



# Marketing and Economic Study of CNS Services in Cairo, Georgia

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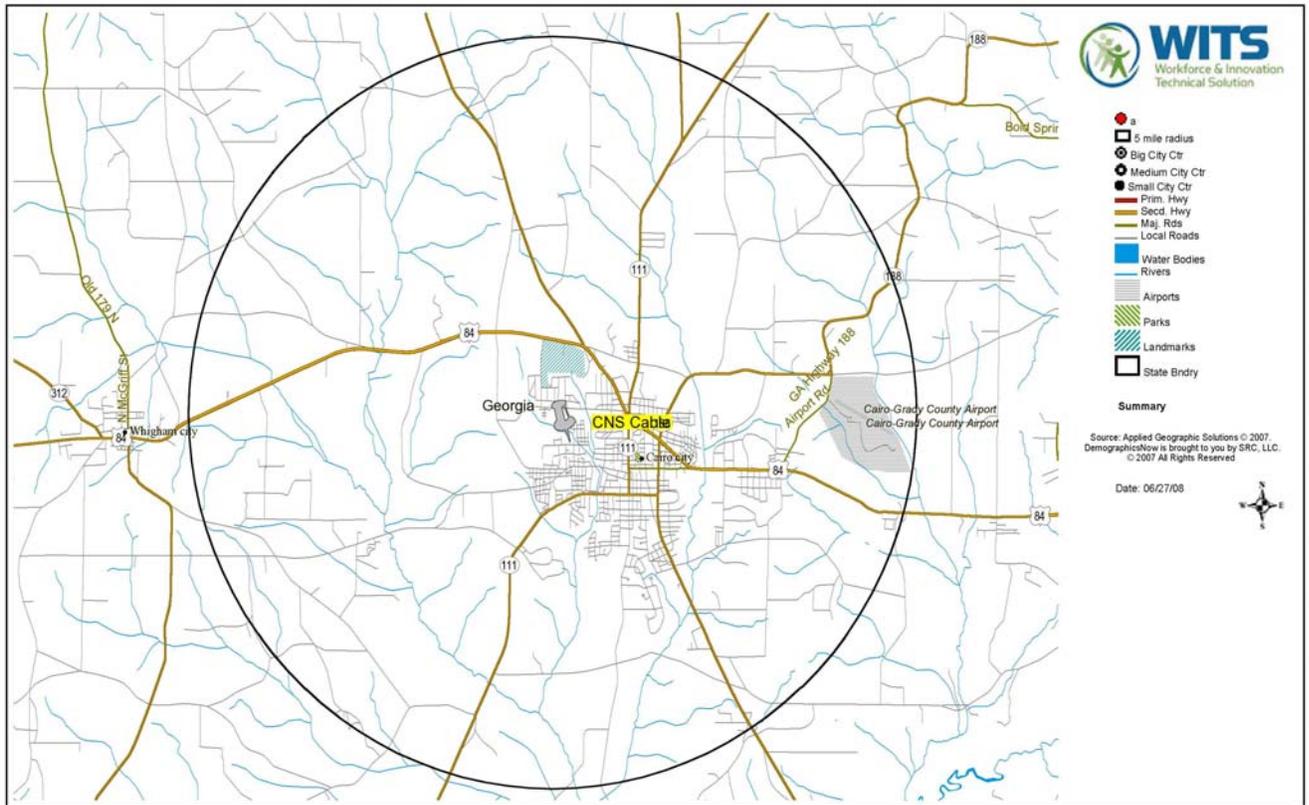
## **1. Introduction**

Community Network Services (CNS) is a fiber optic network that provides high-speed internet access, telecommunications services, video conferencing software, and regional advertising to home and businesses. Developed in Thomasville, GA in 1995, CNS has currently extended to the cities of Cairo, Camilla, and Moultrie, forming the South Georgia Governmental Services Authority in order to allow for the expansion of CNS services.

The Center for Economic Forecasting and Analysis (CEFA) at The Florida State University has conducted an economic impact analysis in the City of Cairo that focused on existing conditions regarding cable and internet ownership. This study considered many factors, such as demographic analysis of population, number of households, and population density, among others, in order to implement a successful market strategy.

## 2. Demographics

Figure 1: The Area Surrounding CNS Services (5 mile radius)

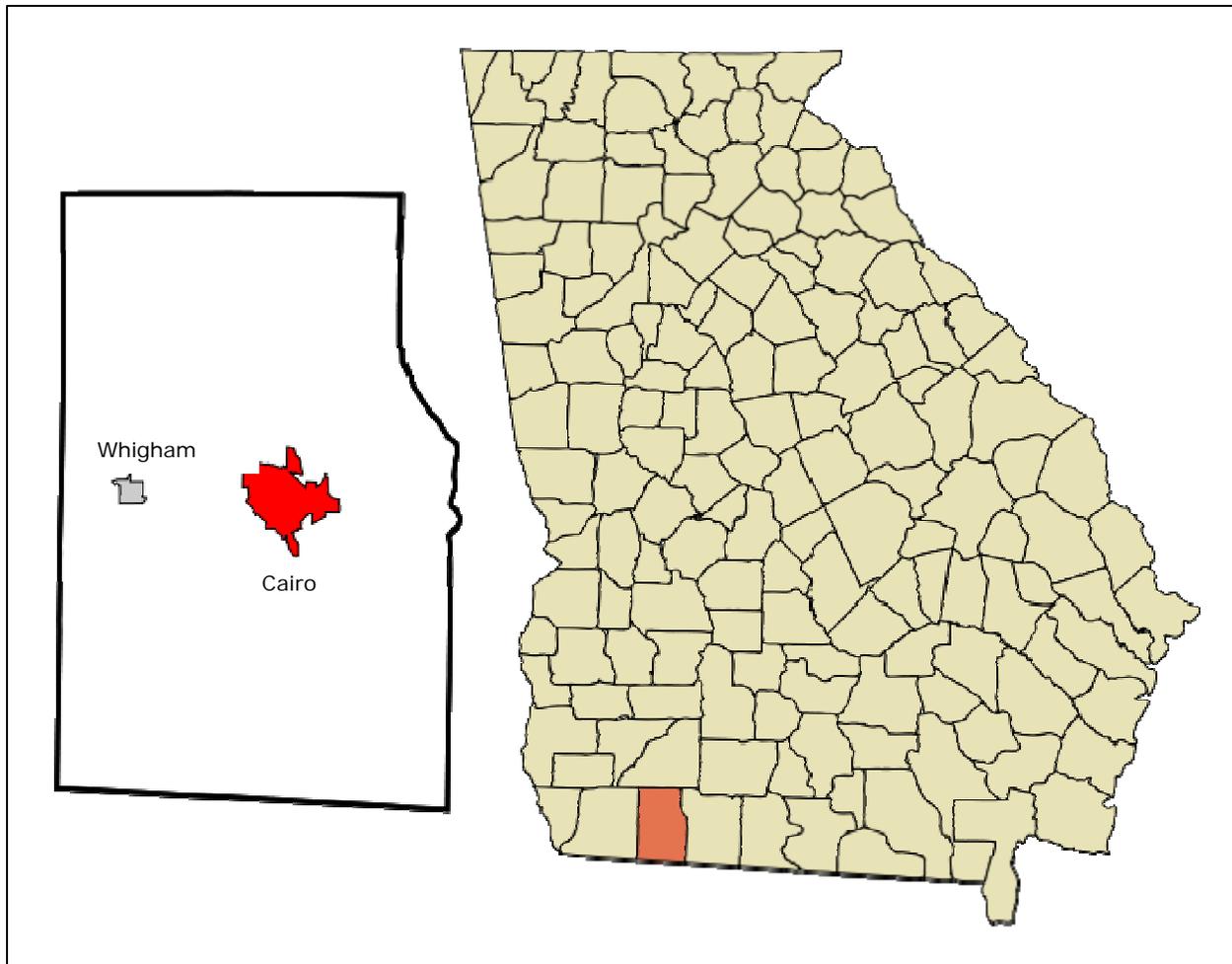


## 2.A. Cairo and Grady County

### 1.A.1 The City of Cairo

The City of Cairo is located in the middle of Grady County in the state of Georgia. The city has a total area of 9.4 square miles (24.3 km<sup>2</sup>), of which, 9.3 square miles (24.1 km<sup>2</sup>) is land and 0.1 square miles (0.1 km<sup>2</sup>) (0.53%) is water. The following section will provide various demographic characteristics of the City of Cairo.

**Figure 2: The City of Cairo, Grady County and Georgia**



In 2007, the population of Cairo, Georgia was 9,185. The 2000 Census revealed a population of 9,239, and, in 1990, it was 8,789, representing a 5.1% increase. It is estimated that the population will be 9,304 in 2012, representing an increase of 1.3% from 2007. The 2007 population distribution by gender was 47.4% male and 52.6% female. The median age of the population was 32.5 years, compared to the US median age of 36.7 years. The population density was 980.7 people per square mile.

There were 3,438 households. According to the 2000 Census, the number of households reached 3,465, up from 3,268 in 1990, representing an increase of 6.0%. It

was estimated that the number of households would be 3,481 in 2012, representing an increase of 1.3% from the year 2007. The average household size was 2.67 persons. The median number of years in residence was 4.24. The average household size was 2.64 people and the average family size was 3.17 people. The average number of vehicles per household was 1.4.

The median household income was \$25,262, compared to the US median, which was \$51,680. The Census revealed median household incomes of \$21,683 in 2000 and \$15,628 in 1990, representing an increase of 38.7%. It was estimated that the median household income would be \$27,761 in 2012, which would represent an increase of 9.9% from 2007. The per capita income was \$12,817, compared to the \$US per capita, which was \$25,232. The 2007 average household income was \$34,032, compared to the US average that was \$65,273.

The racial makeup in 2007 was as follows: 45.2% White, 48.7% African American, 0.4% Native American, 0.6% Asian/Pacific Islander, and 4.1% other. The US racial makeup was: 74.5% White, 12.0% African American, 0.8% Native American, 4.6% Asian/Pacific Islander, and 5.3% Other. People of Hispanic origin made up 12.8% of the 2007 population, compared to the US makeup of 15.1%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census were as follows: 32.3% American Indian, Eskimo, and Aleut Population; 702.0% Asian and Pacific Islander; 9.4% African American; 229.8% Hispanic Ethnicity; 393.9% Other; and White -8.1%.

The median housing value was \$36,202 in 1990, compared to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$55,885, which was a 54.4% increase from 1990. In 1990, there were 2,128 owner occupied housing units vs. 2,216 in 2000. Also in 1990, there were 1,140 renter occupied housing units vs. 1,249 in 2000. The average rent in 1990 was \$160 vs. \$250 in 2000.

There were 3,866 people over the age of 16 in the labor force. Of these, 90.6% were employed, 9.0% were unemployed, 43.9% were not in the labor force, and 0.2% were in the Armed Forces. In 1990, unemployment was 7.6% and in 2000, it was 12.2%. There were 5,433 employees (daytime population) and 547 establishments. In 1990, 36.5% of employees were employed in white-collar occupations and 63.5% were employed in blue-collar occupations. White-collar workers made up 41.0% of the population, and those employed in blue-collar occupations made up 59.0%. In 1990, the average time traveled to work was 8 minutes, and in 2000, it was 18 minutes.

## **1.A.2 Grady County**

In 2007, the population of Grady County was 24,592. The 2000 Census revealed a population of 23,659, and, in 1990, it was 20,279, representing a 16.7% increase. It was estimated that the population would be 25,538 in 2012, representing an increase of 3.8% from 2007. The population composed 48.8% male and 51.2% female. The median age of the population was 35.0, compared to the US median age that was 36.7. The population density was 53.4 people per square mile.

There were 9,118 households. The Census revealed household counts of 8,797 in 2000, up from 7,354 in 1990, representing an increase of 19.6%. It was estimated that the number of households would be 9,456 in 2012, representing an increase of 3.7%. The average household size was 2.70 persons. The median number of years in residence was 3.99. The average household size was 2.67 people and the average family size was 3.15 people. The average number of vehicles per household was 1.7.

The median household income was \$34,190, compared to the US median of \$51,680. The Census revealed median household incomes of \$28,856 in 2000 and \$19,658 in 1990 representing an increase of 46.8%. It was estimated that the median household income would be \$37,888 in 2012, which would represent an increase of 10.8% from 2007. The per capita income was \$15,406, compared to the \$US per capita, which was \$25,232. The average household income was \$40,875, compared to the US average that was \$65,273.

The racial makeup was as follows: 64.8% White, 29.8% African American, 0.9% Native American, 0.3% Asian/Pacific Islander, and 3.4% other. The US racial makeup was: 74.5% White, 12.0% African American, 0.8% Native American, 4.6% Asian/Pacific Islander, and 5.3% Other. People of Hispanic ethnicity were counted independently of race. People of Hispanic origin made up 10.2% of the year 2007 population, compared to the US makeup of 15.1%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census were as follows: 181.8% American Indian, Eskimo, and Aleut Population; 236.4% Asian and Pacific Islander; 11.5% African American; 322.8% Hispanic Ethnicity; 526.4% Other; and 11.9% White.

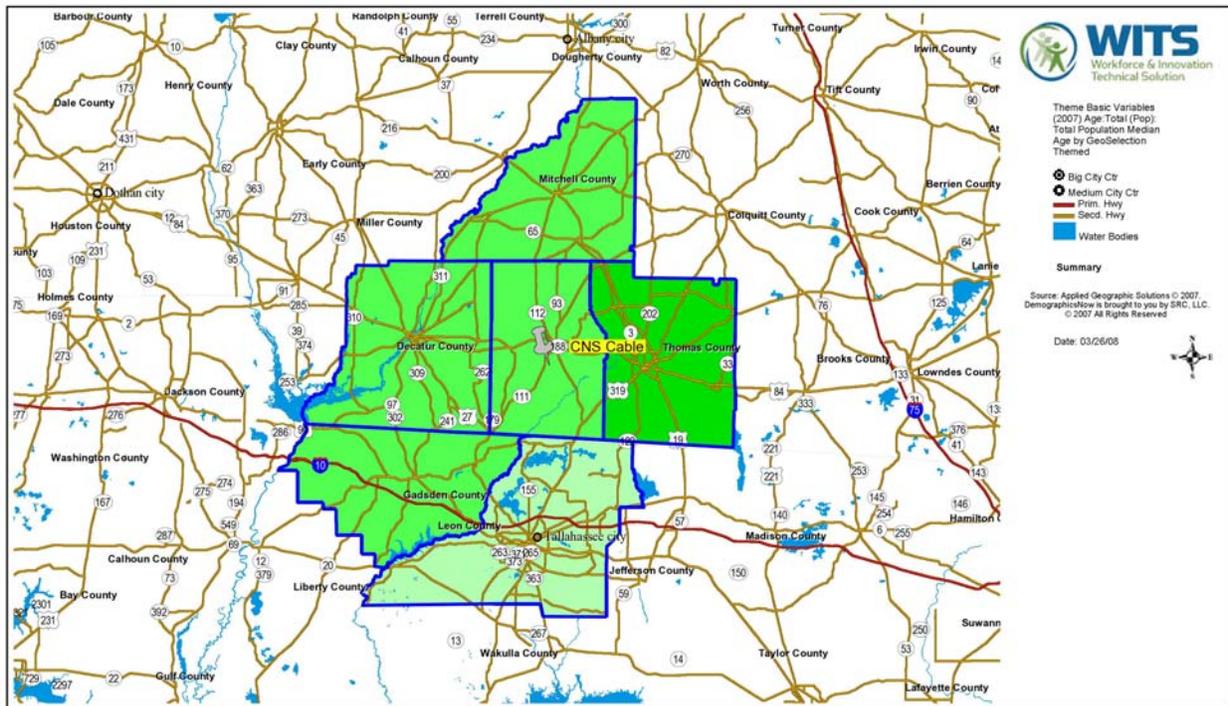
The median housing value was \$41,307 in 1990, compared to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$75,115, which was an 81.8% increase from 1990. In 1990, there were 5,368 owner occupied housing units vs. 6,455 in 2000. Also in 1990, there were 1,986 renter occupied housing units vs. 2,342 in 2000. The average rent in 1990 was \$166 vs. \$263 in 2000. There were 11,588 people over the age of 16 in the labor force. Of these, 94.6% were employed, 5.1% were

unemployed, 38.5% were not in the labor force and 0.2% were in the Armed Forces. In 1990, unemployment was 4.9% and in 2000 it was 7.4%.

There were 8,255 employees (daytime population) and 795 business establishments. In 1990, 40.6% of employees were employed in white-collar occupations and 59.4% were employed in blue-collar occupations. In 2000, white collar workers made up 46.1% of the population, and those employed in blue collar workers made up 53.9%. In 1990, the average time traveled to work was 11 minutes and in 2000 it was 21 minutes.

## 2.A.1 Grady and the Adjacent Counties

Figure 3: Grady County and the Five Counties Surrounding



Grady is surrounded by 5 counties: Thomas, Mitchell, and Decatur Counties in Georgia, and Leon and Gadsden Counties in Florida. Using WITS, the next 5 tables show the rank(s) of these counties with respect to some demographic factors. According to the tables, Grady County is below average with respect to median age, median income, and average with respect to the percent of owner occupied housing units and number of Bachelor's degree holders. With regard to racial distribution of population, Grady has the highest percentage of Hispanic ethnicity compared to the other 5 counties.

