



centervillega.org

# Centerville, Georgia

**CENTERVILLE** is a family friendly community that works closely with our business partners. It is part of a fast growing area of Georgia. With outstanding schools, affordable housing and convenient shopping and dining, Centerville provides an attractive environment for incoming families and businesses. It is home to the Galleria Mall, the largest mall in the Warner Robins area.

INCORPORATED

**1958**

## Regional Trade Area

Population	226,871
Households	84,878
Average Age	37.6
Median HH Income	\$49,865
Average HH Income	\$61,662
Per Capita Income	\$23,069
Pop with Higher Education	19%
Median Home Value	\$123,900



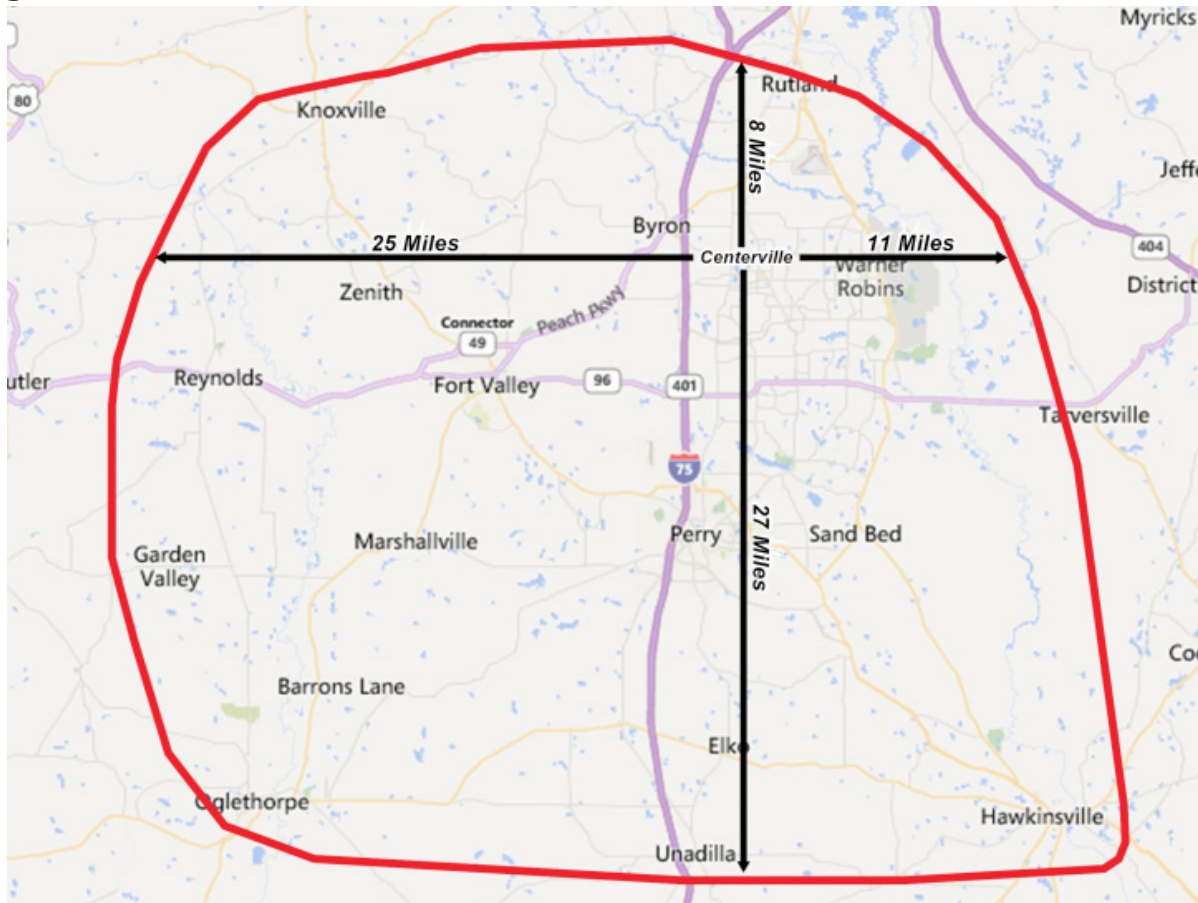
**5** Miles from Warner Robins

**18** Miles from Macon

**96** Miles from Atlanta



## Regional Retail Trade Area



### Regional Retail Trade Area

\*built using mobile tracking of consumers

