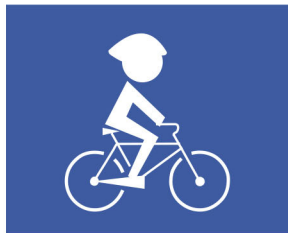


Safe Routes to School
Proposed Griffin Road Sidewalk Project
10-Minute Walking Distance Area of Influence
Esri Map-Based Analytic Reports

SafeRoutes



Prepared for:

Lake County Public Works

Prepared by:

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November 1, 2018

**SAFE ROUTES TO SCHOOL
PROPOSED GRIFFIN ROAD PROJECT
10-Minute Walking Distance of Project Site
Esri Map-Based (Demographics, Lifestyle & Spending) Analytics**

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**THIS FULL REPORT CAN BE DOWNLOADED
FROM THE FOLLOWING URL OR QR CODE:**





Executive Summary

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

0

Population

2000 Population	1,291
2010 Population	1,599
2018 Population	1,861
2023 Population	2,076
2000-2010 Annual Rate	2.16%
2010-2018 Annual Rate	1.86%
2018-2023 Annual Rate	2.21%
2018 Male Population	44.1%
2018 Female Population	55.9%
2018 Median Age	32.9

In the identified area, the current year population is 1,861. In 2010, the Census count in the area was 1,599. The rate of change since 2010 was 1.86% annually. The five-year projection for the population in the area is 2,076 representing a change of 2.21% annually from 2018 to 2023. Currently, the population is 44.1% male and 55.9% female.

Median Age

The median age in this area is 32.9, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	37.4%
2018 Black Alone	54.8%
2018 American Indian/Alaska Native Alone	0.2%
2018 Asian Alone	0.4%
2018 Pacific Islander Alone	0.9%
2018 Other Race	3.2%
2018 Two or More Races	3.2%
2018 Hispanic Origin (Any Race)	8.9%

Persons of Hispanic origin represent 8.9% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 63.1 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	461
2010 Households	606
2018 Total Households	710
2023 Total Households	790
2000-2010 Annual Rate	2.77%
2010-2018 Annual Rate	1.94%
2018-2023 Annual Rate	2.16%
2018 Average Household Size	2.62

The household count in this area has changed from 606 in 2010 to 710 in the current year, a change of 1.94% annually. The five-year projection of households is 790, a change of 2.16% annually from the current year total. Average household size is currently 2.62, compared to 2.64 in the year 2010. The number of families in the current year is 459 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

October 31, 2018



Executive Summary

10-Minute Walking Area - Safe Routes to School - Griffin

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Median Household Income

2018 Median Household Income	\$29,321
2023 Median Household Income	\$34,302
2018-2023 Annual Rate	3.19%

Average Household Income

2018 Average Household Income	\$40,473
2023 Average Household Income	\$48,368
2018-2023 Annual Rate	3.63%

Per Capita Income

2018 Per Capita Income	\$16,104
2023 Per Capita Income	\$19,280
2018-2023 Annual Rate	3.67%

Households by Income

Current median household income is \$29,321 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$34,302 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$40,473 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$48,368 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$16,104 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$19,280 in five years, compared to \$36,530 for all U.S. households

Housing

2000 Total Housing Units	505
2000 Owner Occupied Housing Units	231
2000 Renter Occupied Housing Units	230
2000 Vacant Housing Units	44
2010 Total Housing Units	714
2010 Owner Occupied Housing Units	224
2010 Renter Occupied Housing Units	382
2010 Vacant Housing Units	108
2018 Total Housing Units	847
2018 Owner Occupied Housing Units	253
2018 Renter Occupied Housing Units	456
2018 Vacant Housing Units	137
2023 Total Housing Units	942
2023 Owner Occupied Housing Units	305
2023 Renter Occupied Housing Units	486
2023 Vacant Housing Units	152

Currently, 29.9% of the 847 housing units in the area are owner occupied; 53.8%, renter occupied; and 16.2% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 714 housing units in the area - 31.4% owner occupied, 53.5% renter occupied, and 15.1% vacant. The annual rate of change in housing units since 2010 is 7.89%. Median home value in the area is \$77,303, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 2.99% annually to \$89,557.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

October 31, 2018



Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

	0
Population Summary	
2000 Total Population	1,291
2010 Total Population	1,599
2018 Total Population	1,861
2018 Group Quarters	0
2023 Total Population	2,076
2018-2023 Annual Rate	2.21%
2018 Total Daytime Population	2,239
Workers	847
Residents	1,392
Household Summary	
2000 Households	461
2000 Average Household Size	2.80
2010 Households	606
2010 Average Household Size	2.64
2018 Households	710
2018 Average Household Size	2.62
2023 Households	790
2023 Average Household Size	2.63
2018-2023 Annual Rate	2.16%
2010 Families	406
2010 Average Family Size	3.18
2018 Families	459
2018 Average Family Size	3.20
2023 Families	505
2023 Average Family Size	3.21
2018-2023 Annual Rate	1.93%
Housing Unit Summary	
2000 Housing Units	505
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	45.5%
Vacant Housing Units	8.7%
2010 Housing Units	714
Owner Occupied Housing Units	31.4%
Renter Occupied Housing Units	53.5%
Vacant Housing Units	15.1%
2018 Housing Units	847
Owner Occupied Housing Units	29.9%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	16.2%
2023 Housing Units	942
Owner Occupied Housing Units	32.4%
Renter Occupied Housing Units	51.6%
Vacant Housing Units	16.1%
Median Household Income	
2018	\$29,321
2023	\$34,302
Median Home Value	
2018	\$77,303
2023	\$89,557
Per Capita Income	
2018	\$16,104
2023	\$19,280
Median Age	
2010	30.7
2018	32.9
2023	33.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

October 31, 2018



Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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2018 Households by Income

Household Income Base	710
<\$15,000	21.3%
\$15,000 - \$24,999	19.9%
\$25,000 - \$34,999	17.0%
\$35,000 - \$49,999	19.3%
\$50,000 - \$74,999	10.7%
\$75,000 - \$99,999	4.4%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.4%
\$200,000+	0.3%
Average Household Income	\$40,473

2023 Households by Income

Household Income Base	790
<\$15,000	18.7%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	20.9%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.9%
\$200,000+	0.4%
Average Household Income	\$48,368

2018 Owner Occupied Housing Units by Value

Total	253
<\$50,000	33.6%
\$50,000 - \$99,999	30.0%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	5.9%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$116,502

2023 Owner Occupied Housing Units by Value

Total	305
<\$50,000	29.5%
\$50,000 - \$99,999	25.9%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$148,607

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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	0
2010 Population by Age	
Total	1,599
0 - 4	11.3%
5 - 9	8.6%
10 - 14	6.5%
15 - 24	15.4%
25 - 34	13.0%
35 - 44	9.6%
45 - 54	10.4%
55 - 64	9.4%
65 - 74	8.9%
75 - 84	4.8%
85 +	2.3%
18 +	68.9%
2018 Population by Age	
Total	1,860
0 - 4	10.3%
5 - 9	8.8%
10 - 14	7.4%
15 - 24	13.1%
25 - 34	13.0%
35 - 44	10.5%
45 - 54	8.4%
55 - 64	9.9%
65 - 74	10.5%
75 - 84	6.1%
85 +	2.0%
18 +	69.8%
2023 Population by Age	
Total	2,077
0 - 4	9.9%
5 - 9	9.0%
10 - 14	7.9%
15 - 24	12.7%
25 - 34	12.4%
35 - 44	10.8%
45 - 54	8.4%
55 - 64	9.2%
65 - 74	11.3%
75 - 84	6.5%
85 +	1.9%
18 +	69.1%
2010 Population by Sex	
Males	690
Females	909
2018 Population by Sex	
Males	820
Females	1,041
2023 Population by Sex	
Males	931
Females	1,145

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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2010 Population by Race/Ethnicity

Total	1,599
White Alone	37.3%
Black Alone	56.0%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.6%
Some Other Race Alone	2.7%
Two or More Races	2.8%
Hispanic Origin	7.1%
Diversity Index	60.7

2018 Population by Race/Ethnicity

Total	1,861
White Alone	37.4%
Black Alone	54.8%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.9%
Some Other Race Alone	3.2%
Two or More Races	3.2%
Hispanic Origin	8.9%
Diversity Index	63.1

2023 Population by Race/Ethnicity

Total	2,076
White Alone	36.2%
Black Alone	54.9%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.9%
Some Other Race Alone	3.7%
Two or More Races	3.6%
Hispanic Origin	10.5%
Diversity Index	64.9

2010 Population by Relationship and Household Type

Total	1,599
In Households	100.0%
In Family Households	85.4%
Householder	25.9%
Spouse	11.5%
Child	39.1%
Other relative	4.3%
Nonrelative	4.4%
In Nonfamily Households	14.6%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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2018 Population 25+ by Educational Attainment

Total	1,124
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	18.7%
High School Graduate	41.9%
GED/Alternative Credential	4.7%
Some College, No Degree	11.9%
Associate Degree	14.9%
Bachelor's Degree	3.5%
Graduate/Professional Degree	2.6%

2018 Population 15+ by Marital Status

Total	1,369
Never Married	39.0%
Married	41.8%
Widowed	9.0%
Divorced	10.2%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	81.6%
Civilian Unemployed (Unemployment Rate)	18.3%

2018 Employed Population 16+ by Industry

Total	478
Agriculture/Mining	0.0%
Construction	1.5%
Manufacturing	2.1%
Wholesale Trade	0.8%
Retail Trade	20.7%
Transportation/Utilities	5.6%
Information	1.9%
Finance/Insurance/Real Estate	1.5%
Services	49.4%
Public Administration	16.7%

2018 Employed Population 16+ by Occupation

Total	480
White Collar	46.0%
Management/Business/Financial	9.2%
Professional	5.6%
Sales	10.0%
Administrative Support	21.1%
Services	33.1%
Blue Collar	21.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.7%
Production	2.7%
Transportation/Material Moving	15.5%

2010 Population By Urban/ Rural Status

Total Population	1,599
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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2010 Households by Type

Total	605
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	67.1%
Husband-wife Families	29.1%
With Related Children	11.2%
Other Family (No Spouse Present)	38.0%
Other Family with Male Householder	5.8%
With Related Children	4.1%
Other Family with Female Householder	32.2%
With Related Children	25.0%
Nonfamily Households	4.1%
All Households with Children	41.1%
Multigenerational Households	5.9%
Unmarried Partner Households	10.9%
Male-female	9.6%
Same-sex	1.3%