## 2.A.1.1 Population By Age

**Table 1: Rank of Population Count by County (2007)**

County	Population	Median	Population by Age						75 Plus	
		Age	0-14	15-24	25-34	35-44	45-54	55-64		65-74
Leon	<b>248,467</b>	31.6	18.2%	19.2%	17.1%	12.2%	13.2%	10.7%	5.5%	3.9%
<b>Subtotal of High</b>	<b>248,467</b>	<b>31.6</b>	<b>18.2%</b>	<b>19.2%</b>	<b>17.1%</b>	<b>12.2%</b>	<b>13.2%</b>	<b>10.7%</b>	<b>5.5%</b>	<b>3.9%</b>
Gadsden	<b>46,558</b>	36.1	21.5%	13.9%	13.2%	13.4%	14.3%	11.1%	7.2%	5.4%
Thomas	<b>44,466</b>	37.2	20.2%	14.2%	12.8%	13.3%	14.1%	11.0%	7.3%	7.1%
Decatur	<b>28,839</b>	35.2	22.0%	14.6%	13.3%	13.3%	13.7%	10.1%	6.8%	6.2%
<b>Subtotal of Average</b>	<b>119,863</b>	<b>36.3</b>	<b>21.1%</b>	<b>14.2%</b>	<b>13.1%</b>	<b>13.3%</b>	<b>14.1%</b>	<b>10.8%</b>	<b>7.1%</b>	<b>6.2%</b>
Grady	<b>24,592</b>	35.0	21.8%	14.3%	13.9%	12.9%	13.3%	10.8%	7.1%	6.0%
Mitchell	<b>23,840</b>	34.9	21.0%	14.6%	14.5%	13.9%	13.5%	10.1%	6.8%	5.6%
<b>Subtotal of Below Average</b>	<b>48,432</b>	<b>35.0</b>	<b>21.4%</b>	<b>14.5%</b>	<b>14.2%</b>	<b>13.4%</b>	<b>13.4%</b>	<b>10.5%</b>	<b>6.9%</b>	<b>5.8%</b>
Grand Total	<b>416,762</b>	33.2	19.4%	17.2%	15.6%	12.7%	13.5%	10.7%	6.1%	4.8%

## 2.A.1.2 Income Levels

**Table 2: Income Levels by County (2007)**

County	Household Income			Median	Total
	Median	Average	Per Capita	Age	Households
Leon	<b>\$45,871</b>	\$60,730	\$27,845	31.6	110,030
<b>Subtotal of High</b>	<b>\$45,871</b>	<b>\$60,730</b>	<b>\$27,845</b>	<b>31.6</b>	<b>110,030</b>
Gadsden	<b>\$37,500</b>	\$46,016	\$17,845	36.1	16,520
Thomas	<b>\$37,461</b>	\$45,849	\$18,700	37.2	17,427
<b>Subtotal of Average</b>	<b>\$37,481</b>	<b>\$45,930</b>	<b>\$18,263</b>	<b>36.6</b>	<b>33,947</b>
Decatur	<b>\$34,250</b>	\$43,207	\$18,617	35.2	11,792
Grady	<b>\$34,190</b>	\$40,875	\$15,406	35.0	9,118
Mitchell	<b>\$31,879</b>	\$39,589	\$14,832	34.9	8,426
<b>Subtotal of Below Average</b>	<b>\$33,480</b>	<b>\$41,443</b>	<b>\$16,427</b>	<b>35.0</b>	<b>29,336</b>
Grand Total	<b>\$41,642</b>	\$54,566	\$23,635	33.2	173,313

## 2.A.1.3 Population Distribution by Race

**Table 3: Rank of Population Race Distribution by County (2007)**

Rank	Name	Population	Race				Ethnicity	Median
			White	African American	Am. Indian	Asian/PI	Hispanic Origin	Age
1	Leon	<b>248,467</b>	64.9%	29.7%	0.3%	2.7%	4.3%	31.6
	<b>Subtotal of High</b>	<b>248,467</b>	<b>64.9%</b>	<b>29.7%</b>	<b>0.3%</b>	<b>2.7%</b>	<b>4.3%</b>	<b>31.6</b>
2	Gadsden	<b>46,558</b>	39.5%	56.3%	0.2%	0.3%	8.6%	36.1
3	Thomas	<b>44,466</b>	59.3%	38.4%	0.3%	0.4%	1.9%	37.2
4	Decatur	<b>28,839</b>	57.4%	39.4%	0.2%	0.4%	3.8%	35.2
	<b>Subtotal of Average</b>	<b>119,863</b>	<b>51.1%</b>	<b>45.6%</b>	<b>0.3%</b>	<b>0.4%</b>	<b>5.0%</b>	<b>36.3</b>
5	Grady	<b>24,592</b>	64.8%	29.8%	0.9%	0.3%	10.2%	35.0
6	Mitchell	<b>23,840</b>	50.0%	47.3%	0.2%	0.3%	2.8%	34.9
	<b>Subtotal of Below Average</b>	<b>48,432</b>	<b>57.5%</b>	<b>38.4%</b>	<b>0.5%</b>	<b>0.3%</b>	<b>6.6%</b>	<b>35.0</b>
	Grand Total	<b>416,762</b>	60.1%	35.3%	0.3%	1.8%	4.7%	33.2

## 2.A.1.4 Counties Rank by Housing Units

**Table 4: Percentage of Owner Occupied Housing Units by County (2007)**

County	% Owner Occupied Units	% Renter Occupied Units	% Vacant Housing Units	Housing units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units	Vacant Housing Units
Gadsden	69.68%	19.85%	10.47%	18,452	16,520	12,857	3,663	1,932
<b>Subtotal of High</b>	<b>69.68%</b>	<b>19.85%</b>	<b>10.47%</b>	<b>18,452</b>	<b>16,520</b>	<b>12,857</b>	<b>3,663</b>	<b>1,932</b>
Mitchell	63.50%	26.33%	10.17%	9,380	8,426	5,956	2,470	954
Grady	62.84%	24.29%	12.87%	10,465	9,118	6,576	2,542	1,347
Decatur	61.11%	24.71%	14.18%	13,740	11,792	8,397	3,395	1,948
Thomas	60.62%	27.64%	11.74%	19,745	17,427	11,969	5,458	2,318
<b>Subtotal of Average</b>	<b>61.69%</b>	<b>26.00%</b>	<b>12.31%</b>	<b>53,330</b>	<b>46,763</b>	<b>32,898</b>	<b>13,865</b>	<b>6,567</b>
Leon	54.76%	36.14%	9.11%	121,054	110,030	66,286	43,744	11,024
<b>Subtotal of Low</b>	<b>54.76%</b>	<b>36.14%</b>	<b>9.11%</b>	<b>121,054</b>	<b>110,030</b>	<b>66,286</b>	<b>43,744</b>	<b>11,024</b>
Grand Total	58.10%	31.77%	10.12%	192,836	173,313	112,041	61,272	19,523

## 2.A.1.5 Educational Attainment

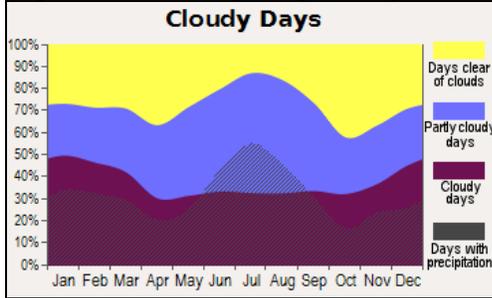
**Table 5: Rank of Educational Attainment by County (2007)**

County	Basic Variables 2007 Educational Attainment (Pop 25 Plus)					Basic Variables 2012 Educational Attainment (Pop 25 Plus)				
	Bachelor's Degree	College, No Diploma	Graduate or Professional School Degree	High School Graduate	Population Age 25 Plus	Bachelor's Degree	College, No Diploma	Graduate or Prof School Degree	High School Graduate	Population Age 25 Plus
Leon	41,108	29,965	30,059	28,483	155,608	49,419	32,477	35,774	31,479	176,773
<b>Subtotal of High</b>	<b>41,108</b>	<b>29,965</b>	<b>30,059</b>	<b>28,483</b>	<b>155,608</b>	<b>49,419</b>	<b>32,477</b>	<b>35,774</b>	<b>31,479</b>	<b>176,773</b>
Thomas	3,200	5,547	1,876	10,143	29,133	3,502	5,927	2,065	10,960	30,669
Gadsden	2,443	5,403	1,508	10,859	30,071	2,617	5,676	1,597	11,492	31,348
Decatur	1,433	3,698	936	6,373	18,293	1,588	3,922	1,038	6,844	19,071
Grady	1,151	2,552	647	6,452	15,698	1,287	2,734	729	6,952	16,456
Mitchell	991	2,855	541	5,695	15,348	1,122	3,032	618	6,106	15,928
<b>Subtotal of Average</b>	<b>9,218</b>	<b>20,055</b>	<b>5,508</b>	<b>39,522</b>	<b>108,543</b>	<b>10,116</b>	<b>21,291</b>	<b>6,047</b>	<b>42,354</b>	<b>113,472</b>
Grand Total	50,326	50,020	35,567	68,005	264,151	59,535	53,768	41,821	73,833	290,245

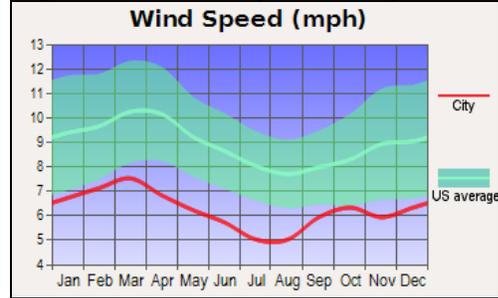
## 2.B. Climate and Weather

The figures below show different aspects related to weather and climate<sup>1</sup>.

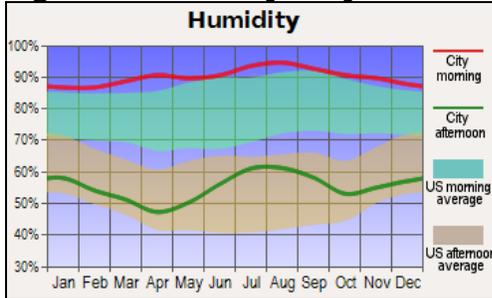
**Figure 4: Cloudy Days: City of Cairo**



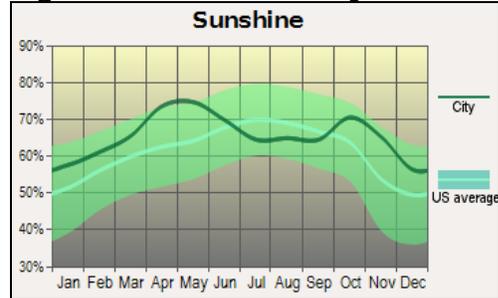
**Figure 5: Wind Speed: City of Cairo**



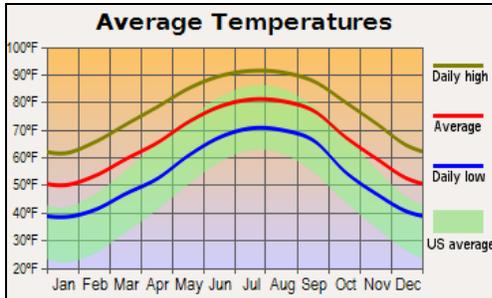
**Figure 6: Humidity: City of Cairo**



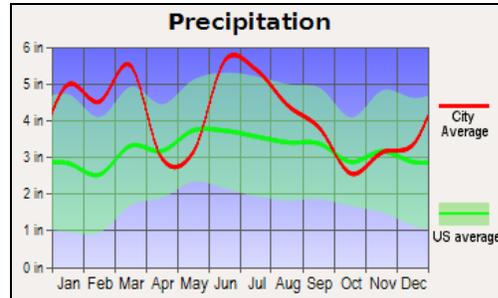
**Figure 7: Sunshine: City of Cairo**



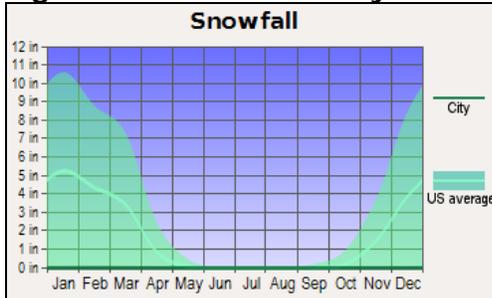
**Figure 8: Average Temperature: City of Cairo**



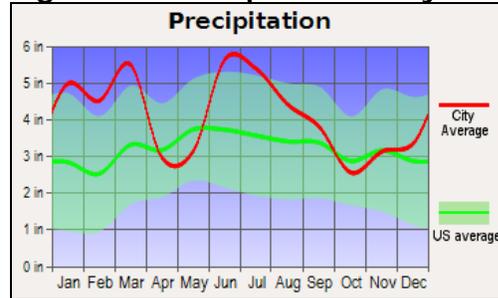
**Figure 9: Precipitation: City of Cairo**



**Figure 10: Snow Fall: City of Cairo**



**Figure 11: Precipitation: City of Cairo**



<sup>1</sup> Based on data reported by over 4,000 weather stations as obtained from the following link: <http://www.city-data.com/city/Cairo-Georgia.html>. The figures for this section are obtained from the following source.

## 2.C. GIS Analysis

FSU CEFA performed the GIS analysis using software called Workforce and Innovation Technical Solution (WITS), developed by New Economy Strategies and Decision Data. Decision Data Resources specializes in providing web-based data and Geographic Information System (GIS) applications.<sup>2</sup> This web-enabled database and GIS products and services are marketed to a broad range of clients, including commercial realtors; site consultants; retailers; utility companies; financial institutions; market research companies; economic and workforce developers; chambers of commerce; and federal, state, and local government agencies.

The WITS approach to business is predicated on establishing and maintaining strong and trusting business relationships with its clients and strategic business partners.

FSU CEFA has been serving in an advisory capacity and as a “beta tester” with the Florida Great Northwest Workforce Innovation Technical Solution (WITS) software since 2007. FSU CEFA has complimentary access to many databases (WITS cites over 1,000 databases) that are normally available for a significant cost. FSU CEFA has been actively using the WITS economic development and employment data, and importing strategic location maps as overlays with the data.

### 1.A.3 Analysis Tools in WITS

There are useful tools in WITS that are interrelated. They include theme maps, standard reports, list reports, key industries, and research reports. This section will cover some of these tools.

### 1.A.4 Standard reports

The **standard reports** include summary, comparison, rank and map data for many demographics such as:

1. Making a custom summary report
2. Simple demographics
3. Age by gender
4. Consumer expenditure
5. Demographic detail
6. Demographic snapshot charts
7. Demographic summary index
8. Demographic trend
9. Executive demographics

---

<sup>2</sup> WITS product and service offerings include a full range of GIS services, database design and development, data formatting services, and custom application solutions.

10. Executive summary with charts
11. Household summary
12. Housing units
13. Income
14. Income by age
15. Mature market summary
16. Population
17. US census 1980-2000 trend with charts
18. US census employment
19. US census household detail
20. US census housing value
21. US census overview
22. US census race ethnicity ancestry
23. Business
24. Business - large establishment

#### **2.C.1.1 List Reports**

List reports tools include databases for 19 different variables. The most critical report is the Business Listing Report by North American Industrial Classification System (NAICS). The traffic counts (GDT) report is also useful.

Appendix 8.A includes a business list by the Standard Industrial Classification (SIC) as an example. The appendix shows that there were 599 business establishments in the City of Cairo. The list is much larger if no constraint is put on the number of employees. With no constraint on the number of employees, WITS reports would exceed 1,000 businesses.

#### **2.C.1.2 Key industries**

Key industries reports are available for the WIRED Region Detail and WIRED Region Overview.

#### **2.C.1.3 Search Report**

The Article **Search Report** performs geographically relevant searches of the article repository based on a search term and/or date.

#### **2.C.1.4 Mapping**

This database includes useful mapping techniques that will be used in the study. The WITS tools data can be obtained not only on the county or city level, but also on the zip code level. More interesting, area selection can be customized. For example, it is simple for WITS to get data within a given radii distance in miles or kilometers or even within some

drive time limit (in minutes). The statistics obtained can be mapped or reported. These maps may be set in many different ways. Important places are also easy to locate on the map, like airports, parks, roads, rivers, zip codes, counties, business locations, etc.

## 2.D. Demographics Details for the City of Cairo

### 1.A.5 Household and Population

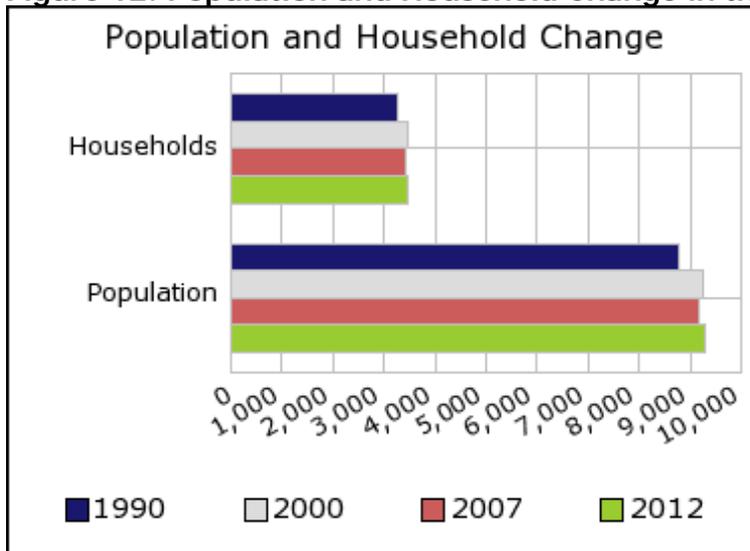
The number of households in the study area in 1990 was 3,268 and changed to 3,465 in 2000, representing an increase of 6.0%. The household count in 2007 was 3,438 and the household projection for 2012 is 3,481, an increase of 1.3%. The population in the study area in 1990 was 8,789, and in 2000 it was 9,239, roughly a 5.1% increase. The population in 2007 was 9,185 and the projection for 2012 is 9,303, representing an increase of 1.3%.