2016 Population	226,871
Total # of Employees	90,871
Median HH Income	\$49,865
Average HH Income	\$61,662

### Drive Times

	5 Min	10 Min	15 Min
2016 Population	17,496	65,959	113,513
Total # of Employees	9,557	26,746	51,959
Median HH Income	\$48,917	\$46,504	\$49,354
Average HH Income	\$58,489	\$59,129	\$60,940

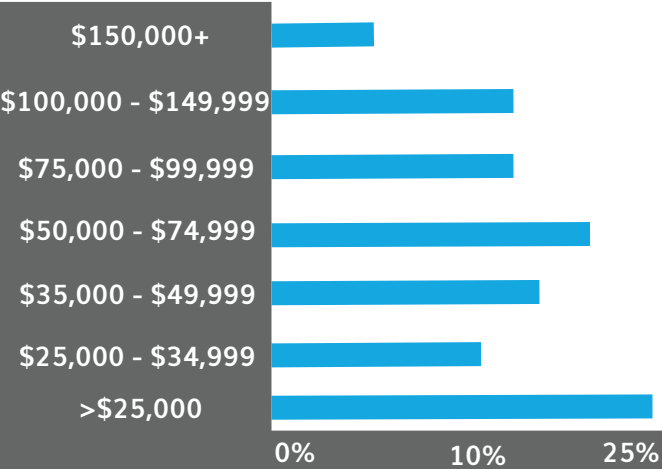
## Retail Peers (2016)

City	State	Population	Households	Average Household Income
Hampton	GA	7,822	2,635	\$66,073
Pinson	AL	7,733	2,976	\$73,127
Centerville	GA	7,604	3,129	\$68,977
Camden	SC	7,511	3,309	\$69,778
Clewiston	FL	7,252	2,439	\$68,888
Gibsonville	NC	7,024	2,884	\$66,423

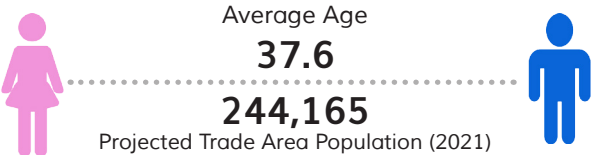
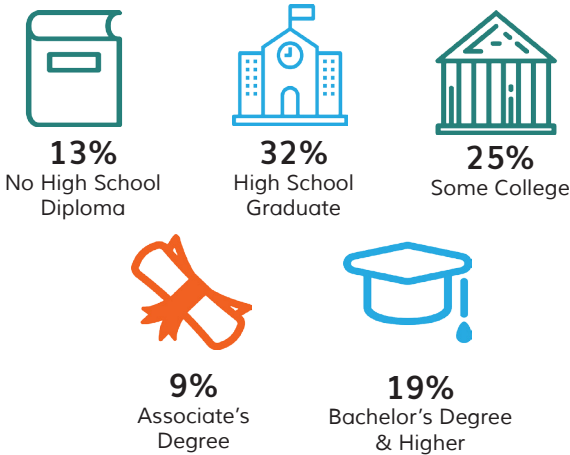
# Retail Growth Opportunities - Regional Trade Area Leakage