2010 Households by Size

Total	606
1 Person Household	28.7%
2 Person Household	28.5%
3 Person Household	17.5%
4 Person Household	12.4%
5 Person Household	7.6%
6 Person Household	3.5%
7 + Person Household	1.8%

2010 Households by Tenure and Mortgage Status

Total	606
Owner Occupied	37.0%
Owned with a Mortgage/Loan	23.1%
Owned Free and Clear	13.9%
Renter Occupied	63.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	714
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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Top 3 Tapestry Segments

1. Small Town Simplicity
2. Hardscrabble Road (8G)
3. The Elders (9C)

2018 Consumer Spending

Apparel & Services: Total \$	\$754,814
Average Spent	\$1,063.12
Spending Potential Index	49
Education: Total \$	\$443,033
Average Spent	\$623.99
Spending Potential Index	43
Entertainment/Recreation: Total \$	\$1,176,273
Average Spent	\$1,656.72
Spending Potential Index	51
Food at Home: Total \$	\$1,904,965
Average Spent	\$2,683.05
Spending Potential Index	53
Food Away from Home: Total \$	\$1,223,357
Average Spent	\$1,723.04
Spending Potential Index	49
Health Care: Total \$	\$2,201,299
Average Spent	\$3,100.42
Spending Potential Index	54
HH Furnishings & Equipment: Total \$	\$728,843
Average Spent	\$1,026.54
Spending Potential Index	49
Personal Care Products & Services: Total \$	\$284,278
Average Spent	\$400.39
Spending Potential Index	48
Shelter: Total \$	\$5,745,876
Average Spent	\$8,092.78
Spending Potential Index	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$875,549
Average Spent	\$1,233.17
Spending Potential Index	50
Travel: Total \$	\$671,334
Average Spent	\$945.54
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$397,726
Average Spent	\$560.18
Spending Potential Index	52

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

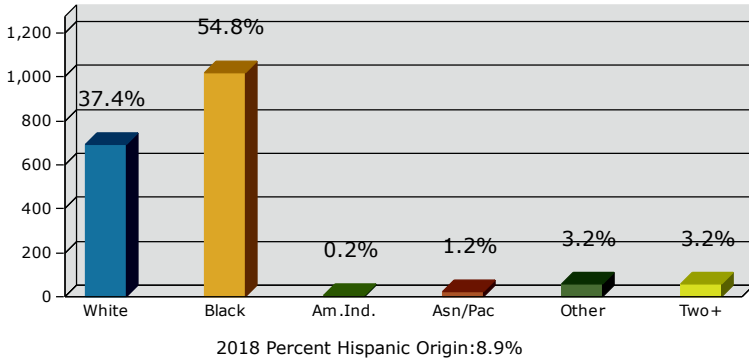
Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

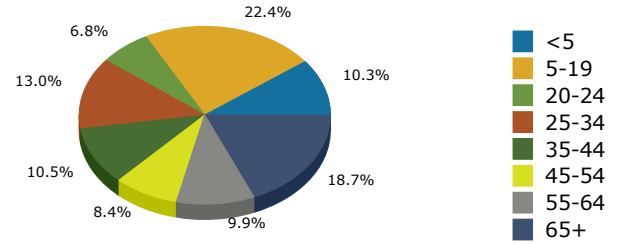
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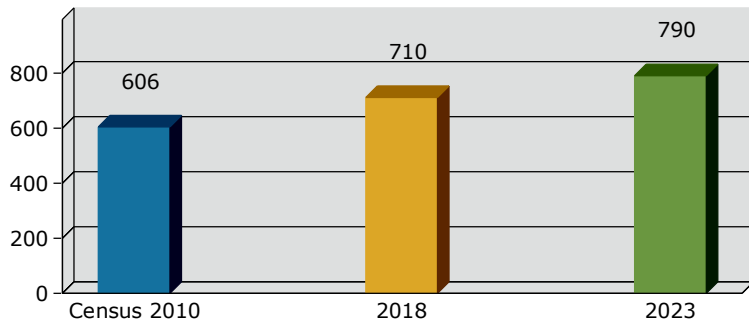
2018 Population by Race



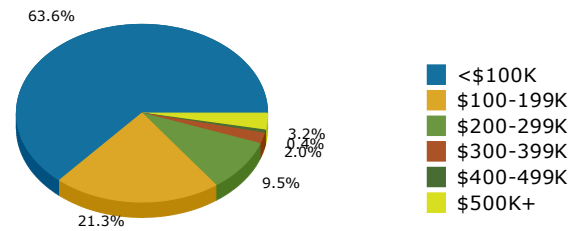
2018 Population by Age



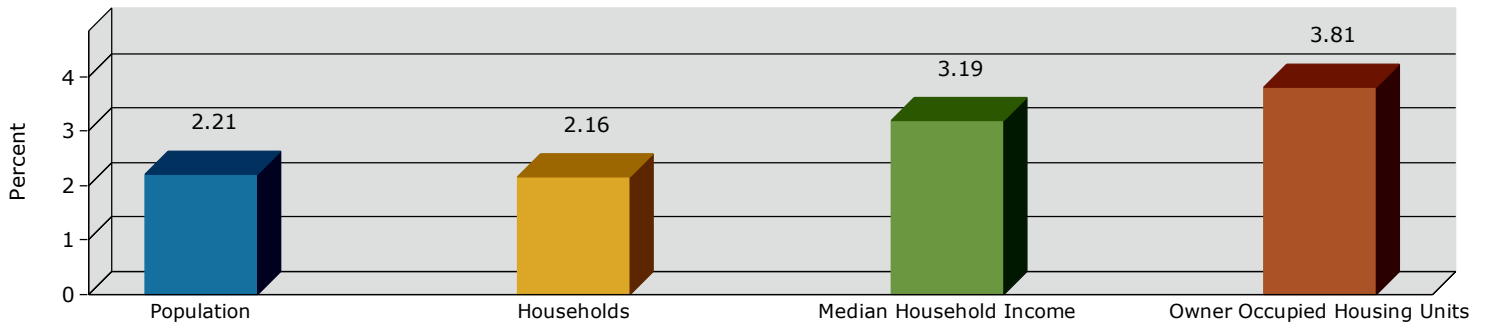
Households



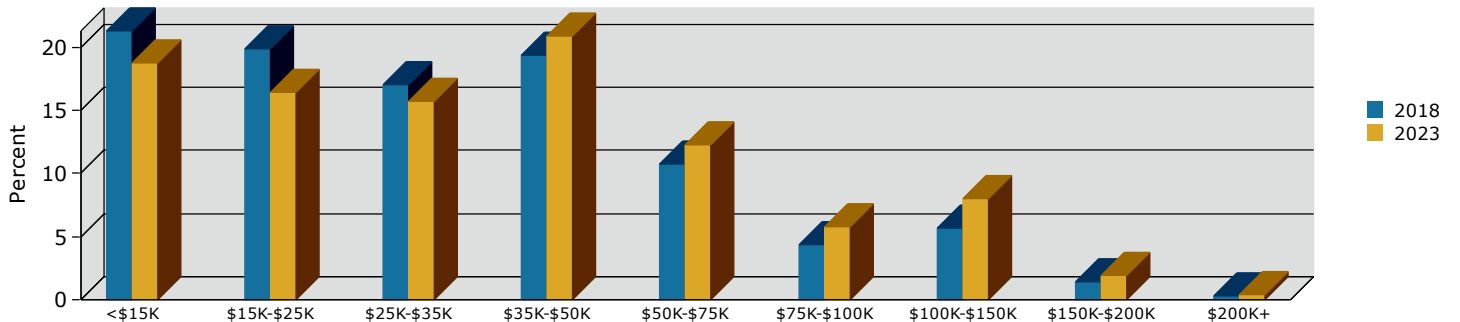
2018 Home Value



2018-2023 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



Market Profile

10-Minute Walking Area - Safe Routes to School - Griffin

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	0
Population Summary	
2000 Total Population	1,291
2010 Total Population	1,599
2018 Total Population	1,861
2018 Group Quarters	0
2023 Total Population	2,076
2018-2023 Annual Rate	2.21%
2018 Total Daytime Population	2,239
Workers	847
Residents	1,392
Household Summary	
2000 Households	461
2000 Average Household Size	2.80
2010 Households	606
2010 Average Household Size	2.64
2018 Households	710
2018 Average Household Size	2.62
2023 Households	790
2023 Average Household Size	2.63
2018-2023 Annual Rate	2.16%
2010 Families	406
2010 Average Family Size	3.18
2018 Families	459
2018 Average Family Size	3.20
2023 Families	505
2023 Average Family Size	3.21
2018-2023 Annual Rate	1.93%
Housing Unit Summary	
2000 Housing Units	505
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	45.5%
Vacant Housing Units	8.7%
2010 Housing Units	714
Owner Occupied Housing Units	31.4%
Renter Occupied Housing Units	53.5%
Vacant Housing Units	15.1%
2018 Housing Units	847
Owner Occupied Housing Units	29.9%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	16.2%
2023 Housing Units	942
Owner Occupied Housing Units	32.4%
Renter Occupied Housing Units	51.6%
Vacant Housing Units	16.1%
Median Household Income	
2018	\$29,321
2023	\$34,302
Median Home Value	
2018	\$77,303
2023	\$89,557
Per Capita Income	
2018	\$16,104
2023	\$19,280
Median Age	
2010	30.7
2018	32.9
2023	33.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income

Household Income Base	710
<\$15,000	21.3%
\$15,000 - \$24,999	19.9%
\$25,000 - \$34,999	17.0%
\$35,000 - \$49,999	19.3%
\$50,000 - \$74,999	10.7%
\$75,000 - \$99,999	4.4%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.4%
\$200,000+	0.3%
Average Household Income	\$40,473

2023 Households by Income

Household Income Base	790
<\$15,000	18.7%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	20.9%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.9%
\$200,000+	0.4%
Average Household Income	\$48,368

2018 Owner Occupied Housing Units by Value

Total	253
<\$50,000	33.6%
\$50,000 - \$99,999	30.0%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	5.9%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$116,502