**Table 6: Households and Population in the City of Cairo**

	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	8,789	9,239	9,185	9,303	5.10%	1.30%
Total Households	3,268	3,465	3,438	3,481	6.00%	1.30%

Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

**Figure 12: Population and Household Change in the City of Cairo**



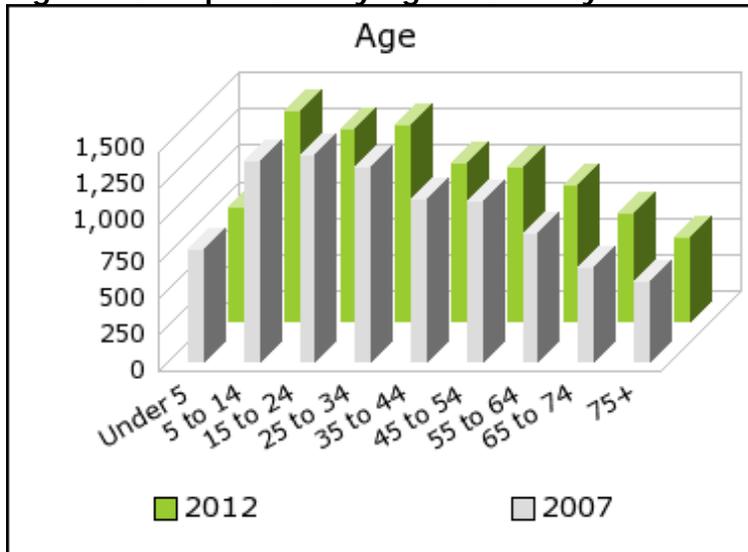
Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

### 1.A.6 Age Distribution of the Population

In 1990, the median age of the total population in the study area was 31.7, and in 2000, it was 33.3. The median age in 2007 is 32.5 and it is predicted to increase in five years to 33.1. In 2007, females represented 52.6% of the population, with a median age of 35.3, and males represented 47.4% of the population with a median age of 30.0 years. In

2007, the most prominent age group in this geography was 5 to 14 years. The age group least represented in this geography is 75+ years.

**Figure 13: Population by Age in the City of Cairo**



Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

**Table 7: Age Distribution of the Population in the City of Cairo**

Age Groups	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2007 to 2012
0 to 4	710	8.10%	689	7.50%	775	8.40%	786	8.50%	-3.00%	1.50%
5 to 14	1,471	16.70%	1,496	16.20%	1,371	14.90%	1,442	15.50%	1.70%	5.20%
15 to 19	722	8.20%	775	8.40%	677	7.40%	642	6.90%	7.40%	-5.20%
20 to 24	597	6.80%	626	6.80%	741	8.10%	675	7.30%	4.90%	-9.00%
25 to 34	1,309	14.90%	1,249	13.50%	1,330	14.50%	1,353	14.50%	-4.60%	1.80%
35 to 44	1,093	12.40%	1,295	14.00%	1,110	12.10%	1,081	11.60%	18.50%	-2.60%
45 to 54	820	9.30%	1,092	11.80%	1,094	11.90%	1,063	11.40%	33.20%	-2.80%
55 to 64	774	8.80%	778	8.40%	881	9.60%	942	10.10%	0.50%	6.90%
65 to 74	704	8.00%	650	7.00%	651	7.10%	737	7.90%	-7.60%	13.20%
75 +	591	6.70%	589	6.40%	555	6.00%	582	6.30%	-0.20%	5.00%

Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

### 1.A.7 Race & Ethnicity of the Population

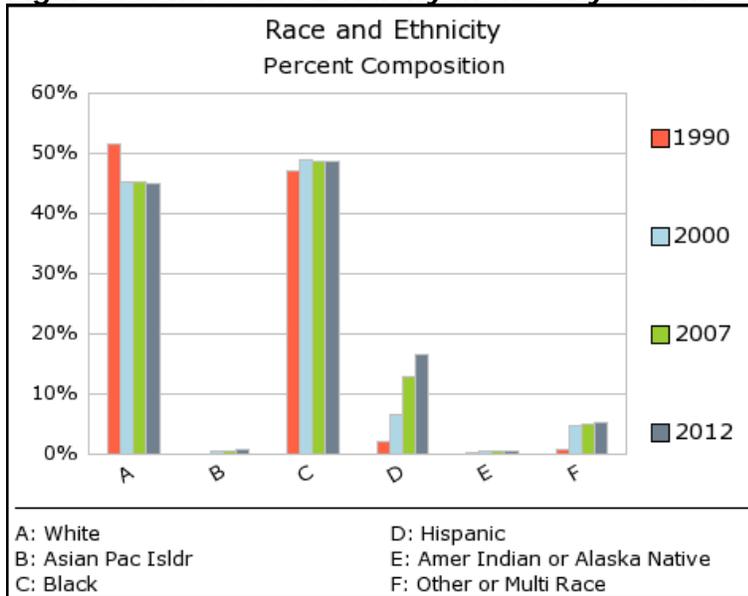
In 2007, the predominant race & ethnicity category in this study area was Black. The race & ethnicity category least represented in this geographic region were American Indian and Alaska Native.

**Table 8: Race & Ethnicity Distribution of the Population in the City of Cairo**

Race & Ethnicity	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	4,538	51.60%	4,172	45.20%	4,149	45.20%	4,181	44.90%	-8.10%	0.80%
African American	4,140	47.10%	4,529	49.00%	4,475	48.70%	4,529	48.70%	9.40%	1.20%
American Indian or Alaska Native	33	0.40%	44	0.50%	41	0.50%	37	0.40%	32.30%	-9.90%
Asian or Pacific Islander	6	0.10%	51	0.60%	56	0.60%	63	0.70%	702.00%	11.30%
Other Race	72	0.80%	357	3.90%	373	4.10%	409	4.40%	393.90%	9.50%
Two or More Races			86	0.90%	90	1.00%	85	0.90%		-5.40%
Hispanic Ethnicity	184	2.10%	607	6.60%	1,176	12.80%	1,536	16.50%	229.80%	30.60%
Not Hispanic or Latino	8,605	97.90%	8,632	93.40%	8,009	87.20%	7,767	83.50%	0.30%	-3.00%

Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

**Figure 14: Race and Ethnicity in the City of Cairo**

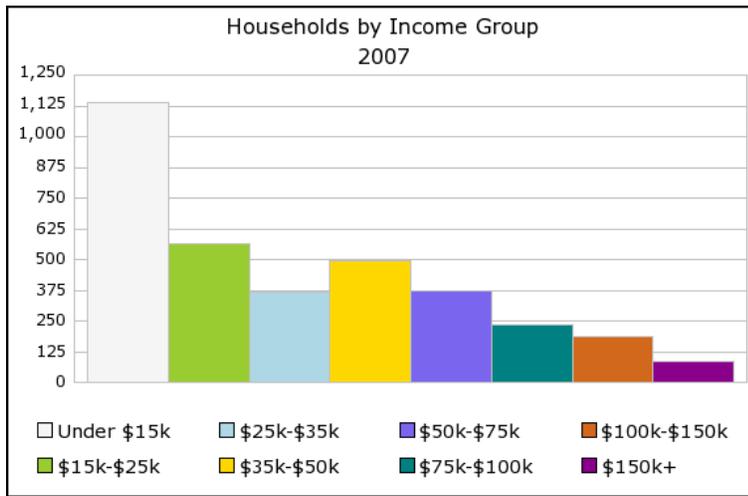


Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

### 1.A.8 Income Levels and Distribution

In 2007, the predominant household income category in this study area was \$0-\$15K, and the income group that was least represented in this geographic region was \$150K+.

**Figure 15: Income Distribution in the City of Cairo**



Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

**Table 9: Income Distribution in the City of Cairo**

HH Income Categories	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2007 to 2012
\$0 - \$15,000	1,585	48.50%	1,276	36.80%	1,140	33.20%	1,081	31.00%	-19.50%	-5.20%
\$15,000 - \$24,999	696	21.30%	622	17.90%	566	16.50%	557	16.00%	-10.70%	-1.60%
\$25,000 - \$34,999	425	13.00%	399	11.50%	368	10.70%	350	10.10%	-6.20%	-4.70%
\$35,000 - \$49,999	312	9.50%	509	14.70%	494	14.40%	450	12.90%	63.30%	-8.90%
\$50,000 - \$74,999	185	5.70%	316	9.10%	371	10.80%	456	13.10%	70.50%	23.00%
\$75,000 - \$99,999	58	1.80%	216	6.20%	232	6.80%	211	6.10%	271.10%	-9.10%
\$100,000 - \$149,999	5	0.10%	88	2.50%	184	5.40%	271	7.80%	1796.20%	47.00%
\$150,000 +	4	0.10%	41	1.20%	84	2.40%	107	3.10%	1065.80%	27.40%
Average HH Income	\$21,256		\$33,316		\$34,032		\$36,575		56.70%	7.50%
Median HH Income	\$15,628		\$21,683		\$25,262		\$27,761		38.70%	9.90%
Per Capita Income	\$7,768		\$12,494		\$12,817		\$13,751		60.80%	7.30%

Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

### 3. CNS Survey

#### 3.A. CNS Services

In order to enhance its competitive position through improving its cable and high-speed internet services, the City of Cairo distributed a mail survey in November 2007 to a sample of its CNS customers and another sample of non-CNS customers (who were considered potential customers).

- The number of CNS cable customers was 2,490 in February 2008, compared to 2,448 customers in November 2007 (an increase of 2% in 3 months).
- The number of high-speed internet customers was 1,059 in February 2008, compared to 925 customers in November 2007 (an increase of 15% in 3 months).
- Capital expenses (outlay) in the year 2007 were \$9.7 million.
- Currently, the potential customer base is around 4,600 customers.

**Table 10: Mail Survey of CNS and non-CNS Customers**

	Current CNS Customers	Non-CNS Customers (potential)	All Customers
Total	2,612 <sup>3</sup>	2,691	5,303
Primary Sample	287	292	579*
Undeliverable	24	36	60
Final Sample	263	256	519
Response	90	22	112
Response Rate (%)	34	9	22

Source: The totals were obtained from the City of Cairo. Others are calculated based on the survey.

The survey response rate was 22%<sup>4</sup>, which is considered representative of the CNS and non-CNS population.

**Table 11: Survey Sample Details**

Originally Mailed	579
Returned Undeliverable	60
Refused - in Person or Over the Phone	7
Completed	112
Invalid	1
No Response	399

<sup>3</sup> Note that it was previously stated that there were 2,448 cable TV customers and 925 Internet customers. The total number is 3,373. This number double-counts the customers who are subscribed to both services.

<sup>4</sup> FSU CEFA selected a random sample based on a 5% margin of error and a 95% level of confidence.

### 3.B. Survey Design

The survey targeted the CNS customers and the non-CNS potential customers who live in the CNS services area. There were 34 questions in the survey. The first two questions concerned customer's residency in Cairo and general satisfaction from the City of Cairo services. Non-residents were not asked to answer these questions.

Questions numbers 3-10 were all demographic questions, related to gender, race, age, income, employment, ownership of the place of residence, marital status, and level of education.

The next question classified the survey responses into CNS and non-CNS customers. CNS customers were able to proceed with answering the next questions. Questions numbered 13-23 were used to measure CNS customers' satisfaction. The non-CNS customers skipped to question 24.

Questions numbered 24-25 aimed at discerning whether CNS and non-CNS customers know about CNS services.

Question 26 targeted the non-CNS customers who were subscribed to another company. CNS customers and those who were not subscribed to any other company skipped questions 26-31. They did, however, have to answer 32, which asked about the reason for non-subscription.

Question 27 asked about subscription services. Question 28 asked the non-CNS customers to compare CNS and non-CNS services. The answers to the next 3 questions were based on whether they perceived their current company services to be better, similar or worse than CNS services.



### 3.C. Survey Analysis

There were 113 surveys returned with one survey returned unfilled , and, therefore, excluded, yielding a total of 112 responses. The next table depicts the number of individuals who answered each question.

**Table 12: Survey Descriptive Statistics**

Survey Question	Number
Q1: Do you reside in the City of Cairo?	112
Q2: What is your level of satisfaction with City services?	111
Q3: Gender	111
Q4: Race	111
Q5: Age	111
Q6: Income Level	101
Q7: Employment	110
Q8: Ownership of the place of residence	111
Q9: Marital Status	110
Q10: Educational Attainment	107
Q11: Are you a current CNS customer?	112
Q12: What services do you currently subscribe to?	110
Q13: Appointment setting rating	100
Q14: Billing statement ease of understanding rating	103
Q15: Billing statements corrections rating	98
Q16: Cable service rating	102
Q17: High speed internet service rating	111
Q18: Customer service rating	97
Q19: Internet and cable billing rates rating	89
Q20: Bill payment schedule	95
Q21: Cable TV picture quality	100
Q22: Response to customer complaints and inquiries rating	100
Q23: Customer install services rating	98
Q24: Knowledge of the services of CNS	104
Q25: Does CNS offer packages only or accepts individual subscription	81
Q26: Subscription with other companies	101
Q27: Services	23
Q28: Non-CNS customers comparison of their company and CNS	23
Q29: Reason(s) for preferring the other companies over CNS	17
Q30: Reason(s) for preferring CNS	7
Q31: What incentive could hell a non-CNS customer to shift to CNS if he indifferent	25
Q32: The reason(s) for not subscribing to any cable and/or internet services with company	43
Q33: Would you like CNS to offer phone service in the future?	87
Q34: Would you like CNS to contact you regarding its services?	96

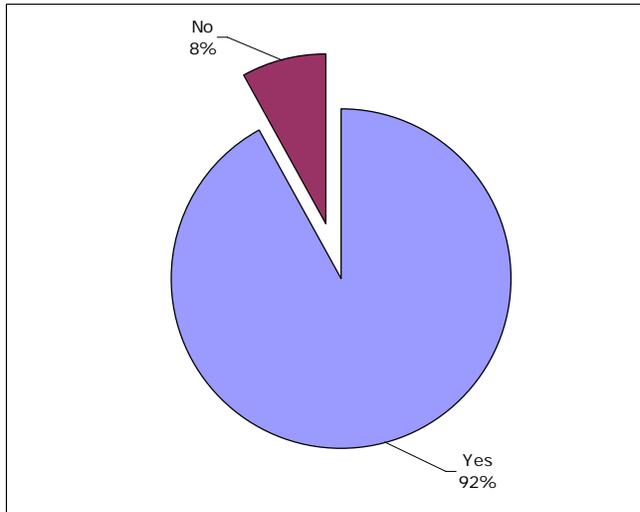
#### 3.C.1 Cairo Residents

There were 112 valid answers to this question. 103 of the surveyed (92.0%) were living in the City of Cairo and 9 of them lived outside the City limits.

**Table 13: Do You Reside In The City Of Cairo?**

Answer	Frequency	Percent
Yes	103	92.0
No	9	8.0
Total	112	100.0

**Figure 16: Cairo Residents**



### 3.C.2 Satisfaction with the City Utilities

The majority of survey respondents (81) were satisfied with the City of Cairo services. The average satisfaction level was 3.18. This implies that 72.4% of the City of Cairo residents (or approximately  $\frac{3}{4}$  of residents) rated their satisfaction level as excellent, very good, or good.

**Table 14: What Is Your Level Of Satisfaction With City Services?**

Answer	Frequency	Percent	Valid Percent
Poor	4	3.6	3.6
Fair	17	15.2	15.3
Good	45	40.2	40.5
Very Good	29	25.9	26.1
Excellent	7	6.3	6.3
Not Applicable	9	8.0	8.1
Total	111	99.1	100.0
Missing	1	0.9	
Total	112	100.0	

**Figure 17: Satisfaction with the City of Cairo Services**



### 3.C.3 Demographics

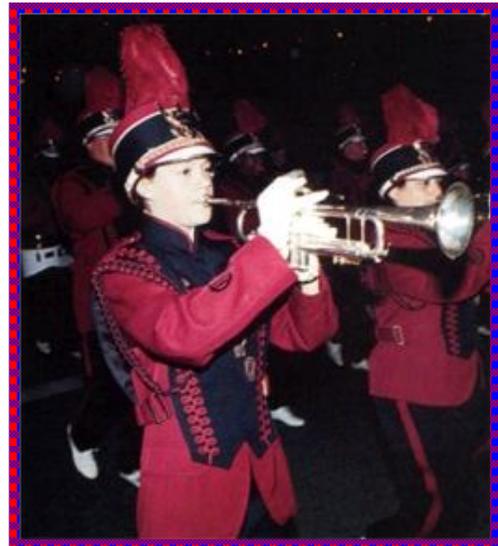
The next two tables summarize the demographics of the CNS services customer base.

**Table 15: Statistics – Number of Valid and Missing Observations**

Question	Q3: Gender	Q4: Race	Q5: Age	Q6: Income Level	Q7: Employment	Q8: Ownership of the place of residence	Q9: Marital Status	Q10: Educational Attainment
Valid Responses	111	111	111	101	110	111	110	107
Missing Values	1	1	1	11	2	1	2	5

With the high response rate on the demographics part of the survey, the next table shows the descriptive statistics of demographic questions:

- ♦ Gender: There were 41 males (36.6%), 68 females (60.7%), two businesses (1.8%), and one missing answer.
- ♦ Race: The white race comprised approximately 74% of the survey population (83 respondents). While the African Americans counted 25 respondents, or 22.3%.
- ♦ Age: There were 22 respondents with an age range of less than 19 years old to 44 years (12.6%), while the number of respondents whose age was between 45-64 years and above included 87 respondents (81.0%).



