	(1.6%)	60	10,848	(1.8%)	67
80-84	1,098	(1.5%)	82	2,478	(1.3%)	71	7,830	(1.3%)	71
85+	1,123	(1.6%)	88	2,369	(1.3%)	65	6,716	(1.1%)	59

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Age - Male

Age Group	3 Mile	5 Mile	10 Mile
Median Age	33.98	32.99	33.17
0-4	2,260 (6.8%)	7,038 (7.8%)	19,826 (7.1%)
5-14	5,428 (16.4%)	13,346 (14.7%)	39,344 (14%)
15-17	1,438 (4.3%)	3,614 (4%)	11,934 (4.3%)
18-21	1,527 (4.6%)	4,845 (5.3%)	14,542 (5.2%)
22-24	1,033 (3.1%)	3,420 (3.8%)	11,449 (4.1%)
25-29	2,117 (6.4%)	7,176 (7.9%)	24,334 (8.7%)
30-34	2,786 (8.4%)	7,886 (8.7%)	23,779 (8.5%)
35-39	2,895 (8.7%)	7,005 (7.7%)	22,003 (7.8%)
40-44	1,912 (5.8%)	6,082 (6.7%)	18,764 (6.7%)
45-49	2,113 (6.4%)	6,316 (7%)	19,524 (7%)
50-54	2,082 (6.3%)	5,421 (6%)	18,213 (6.5%)
55-59	2,249 (6.8%)	5,479 (6%)	16,601 (5.9%)
60-64	1,892 (5.7%)	4,512 (5%)	13,464 (4.8%)
65-69	951 (2.9%)	3,047 (3.4%)	9,281 (3.3%)

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
70-74	1,120	(3.4%)	92	2,639	(2.9%)	75	7,503	(2.7%)	75
75-79	520	(1.6%)	63	1,073	(1.2%)	47	4,686	(1.7%)	67
80-84	333	(1%)	63	903	(1%)	63	2,814	(1%)	63
85+	498	(1.5%)	109	876	(1%)	70	2,442	(0.9%)	63

Age - Female

Median Age	36.83		96	36.7		95	36.04		94
0-4	2,494	(6.4%)	110	6,491	(6.7%)	114	20,735	(6.7%)	114
5-14	5,893	(15.2%)	125	14,673	(15.1%)	124	39,494	(12.8%)	105
15-17	1,328	(3.4%)	92	3,621	(3.7%)	100	11,485	(3.7%)	99
18-21	1,661	(4.3%)	87	3,819	(3.9%)	75	12,767	(4.1%)	77
22-24	1,468	(3.8%)	99	3,378	(3.5%)	90	12,835	(4.1%)	108
25-29	2,689	(7%)	101	6,587	(6.8%)	98	27,012	(8.7%)	127
30-34	2,253	(5.8%)	88	6,649	(6.8%)	103	23,996	(7.8%)	117
35-39	3,394	(8.8%)	137	8,081	(8.3%)	130	24,580	(7.9%)	124
40-44	2,450	(6.3%)	104	6,879	(7.1%)	116	21,290	(6.9%)	113
45-49	2,262	(5.8%)	92	6,883	(7.1%)	111	21,003	(6.8%)	107

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
50-54	2,894	(7.5%)	114	6,644	(6.8%)	104	20,836	(6.7%)	102
55-59	2,632	(6.8%)	101	6,242	(6.4%)	95	19,314	(6.2%)	92
60-64	2,218	(5.7%)	90	5,585	(5.7%)	90	16,321	(5.3%)	83
65-69	1,171	(3%)	56	3,627	(3.7%)	69	12,147	(3.9%)	73
70-74	1,505	(3.9%)	94	3,053	(3.1%)	76	10,204	(3.3%)	7
75-79	972	(2.5%)	84	2,015	(2.1%)	69	6,162	(2%)	67
80-84	765	(2%)	92	1,575	(1.6%)	76	5,016	(1.6%)	76
85+	625	(1.6%)	65	1,493	(1.5%)	62	4,274	(1.4%)	56