2023 Owner Occupied Housing Units by Value

Total	305
<\$50,000	29.5%
\$50,000 - \$99,999	25.9%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$148,607

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

		0
2010 Population by Age		
Total		1,599
0 - 4		11.3%
5 - 9		8.6%
10 - 14		6.5%
15 - 24		15.4%
25 - 34		13.0%
35 - 44		9.6%
45 - 54		10.4%
55 - 64		9.4%
65 - 74		8.9%
75 - 84		4.8%
85 +		2.3%
18 +		68.9%
2018 Population by Age		
Total		1,860
0 - 4		10.3%
5 - 9		8.8%
10 - 14		7.4%
15 - 24		13.1%
25 - 34		13.0%
35 - 44		10.5%
45 - 54		8.4%
55 - 64		9.9%
65 - 74		10.5%
75 - 84		6.1%
85 +		2.0%
18 +		69.8%
2023 Population by Age		
Total		2,077
0 - 4		9.9%
5 - 9		9.0%
10 - 14		7.9%
15 - 24		12.7%
25 - 34		12.4%
35 - 44		10.8%
45 - 54		8.4%
55 - 64		9.2%
65 - 74		11.3%
75 - 84		6.5%
85 +		1.9%
18 +		69.1%
2010 Population by Sex		
Males		690
Females		909
2018 Population by Sex		
Males		820
Females		1,041
2023 Population by Sex		
Males		931
Females		1,145

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

		0
2010 Population by Race/Ethnicity		
Total		1,599
White Alone		37.3%
Black Alone		56.0%
American Indian Alone		0.3%
Asian Alone		0.3%
Pacific Islander Alone		0.6%
Some Other Race Alone		2.7%
Two or More Races		2.8%
Hispanic Origin		7.1%
Diversity Index		60.7
2018 Population by Race/Ethnicity		
Total		1,861
White Alone		37.4%
Black Alone		54.8%
American Indian Alone		0.2%
Asian Alone		0.4%
Pacific Islander Alone		0.9%
Some Other Race Alone		3.2%
Two or More Races		3.2%
Hispanic Origin		8.9%
Diversity Index		63.1
2023 Population by Race/Ethnicity		
Total		2,076
White Alone		36.2%
Black Alone		54.9%
American Indian Alone		0.2%
Asian Alone		0.5%
Pacific Islander Alone		0.9%
Some Other Race Alone		3.7%
Two or More Races		3.6%
Hispanic Origin		10.5%
Diversity Index		64.9
2010 Population by Relationship and Household Type		
Total		1,599
In Households		100.0%
In Family Households		85.4%
Householder		25.9%
Spouse		11.5%
Child		39.1%
Other relative		4.3%
Nonrelative		4.4%
In Nonfamily Households		14.6%
In Group Quarters		0.0%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	1,124
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	18.7%
High School Graduate	41.9%
GED/Alternative Credential	4.7%
Some College, No Degree	11.9%
Associate Degree	14.9%
Bachelor's Degree	3.5%
Graduate/Professional Degree	2.6%
2018 Population 15+ by Marital Status	
Total	1,369
Never Married	39.0%
Married	41.8%
Widowed	9.0%
Divorced	10.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	81.6%
Civilian Unemployed (Unemployment Rate)	18.3%
2018 Employed Population 16+ by Industry	
Total	478
Agriculture/Mining	0.0%
Construction	1.5%
Manufacturing	2.1%
Wholesale Trade	0.8%
Retail Trade	20.7%
Transportation/Utilities	5.6%
Information	1.9%
Finance/Insurance/Real Estate	1.5%
Services	49.4%
Public Administration	16.7%
2018 Employed Population 16+ by Occupation	
Total	480
White Collar	46.0%
Management/Business/Financial	9.2%
Professional	5.6%
Sales	10.0%
Administrative Support	21.1%
Services	33.1%
Blue Collar	21.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.7%
Production	2.7%
Transportation/Material Moving	15.5%
2010 Population By Urban/ Rural Status	
Total Population	1,599
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	605
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	67.1%
Husband-wife Families	29.1%
With Related Children	11.2%
Other Family (No Spouse Present)	38.0%
Other Family with Male Householder	5.8%
With Related Children	4.1%
Other Family with Female Householder	32.2%
With Related Children	25.0%
Nonfamily Households	4.1%
All Households with Children	41.1%
Multigenerational Households	5.9%
Unmarried Partner Households	10.9%
Male-female	9.6%
Same-sex	1.3%

2010 Households by Size

Total	606
1 Person Household	28.7%
2 Person Household	28.5%
3 Person Household	17.5%
4 Person Household	12.4%
5 Person Household	7.6%
6 Person Household	3.5%
7 + Person Household	1.8%

2010 Households by Tenure and Mortgage Status

Total	606
Owner Occupied	37.0%
Owned with a Mortgage/Loan	23.1%
Owned Free and Clear	13.9%
Renter Occupied	63.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	714
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Small Town Simplicity
2. Hardscrabble Road (8G)
3. The Elders (9C)

2018 Consumer Spending

Apparel & Services: Total \$	\$754,814
Average Spent	\$1,063.12
Spending Potential Index	49
Education: Total \$	\$443,033
Average Spent	\$623.99
Spending Potential Index	43
Entertainment/Recreation: Total \$	\$1,176,273
Average Spent	\$1,656.72
Spending Potential Index	51
Food at Home: Total \$	\$1,904,965
Average Spent	\$2,683.05
Spending Potential Index	53
Food Away from Home: Total \$	\$1,223,357
Average Spent	\$1,723.04
Spending Potential Index	49
Health Care: Total \$	\$2,201,299
Average Spent	\$3,100.42
Spending Potential Index	54
HH Furnishings & Equipment: Total \$	\$728,843
Average Spent	\$1,026.54
Spending Potential Index	49
Personal Care Products & Services: Total \$	\$284,278
Average Spent	\$400.39
Spending Potential Index	48
Shelter: Total \$	\$5,745,876
Average Spent	\$8,092.78
Spending Potential Index	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$875,549
Average Spent	\$1,233.17
Spending Potential Index	50
Travel: Total \$	\$671,334
Average Spent	\$945.54
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$397,726
Average Spent	\$560.18
Spending Potential Index	52

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Demographic and Income Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Summary	Census 2010	2018	2023
Population	1,599	1,861	2,076
Households	606	710	790
Families	406	459	505
Average Household Size	2.64	2.62	2.63
Owner Occupied Housing Units	224	253	305
Renter Occupied Housing Units	382	456	486
Median Age	30.7	32.9	33.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	2.21%	1.41%	0.83%
Households	2.16%	1.36%	0.79%
Families	1.93%	1.30%	0.71%
Owner HHs	3.81%	1.91%	1.16%
Median Household Income	3.19%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	151	21.3%	148	18.7%
\$15,000 - \$24,999	141	19.9%	130	16.5%
\$25,000 - \$34,999	121	17.0%	124	15.7%
\$35,000 - \$49,999	137	19.3%	165	20.9%
\$50,000 - \$74,999	76	10.7%	97	12.3%
\$75,000 - \$99,999	31	4.4%	46	5.8%
\$100,000 - \$149,999	40	5.6%	63	8.0%
\$150,000 - \$199,999	10	1.4%	15	1.9%
\$200,000+	2	0.3%	3	0.4%
Median Household Income	\$29,321		\$34,302	
Average Household Income	\$40,473		\$48,368	
Per Capita Income	\$16,104		\$19,280	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	181	11.3%	192	10.3%	205	9.9%
5 - 9	137	8.6%	163	8.8%	186	9.0%
10 - 14	104	6.5%	137	7.4%	164	7.9%
15 - 19	125	7.8%	117	6.3%	138	6.6%
20 - 24	121	7.6%	126	6.8%	125	6.0%
25 - 34	208	13.0%	242	13.0%	258	12.4%
35 - 44	153	9.6%	195	10.5%	225	10.8%
45 - 54	166	10.4%	157	8.4%	175	8.4%
55 - 64	150	9.4%	184	9.9%	191	9.2%
65 - 74	142	8.9%	196	10.5%	235	11.3%
75 - 84	76	4.8%	113	6.1%	135	6.5%
85+	37	2.3%	38	2.0%	40	1.9%

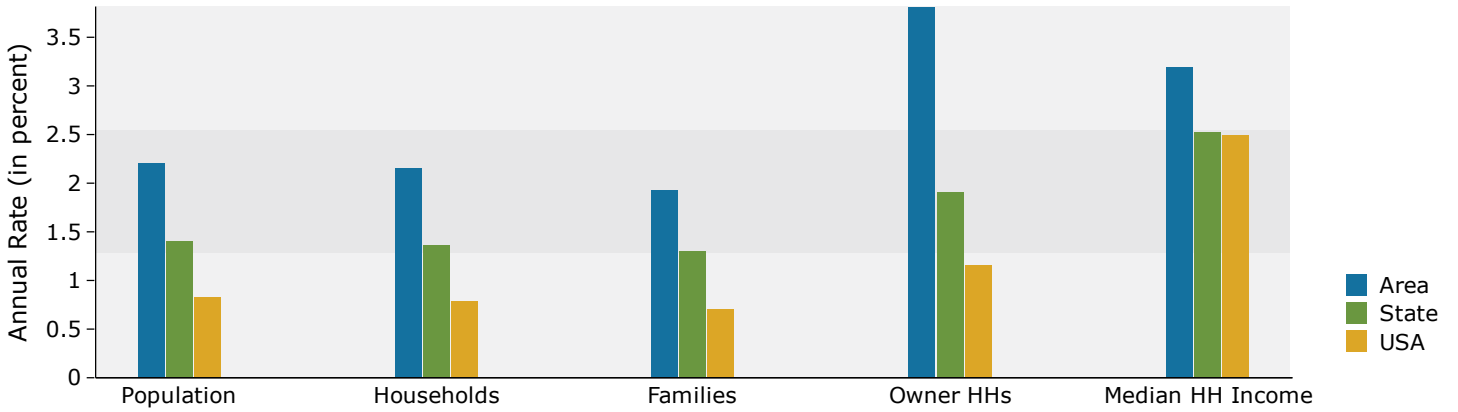
Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	597	37.3%	696	37.4%	752	36.2%
Black Alone	896	56.0%	1,020	54.8%	1,139	54.9%
American Indian Alone	4	0.3%	4	0.2%	4	0.2%
Asian Alone	4	0.3%	7	0.4%	10	0.5%
Pacific Islander Alone	10	0.6%	16	0.9%	19	0.9%
Some Other Race Alone	43	2.7%	59	3.2%	77	3.7%
Two or More Races	45	2.8%	59	3.2%	75	3.6%
Hispanic Origin (Any Race)	114	7.1%	167	9.0%	217	10.5%

Data Note: Income is expressed in current dollars.