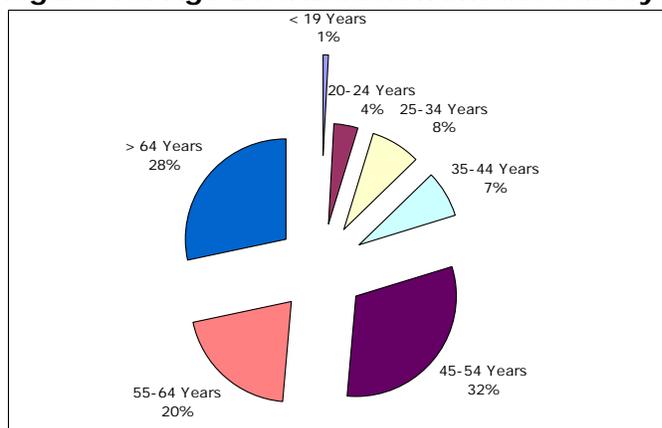
**Table 16: CNS Services Survey Demographics**

		Frequency	Percent
<b>Gender</b>			
Valid	Male	41	36.6
	Female	68	60.7
	Not Applicable (Business)	2	1.8
	Total	111	99.1
Missing	System	1	0.9
<b>Race</b>			
Valid	White	83	74.1
	African American	25	22.3
	Another Race	1	0.9
	Not Applicable	2	1.8
	Total	111	99.1
Missing	System	1	0.9
<b>Age</b>			
Valid	< 19	1	0.9
	20-24	4	3.6
	25-34	9	8.0
	35-44	8	7.1
	45-54	34	30.4
	55-64	22	19.6
	> 64	31	27.7
	Not Applicable	2	1.8
	Total	111	99.1
Missing	System	1	0.9
<b>Income Level</b>			
Valid	< 15,000	17	15.2
	\$15,000-\$24,999	17	15.2
	\$25,000-\$34,999	8	7.1
	\$35,000-\$49,999	18	16.1
	\$50,000-\$74,999	13	11.6
	\$75,000-\$99,999	9	8.0
	\$100,000-\$149,999	11	9.8
	>= \$150,000	6	5.4
	Not Applicable	2	1.8
	Total	101	90.2
Missing	System	11	9.8
<b>Employment</b>			
Valid	Employed	69	61.6
	Unemployed	39	34.8
	Not Applicable	2	1.8
	Total	110	98.2
Missing	System	2	1.8
<b>Ownership Of The Place Of Residence</b>			
Valid	Owned	86	76.8
	Rented	23	20.5
	Not Applicable	2	1.8
	Total	111	99.1
Missing	System	1	0.9

Marital Status			
Valid	Married	64	57.1
	Single	12	10.7
	Divorced	17	15.2
	Widowed	15	13.4
	Not Applicable	2	1.8
	Total	110	98.2
Missing	System	2	1.8
Educational Attainment			
Valid	Grade K – 8	2	1.8
	Grade 9 – 12	12	10.7
	High School	24	21.4
	Some College, No Degree	18	16.1
	Associate Degree	10	8.9
	Bachelor's Degree	14	12.5
	Graduate Degree	23	20.5
	No Formal Schooling Completed	2	1.8
	Not Applicable	2	1.8
	Total	107	95.5
Missing	System	5	4.5

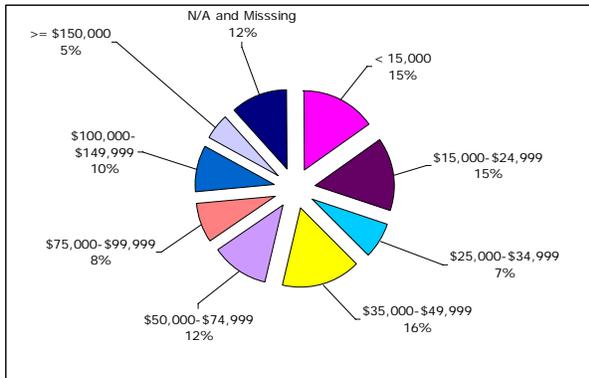
The population included a greater number of responses from the greater than 45 years rather than less than 45 years population. The average age in the sample was 52.2 years.

**Figure 18: Age Distribution from the Survey Results**

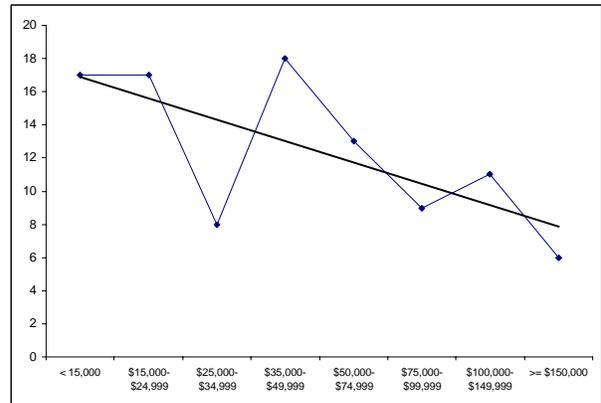


- Income levels: the distribution of income is shown in the next figure in addition to the previous table. The average income of \$55,300 was an important characteristic in the income distribution of the survey population. 65% of the survey population had an income of \$75,000 or less.

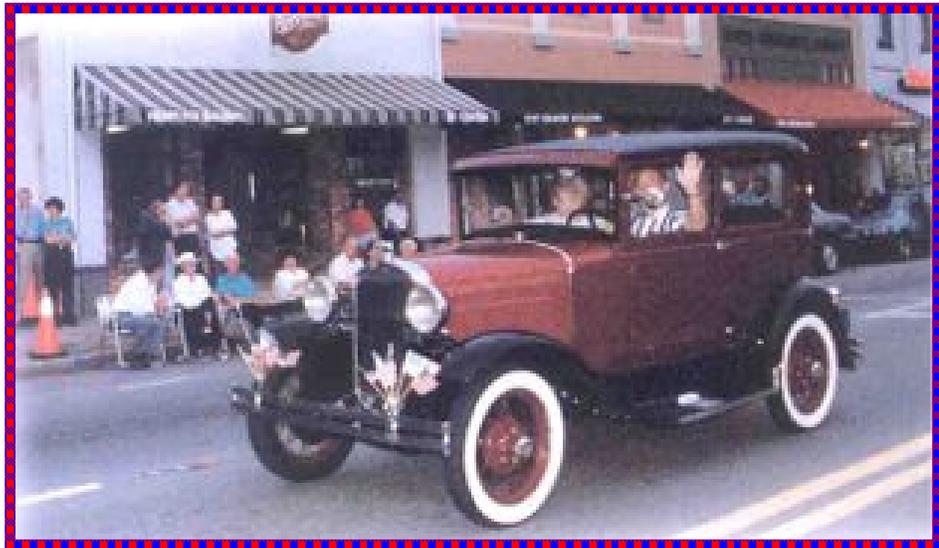
**Figure 19: Income Level Distribution in the Survey Results**



**Figure 20: Income Level in the Survey Results**



- Employment: 69 survey respondents were employed, which represented 62% of the total sample. Another 39 respondents were not employed (38%); however, the number of unemployed also included retired people.
- Ownership of the place of residence: There were 86 respondents in the survey who were homeowners (77%). The remainder of the respondents were renters.
- Marital Status: Approximately 57% of the survey respondents were married. The other 43% was distributed between single, divorced, and widowed individuals.
- Educational Attainment: 75% of the survey respondents had a Bachelor's degree or less.



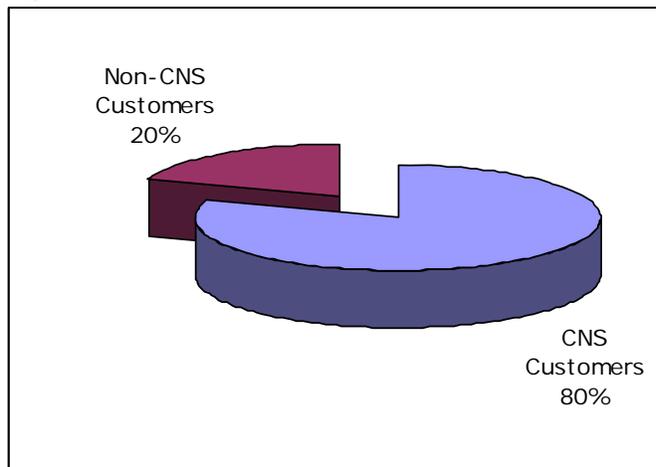
### 3.C.4 CNS Customers and Their Level of Satisfaction

There were 112 valid answers to this question; therefore, more than 80% of the individuals who returned completed surveys were from the population of CNS customers.

**Table 17: Are You A Current CNS Customer?**

Answer	Frequency	Percent
Yes	90	80.4
No	22	19.6
Total	112	100.0

**Figure 21: CNS and Non-CNS Customers in the Survey Responses**



Before discussing the satisfaction levels, it might be useful to determine the service(s) that the customers subscribe to. As made evident in the next table, about 37% of the customers were cable TV service subscribers only, 6% were high-speed internet subscribers only, and 36% subscribed to both services. There is another important implication here: there is a potential market regarding the current CNS customer base. High-speed internet subscribers can increase by 87% and the cable subscribers by 9%. In total, the number would therefore increase by 55%.<sup>5</sup>

**Table 18: What Services Do You Currently Subscribe to?**

Answer	Frequency	Percent	Valid Percent
Cable	41	36.6	37.3
Internet	7	6.3	6.4
Cable and Internet	40	35.7	36.4
Not Applicable	22	19.6	20.0
Total	110	98.2	100.0
Missing	2	1.8	
Total	112	100.0	

The results are shown in the next table regarding the satisfaction levels. Regarding the satisfaction levels, the results are summarized in the next tables.

<sup>5</sup> If the subscribers with the cable TV service only(41) subscribe with high-speed internet (47). Then conceivably the high-speed internet subscribers will increase from 47 to 88, or 87%.

**Table 19: Satisfaction Statistics**

	Q13: Appointment setting rating	Q14: Billing statement ease of understanding rating	Q15: Billing statements corrections rating	Q16: Cable service rating
Valid	100	103	98	102
Missing	12	9	14	10
	Q17: High speed internet service rating	Q18: Customer service rating	Q19: Internet and cable billing rates rating	Q20: Bill payment schedule
Valid	111	97	89	100
Missing	1	15	23	12
	Q21: Cable TV picture quality	Q22: Response to customer complaints and inquiries rating	Q23: Customer install services rating	
Valid	100	98	98	
Missing	12	14	14	

**Table 20: Appointment Setting Rating**

Answer	Frequency	Percent	Valid Percent
Poor	1	0.9	1.0
Fair	8	7.1	8.0
Good	38	33.9	38.0
Very Good	19	17.0	19.0
Excellent	12	10.7	12.0
Not Applicable	22	19.6	22.0
Total	100	89.3	100.0
Missing	12	10.7	
Total	112	100.0	

**Table 21: Billing Statement Ease of Understanding Rating**

Answer	Frequency	Percent	Valid Percent
Poor	2	1.8	1.9
Fair	5	4.5	4.9
Good	29	25.9	28.2
Very Good	28	25.0	27.2
Excellent	17	15.2	16.5
Not Applicable	22	19.6	21.4
Total	103	92.0	100.0
Missing	9	8.0	
Total	112	100.0	

**Table 22: Billing Statements Corrections Rating**

Answer	Frequency	Percent	Valid Percent
Fair	7	6.3	7.1
Good	28	25.0	28.6
Very Good	27	24.1	27.6
Excellent	14	12.5	14.3
Not Applicable	22	19.6	22.4
Total	98	87.5	100.0
Missing	14	12.5	
Total	112	100.0	

**Table 23: Cable Service Rating**

Answer	Frequency	Percent	Valid Percent
Fair	7	6.3	6.9
Good	31	27.7	30.4
Very Good	30	26.8	29.4
Excellent	11	9.8	10.8
Not Applicable	22	20.5	22.5
Total	102	91.1	100.0
Missing	11	8.9	
Total	112	100.0	

**Table 24: High-Speed Internet Service Rating**

Answer	Frequency	Percent	Valid Percent
Poor	1	0.9	0.9
Fair	4	3.6	3.6
Good	20	17.9	18.0
Very Good	14	12.5	12.6
Excellent	9	8.0	8.1
Not Applicable	63	56.3	56.8
Total	111	99.1	100.0
Missing	1	0.9	
Total	112	100.0	

**Table 25: Customer Service Rating**

Answer	Frequency	Percent	Valid Percent
Fair	9	8.0	9.3
Good	35	31.3	36.1
Very Good	18	16.1	18.6
Excellent	13	11.6	13.4
Not Applicable	22	19.6	22.7
Total	97	86.6	100.0
Missing	15	13.4	
Total	112	100.0	

**Table 26: Internet and Cable Billing Rates Rating**

Answer	Frequency	Percent	Valid Percent
Poor	2	1.8	2.2
Fair	16	14.3	18.0
Good	31	27.7	34.8
Very Good	9	8.0	10.1
Excellent	9	8.0	10.1
Not Applicable	22	19.6	24.7
Total	89	79.5	100.0
Missing	23	20.5	
Total	112	100.0	

**Table 27: Bill Payment Schedule**

Answer	Frequency	Percent	Valid Percent
Poor	1	0.9	1.1
Fair	8	7.1	8.4
Good	33	29.5	34.7
Very Good	19	17.0	20.0
Excellent	12	10.7	12.6
Not Applicable	22	19.6	23.2
Total	95	84.8	100.0
Missing	17	15.2	
Total	112	100.0	

**Table 28: Cable TV Picture Quality**

Answer	Frequency	Percent	Valid Percent
Poor	1	0.9	1.0
Fair	10	8.9	10.0
Good	36	32.1	36.0
Very Good	19	17.0	19.0
Excellent	12	10.7	12.0
Not Applicable	22	19.6	22.0
Total	100	89.3	100.0
Missing	12	10.7	
Total	112	100.0	

**Table 29: Response to Customer Complaints and Inquiries Rating**

Answer	Frequency	Percent	Valid Percent
Fair	7	6.3	7.0
Good	39	34.8	39.0
Very Good	18	16.1	18.0
Excellent	14	12.5	14.0
Not Applicable	22	19.6	22.0
Total	100	89.3	100.0
Missing	12	10.7	
Total	112	100.0	

**Table 30: Q23: Customer Install Services Rating**

Answer	Frequency	Percent	Valid Percent
Fair	6	5.4	6.1
Good	36	32.1	36.7
Very Good	20	17.9	20.4
Excellent	14	12.5	14.3
Not Applicable	22	19.6	22.4
Total	98	87.5	100.0
Missing	14	12.5	
Total	112	100.0	

Based on the tables above, the next table includes the average satisfaction levels for each service category. The average satisfaction level of 3.48 ranged between good and very good. The range of average satisfaction levels was 3.10-3.64; nevertheless, it was above the general level of satisfaction from the City of Cairo utility services of 3.18. Roughly speaking, the CNS customers' level of satisfaction was 9% greater than their satisfaction from the utility services.

**Table 31: Average Satisfaction of CNS Customers**

Q13: CSR appointment setting	3.42
Q14: Billing statement ease of understanding rating	3.64
Q15: Billing statements corrections rating	3.63
Q16: Cable service rating	3.57
Q17: High speed internet service rating	3.50
Q18: Customer service rating	3.47
Q19: Internet and cable billing rates rating	3.10
Q20: Bill payment schedule	3.45
Q21: Cable TV picture quality	3.43
Q22: Response to customer complaints and inquiries rating	3.50
Q23: Customer install services rating	3.55
Total Average Satisfaction with the CNS Services	3.48
Average Satisfaction with the City of Cairo Utility Services	3.18

### 3.C.5 Are People Aware of CNS Services?

Although this survey question included only two selections, a more in-depth analysis was performed using advanced spreadsheet tools.

- ♦ 87 out of 90 CNS customers answered the question.

- ♦ A high percentage of CNS customers know that CNS offers 2 services (representing 62% of the survey population, or 77% of CNS customers' population); however, 18 CNS customers (or 20% of the CNS customers population, or 16% of the survey population) subscribed to one service only and were not aware that CNS offered another service.



- ♦ Hence, about 1/5 of the CNS customers were not aware that CNS offers more than one service; therefore, any marketing strategy must begin with those who are currently customers.
- ♦ For non-CNS customers, about 77% of those who answered the question were not aware that CNS offered high-speed internet services. Those represented another group of potential customer market base for CNS.

**Table 32: Knowledge of the Services of CNS**

Answer	Frequency	Percent	Valid Percent
A CNS customer who knows that CNS offers both cable and internet services	69	61.6	66.3
A CNS cable customer who knows that CNS offers only cable service	17	15.2	16.3
A CNS internet customer who knows that CNS offers only internet service	1	0.9	1.0
A non-CNS customer who does NOT know about any services offered by CNS	3	2.7	2.9
A non-CNS customer who does NOT know about CNS- Cable service offered by CNS	1	0.9	1.0
A non-CNS customer who does NOT know about CNS- internet service offered by CNS	13	11.6	12.5
Total	104	92.9	100.0
Missing	8	7.1	
Total	112	100.0	

**Table 33 Does CNS Offer Packages Only or Does It Accept Individual Subscription and CNS Customers?**

Q25: Does CNS Offer Packages Only Or Accepts Individual Subscription	Q11: Are You A Current CNS Customer?		Total
	Yes	No	
Accepts subscription to any individual services needed	52	10	62
Offers only packages	17	2	19
Total	69	12	81

19 (out of 81) CNS and non-CNS customers believed that CNS offered packages only.

### 3.C.6 The Distribution of the Non-CNS Customers

The distribution, as appears in the next table, might be misleading because most of the CNS customers also answered this question.

**Table 34: Subscription with Other Companies**

Answer	Frequency	Percent	Valid Percent
Yes	4	3.6	4.0
No	77	68.8	76.2
Yes, the competing company name entered	20	17.9	19.8
Total	101	90.2	100.0
Missing	11	9.8	
	112	100.0	

**Table 35: Subscription to Other Companies and types of Services**

Q26: Subscription With Other Companies	Q12: What Services Do You Currently Subscribe To?				Total
	Cable	Internet	Cable and Internet	Not Applicable	
Yes	0	0	0	3	3
No	31	6	36	3	76
Yes, the competing company name entered	6	1	1	12	20
Total	37	7	37	18	99

In conclusion, 15 non-CNS customers were subscribed with another company - 12 of them entered the company name and 3 did not. There were another 3 individuals who were not subscribed to any service in any company. There were 8 CNS customers subscribed to another company besides CNS; 7 subscribed to Mediacom and 1 subscribed to Windstream, whereas the non-CNS customers were subscribed to Windstream, AOL, Rosenet internet services, Dishnet, and Alltel Wireless network.