Population by Generation

Gen Alpha	16,075	(22.4%)	119	41,548	(22.1%)	118	119,399	(20.2%)	108
Gen Z	8,455	(11.8%)	88	22,697	(12.1%)	91	75,012	(12.7%)	96
Millennials	16,134	(22.5%)	110	43,384	(23.1%)	113	145,704	(24.7%)	121
Gen X	13,713	(19.1%)	100	38,225	(20.3%)	107	119,630	(20.3%)	106
Baby Boomers	13,738	(19.1%)	87	34,184	(18.2%)	83	104,835	(17.8%)	8
Silent & Greatest	3,713	(5.2%)	7	7,935	(4.2%)	65	25,394	(4.3%)	66

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

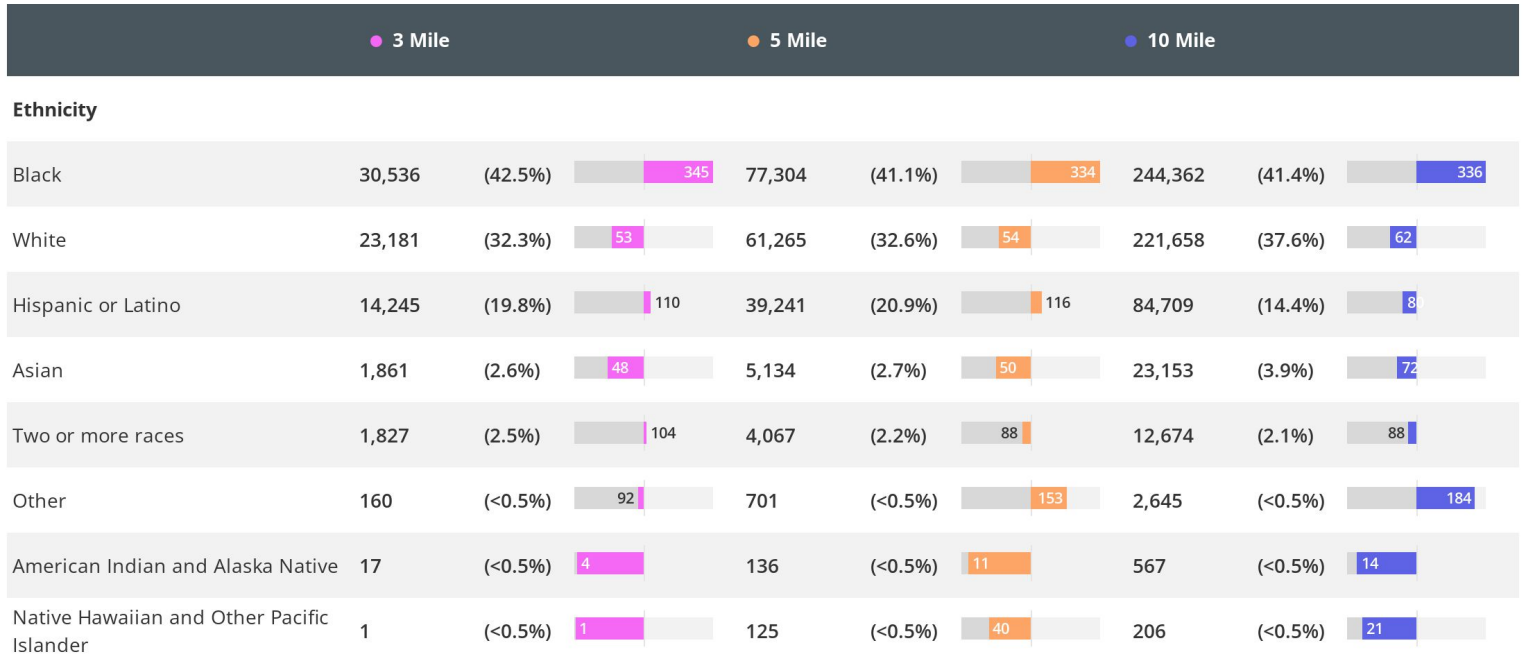
Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Hispanic or Latino