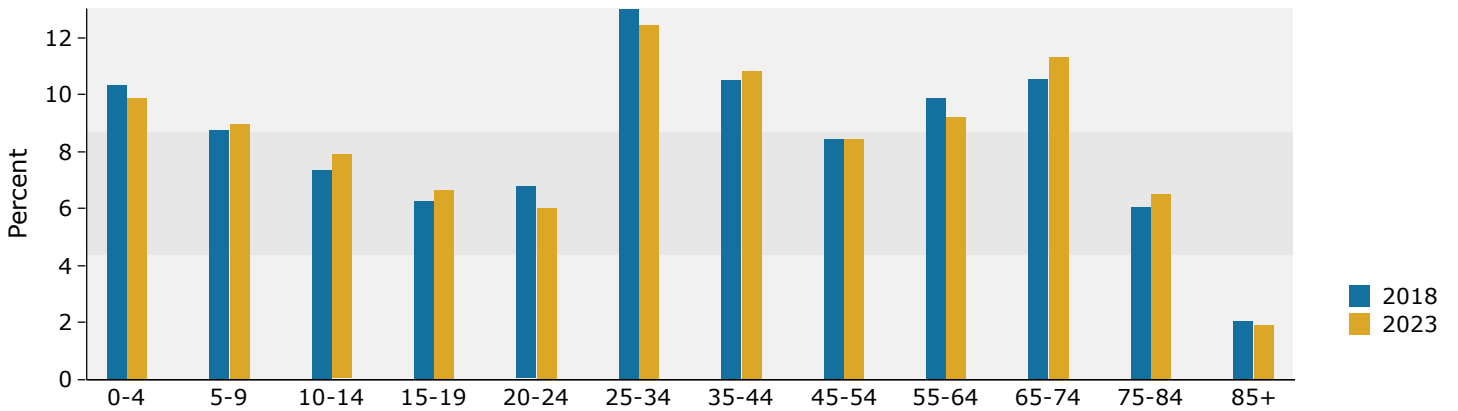
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

October 31, 2018

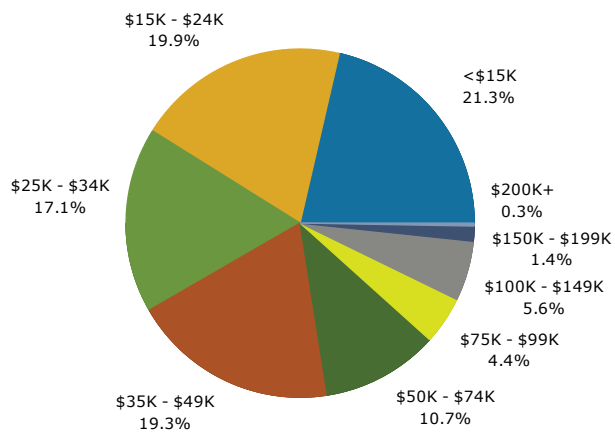
Trends 2018-2023



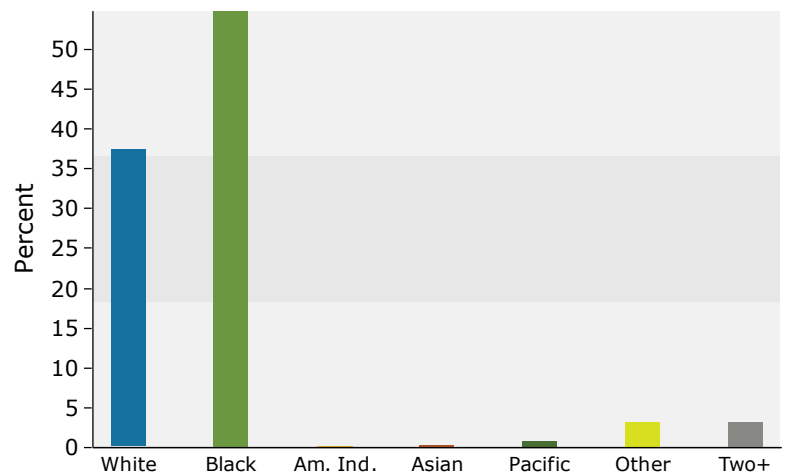
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



Housing Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Population		Households	
2010 Total Population	1,599	2018 Median Household Income	\$29,321
2018 Total Population	1,861	2023 Median Household Income	\$34,302
2023 Total Population	2,076	2018-2023 Annual Rate	3.19%
2018-2023 Annual Rate	2.21%		

Housing Units by Occupancy Status and Tenure	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	714	100.0%	847	100.0%	942	100.0%
Occupied	606	84.9%	709	83.7%	791	84.0%
Owner	224	31.4%	253	29.9%	305	32.4%
Renter	382	53.5%	456	53.8%	486	51.6%
Vacant	108	15.1%	137	16.2%	152	16.1%

Owner Occupied Housing Units by Value	2018		2023	
	Number	Percent	Number	Percent
Total	253	100.0%	305	100.0%
<\$50,000	85	33.6%	90	29.5%
\$50,000-\$99,999	76	30.0%	79	25.9%
\$100,000-\$149,999	17	6.7%	16	5.2%
\$150,000-\$199,999	37	14.6%	55	18.0%
\$200,000-\$249,999	15	5.9%	20	6.6%
\$250,000-\$299,999	9	3.6%	14	4.6%
\$300,000-\$399,999	5	2.0%	9	3.0%
\$400,000-\$499,999	1	0.4%	2	0.7%
\$500,000-\$749,999	8	3.2%	19	6.2%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	0	0.0%	1	0.3%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	0	0.0%	0	0.0%

Median Value	\$77,303	\$89,557
Average Value	\$116,502	\$148,607

Census 2010 Housing Units	Number	Percent
Total	714	100.0%
In Urbanized Areas	710	99.4%
In Urban Clusters	0	0.0%
Rural Housing Units	4	0.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	224	100.0%
Owned with a Mortgage/Loan	140	62.5%
Owned Free and Clear	84	37.5%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	121	100.0%
For Rent	76	62.8%
Rented- Not Occupied	0	0.0%
For Sale Only	13	10.7%
Sold - Not Occupied	2	1.7%
Seasonal/Recreational/Occasional Use	5	4.1%
For Migrant Workers	0	0.0%
Other Vacant	25	20.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	607	225	37.1%
15-24	52	3	5.8%
25-34	114	15	13.2%
35-44	82	24	29.3%
45-54	90	38	42.2%
55-64	93	41	44.1%
65-74	94	59	62.8%
75-84	54	34	63.0%
85+	28	11	39.3%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	605	223	36.9%
White Alone	267	126	47.2%
Black/African American	314	92	29.3%
American Indian/Alaska	2	0	0.0%
Asian Alone	1	0	0.0%
Pacific Islander Alone	2	0	0.0%
Other Race Alone	10	2	20.0%
Two or More Races	9	3	33.3%
Hispanic Origin	29	7	24.1%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	604	222	36.8%
1-Person	174	58	33.3%
2-Person	173	85	49.1%
3-Person	106	34	32.1%
4-Person	74	24	32.4%
5-Person	46	12	26.1%
6-Person	21	6	28.6%
7+ Person	10	3	30.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Net Worth Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Summary	Census 2010	2018	2023	2018-2023 Change	2018-2023 Annual Rate
Population	1,599	1,861	2,076	215	2.21%
Median Age	30.7	32.9	33.5	0.6	0.36%
Households	606	710	790	80	2.16%
Average Household Size	2.64	2.62	2.63	0.01	0.08%

2018 Households by Net Worth	Number	Percent
Total	710	100.0%
<\$15,000	396	55.8%
\$15,000-\$34,999	79	11.1%
\$35,000-\$49,999	32	4.5%
\$50,000-\$74,999	35	4.9%
\$75,000-\$99,999	23	3.2%
\$100,000-\$149,999	30	4.2%
\$150,000-\$249,999	42	5.9%
\$250,000-\$500,000	38	5.4%
\$500,000+	35	4.9%
Median Net Worth	\$13,447	
Average Net Worth	\$270,323	

2018 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	50	132	105	85	111	121	106
<\$15,000	47	111	73	51	53	36	25
\$15,000-\$34,999	4	10	14	12	16	13	9
\$35,000-\$49,999	0	4	3	4	9	8	5
\$50,000-\$99,999	0	5	9	6	9	12	18
\$100,000-\$149,999	0	1	3	4	6	8	8
\$150,000-\$249,999	0	0	2	4	9	16	11
\$250,000+	0	1	2	3	9	27	31
Median Net Worth	\$8,138	\$8,919	\$10,890	\$12,353	\$16,839	\$58,678	\$85,854
Average Net Worth	\$10,339	\$18,061	\$42,219	\$95,773	\$261,679	\$706,492	\$584,174

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.