**Table 36: Subscription to other Companies by Type of Service**

Answer	Frequency	Percent	Valid Percent
Cable	10	8.9	43.5
Internet	7	6.3	30.4
Cable and Internet	6	5.4	26.1
Total	23	20.5	100.0
Missing	89	79.5	
Total	112	100.0	

The total number of Customers who subscribed to other companies was 23 (see shaded data in table 35). Not to be confused with the non-CNS customers, CNS customers are shown on the next table, with 9 CNS current customers who were subscribed to other companies (Table 30).

**Table 37: CNS Customers Subscription with Other Companies**

Q27: Services	Q11: Are you a current CNS customer?		Total
	Yes	No	
Cable	2	8	10
Internet	7	0	7
Cable and Internet	0	6	6
Total	9	14	23

**3.C.7 Comparing CNS and Non-CNS services****Table 38: Non-CNS Customers Comparison of Their Company and CNS Services**

Answer	Frequency	Percent	Valid Percent
Better*	5	4.5	21.7
Worse	3	2.7	13.0
Similar	6	5.4	26.1
Do Not Know	9	8.0	39.1
Total	23	20.5	100.0
Missing	89	79.5	
Total	112	100.0	

\* Other companies

The number that responded was 23. This is more the number of non-CNS customers, implying that there were CNS-customers who answered the question even if they were not required to do so. To get to the exact number, a more detailed analysis was performed. that is shown in the next table. Only 16 non-CNS customers responded to this question.

**Table 39: Non-CNS Customers Comparison of Their Company and CNS Customers and Reason(s) for Preferring the Other Companies to CNS**

Q29: Reason(s) For Preferring The Other Companies Over CNS	Q28: Non-CNS Customers Comparison Of Their Company And CNS		Q11: Are You A Current CNS Customer?		Total
			Yes	No	
Price	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Better	0	1	1
		Similar	1	1	2
		Do Not Know	1	0	1
	Total	2	2	4	
Quality Of Service	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Better	1		1
	Total	1		1	
Reputation	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Similar	1	1	2
		Do Not Know	0	2	2
	Total	1	3	4	
Do Not Know	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Similar	1	1	2
		Do Not Know	1	1	2
	Total	2	2	4	
Price And Quality Of Service	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Better		1	1

	Total			1	1
Customer Service And Reputation	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Better		1	1
	Total			1	1
Price, Quality Of Service And Customer Service	Q28: Non-CNS Customers Comparison Of Their Company And CNS	Better		1	1
	Total			1	1

Excluding the “Do not know” answers and the CNS customers, the result was that only four respondents stated the reason for preferring the other companies to CNS (shaded). These reasons were:

- 1- Price (1)
- 2- Price and quality of service (1)
- 3- Customer service and reputation (1)
- 4- Price, quality of service, and customer service (1)

Price is the overwhelming factor in 75% of responses. Stated differently, about 75% of non-CNS customers preferred the other companies for cost-related reasons.

### 3.C.8 Factors That Would Facilitate the Non-CNS Customers to Shift to CNS Services

Only 15 customers answered this question, and not all of them were non-CNS customers. This appears in the following case processing summary table.

**Table 40: Incentive that Could Help a Non-CNS Customer to Shift To CNS If He Is Indifferent**

Q31: What Incentive Could Help A Non-CNS Customer To Shift To CNS If He Is Indifferent?	Q11: Are You A Current CNS Customer?		Total
	Yes	No	
Price	5	4	9
Quality of Service	1	0	1
Reputation	1	1	2
Do Not Know	3	4	7
Price and Quality of Service	1	0	1
Price, Quality of Service and Customer Service	2	2	4
Price, Customer Service and Previous Experience with CNS	1	0	1
Total	14	11	25

Again, price was the primary incentive to shift to CNS services.

### 3.C.9 The Customers Who Are Not Subscribed in Any Services to Any Company

Question 32 was for non-CNS customers only. The results are summarized in the following table. Of the 3 cases, 1 had income limitations and the other 2 had no interest in subscribing to any services.

### 3.C.10 Adding Phone Service

**Table 41: Would You Like CNS To Offer Phone Service In The Future?**

Answer	Frequency	Percent	Valid Percent
Yes	50	44.6	57.5
No	37	33.0	42.5
Total	87	77.7	100.0
Missing	25	22.3	
Total	112	100.0	

About 58% of all the survey respondents would like to see phone service offered by CNS. Stated differently, 48% of the CNS survey population (43 out of 90 customers), and 37% of the non-CNS survey population (7 out of 19) would like to see phone service offered by CNS as shown on the next table.

**Table 42: Would You Like CNS to Offer Phone Service in The Future and if CNS Customer**

Q33: Would You Like CNS To Offer Phone Service In The Future?	Q11: Are You A Current CNS Customer?		Total
	Yes	No	
Yes	43	7	50
No	28	9	37
Total	71	16	87

This result is encouraging if CNS would work on adding the phone service in the future. About 11% of the survey respondents would like CNS to contact them regarding its services.

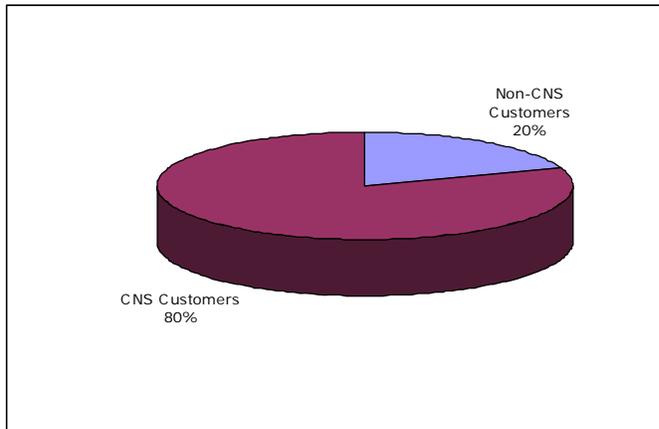
**Table 43: Would you like CNS to contact you regarding its services?**

Answer	Frequency	Percent	Valid Percent
Yes	2	1.8	2.1
No	84	75.0	87.5
Yes, entered the phone number	10	8.9	10.4
Total	96	85.7	100.0
Missing	16	14.3	
	112	100.0	

### 3.D. Conclusions

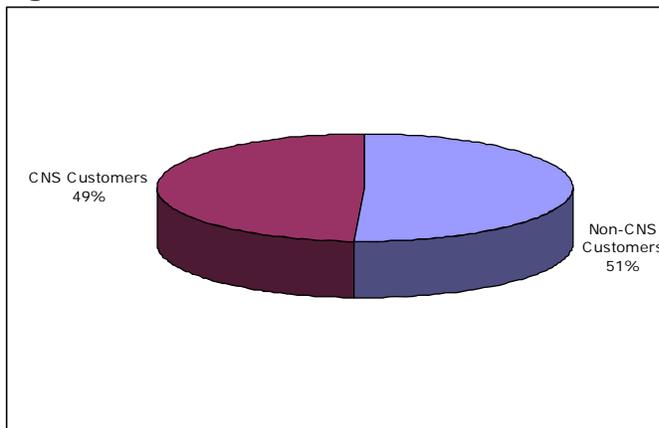
- Although the population size was about the same for CNS and non-CNS customers, the CNS customers' response rate was four times the non-CNS customers' response rate. This implies that people who tried CNS and its services were satisfied with the service and were ready to help CNS in its efforts to improve its services.

**Figure 22: Distribution of Survey Responses by CNS and non-CNS Customers**



- CNS services potential market size was about double its share in the market (as appears in the next figure).

**Figure 23: CNS Services Market Area**



- Most of the CNS customer base would like to see phone service introduced.
- There is also a potential market with the current CNS customer base to increase by 55%.
- About 77% of non-CNS customers were not aware that CNS offered high-speed internet services.

- The CNS customers' level of satisfaction is greater than their satisfaction from the utility services in general.

### **3.E. Personal Interviews**

#### **Paul Blough 03-25-08**

Paul has been "wired" into CNS Services since its inception (when it was a dial up from Thomasville). He is currently the Owner/President of Blough Tech, a computer reselling business. He deals with a number of competitors such as Mediacom, Bellsouth, and Alltel, and considers CNS the finest to work with given that they provide a high level of technical support.

He believes CNS does a good job of advertising branding, but needs to focus more on marketing aspects. They need to stay abreast of the competition and offer competitive products, such as increased HD channels and faster upload/download rates. He had a few suggestions for the future for CNS:

- 1) Offer a mid-range "fiber lite" product. Currently, customers have options between a cable modem (relatively inexpensive) and a fiber "T-1 equivalent" which costs approximately \$600/month. Businesses would be amenable to a mid-range fiber product in the range of \$250-\$300 per month.
- 2) Recruit resellers, like HDTV and computer services. Work out a partnership with local vendors (for a small fee or percentage) to provide HDTV and computer products to customers.

#### **Beau Sherman 03-13-08**

Beau handles the Distance Learning portion of CNS with respect to 54 schools in the area. All of the schools, including two charter schools, are currently wired. CNS provides this service free of charge to the schools. CNS has a good partnership with teachers including:

- Virtual field trips
- Where the Red Fern Grows
- Joint grants with CNS
- Six data projectors (RUServices)

The Super Basic package is "free to schools". In the schools, they use CNN, Fox News (Political Science), CNBC, History, Discovery, Weather Channel, and assorted programming for Special Education.

Current Issues/Responsibilities with the Schools Include:

- 1) Getting faster bandwidth to rural schools
- 2) IDL Funding Sources -they have free sessions available, such as CILC and GlobalLeap

They have just started filming graduation and “streaming it” so grandparents (and other relatives at a distance) can view the “real time” graduate.

Beau’s daily question he asks himself with respect to his work is “how can I help my community more?”

### **Mike Larkin March 13, 2008**

Mike is the regional coordinator (in the 4-city area) with approximately 16,000 subscribers (cable) and 8,000 internet subscriber (subs). His audience is approximately 40,000-50,000. CNS has been in existence for about a decade, with roots first in Thomasville, and then subsequently branching out into Cairo, Moultrie, and Camilla.

There is about 170 miles of fiber optic cable available (with a ballpark estimate total cost of \$10,000 per square mile) in the area.

We discussed the inequity of volumetric pricing with respect to larger cable companies. For some smaller companies, they pay 20x the retransmission rate that larger cable companies pay.<sup>6</sup> For example, CNS pays a retransmission consent fee to WALB-NBC. They might also work out “offset” arrangements such as cable use in exchange for retransmission fees.

Their competitor (terrestrial) is Mediacomm. There are two satellite companies in the area; however, their upload speed is currently slower than cable. CNS will be offering phone service in Camilla (week of March 17), Cairo (Summer 2008), and Moultrie (Fall 2008).

Some basic terms:

“Must Carry” – Three-year period where a cable provider must carry a TV station. This is tied geographically to an 8-9 county area. If the cable provider did not opt for the station, they would go elsewhere.

“Make Ready” – Cost related – requires distances; stringing cable, hanging fiber, and trenching.

“Head In” – Digital conversion.

Moultrie is expanding to Sylvester – 25N of Moultrie (Sylvester will be an affiliate) at about \$6/pole fee per month, permitting costs advance fee of \$22,000. The total lead time it takes before installation can actually occur is about 6 months. He sees this as necessary paperwork/hoops to jump; however, the process is slightly slow.

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<sup>6</sup> [http://www.independentcable.com/02\\_29\\_08\\_aca.html](http://www.independentcable.com/02_29_08_aca.html)

The fat cable (coaxial) is about \$20,000/mile to hang. The fat cable takes it into the home, although the industry is coming out with a new cable termed "fiber to the home" which will match the fiber optic (or skinny) cable in size and be less costly to bring into the home. He foresees "fiber in the home" to be fully functional in 5-6 years.

CNS assets are as follows (a total of \$40 million);

- 1) Regional assets; 2 types equipment; owned by the 4 cities
- 2) Individual assets (city-owned)
- 3) \$5 million in regional equipment (pipes, and labor force)

CNS is a legislated unit: the South Georgia Government Services Authority and they are able to issue municipal bonds. The Board is comprised of eight members (2 members for each City: the Mayor and the City Manager/Council). Mike is the Executive Director of Authority; he is an employee (25% FTE) in each city.

Mike lives in Camilla and related the Camilla history regarding CNS. In 1993, there were about 30 channels and an internet dial up. The cable was down/out of service approximately once per week. With increasing business demand and quality of life improvements, AT&T/Bell South bought the cable from Mediacomm. Mediacomm subsequently sold to CNS.

Mike stated that CNS is public service oriented, and focuses on keeping dollars spent locally.

The full transition from analog to digital will be complete by 2012. Mike believes an option of "a la carte" would be ideal (rather than the current package programs). This would allow the user/sub to select only the channels they want, eliminating trash channels, and then simply tie the retransmission fees to the individual channel the user was billed for. Of course, the larger cable companies ("big johns") do not approve of the "a la carte" selection and will likely fight tooth and nail over it. PC Magazine reports that Kevin Martin, Chairman of the FCC, supports "a la carte" cable. In a letter to several minority groups in March 2008, Martin said, "While I believe all consumers would benefit from channels being sold in a more "a la carte" manner, minority consumers, especially those living in Spanish speaking homes, might benefit most of all." He argues that "Cable companies act as gatekeepers into the programming allowed by the expanded basic cable package, preventing independent content producers from reaching viewers." <sup>7</sup>

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<sup>7</sup> <http://www.dailytech.com/Congressional+Panel+Probes+FCC/article11091.htm>

### **3.F. Economic Impact Analysis**

Economic impact analysis of new, existing, expanding or relocating businesses is frequently analyzed using economic impact modeling software. For this project, FSU CEFA conducted economic impact analysis using input output analysis. Input output analysis is an accounting framework that describes an economy's flow of goods and services. There are usually multipliers generated or calculated (output, employment and income). The multipliers measure total change throughout the economy (including indirect and induced effects). In addition, multipliers are used to predict changes in local output, employment and income resulting from a change in economic activity.

The Impact Analysis for Planning, or IMPLAN model, is solely an input-output model. The IMPLAN program is widely accepted by researchers because it uses multipliers for specific outputs to estimate impact upon labor, income and employment. The basic assumption of the IMPLAN model is that the fundamental information in input output analysis involves the flow of products from each industrial sector (producer) to each of the industrial sectors considered as consumers. IMPLAN was founded in the year 1993, as an extension of two researchers' work at the University of Minnesota and involving collaborative work with the U.S. Forest Service Land Use Planning Unit in Colorado. It is non-survey based, and its structure illustrates that of input-output models found in the regional science literature.

#### **Key Input-Output Assumptions Used in IMPLAN**

1. Constant returns to scale production function (i.e., linear)
2. Homogeneous sector output
3. No input substitution
4. No supply constraints
5. Other IMPLAN Considerations
  - a. Technology and trade relations are assumed.
  - b. Need to account for Price changes.
  - c. Need to account for Structural changes
  - d. Employment increase or decrease causes immediate in or out migration (i.e., full employment)

IMPLAN assumes a uniform national production technology and uses the regional purchase coefficient approach to regionalize the technical coefficients. IMPLAN 2006 Florida Grady county-level was used for the economic analysis for this research. This newer version now has 509 sectors instead of 528 and includes the conversion from SIC to NAICS codes. The primary sources of employment and earnings data are County Business Patterns data and BEA data.

## Economic Impact Results of CNS Services in Grady County

FSU CEFA performed the economic impact analysis for CNS Services in Grady County, using IMPLAN data (2006). The total investment was \$40 Million (in telecommunications sector) including:

- Using Two Types of Equipment (Regional assets in the four cities)
- Individual (City-owned)

The economic impact analysis results are presented in Table 44:

**Table 44: Economic Impact Analysis of CNS Services in Grady County, GA**

<b>CNS Services Economic Impact Based on Investment = \$40 Million</b>	
	<b>Grady County 2008 Dollars</b>
<b>Output</b>	\$56,141,826
<b>Employment (jobs)</b>	174
<b>Value Added</b>	\$30,305,237
<b>Labor Income</b>	\$12,477,852
<b>Taxes</b>	\$7,871,048

The total impact on output (Direct + Indirect + Induced) of CNS Services investment is more than \$56 million. According to IMPLAN, the \$16 million output increase supports an additional 94 existing employees at an additional average annual compensation of \$6,740,908 assuming this trend continues year-round.