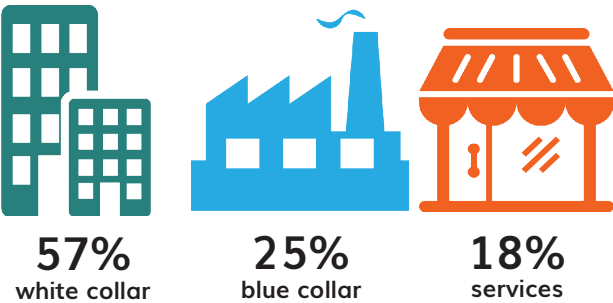
## Household Income



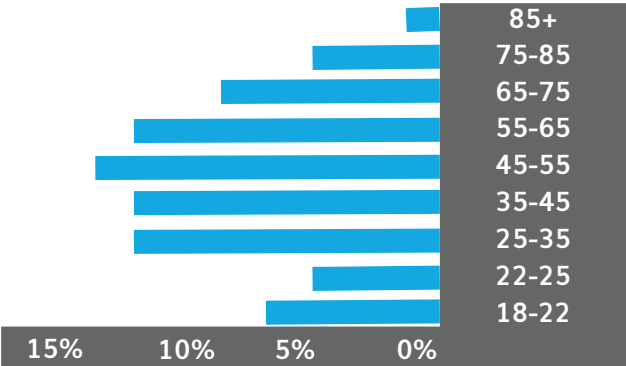
## Education



## Employment



## Age





# Consumer Market Profile

## BACK COUNTRY FOLKS



Downscale Older Mostly without Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents have below average incomes and live in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Owens a GMC • Eats at Hardee's • Visits family/lifestyle sites on PC • Follows pro rodeo • Stays at Super 8 • Watches Sportsman Channel • Listens to Classic Country

## TOWNSHIP TRAVELERS



Upper Mid Middle Age Family Mix

Homeowners in Township Travelers exhibit a blend of behaviors representative of their upscale incomes and small town environment. They enjoy outdoor activities like fishing and off-road biking but also enjoy the creature comforts of reading, watching college basketball, and shopping at wholesale clubs and gourmet groceries.

Owens a GMC • Eats at Logan's Roadhouse • Buys books online • Follows college baseball • Stays at Spring Hill Suites • Visits Pinterest • Listens to SEC Football

## YOUNG & RUSTIC



Low Income Middle Age Family Mix

Young & Rustic is composed of restless singles and young families in the nation's rural areas. They enjoy the outdoors on their ATVs but are also big video gamers and follow NASCAR and monster trucks.

Owens a Ford • Eats at Hardee's • Spends 5+ hours a day on social network sites • Follows monster trucks • Stays at Days Inn • Watches Boomerang • Listens to NASCAR

## COUNTRY STRONG



Lower Mid Middle Age Family Mix

Country Strong are lower middle class families in rural areas that embrace their day-to-day lives. They are focused on their families and prefer hunting and country music to keeping up with the latest technology.

Owens a GMC • Eats at Hardee's • Shops at Books-a-Million • Goes hunting • Stays at Super 8 • Watches CMT • Listens to New Country

The map displays the Atlanta, Georgia metropolitan area and its surrounding regions. A large number of green dots, representing bird sightings, are plotted across the landscape. The highest density of dots is concentrated in the central urban core, particularly in the areas around downtown Atlanta, where they form a thick, dark green mass. This central cluster extends northwards towards the airport and southwards into the suburban areas. Smaller, more distinct clusters of dots are visible in the western part of the map, near the city of Marietta, and in the southern part, near the city of Kennesaw. The dots are also scattered throughout the surrounding rural and suburban areas, though with much lower density. Major transportation routes, including Interstate 75 (I-75), Interstate 85 (I-85), and Interstate 285 (I-285), are clearly marked with their respective shields. Various cities and towns are labeled, such as Atlanta, Marietta, Roswell, Kennesaw, and Smyrna. The Ocmulgee Wildlife Management Area is highlighted in green on the right side of the map. The overall distribution pattern suggests a strong urban bias in bird sightings, with a significant concentration in the central business district and surrounding urban areas.

No warranty, expressed or implied, is made regarding the accuracy, adequacy, completeness, reliability, or usefulness of any data provided. The data is provided on an "as is" basis. All warranties of any kind, express or implied, including but not limited to fitness for a particular use and non-infringement of proprietary rights, are disclaimed. Information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.