Tapestry Segmentation Area Profile

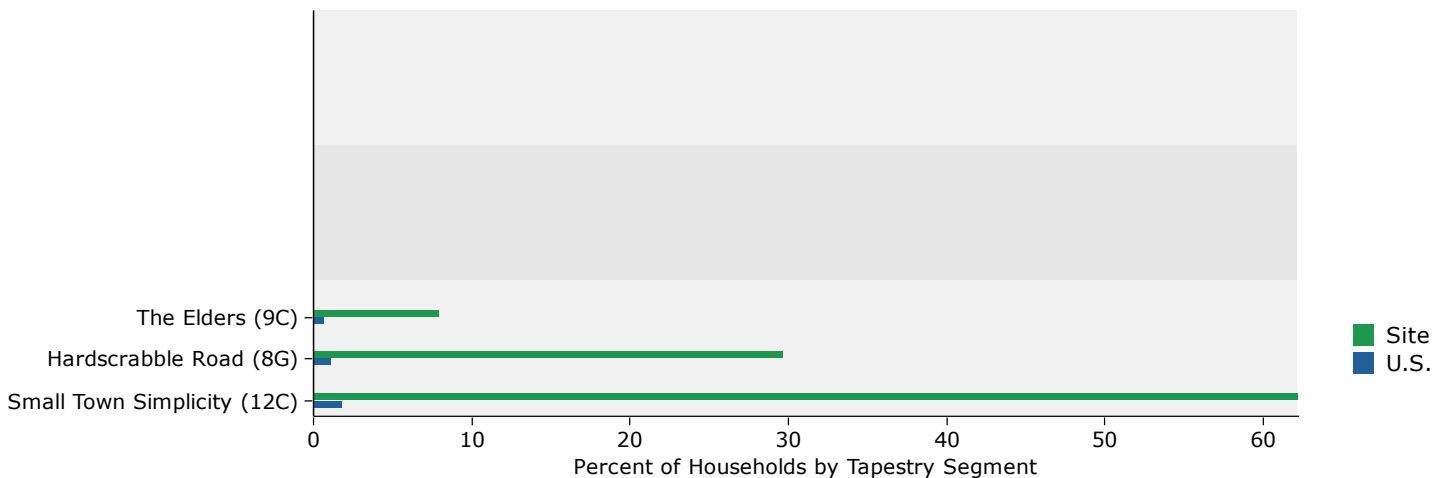
10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Small Town Simplicity (12C)	62.3%	62.3%	1.9%	1.9%	3354
2	Hardscrabble Road (8G)	29.7%	92.0%	1.2%	3.1%	2,453
3	The Elders (9C)	8.0%	100.0%	0.7%	3.8%	1,085
Subtotal		100.0%		3.8%		
Total		100.0%		3.8%		2626

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

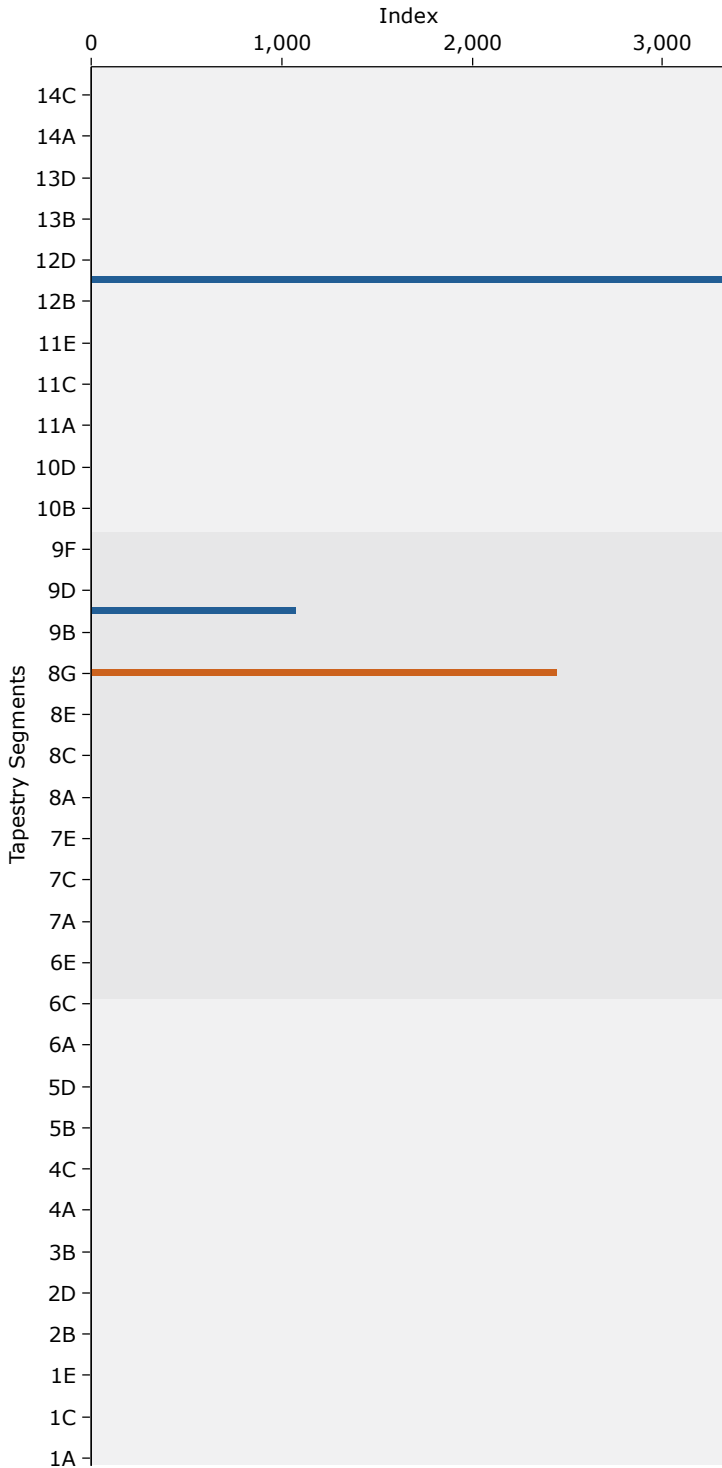


Tapestry Segmentation Area Profile

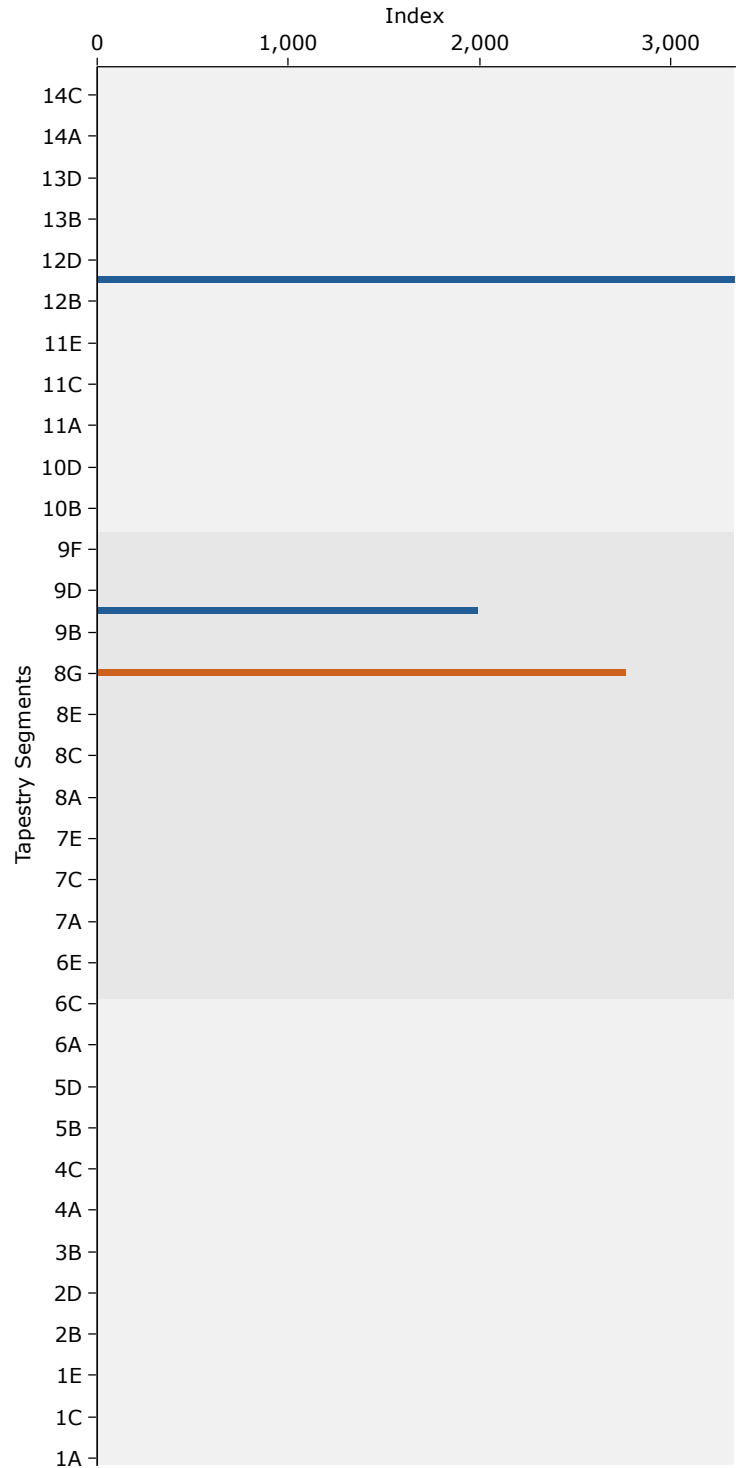
10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	710	100.0%		1,297	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	710	100.0%		1,297	100.0%	
8. Middle Ground	211	29.7%	273	417	32.2%	317
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	211	29.7%	2,453	417	32.2%	2,772
9. Senior Styles	57	8.0%	139	154	11.9%	237
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	57	8.0%	1,085	154	11.9%	1,997
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	442	62.3%	1015	726	56.0%	966
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	442	62.3%	3,354	726	56.0%	3,342
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	710	100.0%		1,297	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	211	29.7%	163	417	32.2%	191
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	211	29.7%	2,453	417	32.2%	2,772
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

10-Minute Walking Area - Safe Routes to School - Griffin

Prepared By Business Analyst Desktop

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	710	100.0%		1,297	100.0%	
4. Suburban Periphery	57	8.0%	25	154	11.9%	36
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	57	8.0%	1,085	154	11.9%	1,997
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	442	62.3%	668	726	56.0%	622
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	442	62.3%	3,354	726	56.0%	3,342
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: \$31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