## 4. Appendices

### 4.A. Appendix A: Cairo Business List

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
1	# 1 CHINA	5 to 9	\$1 to 499	72211019
2	3 SQUARES DINER	10 to 19	\$500 to 999	72211019
3	5 POINTS DRY CLEANERS	1 to 4	\$1 to 499	81232002
4	A & R METALS INC	1 to 4	\$1,000 to 2,499	42393019
5	A D PHELPS JR MD	1 to 4	\$500 to 999	62111107
6	AARONS SALES & LEASE OWNERSHIP	5 to 9	\$500 to 999	53229921
7	AARONS SALES & LEASE OWNERSHIP	5 to 9	\$500 to 999	53229921
8	AARONS SALES & LEASE OWNERSHIP	5 to 9	\$500 to 999	53229921
9	ABDUL BARI INTERNAL MEDICINE	1 to 4	\$500 to 999	62111107
10	ADVANCE AUTO PARTS	10 to 19	\$1,000 to 2,499	44131011
11	AGNES BEAUTY SHOP	1 to 4	\$1 to 499	81211202
12	AIG AMERICAN GENERAL	1 to 4	\$1 to 499	52421001
13	AL'S USED FURNITURE	1 to 4	\$1 to 499	45331019
14	ALLEN CASTRO GROUP	1 to 4	\$500 to 999	54193001
15	ALLEN INDUSTRIAL CONTR INC	1 to 4	\$1,000 to 2,499	23611505
16	ALLSTATE INSURANCE CO	1 to 4	\$500 to 999	52421001
17	ALLTEL	1 to 4	\$1,000 to 2,499	51721014
18	ALTON K DINKINS	1 to 4	\$1 to 499	62139932
19	AMBASSADOR PERSONNEL	1 to 4	\$1 to 499	56131102
20	AMERICAN FINANCE	5 to 9	\$1,000 to 2,499	52229101
21	AMERICAN LEGION	5 to 9		81391002
22	AMERICAN PAWN INC	1 to 4	\$1 to 499	52229813
23	AMERICAN WORK GROUP HOME	10 to 19		62419012
24	AMERIS BANK	1 to 4		52211002
25	AMERIS BANK	20 to 49		52211002
26	ANIMAL MEDICAL CTR	5 to 9	\$500 to 999	54194002
27	ANNELL'S FLOWER SHOP	1 to 4	\$1 to 499	45311001
28	ANNIER'S COURTYARD	5 to 9	\$1 to 499	72211019
29	APPRAISAL SERVICES	1 to 4	\$1 to 499	54199001
30	ARCHBOLD-GRADY SPECIALTY CLNC	100 to 249	\$10,000 to 19,999	62211002

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
31	ARLYLE REALTY & APPRAISERS	1 to 4	\$500 to 999	53132003
32	ASHLEY REGISTER MD	1 to 4	\$500 to 999	62111107
33	AT HOME STORAGE	1 to 4	\$1 to 499	53113001
34	AUTO & TRUCK CARE SPECIALTIES	1 to 4	\$1 to 499	81111104
35	AUTO HOSPITAL	1 to 4	\$1 to 499	81111104
36	AUTOMOTIVE PARTS & ACCESSORIES	1 to 4	\$1 to 499	44131011
37	B J'S PRODUCTION	1 to 4	\$500 to 999	51211016
38	BARFIELD MC ARTHUR CERAMIC	5 to 9	\$500 to 999	23834005
39	BARFILED TILE DESIGN CTR	1 to 4	\$1 to 499	23834005
40	BASS BASS & PERUSSE LLC	5 to 9	\$1,000 to 2,499	54111002
41	BASS BASS & PERUSSE LLC	1 to 4	\$1 to 499	54111002
42	BEAUTY 4U	1 to 4	\$1,000 to 2,499	42385007
43	BELL IRRIGATION INC	5 to 9	\$2,500 to 4,999	33311111
44	BELL WAREHOUSE RENTAL	1 to 4	\$1 to 499	53113001
45	BEST VALUE INN	1 to 4	\$1 to 499	72111002
46	BEST WESTERN	10 to 19	\$500 to 999	72111002
47	BETHLEHEM AME CHURCH	1 to 4		81311008
48	BEULAH BAPTIST CHURCH	20 to 49		81311008
49	BIG BEND AGRI-SVC INC	10 to 19	\$5,000 to 9,999	32531403
50	BISHOP FINANCE	1 to 4	\$1,000 to 2,499	52229103
51	BISHOP'S JEWELRY	1 to 4	\$500 to 999	44831012
52	BLANEY ENGINEERING	1 to 4	\$1 to 499	54133014
53	BLOUGH TECH	10 to 19	\$5,000 to 9,999	44312001
54	BLOUGH TECH COMPUTERS & PHONES	10 to 19	\$1,000 to 2,499	81121206
55	BRACKIN'S KITCHENS & CABINETS	10 to 19	\$2,500 to 4,999	33711006
56	BRINSON BAIL BONDS	1 to 4	\$500 to 999	52412609
57	BROWN APPRAISAL SVC	1 to 4	\$1 to 499	53132003
58	BRYANT'S GARAGE & TRANSMISSION	1 to 4	\$1 to 499	81111302
59	BURGER KING	20 to 49	\$1,000 to 2,499	72211019
60	BUSEE BEE FAMILY CHILD CARE	1 to 4	\$1 to 499	62441003
61	BUTLER'S GROCERY	1 to 4	\$1 to 499	44511003
62	BUTLER'S REPAIR SHOP	1 to 4	\$1 to 499	81141104
63	BUTTONS & BOWS DAY CARE LLC	1 to 4	\$1 to 499	62441003

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
64	C & T POULTRY	1 to 4	\$500 to 999	11199803
65	CAIRO AIRPORT	1 to 4	\$1 to 499	48811907
66	CAIRO ANIMAL HOSPITAL	10 to 19	\$1,000 to 2,499	54194009
67	CAIRO ANIMAL HOSPITAL	1 to 4	\$1 to 499	54194009
68	CAIRO AUTO SUPPLY	10 to 19	\$1,000 to 2,499	44131011
69	CAIRO BODY & FRAME	1 to 4	\$1 to 499	81112102
70	CAIRO BUILD'N CENTRE	5 to 9	\$1,000 to 2,499	44411001
71	CAIRO CEMETERY DEPT	5 to 9	\$500 to 999	81222002
72	CAIRO CHIROPRACTIC CTR	1 to 4	\$1 to 499	62131002
73	CAIRO CHURCH OF GOD	5 to 9		81311008
74	CAIRO CITY CLERK	1 to 4		92111001
75	CAIRO CITY COUNCIL	5 to 9		92112006
76	CAIRO CITY FINANCE	1 to 4		92112006
77	CAIRO CITY HALL	5 to 9		92111001
78	CAIRO CITY MANAGER	1 to 4		92111001
79	CAIRO CITY MAYOR	1 to 4		92111001
80	CAIRO CITY PERSONNEL	1 to 4		92112006
81	CAIRO CITY SHOP	1 to 4		92112006
82	CAIRO COMMUNITY SVC DIRECTOR	1 to 4		92112006
83	CAIRO CRADY CLEAN & BEAUTIFUL	1 to 4	\$1 to 499	56172001
84	CAIRO ENERGY SVC	1 to 4		92112006
85	CAIRO EYE CARE	5 to 9	\$500 to 999	62132003
86	CAIRO EYE CARE	1 to 4	\$1 to 499	62132003
87	CAIRO FAMILY MEDICAL CTR	1 to 4	\$500 to 999	62111107
88	CAIRO FAMILY MEDICAL CTR	1 to 4	\$1 to 499	62111107
89	CAIRO FAST TAX	1 to 4	\$1 to 499	54121301
90	CAIRO FIRE DEPT	10 to 19		92216003
91	CAIRO FITNESS CTR	5 to 9	\$1 to 499	71394011
92	CAIRO FOOD MART	1 to 4	\$1,000 to 2,499	44719005
93	CAIRO FOODS	1 to 4	\$1,000 to 2,499	42442005
94	CAIRO GLASS & PAINT	1 to 4	\$500 to 999	44419031
95	CAIRO GYMNASISTICS ACADEMY	5 to 9	\$1 to 499	61162012
96	CAIRO HIGH SCHOOL	50 to 99		61111007

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
97	CAIRO HOUSING AUTHORITY	5 to 9	\$500 to 999	53131106
98	CAIRO INSURANCE BROKERS	1 to 4	\$1 to 499	52421004
99	CAIRO JEWELERS	1 to 4	\$500 to 999	44831012
100	CAIRO LAWN CTR	1 to 4	\$1 to 499	44421004
101	CAIRO MEMORIALS	1 to 4	\$1 to 499	45399850
102	CAIRO MESSENGER	10 to 19	\$2,500 to 4,999	32311009
103	CAIRO MOBILE HOME SUPPLY	1 to 4	\$500 to 999	45393003
104	CAIRO OBSTETRICS & GYNECOLOGY	10 to 19	\$1,000 to 2,499	62111107
105	CAIRO OBSTETRICS & GYNECOLOGY	1 to 4	\$500 to 999	62111107
106	CAIRO OBSTETRICS & GYNECOLOGY	1 to 4	\$500 to 999	62111107
107	CAIRO PACK N SHIP	1 to 4	\$500 to 999	48321105
108	CAIRO PARKS DEPT	5 to 9	\$500 to 999	71219004
109	CAIRO PLUMBING SVC	1 to 4	\$1 to 499	23822025
110	CAIRO POLICE DEPT	20 to 49		92212003
111	CAIRO PUBLIC RELATIONS DEPT	1 to 4		92112006
112	CAIRO PUBLIC WORKS	5 to 9	\$2,500 to 4,999	23731007
113	CAIRO REALTY CO	5 to 9	\$500 to 999	53121003
114	CAIRO RENTAL CTR	1 to 4	\$1 to 499	53249002
115	CAIRO SANITATION DEPT	10 to 19		92411001
116	CAIRO STREET MAINTENANCE	5 to 9		92613001
117	CAIRO STREET MAINTENANCE	1 to 4		92112006
118	CAIRO TAXI CO	1 to 4	\$1 to 499	48531002
119	CAIRO TIRE INC	5 to 9	\$1,000 to 2,499	44132001
120	CAIRO UTILITIES	10 to 19		92613001
121	CAIRO WASTE WATER TREATMENT	1 to 4		92613001
122	CAIRO WATER DEPT	5 to 9	\$1,000 to 2,499	22131003
123	CAIRO WATER DEPT	1 to 4		92613001
124	CALIFANO CUSTOM CREATIONS	1 to 4	\$1,000 to 2,499	44122108
125	CAPITAL CITY BANK	1 to 4		52211002
126	CAPITAL CITY BANK	20 to 49		52211002
127	CAPITAL CITY BANK	20 to 49		52211002
128	CARL K HARRELL	1 to 4		81311009
129	CARPENTERS KIDZ SHOP PRESCHOOL	1 to 4	\$1 to 499	62441006

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
130	CARTER'S CLEANERS	5 to 9	\$1 to 499	81232002
131	CASSELS AUTOMOTIVE MACHINE	1 to 4	\$1 to 499	81111102
132	CENTER DRUGS	10 to 19	\$1,000 to 2,499	44611009
133	CGCA HEALTH & FITNESS	5 to 9	\$1 to 499	71394011
134	CHAMBER OF COMMERCE	1 to 4		81391005
135	CHARLES L BUTLER & ASSOC	1 to 4	\$1 to 499	52421001
136	CHASON & SANDERS	5 to 9	\$1,000 to 2,499	54111002
137	CHILDREN'S CORNER	5 to 9	\$1 to 499	62441006
138	CHILDREN'S LEARNING CTR	5 to 9	\$1 to 499	62441003
139	CHRIST GOSPEL CHURCH	20 to 49		81311008
140	CHURCH OF CHRIST	1 to 4		81311008
141	CHURCH OF JESUS CHRIST OF LDS	1 to 4		81311008
142	CHURCH OF THE NAZARENE	1 to 4		81311008
143	CITI TRENDS	1 to 4	\$500 to 999	45211101
144	CITIZENS BANK	10 to 19	\$5,000 to 9,999	52211005
145	CITY OF CAIRO	100 to 249	\$50,000 to 99,999	22112202
146	CITY WAREHOUSE	20 to 49		92112006
147	CLARK FUNERAL HOME	5 to 9	\$500 to 999	81221002
148	CLARK TRANSMISSIONS	1 to 4	\$1 to 499	81111302
149	CLASSIC AUTO SALES & TRUCK	1 to 4	\$1,000 to 2,499	44112005
150	CLASSIC CONSOLES	5 to 9	\$2,500 to 4,999	42312015
151	CLASSIC DESIGN PRODUCTS	1 to 4	\$1,000 to 2,499	33991101
152	CLEVELANDS COMPLETE AUTOMOTIVE	5 to 9	\$500 to 999	81112102
153	CLOUD & SON FUNERAL HOME	1 to 4	\$1 to 499	81221002
154	CNS TV	20 to 49	\$20,000 to 49,999	51521001
155	COMPUTER WHIZ	1 to 4	\$1 to 499	81121206
156	CONLEY D HENSLEY MD	1 to 4	\$500 to 999	62111107
157	COOK ELECTRONICS	1 to 4	\$1,000 to 2,499	44311207
158	COUNTRY BOYS PETRO	1 to 4	\$1,000 to 2,499	44719005
159	COX INSURANCE	1 to 4	\$1 to 499	52421001
160	COX PHARMACY	5 to 9	\$1,000 to 2,499	44611009
161	CREECH FLOYD PRO DRAFTING SVC	1 to 4	\$1 to 499	54134001
162	CROSSROADS CHURCH	1 to 4		81311008

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
163	CURVES	5 to 9	\$1 to 499	71394011
164	CUT ABOVE	1 to 4	\$1 to 499	81211202
165	CUT-N-CURL	1 to 4	\$1 to 499	81211202
166	CUTS & STYLES BEAUTY SALON	1 to 4	\$1 to 499	81211202
167	CUTTIN LOOSE	1 to 4	\$1 to 499	81211202
168	D & D CONSTRUCTION & MILLWRGHT	10 to 19	\$5,000 to 9,999	23611505
169	D & L DIESEL SVC	5 to 9	\$500 to 999	81111124
170	DAIRY QUEEN	10 to 19	\$1 to 499	72221313
171	DANNY GRINER	1 to 4	\$500 to 999	23821007
172	DECORATING CORNER	1 to 4	\$500 to 999	44229102
173	DEEP SOUTH BUILDERS	1 to 4	\$1,000 to 2,499	23622005
174	DELICIOUS DELIGHTS CANDY	1 to 4	\$1 to 499	44529202
175	DENTAL ASSOCIATES-SOUTHWEST GA	1 to 4	\$500 to 999	62121003
176	DENTAL ASSOCIATES-SOUTHWEST GA	10 to 19	\$1,000 to 2,499	62121003
177	DENTAL ASSOCIATES-SOUTHWEST GA	1 to 4	\$500 to 999	62121003
178	DIAGNOSTICS CTR OF GRADY	1 to 4	\$1 to 499	62151106
179	DIGITAL EXPRESS WIRELESS	1 to 4	\$500 to 999	44311204
180	DOCTORS LABORATORY	5 to 9	\$500 to 999	62151106
181	DOGWOOD HUNTING PRESERVE	1 to 4	\$500 to 999	11421004
182	DOLEX DOLLAR EXPRESS	1 to 4	\$500 to 999	52232010
183	DOLLAR BUSINESS SOLUTIONS INC	1 to 4	\$1 to 499	56131102
184	DOLLAR GENERAL	5 to 9	\$500 to 999	45299013
185	DOLLAR TREE	5 to 9	\$500 to 999	45299013
186	DOMINO'S PIZZA	10 to 19	\$500 to 999	72211016
187	DPS	1 to 4	\$1 to 499	54121301
188	DREW OIL CO	20 to 49	\$100,000 to 499,999	32411008
189	DREW'S SERVICE STATION	5 to 9	\$2,500 to 4,999	44719005
190	EASTERN BUFFET	10 to 19	\$1 to 499	72211019
191	EASTSIDE BAPTIST CHURCH	5 to 9		81311008
192	EASTSIDE ELEMENTARY SCHOOL	50 to 99		61111007
193	ECONOMIC DEVELOPMENT AUTHORITY	1 to 4		81391005
194	EDS MNS BELLSOUTH CAIRO SCH	10 to 19	\$2,500 to 4,999	51711006
195	EDWARD JONES	1 to 4	\$500 to 999	52312003

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
196	EL TARASCO	1 to 4	\$1 to 499	53223006
197	EMERGENCY OPERATIONS CTR	1 to 4		92112007
198	EMILY'S ABACR PERSONAL	10 to 19	\$500 to 999	62161001
199	EMMETT R BROCK CPA	1 to 4	\$1 to 499	54121101
200	ESTELLA'S GOLDEN COMB	1 to 4	\$1 to 499	81211202
201	EVERGREEN UNITED CHURCH-CHRIST	1 to 4		81311008
202	EXPRESS CRANE SIGN SVC & RNTLS	1 to 4	\$1 to 499	23899001
203	EXPRESS LUBE	1 to 4	\$1 to 499	81111104
204	FAITH TEMPLE CHURCH OF GOD	5 to 9		81311008
205	FAMILY DOLLAR STORE	5 to 9	\$500 to 999	45299013
206	FAMILY WORSHIP CTR	5 to 9		81311008
207	FARMERS FURNITURE	5 to 9	\$1,000 to 2,499	44211012
208	FARMERS PEANUT CO	5 to 9	\$500 to 999	44529205
209	FASTENAL CO	5 to 9	\$1,000 to 2,499	33271002
210	FEDERAL STATE INSPECTION SVC	50 to 99	\$5,000 to 9,999	54135003
211	FINISH LINE CAR WASH	1 to 4	\$1 to 499	81119208
212	FIRST ASSEMBLY OF GOD	1 to 4		81311008
213	FIRST BAPTIST CHURCH	10 to 19		81311008
214	FIRST BORN CHURCH	1 to 4		81311008
215	FIRST FRANKLIN FINANCIAL CORP	1 to 4		52229101
216	FIRST NATIONAL MORTGAGE	5 to 9	\$500 to 999	52229202
217	FIRST REALTY & APPRAISAL SVC	1 to 4	\$1 to 499	53132003
218	FIRST UNITED METHODIST CHURCH	5 to 9		81311008
219	FIVE STAR CREDIT UNION	1 to 4	\$500 to 999	52213006
220	FLEXIBLE TECHNOLOGIES INC	20 to 49	\$5,000 to 9,999	33999936
221	FLINT RIVER TIMBER CO INC	10 to 19	\$5,000 to 9,999	42331046
222	FLORIDA ROCK INDUSTRIES INC	10 to 19	\$5,000 to 9,999	32732001
223	FLORIDA ROCK INDUSTRIES INC	1 to 4	\$500 to 999	32739002
224	FLOWERS BY LELAND	1 to 4	\$1 to 499	45311001
225	FRAMIN' PLACE	1 to 4	\$1 to 499	45399852
226	FRED'S PHARMACY	1 to 4	\$500 to 999	44611009
227	FRED'S STORE	5 to 9	\$1,000 to 2,499	45211101
228	FRONT PORCH FLORIST & GIFTS	1 to 4	\$1 to 499	45311001