Race	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
White	6,248	(43.9%)	67	17,985	(45.8%)	70	40,837	(48.2%)	74
Other	6,152	(43.2%)	166	17,569	(44.8%)	172	33,012	(39%)	149
Black	1,263	(8.9%)	412	1,970	(5%)	234	5,783	(6.8%)	318
Two or more races	455	(3.2%)	66	1,222	(3.1%)	65	3,733	(4.4%)	91
Asian	98	(0.7%)	187	157	(<0.5%)	109	544	(0.6%)	174
American Indian and Alaska Native	15	(<0.5%)	10	324	(0.8%)	8	757	(0.9%)	89
Native Hawaiian and Other Pacific Islander	14	(<0.5%)	97	14	(<0.5%)	35	43	(<0.5%)	50

Household Income

Income Category	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Household Average Income	\$81,393.33		92	\$85,259.11		96	\$91,209.47		103
Average Income per Person	\$29,342.83		86	\$31,009.47		91	\$36,036.64		106
Household Median Income	\$66,556.96		105	\$64,870.57		103	\$65,539.79		104
<\$10K	1,532	(6.1%)	101	3,320	(5%)	83	11,975	(5.3%)	88
\$10K - \$15K	721	(2.9%)	67	1,667	(2.5%)	58	6,803	(3%)	70
\$15K - \$20K	725	(2.9%)	66	2,448	(3.7%)	84	7,796	(3.5%)	7
\$20K - \$25K	842	(3.3%)	74	2,665	(4%)	89	9,196	(4.1%)	90

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
\$25K - \$30K	1,286	(5.1%)	117	3,492	(5.3%)	120	10,553	(4.7%)	107
\$30K - \$35K	1,088	(4.3%)	95	2,962	(4.5%)	98	10,633	(4.7%)	103
\$35K - \$40K	1,054	(4.2%)	99	2,922	(4.4%)	104	9,875	(4.4%)	104
\$40K - \$45K	1,169	(4.6%)	110	3,025	(4.6%)	108	10,283	(4.6%)	108
\$45K - \$50K	924	(3.7%)	95	3,132	(4.7%)	123	9,325	(4.1%)	107
\$50K - \$60K	1,909	(7.6%)	101	5,168	(7.8%)	103	17,374	(7.7%)	102
\$60K - \$75K	3,046	(12.1%)	125	7,359	(11.1%)	114	24,755	(11%)	113
\$75K - \$100K	3,642	(14.5%)	114	8,651	(13%)	102	29,635	(13.1%)	103
\$100K - \$125K	2,824	(11.2%)	123	6,636	(10%)	110	20,127	(8.9%)	98
\$125K - \$150K	1,397	(5.6%)	92	4,172	(6.3%)	104	13,240	(5.9%)	97
\$150K - \$200K	1,779	(7.1%)	104	4,722	(7.1%)	105	16,260	(7.2%)	106
>\$200K	1,225	(4.9%)	63	4,040	(6.1%)	74	18,081	(8%)	104

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

● 3 Mile ● 5 Mile ● 10 Mile

Family Size

Family Size	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
2 Persons	6,810	(38.2%)	88	17,733	(38.2%)	88	58,283	(41.4%)	95
3 Persons	4,075	(22.9%)	101	11,282	(24.3%)	108	34,347	(24.4%)	108
4 Persons	3,532	(19.8%)	103	9,770	(21%)	109	28,148	(20%)	104
5 Persons	1,909	(10.7%)	119	4,396	(9.5%)	105	12,111	(8.6%)	96
6 Persons	1,170	(6.6%)	190	2,318	(5%)	144	5,159	(3.7%)	106
7+ Persons	313	(1.8%)	8	961	(2.1%)	96	2,803	(2%)	92