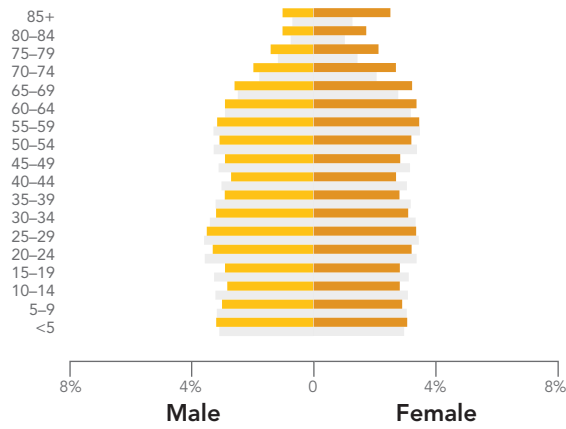
Small Town Simplicity



AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

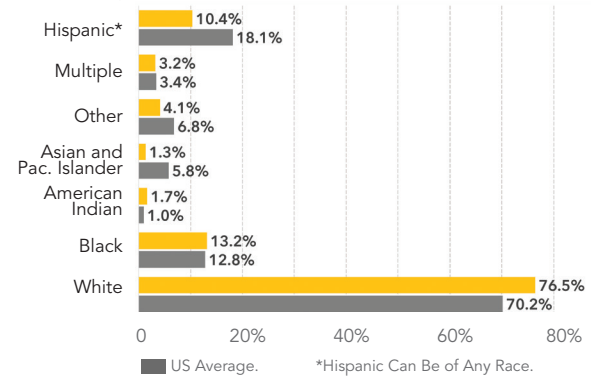
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

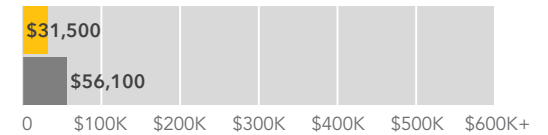
Diversity Index: **51.0** US: 64.0



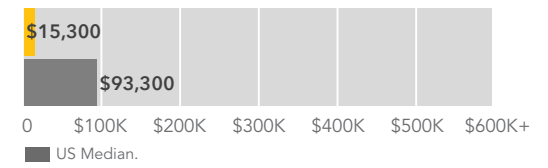
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

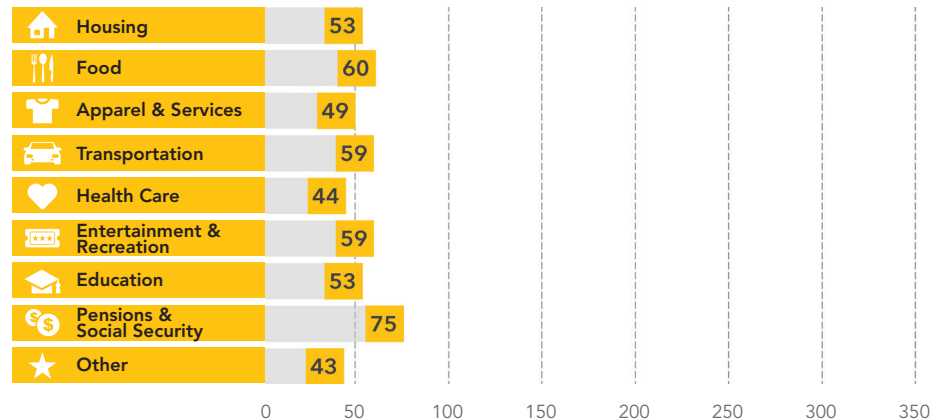


Median Net Worth



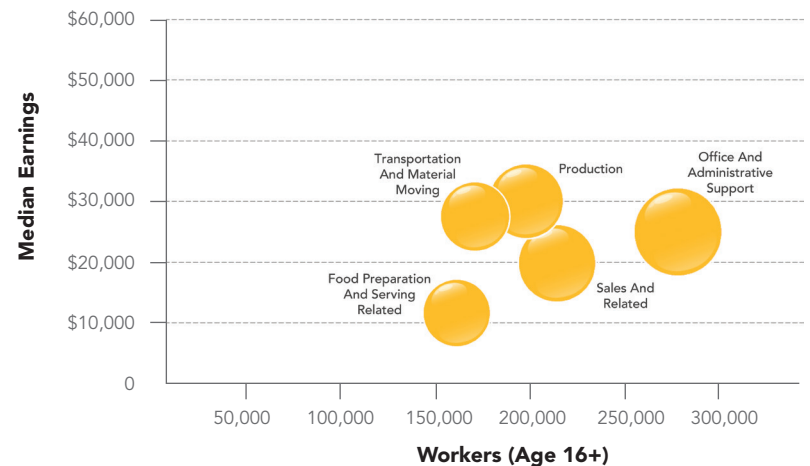
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

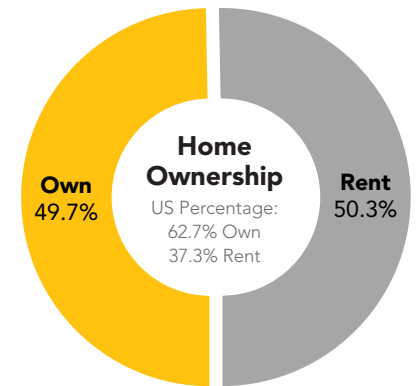
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

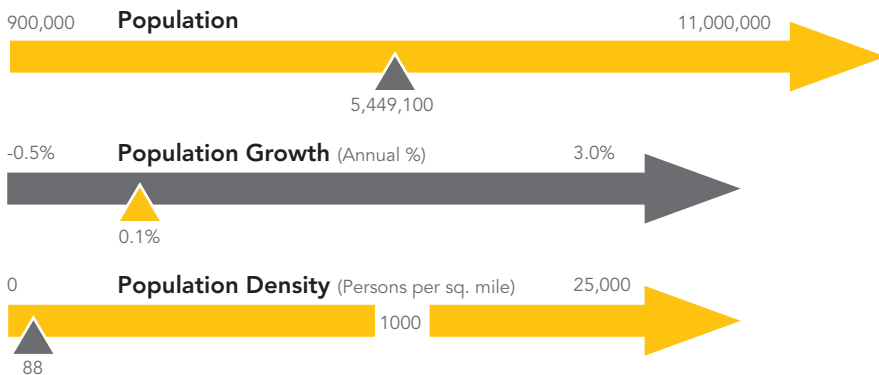
Median Value:
\$92,300

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

Small Town Simplicity

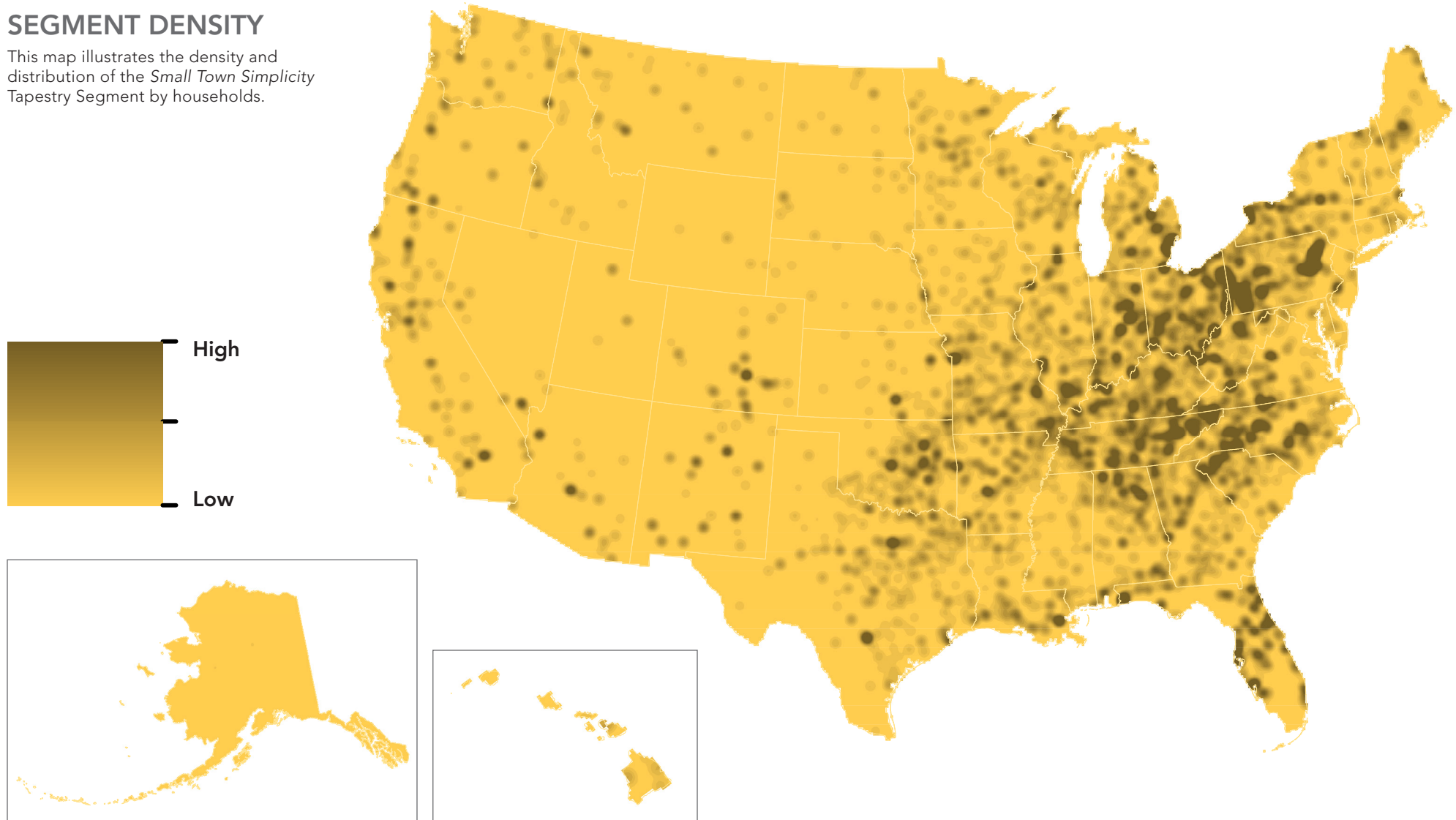


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.



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THE
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OF
WHERE™



LifeMode Group: Middle Ground

Hardscrabble Road



Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: \$28,200

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Almost four-fifths of owned homes valued under \$100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Unemployment rate is higher at 11.2%, almost twice the US rate.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.