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
229	FULL GOSPEL CHURCH	20 to 49		81311008
230	G T METAL WORKS	1 to 4	\$1 to 499	81149058
231	GA FORESTRY COMMISSION	1 to 4	\$500 to 999	11531005
232	GAINOUS AGRICULTURE SVC	50 to 99	\$20,000 to 49,999	44422010
233	GAINOUS SERVICES	100 to 249	\$5,000 to 9,999	56132001
234	GARY ELMORE DDS	1 to 4	\$500 to 999	62121003
235	GENERAL HEATING & AIR INC	5 to 9	\$2,500 to 4,999	42512086
236	GENERAL PRODUCE CO	10 to 19	\$1,000 to 2,499	44523003
237	GEORGIA FINANCE	1 to 4	\$1,000 to 2,499	52229101
238	GEORGIA-FLORIDA WATER SUPPLY	5 to 9	\$1,000 to 2,499	23711002
239	GODWIN'S GARAGE	1 to 4	\$1 to 499	81111104
240	GOODWILL CAREER TRAINING	1 to 4	\$1 to 499	62431002
241	GOODWILL INDUSTRIES	1 to 4	\$1 to 499	45331041
242	GORDON HEIGHTS BAPTIST CHURCH	1 to 4		81311008
243	GRACO BARBER SHOP	1 to 4	\$1 to 499	81211101
244	GRACO FERTILIZER CO	20 to 49	\$2,500 to 4,999	32111303
245	GRADY CNTY LIVESTOCK PAVILION	1 to 4		92112007
246	GRADY COUNTY ANIMAL CONTROL	1 to 4		92112007
247	GRADY COUNTY ANIMAL CONTROL	1 to 4		92112007
248	GRADY COUNTY AUTO SALES INC	1 to 4	\$1,000 to 2,499	44112005
249	GRADY COUNTY BOARD-EDUCATION	10 to 19		61111007
250	GRADY COUNTY CHAPTER ONE	20 to 49		92112007
251	GRADY COUNTY CHILD ABUSE RPRTS	20 to 49		92313002
252	GRADY COUNTY CLERK OF COURT	5 to 9		92111002
253	GRADY COUNTY CODE ENFORCEMENT	5 to 9		92112007
254	GRADY COUNTY COMMISSIONERS OFC	1 to 4		92112007
255	GRADY COUNTY DIALYSIS FACILITY	5 to 9	\$500 to 999	62211002
256	GRADY COUNTY EMERGENCY MED SVC	10 to 19		92112007
257	GRADY COUNTY EXTENSION SVC	1 to 4		92112007
258	GRADY COUNTY FARM BUREAU	5 to 9	\$500 to 999	52421001
259	GRADY COUNTY GOVERNMENT	5 to 9	\$1,000 to 2,499	54199015
260	GRADY COUNTY HEALTH OFFICE	10 to 19		92312002
261	GRADY COUNTY JAIL	20 to 49		92214004

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
262	GRADY COUNTY JAIL	20 to 49		92214004
263	GRADY COUNTY MAGISTRATE COURT	1 to 4		92211002
264	GRADY COUNTY MENTAL HEALTH	10 to 19		92312002
265	GRADY COUNTY MUSEUM	1 to 4		71211001
266	GRADY COUNTY NEIGHBORHOOD SVC	1 to 4		92112007
267	GRADY COUNTY OF GYMNASIUM	5 to 9		92119002
268	GRADY COUNTY OF TECH DEPT	5 to 9		92119002
269	GRADY COUNTY OPTIONS	1 to 4	\$500 to 999	53111002
270	GRADY COUNTY PRESCHOOL	5 to 9		61111007
271	GRADY COUNTY PROBATE COURT	1 to 4		92211002
272	GRADY COUNTY RECREATIONAL DEPT	1 to 4		92112007
273	GRADY COUNTY RECYCLING CTR	1 to 4	\$1,000 to 2,499	42393017
274	GRADY COUNTY REGISTRAR OFFICE	5 to 9		92112007
275	GRADY COUNTY ROAD DEPT	20 to 49	\$5,000 to 9,999	23731004
276	GRADY COUNTY SCHOOL FOOD SVC	10 to 19	\$1,000 to 2,499	45439007
277	GRADY COUNTY SENIOR CTR	1 to 4		62331205
278	GRADY COUNTY SHERIFF'S OFFICE	20 to 49		92212004
279	GRADY COUNTY SPECIAL EDUCATION	5 to 9		61111007
280	GRADY COUNTY TAX ASSESSORS	5 to 9		92113002
281	GRADY COUNTY TAX COMMISSIONER	5 to 9		92113002
282	GRADY COUNTY VOCATIONAL CTR	20 to 49		61111007
283	GRADY COUNTY VOLUNTEER FIRE	20 to 49		92216003
284	GRADY ELECTRIC MEMBERSHIP CORP	100 to 249	\$10,000 to 19,999	22112202
285	GRADY FINANCE CO	1 to 4	\$1,000 to 2,499	52229103
286	GRADY HOME CARE CTR	1 to 4	\$1 to 499	33911201
287	GRADY LODGE	1 to 4	\$1 to 499	72111002
288	GRADY OIL CO	5 to 9	\$1,000 to 2,499	44719005
289	GRADY PRIMARY CARE	1 to 4	\$1,000 to 2,499	62149301
290	GRADY PRIMARY CARE	1 to 4	\$500 to 999	62111107
291	GREATER NEW CORINTH BAPTIST	1 to 4		81311008
292	GREENSOUTH EQUIPMENT	20 to 49	\$10,000 to 19,999	42382005
293	GUADALUPE	1 to 4	\$500 to 999	44511003
294	H & H SEAFOOD	1 to 4	\$1 to 499	44522004

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
295	H & R BLOCK TAX SVC	1 to 4	\$1 to 499	54121301
296	HAIR PIZAZZ	1 to 4	\$1 to 499	81211202
297	HAIRAPY BY MELINDY	1 to 4	\$1 to 499	81211202
298	HALL SAND CO	1 to 4	\$500 to 999	42332036
299	HARDEE'S	20 to 49	\$1,000 to 2,499	72211019
300	HARMON AUTO GLASS	1 to 4	\$500 to 999	44419031
301	HARRISON & ASSOC INC	10 to 19	\$2,500 to 4,999	23611505
302	HARRISON PRODUCE	1 to 4	\$1 to 499	44523003
303	HARRISON'S AUTO SVC	1 to 4	\$1 to 499	81111104
304	HARVEY'S SUPERMARKET	50 to 99	\$10,000 to 19,999	44511003
305	HEALTH CARE	1 to 4	\$1 to 499	62199921
306	HELP AGENCY	1 to 4		62419012
307	HERITAGE FUNERAL HOME	1 to 4	\$1 to 499	81221002
308	HESTER'S INSURANCE	1 to 4	\$500 to 999	52421001
309	HIBBETT SPORTING GOODS INC	5 to 9	\$500 to 999	44821007
310	HILLTOP BIBLE BAPTIST CHURCH	1 to 4		81311008
311	HOLDER PARK	5 to 9	\$1 to 499	71219004
312	HOLDER PARK YOUTH CTR	1 to 4		92112006
313	HOMETOWN HOMECARE	1 to 4	\$1 to 499	81121908
314	HOMETOWN RENTALS	1 to 4	\$1 to 499	53229921
315	HOPE FOR YOUR HAIR	1 to 4	\$1 to 499	81211202
316	HOPKIN'S HOUSE	1 to 4	\$1 to 499	45399852
317	HOT SPOT	1 to 4	\$1 to 499	81219910
318	HOT SPOT TANNING SALON INC	1 to 4	\$1 to 499	81219910
319	HUMAN RESOURCES DEPT	10 to 19		92313004
320	HUNTERS GLEN APARTMENTS	1 to 4	\$1 to 499	53111002
321	HURST-U-STORE IT	1 to 4	\$1 to 499	53113001
322	ICEBERG INDUSTRIES	1 to 4	\$1 to 499	45421005
323	IRA HIGDON GROCERY CO	50 to 99	\$50,000 to 99,999	42441005
324	J & J CARPETS	1 to 4	\$500 to 999	44221001
325	J & J T'S INC	1 to 4	\$1 to 499	44819029
326	J & S TIRE & AUTO CTR	1 to 4	\$1 to 499	81111104
327	J CARL WOOD COUNSELING SVC	1 to 4	\$1 to 499	62411004

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
328	J RICHARD PORTER III JUDGE	1 to 4		92211002
329	JACK RABBIT FOODS	10 to 19	\$5,000 to 9,999	44719005
330	JACKIE ROBINSON CAIRO MEMORIAL	1 to 4		54172006
331	JACKSON'S HOT DOGS	5 to 9	\$1 to 499	72211019
332	JAMES H DOUGLAS CPA	1 to 4	\$1 to 499	54121101
333	JAMES K HESTER MD	1 to 4	\$500 to 999	62111107
334	JAZZY BAGS ETC	1 to 4	\$500 to 999	45211101
335	JENKINS' IGA FOODLINER	10 to 19	\$2,500 to 4,999	44511003
336	JIN'S CHINESE BUFFET	1 to 4	\$1 to 499	72211019
337	JOEY BROCK LAND SURVEYING LLC	1 to 4	\$1 to 499	54137002
338	JOHN DEERE LAWN & GARDEN EQPT	1 to 4	\$1 to 499	44421004
339	JOHN ELKINS PHOTOGRAPHY	1 to 4	\$1 to 499	54192110
340	JOSES MEXICAN RESTAURANT	5 to 9	\$1 to 499	72211019
341	JOY MYRTICE	1 to 4	\$1 to 499	53222002
342	K D & C CRANE SVC	1 to 4	\$1 to 499	23899001
343	K TODD BUTLER PC	1 to 4	\$1 to 499	54111002
344	KEN YOUNG CO	20 to 49	\$10,000 to 19,999	33992027
345	KEVIN ROSS FINANCIAL SVC	1 to 4	\$1 to 499	52421001
346	KFC	20 to 49	\$500 to 999	72211019
347	KIMS'S BEAUTY SUPPLY	1 to 4	\$1 to 499	42385007
348	KINGDOM HALL-JEHOVAH'S WITNESS	1 to 4		81311008
349	KINRO MANUFACTURING	50 to 99	\$10,000 to 19,999	33999936
350	KLASSY KLIPPERS	1 to 4	\$1 to 499	81211202
351	L & G FOOD MART	1 to 4	\$1 to 499	44719005
352	LA PINATA	1 to 4	\$1 to 499	44511003
353	LABOR DEPT	5 to 9		92615004
354	LADIES NIGHT	1 to 4	\$1 to 499	44812001
355	LAND CONSULTANT	1 to 4	\$1 to 499	53121003
356	LATRICE BEAUTY SALON	1 to 4	\$1 to 499	81211202
357	LDS MISSIONARIES RESIDENCE	1 to 4		81311021
358	LEARNING ADVENTURES PRESCHOOL	1 to 4	\$1 to 499	62441006
359	LEGACY TWIRLING ACADEMY	1 to 4	\$1 to 499	61169905
360	LEHMAN & CAULEY	1 to 4	\$1 to 499	54111002

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
361	LEHMAN & CAULEY	1 to 4	\$500 to 999	54111002
362	LENWARD'S PORTABLE WELDING	1 to 4	\$1 to 499	81149058
363	LEWIS QWIK LUBE & CAR WASH	5 to 9	\$500 to 999	81111104
364	LIGHTHOUSE RESTAURANT	5 to 9	\$1 to 499	72211019
365	LINDA'S BRESHE SALON	1 to 4	\$1 to 499	81211202
366	LINDO MICHOACAN	1 to 4	\$1 to 499	45399847
367	LISA'S HAIR REFLECTION	1 to 4	\$1 to 499	81211202
368	LIVING HOPE FELLOWSHIP CHURCH	1 to 4		81311008
369	LONGLEAF APARTMENTS	1 to 4	\$1 to 499	53111002
370	LONNIE R HARRISON DDS	1 to 4	\$500 to 999	62121003
371	LOS REYES MEXICAN RESTAURANT	5 to 9	\$1 to 499	72211019
372	LUMIS C BROWN DDS	1 to 4	\$500 to 999	62121003
373	M & M ICE & COLD STORAGE	1 to 4	\$500 to 999	31211302
374	MACEDONIA MISSIONARY BAPTIST	1 to 4		81311008
375	MAGNOLIA PLACE OF CAIRO	20 to 49	\$1,000 to 2,499	62331101
376	MAKIN' WAVES	1 to 4	\$1 to 499	81211202
377	MAPLE GROVE GENERAL SURGERY	1 to 4	\$500 to 999	62111107
378	MAPLE GROVE GENERAL SURGERY	1 to 4	\$500 to 999	62111107
379	MARK C HUDSON DO	1 to 4	\$500 to 999	62111107
380	MASSAGE THERAPY & WELLNESS CTR	1 to 4	\$1 to 499	81219908
381	MATHERS ELECTRIC CO INC	1 to 4	\$500 to 999	23821007
382	MC DONALD'S	20 to 49	\$1,000 to 2,499	72211019
383	MC GAHEE MORTGAGE SVC	1 to 4	\$1 to 499	52229202
384	MEAG POWER	5 to 9	\$5,000 to 9,999	22112202
385	MELVIN R HORNE	1 to 4	\$1 to 499	54111002
386	MESSENGER PUBLISHING CO	10 to 19	\$2,500 to 4,999	32311009
387	MICHAEL R WALDROP DC	1 to 4	\$1 to 499	62131002
388	MIGRANT EDUCATION GRADY CO	1 to 4	\$1 to 499	61171003
389	MILLS HEATING AIR COND & COML	10 to 19	\$1,000 to 2,499	23822002
390	MISCIANIA GUATE MEX	1 to 4	\$1 to 499	44814001
391	MISS MYRT'S CAKE & CANDY SUPLS	1 to 4	\$1 to 499	45399816
392	MOBLEY'S FURNITURE & APPLIANCE	5 to 9	\$1,000 to 2,499	44311104
393	MODERN NAILS	1 to 4	\$1 to 499	81211302

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
394	MONEY TREE OF GA	1 to 4	\$500 to 999	52311002
395	MOORE MOTORS	1 to 4	\$500 to 999	44112005
396	MOORE'S PICTURE FRAME SHOP	1 to 4	\$1 to 499	45399852
397	MOVIE GALLERY	5 to 9	\$500 to 999	53223006
398	MR CHICK	10 to 19	\$500 to 999	72211019
399	MS DEES HOUSE OF STYLES	1 to 4	\$1 to 499	81211202
400	MT CALVARY BAPTIST CHURCH	1 to 4		81311008
401	MULTI-MEDIA CENTER	1 to 4		61111007
402	MUNICIPAL GAS AUTH OF GEORGIA	5 to 9	\$10,000 to 19,999	22121002
403	MURKERSON CONSTRUCTION CO	1 to 4	\$500 to 999	23611505
404	MURPHY USA	1 to 4	\$1,000 to 2,499	44719005
405	MYA GREENBERG DDS	1 to 4	\$500 to 999	62121003
406	N & W TIMBER CO	1 to 4	\$2,500 to 4,999	42331046
407	N-TRIGUE HAIR SALON	1 to 4	\$1 to 499	81211202
408	NATIONAL REFINER PLATE CO	10 to 19	\$2,500 to 4,999	33151304
409	NATURAL RESOURCES CONSERVATION	1 to 4		92412003
410	NAVY RECRUITING STATION	1 to 4		92811006
411	NEUTRAL ZONE	1 to 4		62411006
412	NEW IMAGES	1 to 4	\$1 to 499	81211202
413	NEWMONS ALLPRO CARPET	1 to 4	\$1 to 499	56174001
414	NICHOLSON EQUIPMENT	1 to 4	\$1 to 499	56173009
415	NORTHSIDE ELEMENTARY SCHOOL	50 to 99		61111007
416	O'REILLY AUTO PARTS	1 to 4	\$500 to 999	44131011
417	OAK GROVE PRIMITIVE BAPTIST	5 to 9		81311008
418	OAKS CENTER	1 to 4		62412003
419	OFF BROAD STREET CTR FOR DANCE	5 to 9	\$1 to 499	61161011
420	ONE CONVENIENT STOP	1 to 4	\$1 to 499	44512001
421	OPEN AIR MARKET	1 to 4	\$1 to 499	44523003
422	ORKIN	10 to 19	\$1,000 to 2,499	56171009
423	OWENS & COOK PECAN & PRODUCT	1 to 4	\$500 to 999	44523003
424	P S ETC	1 to 4	\$1 to 499	54121301
425	PALACE	1 to 4	\$1 to 499	81219910
426	PARDONS & PAROLE	10 to 19		92112008

