

Mid-America Research
 Lenox Square Mall----Atlanta, Georgia
 Demographics

<u>GENDER:</u>	
FEMALE	35%
MALE	65%
<u>AGE:</u>	
18-24	26%
25-35	31%
35-44	20%
45-54	8%
55-64	9%
65 and over	6%
<u>MARITAL STATUS:</u>	
MARRIED	65%
SINGLE	31%
DIVORCED, SEPERATED. WIDOWED	4%
<u>HOME OWNERSHIP:</u>	
OWN	48%
RENT	52%
<u>DWELLING UNIT TYPE:</u>	
SINGLE FAMILY	67%
MULTI FAMILY	33%
<u>EDUCATION:</u>	
SOME HIGH SCHOOL	1%
HIGH SCHOOL GRAD	16%
SOME COLLEGE	22%
COLLEGE GRAD	41%
GRADUATE STUDIES	20%

<u>EMPLOYED OUTSIDE HOME:</u>	
YES	83%
NO	17%
<u>OCCUPATION:</u>	
PROFESSIONAL/TECHNICAL	28%
MANAGER/ENTREPEUNER	20%
CLERICAL/WHITE COLLAR	13%
SALES	16%
SERVICE/HOUSEHOLD WORK	%
CRAFTSMEN/FOREMAN	4%
SEMI SKILLED	%
LABORERS	12%
<u>INCOME:</u>	
UNDER \$25k	5%
\$25K – \$39,999	15%
\$40K – \$59,999	28%
\$60K – \$99,999	32%
\$100k +	20%
<u>RACE:</u>	
AFRICAN-AMERICAN	20%
ASIAN	5%
HISPANIC	%
WHITE	75%