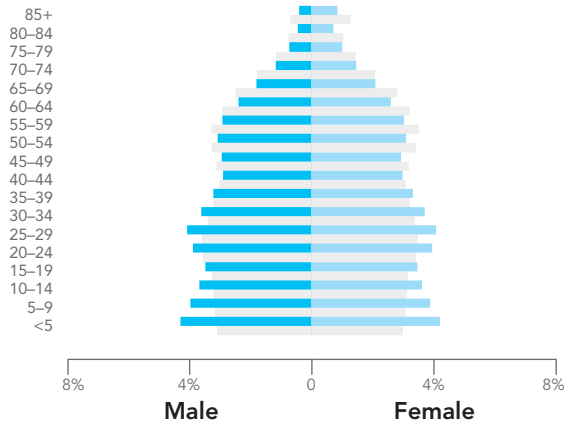
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **32.4** US: 38.2

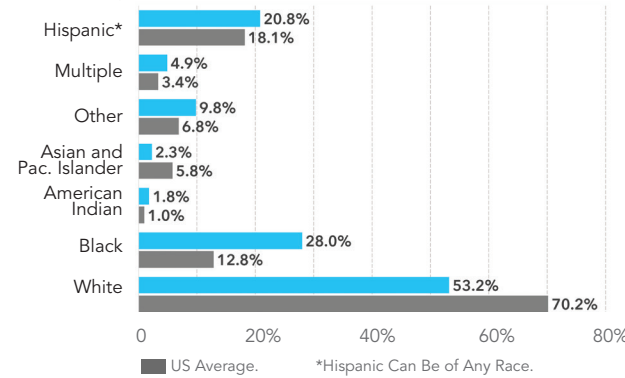
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

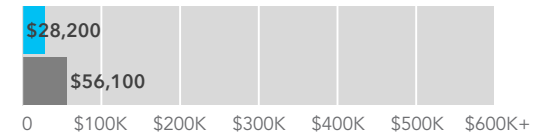
Diversity Index: **75.7** US: 64.0



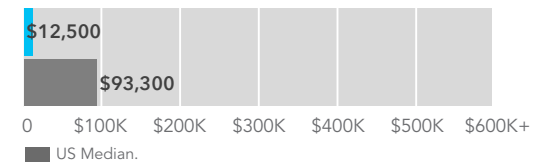
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

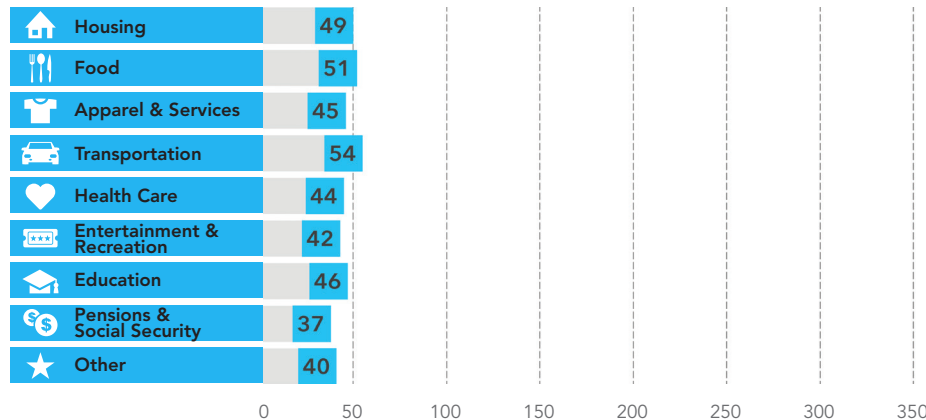


Median Net Worth



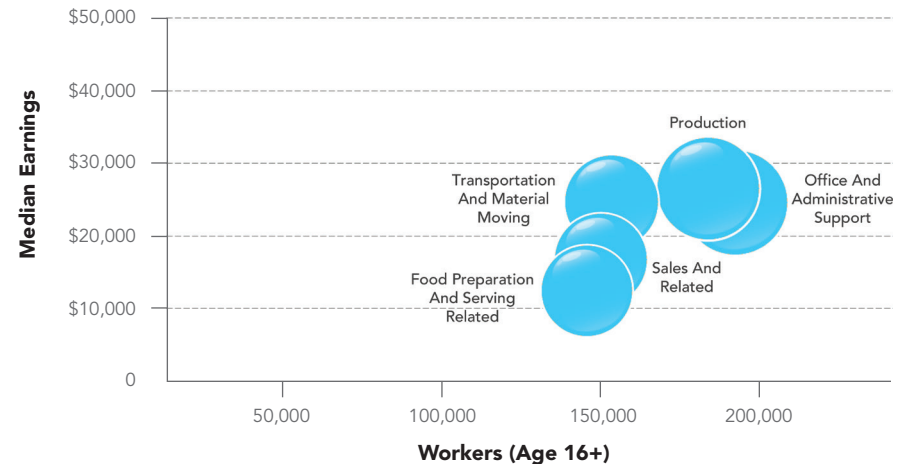
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children’s clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

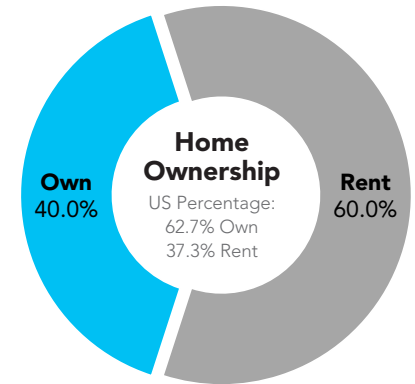
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



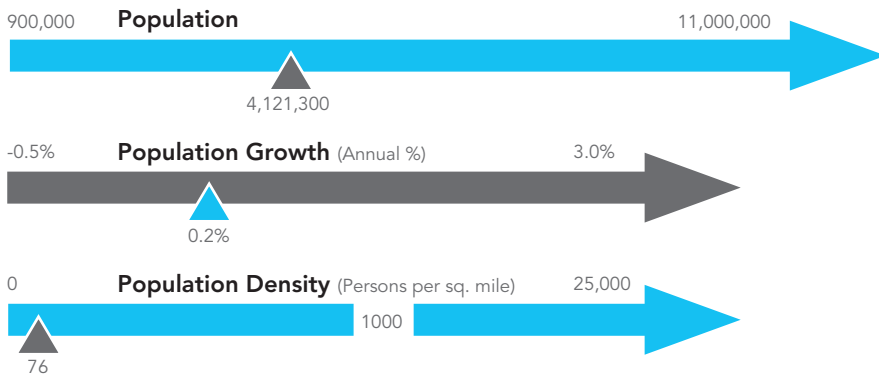
Typical Housing:
Single Family

Average Rent:
\$710
US Average: \$1,038



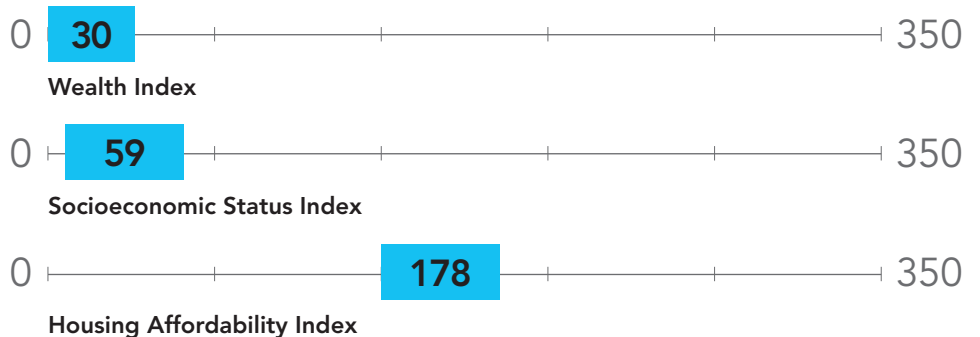
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.





LifeMode Group: Middle Ground

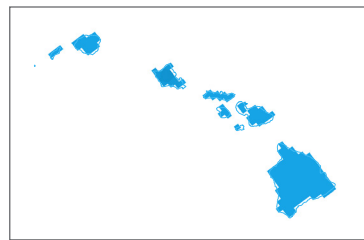
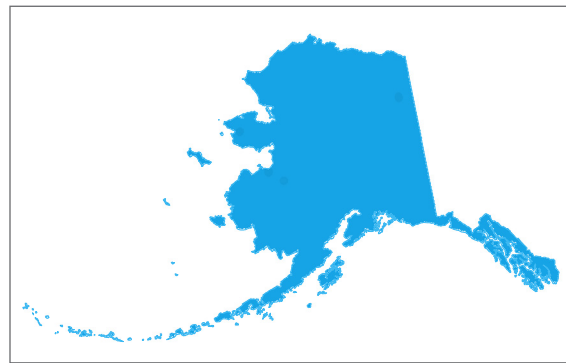
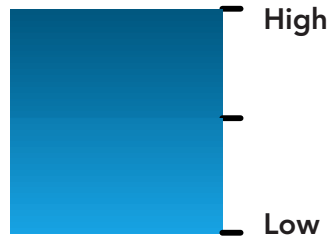
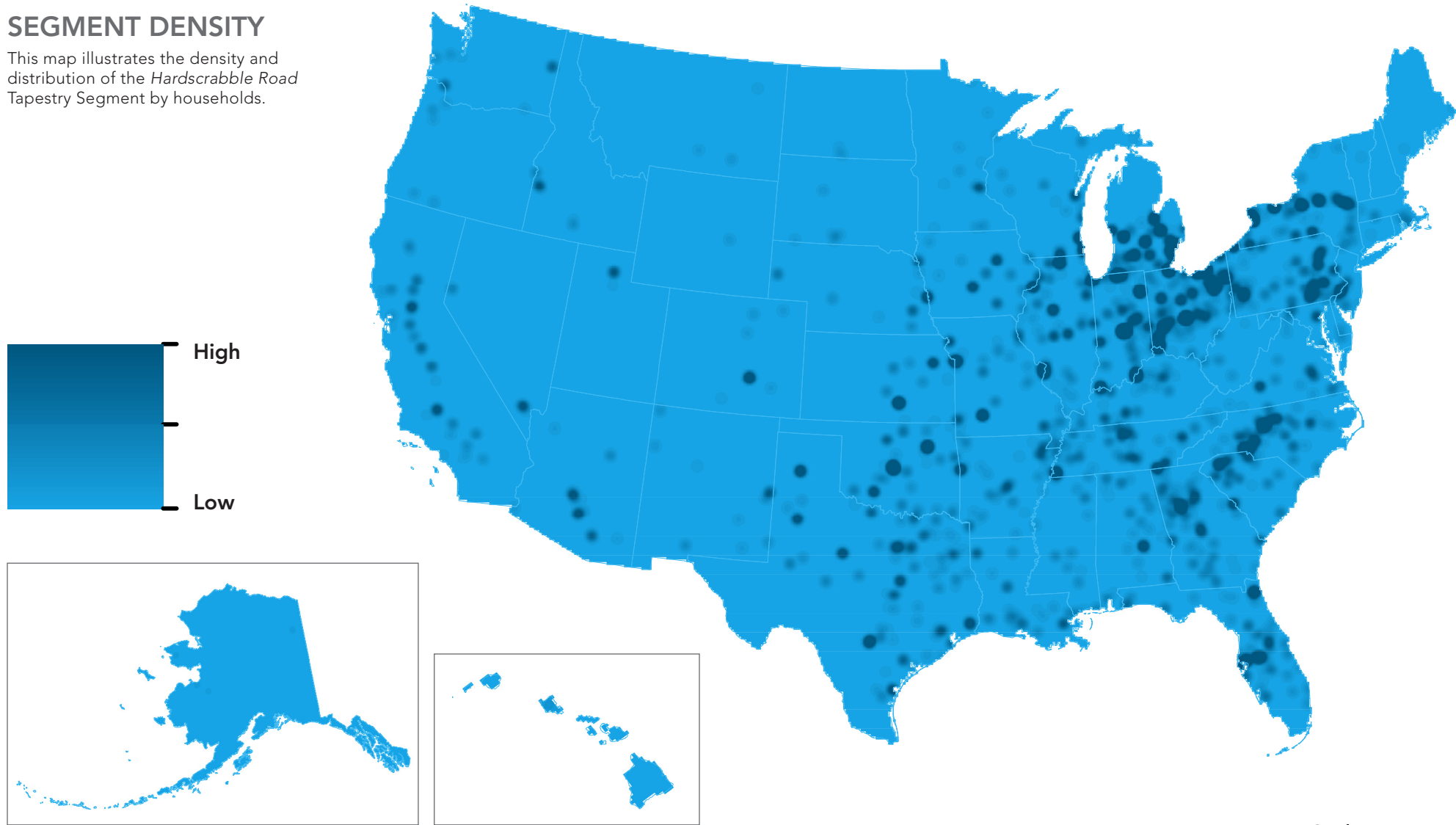
Hardscrabble Road