Education

Education	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Elementary	5,205	(11%)	92	16,664	(13.5%)	112	41,139	(10.4%)	87
High School Graduate	13,346	(28.2%)	105	31,290	(25.3%)	94	86,973	(22%)	8
College / Associate Degree	13,690	(28.9%)	100	34,064	(27.5%)	95	105,779	(26.7%)	92
Bachelor Degree	10,150	(21.5%)	108	26,650	(21.5%)	109	101,311	(25.6%)	29
Advanced Degree	4,907	(10.4%)	84	15,060	(12.2%)	98	60,361	(15.3%)	123

Labor Force

Labor Force	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Employed	36,082	(95.8%)	101	94,776	(95%)	100	308,244	(94.9%)	100
Unemployed	1,575	(4.2%)	7	4,940	(5%)	93	16,728	(5.1%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

● 3 Mile ● 5 Mile ● 10 Mile

Marital Status

Marital Status	Count	Percentage	3 Mile	5 Mile	10 Mile
Married	27,736	(49.7%)	100	100	93
Never Married	18,339	(32.9%)	99	101	113
Divorced	6,963	(12.5%)	115	110	107
Widowed	2,715	(4.9%)	84	76	7

Family Households

Family Household Type	Count	Percentage	3 Mile	5 Mile	10 Mile
Married-couple Family	11,876	(66.7%)	91	91	90
Female Householder	4,705	(26.4%)	139	134	136
Male Householder	1,228	(6.9%)	92	100	103

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Transport to Work

Mode	Count	Percentage	3 Mile	5 Mile	10 Mile
Drove alone	27,758	(79.4%)	104	72,205 (78%)	102
Carpooled	3,124	(8.9%)	99	9,208 (10%)	110
Worked from home	2,632	(7.5%)	146	6,645 (7.2%)	139
Other	514	(1.5%)	159	1,519 (1.6%)	178
Public transportation	433	(1.2%)	25	1,561 (1.7%)	34
Walked	288	(0.8%)	31	810 (0.9%)	33
Taxicab	201	(0.6%)	306	516 (0.6%)	297
Bicycle	20	(<0.5%)	10	41 (<0.5%)	8
Motorcycle				15 (<0.5%)	10

Travel Time to Work

Travel Time	Count	Percentage	3 Mile	5 Mile	10 Mile
Median travel time to work	32		140	31	139
Less than 10 minutes	1,683	(5.2%)	43	4,342 (5.1%)	41
10-15 minutes	1,602	(5%)	37	6,104 (7.1%)	54
15-20 minutes	3,606	(11.2%)	74	9,610 (11.2%)	74
20-25 minutes	4,491	(13.9%)	97	12,124 (14.1%)	98

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
25-30 minutes	1,944	(6%)	93	4,975	(5.8%)	89	17,383	(6.2%)	96
30-35 minutes	6,495	(20.1%)	146	16,421	(19.1%)	139	51,845	(18.5%)	134
35-45 minutes	3,844	(11.9%)	168	9,602	(11.2%)	158	26,632	(9.5%)	135
45-60 minutes	4,263	(13.2%)	158	10,831	(12.6%)	151	33,468	(11.9%)	143
60 or more minutes	4,410	(13.6%)	146	11,866	(13.8%)	148	34,232	(12.2%)	131

Housing Units

Occupied	25,163	(94.5%)	108	66,381	(92.7%)	105	225,911	(91.4%)	104
Vacant	1,463	(5.5%)	45	5,260	(7.3%)	61	21,279	(8.6%)	71

Occupied Housing Units

Owner occupied	16,774	(66.7%)	104	41,375	(62.3%)	97	123,484	(54.7%)	85
Renter occupied	8,389	(33.3%)	93	25,006	(37.7%)	105	102,427	(45.3%)	126