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.



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THE
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LifeMode Group: Senior Styles

The Elders



Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: \$42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

OUR NEIGHBORHOOD

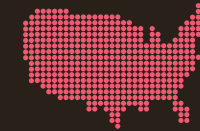
- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of \$180,000 (Index 87).
- Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.



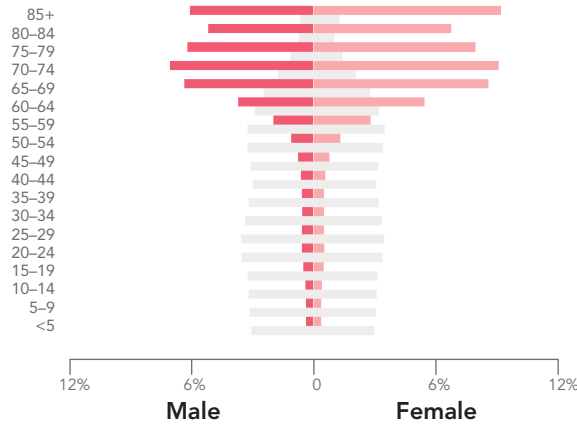
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **72.3** US: 38.2

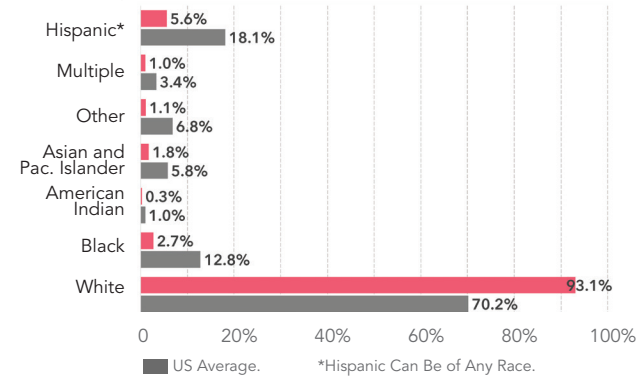
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **22.4** US: 64.0



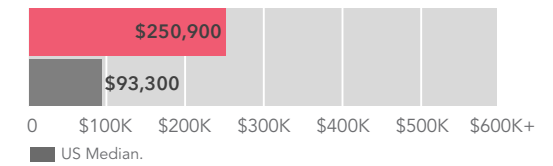
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

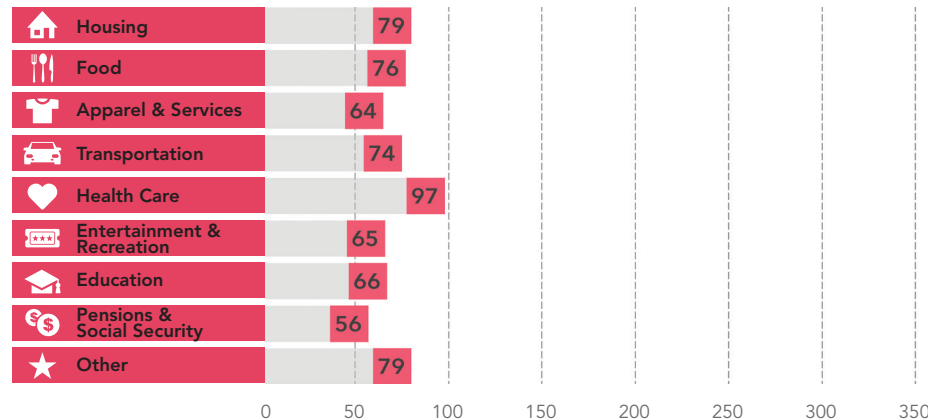


Median Net Worth



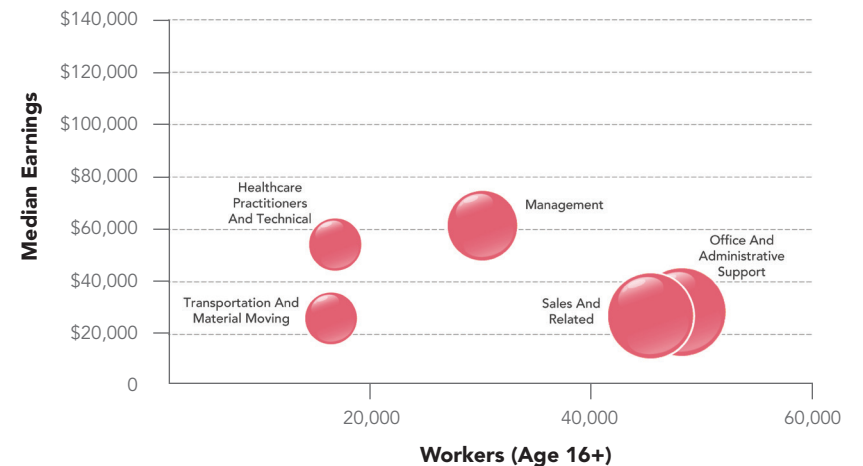
AVERAGE HOUSEHOLD BUDGET INDEX

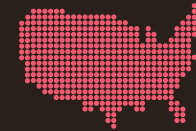
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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

HOUSING

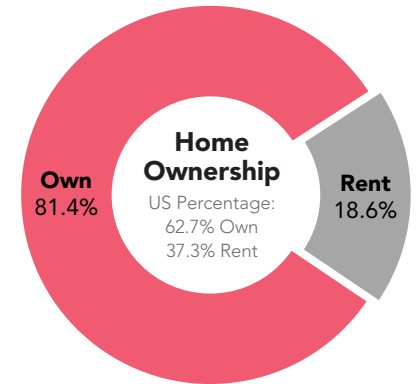
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family, High-Rises,
Mobile Homes/Seasonal

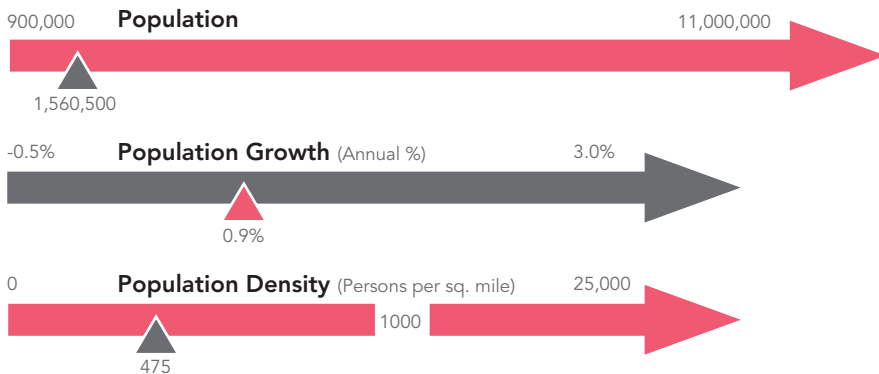
Median Value:
\$180,000

US Median: \$207,300



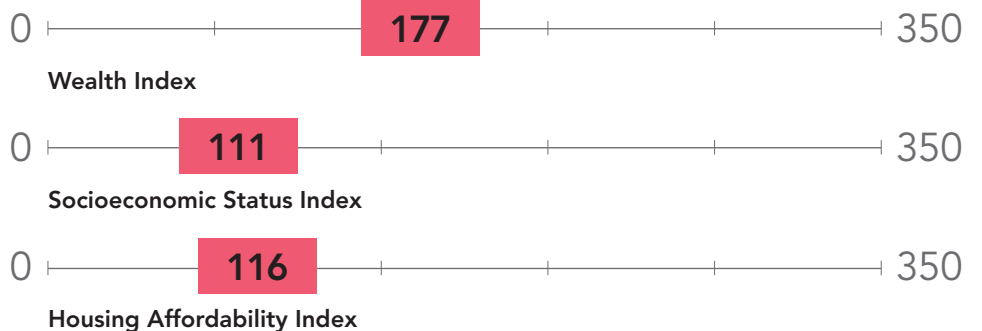
POPULATION CHARACTERISTICS

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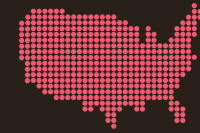
ESRI INDEXES

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The Elders



SEGMENT DENSITY

This map illustrates the density and distribution of *The Elders* Tapestry Segment by households.