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Vacant Housing Units

Category	3 Mile	5 Mile	10 Mile
Other	656 (44.8%)	2,533 (48.2%)	9,411 (44.2%)
For sale only	250 (17.1%)	749 (14.2%)	2,459 (11.6%)
For seasonal, recreational or occasional use	222 (15.2%)	356 (6.8%)	998 (4.7%)
For rent	179 (12.2%)	840 (16%)	5,727 (26.9%)
Sold, not occupied	156 (10.7%)	436 (8.3%)	1,101 (5.2%)
For migrant workers			
Rented, not occupied		346 (6.6%)	1,583 (7.4%)

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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide



Value of Owner-Occupied Housing Units

	3 Mile	5 Mile	10 Mile
Median house value	\$181,487.58 (83)	\$189,112.66 (87)	\$215,085.78 (99)
<\$100K	1,806 (10.8%) (57)	5,437 (13.1%) (69)	15,359 (12.4%) (66)
\$100K - \$200K	7,768 (46.3%) (170)	16,860 (40.7%) (149)	41,493 (33.6%) (123)
\$200K - \$300K	4,817 (28.7%) (146)	10,614 (25.7%) (131)	28,674 (23.2%) (118)
\$300K - \$400K	1,327 (7.9%) (65)	4,798 (11.6%) (95)	17,678 (14.3%) (117)
\$400K - \$500K	493 (2.9%) (41)	1,732 (4.2%) (59)	7,792 (6.3%) (89)
\$500K - \$1000K	499 (3%) (26)	1,797 (4.3%) (38)	10,033 (8.1%) (71)
>\$1000K	64 (<0.5%) (11)	137 (<0.5%) (10)	2,455 (2%) (59)

Types of Housing Units Structure

Single Unit	22,508 (84.5%) (125)	57,300 (80%) (119)	163,191 (66%) (98)
Multi-unit	3,654 (13.7%) (52)	13,285 (18.5%) (71)	79,646 (32.2%) (123)
Mobile home	464 (1.7%) (28)	1,056 (1.5%) (24)	4,221 (1.7%) (28)
Boat, RV, van, etc.			132 (<0.5%) (58)

Health Insurance

Employer based health insurance only	32,990 (46.2%) (99)	84,961 (46%) (99)	289,242 (49.5%) (106)
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Demographics (Heritage Hills)

Jun 1, 2022 - May 31, 2023



Heritage Hills Shopping Center

1345 East-West Connector, Austell, GA 30106

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile	
No health insurance coverage	11,822	(16.6%)	31,989	(17.3%)	86,991	(14.9%)
Medicaid/means-tested public coverage only	10,072	(14.1%)	24,999	(13.5%)	67,489	(11.5%)
Direct purchase health insurance only	4,229	(5.9%)	11,549	(6.3%)	41,871	(7.2%)
Other coverage combinations	3,305	(4.6%)	7,882	(4.3%)	24,080	(4.1%)
Medicare coverage only	3,006	(4.2%)	6,883	(3.7%)	22,455	(3.8%)
With direct purchase and medicare coverage	1,635	(2.3%)	3,821	(2.1%)	11,064	(1.9%)
Employer based and medicare coverage	1,590	(2.2%)	3,714	(2%)	13,431	(2.3%)
Medicare and medicaid/means-tested public coverage	933	(1.3%)	2,902	(1.6%)	8,249	(1.4%)
TRICARE/military health coverage only	609	(0.9%)	1,080	(0.6%)	4,671	(0.8%)
Employer based and direct purchase coverage	591	(0.8%)	2,567	(1.4%)	8,875	(1.5%)
Other public only combinations	284	(<0.5%)	734	(<0.5%)	1,636	(<0.5%)
VA Health Care only	197	(<0.5%)	561	(<0.5%)	1,664	(<0.5%)
Other private only combinations	119	(<0.5%)	889	(<0.5%)	3,146	(0.5%)

SNAP Households

Non-snap Households	22,376	(88.9%)	58,868	(88.7%)	201,834	(89.3%)
Snap Households	2,787	(11.1%)	7,513	(11.3%)	24,077	(10.7%)

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