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
427	PARK AVENUE BANK	5 to 9		52211002
428	PARK MODEL MFR	10 to 19	\$2,500 to 4,999	33999936
429	PARRAMORE PRE-LEARNING ACADEMY	1 to 4	\$1 to 499	62441006
430	PATEL CONVENIENCE STORES INC	5 to 9		44512001
431	PATRIOT TECHNOLOGY SALES INC	5 to 9	\$500 to 999	33271002
432	PAUL L STEINBERG MD	1 to 4	\$500 to 999	62111107
433	PAUL'S PEST CONTROL INC	1 to 4	\$1 to 499	56171009
434	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
435	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
436	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
437	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
438	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
439	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
440	PEDIATRIC CENTER	5 to 9	\$1,000 to 2,499	62111107
441	PEDIATRIC CENTER	1 to 4	\$500 to 999	62111107
442	PEEBLES	10 to 19	\$1,000 to 2,499	45211101
443	PICKLE PATCH DELI	1 to 4	\$1 to 499	72221103
444	PILGRIM REST MISSIONARY BAPT	1 to 4		81311008
445	PINE FOREST APARTMENTS	1 to 4	\$1 to 499	53111002
446	PINE FOREST BAPTIST CHURCH	1 to 4		81311008
447	PINE HILL BAPTIST CHURCH	1 to 4		81311008
448	PIZZA HUT	1 to 4	\$1 to 499	72211016
449	PLANTATION GYNECOLOGY	1 to 4	\$500 to 999	62111107
450	PLANTATION GYNECOLOGY	1 to 4	\$500 to 999	62111107
451	PLEASANT HILL CHURCH	1 to 4		81311008
452	POLLOCK INSURANCE	5 to 9	\$500 to 999	52421001
453	PORTER INSURANCE	1 to 4	\$1 to 499	52421001
454	PRAY FRIENDSHIP HOUSE	1 to 4		81311021
455	PRECISION AVIATION SVC INC	1 to 4	\$1 to 499	48811907
456	PRESBYTERIAN CHURCH	1 to 4		81311008
457	PRIMARY PHYSICIAN CARE	5 to 9	\$1,000 to 2,499	62111107
458	PRIVATE STUDIO	1 to 4	\$1 to 499	81211202
459	PRO SURFACES	5 to 9	\$500 to 999	33711004

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
460	PROBATION OFFICE	5 to 9		92215001
461	PROFESSIONAL AUTO CARE	1 to 4	\$1 to 499	81119208
462	QUAIL RIDGE FAMILY PRACTICE	5 to 9	\$1,000 to 2,499	62111107
463	QUALITY CAR CARE INC	1 to 4	\$1 to 499	81111104
464	QUALITY HOME RENTALS INC	1 to 4	\$500 to 999	53221015
465	QUALITY LAWN CARE	1 to 4	\$1 to 499	56173011
466	QUICK BUY FOOD STORES INC	1 to 4		44512001
467	QUICK BUYS	5 to 9	\$1,000 to 2,499	44512001
468	R & W POOL SUPPLIES & SVC	1 to 4	\$1 to 499	45399866
469	RANDY'S LAWN & GARDEN	1 to 4	\$500 to 999	81141101
470	REAL ESTATE SHOP	5 to 9	\$500 to 999	53121003
471	REALTY MART INC	10 to 19	\$1,000 to 2,499	53121003
472	RED HILLS COMMUNITY PROBATION	1 to 4		92215001
473	REE'S	1 to 4	\$1 to 499	45311001
474	REFLECTION'S BEAUTY CTR INC	1 to 4	\$1 to 499	44814001
475	REGIONAL COMMUNITY CTR	1 to 4		71211005
476	RENTAL CENTER	1 to 4	\$1 to 499	53121007
477	RENTAL EQUIPMENT & SALES INC	10 to 19	\$1,000 to 2,499	53249002
478	RICHTER & CO	1 to 4	\$1 to 499	54121101
479	RICHTER & CO	1 to 4	\$1 to 499	54121101
480	RICHTER & CO	1 to 4	\$1 to 499	54121101
481	RICHTER & CO	1 to 4	\$500 to 999	54121101
482	RITE AID	10 to 19	\$1,000 to 2,499	44611009
483	RITEWAY SALES & MARKETING SPEC	5 to 9	\$5,000 to 9,999	42512050
484	ROCKDALE TRANSPORTATION ENTS	5 to 9	\$500 to 999	48423019
485	RODDENBERY MEMORIAL LIBRARY	10 to 19		51912006
486	ROSE CITY ORTHOPEDICS	10 to 19	\$1,000 to 2,499	62111107
487	ROYCES PAINT & BODY SHOP	10 to 19	\$1,000 to 2,499	81112102
488	S & L PRODUCTIONS	1 to 4	\$2,500 to 4,999	42369037
489	SANDERS GARAGE	1 to 4	\$1 to 499	81111104
490	SCOTT'S TASTY CHICKEN	1 to 4	\$1 to 499	72211019
491	SEAFOOD HOUSE	1 to 4	\$1,000 to 2,499	42446002
492	SECURE WAREHOUSING	10 to 19	\$2,500 to 4,999	53113001

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
493	SECURITY FINANCE CORP	1 to 4	\$1 to 499	54121301
494	SEMINOLE MARINE INC	100 to 249	\$20,000 to 49,999	33661201
495	SEMINOLE WIND RESTAURANT	10 to 19	\$500 to 999	72211019
496	SHAMROCK REALTY	1 to 4	\$1 to 499	53121003
497	SHAMROCK REALTY	1 to 4	\$1 to 499	53121003
498	SHEAR EXCELLANCE AT LINDA'S	1 to 4	\$1 to 499	81211202
499	SIGN OUTLET	1 to 4	\$1 to 499	54189014
500	SKATE TOWNE OF CAIRO	1 to 4	\$1 to 499	71394025
501	SKINNER'S CROP INSURANCE	1 to 4	\$1 to 499	52421001
502	SMITTY'S QUICK MART	1 to 4	\$500 to 999	44512001
503	SMITTYS PACKAGE STORE	1 to 4	\$500 to 999	44531004
504	SOLID ROCK MISSIONARY BAPTIST	1 to 4		81311008
505	SOUTH GA OUTDOORS	1 to 4	\$1 to 499	45111055
506	SOUTH GA TRACTOR	5 to 9	\$1,000 to 2,499	42382032
507	SOUTH GEORGIA ALUMINUM SCREEN	1 to 4	\$1 to 499	23611825
508	SOUTH GEORGIA DRILLING CO	5 to 9	\$1,000 to 2,499	23711002
509	SOUTH GEORGIA PERFORMING ARTS	1 to 4	\$1 to 499	61161011
510	SOUTH GEORGIA TRACTOR INC	5 to 9	\$500 to 999	44421004
511	SOUTHERN AUTOMOTIVE	1 to 4	\$1 to 499	81111104
512	SOUTHERN CONTRACTORS	10 to 19	\$2,500 to 4,999	23731010
513	SOUTHERN INSURANCE OF CAIRO	5 to 9	\$1,000 to 2,499	52421001
514	SOUTHERN STATES COOPERATIVE	5 to 9	\$5,000 to 9,999	42491015
515	SOUTHERN TRADITIONS BY CRAIG	1 to 4	\$1 to 499	45311001
516	SOUTHERN TRIAD CONSTRUCTION	1 to 4	\$1,000 to 2,499	23611505
517	SOUTHSIDE ELEMENTARY SCHOOL	100 to 249		61111007
518	SOUTHSIDE MEDIA CTR	1 to 4	\$500 to 999	51119906
519	SOUTHWEST GEORGIA APPRAISAL	1 to 4	\$1 to 499	53132003
520	SPORTSMAN VILLAGE	1 to 4	\$1 to 499	45111055
521	SPRINGHILL CHRISTIAN CHURCH	1 to 4		81311008
522	ST CALVARY MISSIONARY BAPTIST	1 to 4		81311008
523	ST CLAIR PRIMITIVE BAPTIST CHR	1 to 4		81311008
524	ST ELIZABETH ANN SETON CHURCH	5 to 9		81311008
525	ST THOMAS PRIMITIVE BAPTIS	1 to 4		81311008

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
526	STALLINGS MOTORS INC	20 to 49	\$10,000 to 19,999	44111001
527	STANDING OVATIONS	1 to 4	\$1 to 499	61161011
528	STATE FARM INSURANCE	1 to 4	\$500 to 999	52421001
529	STATE FARM INSURANCE	1 to 4	\$500 to 999	52421001
530	STATE FARMERS MARKET	1 to 4	\$500 to 999	42448008
531	STEPHEN L FLOORE MD	1 to 4	\$500 to 999	62111107
532	STONE'S HOME CTR	20 to 49	\$5,000 to 9,999	44411001
533	STRANDS HAIR SALON	1 to 4	\$1 to 499	81211202
534	STRICKLAND'S UPHOLSTERING SHOP	1 to 4	\$1 to 499	81142013
535	SUBWAY	10 to 19	\$1 to 499	72211019
536	SUMMIT	1 to 4	\$500 to 999	31111905
537	SUN TRUST MORTGAGE	1 to 4	\$1 to 499	52229202
538	SUNSHINE CLEANERS & LAUNDRIES	5 to 9	\$500 to 999	81232002
539	SYRUP CITY ELECTRIC	1 to 4	\$1 to 499	23821007
540	SYRUP CITY SPORTS	1 to 4	\$1 to 499	45111055
541	SYRUP CITY TIRE & AUTO CTR	1 to 4	\$500 to 999	44132001
542	SYRUPMAKER AUTO LOTT	1 to 4	\$1,000 to 2,499	44112005
543	TANGLES	1 to 4	\$1 to 499	81211202
544	TAX EXPRESS	1 to 4	\$1 to 499	54121903
545	TAYLOR HYDRAULICS	1 to 4	\$1,000 to 2,499	42383024
546	TAYLOR WASTE SVC INC	5 to 9	\$1,000 to 2,499	56211901
547	TEASLEY'S SCHOOL	1 to 4		61111007
548	TENDER HEARTS PRE-SCHOOL	1 to 4	\$1 to 499	62441006
549	TENNEWITZ FARMS	1 to 4	\$500 to 999	11199803
550	TERRY PRINCE	1 to 4	\$1 to 499	54121101
551	TEXACO HUD'S MINI MARKET	5 to 9	\$2,500 to 4,999	44719005
552	TEXACO HUD'S MINI MART II	5 to 9	\$2,500 to 4,999	44719005
553	THOMAS BARBER SHOP	1 to 4	\$1 to 499	81211101
554	THOMAS OF CAIRO CHEV BUICK	20 to 49	\$20,000 to 49,999	44111001
555	THOMAS TREE SVC	1 to 4	\$1 to 499	56173022
556	THOMAS WEEKEND REPAIR	1 to 4	\$1 to 499	81111104
557	THOMAS' TOP SHOP	1 to 4	\$1 to 499	81142013
558	THOMPSON PEARLINE'S FLOWER	1 to 4	\$1 to 499	45311001

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
559	THOMSON INDUSTRIES	1 to 4	\$1,000 to 2,499	33311103
560	TIMKEN CO	500 to 999	\$100,000 to 499,999	33299101
561	TIMOTHY G WIDENER CPA	1 to 4	\$1 to 499	54121101
562	TIRE & RIM OUTLET	1 to 4	\$500 to 999	44132001
563	TIRED CREEK PRIMITIVE BAPTIST	1 to 4		81311008
564	TITLE ONE PARENT INVOLVEMENT	5 to 9		81341005
565	TOM MAXWELL'S GREENHOUSE	1 to 4	\$1 to 499	44422012
566	TONY MILLER CABINETS	1 to 4	\$500 to 999	33711002
567	TOTALLY ENVOGUE	1 to 4	\$1 to 499	81211202
568	TOWNHOUSE RESTAURANT	5 to 9	\$1 to 499	72211019
569	TRANSPORTATION DEPT	1 to 4	\$1 to 499	48821008
570	TRAWICK'S SERVICE STATION	1 to 4	\$1 to 499	81111104
571	U SAVE IT PHARMACY	1 to 4	\$500 to 999	44611009
572	U-HAUL CO	1 to 4	\$1,000 to 2,499	53212016
573	UNION HILL PRIMITIVE BAPTIST	1 to 4		81311008
574	UNITED NATIONAL BANK	10 to 19	\$2,500 to 4,999	52211002
575	UNITED WAY FOR GRADY COUNTY	1 to 4		62419012
576	US ARMY RECRUITING	1 to 4		92811006
577	US CONSOLIDATED FARM SVC AGCY	5 to 9		92412003
578	US FOOD MART	1 to 4	\$1 to 499	44511003
579	VERIZON WIRELESS	1 to 4	\$1,000 to 2,499	51721014
580	VIDEO WAREHOUSE	10 to 19	\$1,000 to 2,499	53223006
581	WAL-MART	100 to 249	\$20,000 to 49,999	45211101
582	WAL-MART PHARMACY	5 to 9	\$1,000 to 2,499	44611009
583	WALDROP CHIROPRACTIC & FAMILY	1 to 4	\$1 to 499	62131002
584	WALKER REALTY	1 to 4	\$1 to 499	53121003
585	WARD'S HEARING AID CTR	1 to 4	\$1 to 499	44619903
586	WASHINGTON MIDDLE SCHOOL	100 to 249		61111007
587	WESTON'S FUNERAL HOME	1 to 4	\$1 to 499	81221002
588	WICKER.COM INC	1 to 4	\$1 to 499	33999936
589	WILLARD BARFIELD CERAMIC TILE	1 to 4	\$1 to 499	23834005
590	WILLIAM H HOLBROOK MD	1 to 4	\$500 to 999	62111107
591	WILLIAMS LAND SURVEYING	1 to 4	\$1 to 499	54137002

#	Company Name	Number of Employees	Sales Volume (\$000)	NAICS Code
592	WILLIFORD'S FUNERAL HOME	1 to 4	\$1 to 499	81221002
593	WILSON CHAPEL MISSIONARY BAPT	1 to 4		81311008
594	WINDWOOD VILLAS APARTMENTS	1 to 4	\$1 to 499	53111002
595	WOODWORKS BY DOE RUN DESIGN	1 to 4	\$1 to 499	23835002
596	WORD OF LIFE CHRISTIAN CTR	5 to 9		81311008
597	YOUR NAME HERE INC	5 to 9	\$1,000 to 2,499	54149001
598	ZAK'S PACKAGE STORE	1 to 4	\$500 to 999	44531004
599	ZEBULON THEATRE	1 to 4	\$1 to 499	51213101

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.

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#### 4.B. Appendix B: Consumer Expenditures in Grady and 5 Adjacent Counties

Item	Gadsden County	Leon County	Decatur County	Grady County	Mitchell County	Thomas County
<b>2007 Consumer Expenditures (Average Household Annual Expenditures):</b>						
Total Households	16,520	110,030	11,792	9,118	8,426	17,427
Median Household Income	\$37,500	\$45,871	\$34,250	\$34,190	\$31,879	\$37,461
Total Average Household Expenditure	\$41,305	\$49,151	\$39,707	\$38,326	\$37,616	\$41,242
Airline Fares	\$288.37	\$364.47	\$279.38	\$267.77	\$263.66	\$292.58
Alcoholic Beverages	\$472.19	\$585.52	\$453.90	\$437.39	\$430.85	\$477.63
Alimony And Child Support	\$202.86	\$256.70	\$195.64	\$187.59	\$184.35	\$206.07
Apparel	\$1,975.44	\$2,353.61	\$1,903.27	\$1,829.94	\$1,800.93	\$1,973.12
Apparel Services And Accessories	\$292.70	\$369.32	\$286.25	\$272.36	\$267.66	\$296.31
Audio Equipment	\$71.04	\$82.84	\$67.75	\$65.77	\$64.63	\$70.51
Babysitting And Elderly Care	\$318.99	\$403.29	\$311.42	\$300.39	\$292.27	\$322.77
Books	\$49.14	\$59.31	\$47.19	\$45.52	\$44.72	\$49.35
Books And Supplies	\$126.55	\$167.10	\$121.91	\$119.29	\$117.55	\$129.81
Boys Apparel	\$96.96	\$111.27	\$92.76	\$90.01	\$88.49	\$95.40
Cellular Phone Service	\$339.30	\$391.36	\$324.93	\$315.79	\$311.42	\$337.65
Cigarettes	\$272.59	\$292.69	\$262.19	\$254.11	\$251.22	\$267.29
Computer Hardware	\$274.24	\$338.19	\$262.29	\$253.90	\$247.05	\$274.69
Computer Information Services	\$128.33	\$162.53	\$123.91	\$119.58	\$116.49	\$130.48
Computer Software	\$21.34	\$26.26	\$20.42	\$19.77	\$19.24	\$21.39
Contributions	\$1,418.53	\$1,819.81	\$1,363.58	\$1,309.00	\$1,291.04	\$1,440.18
Coolant And Other Fluids	\$6.45	\$7.56	\$6.19	\$5.98	\$5.85	\$6.41
Cosmetics and Perfume	\$85.37	\$100.93	\$82.25	\$79.12	\$77.73	\$85.10
Deodorants and Other Personal Care Products	\$23.73	\$27.89	\$22.85	\$21.97	\$21.62	\$23.66
Education	\$905.69	\$1,196.99	\$872.10	\$852.60	\$842.41	\$929.85
Electricity	\$1,119.08	\$1,270.48	\$1,079.07	\$1,043.00	\$1,029.67	\$1,109.88
Entertainment	\$2,279.59	\$2,737.09	\$2,193.03	\$2,115.33	\$2,068.10	\$2,276.64
Fees And Admissions	\$546.50	\$704.38	\$523.50	\$505.58	\$493.83	\$554.02
Finance Charges Excluding Mortgage And Vehicle	\$455.46	\$535.41	\$433.36	\$422.90	\$416.19	\$454.07
Floor Coverings	\$55.35	\$73.51	\$55.11	\$51.06	\$50.03	\$56.52
Food And Beverages	\$6,512.86	\$7,555.76	\$6,263.78	\$6,048.69	\$5,951.22	\$6,473.31
Food At Home	\$3,499.95	\$3,935.32	\$3,377.52	\$3,258.55	\$3,214.76	\$3,459.42
Food Away From Home	\$2,540.72	\$3,034.92	\$2,432.36	\$2,352.75	\$2,305.61	\$2,536.26
Footwear	\$335.08	\$378.22	\$322.40	\$312.11	\$308.41	\$331.69
Fuel Oil And Other Fuels	\$111.58	\$127.84	\$107.66	\$103.44	\$101.65	\$110.62

<b>Item</b>	<b>Gadsden County</b>	<b>Leon County</b>	<b>Decatur County</b>	<b>Grady County</b>	<b>Mitchell County</b>	<b>Thomas County</b>
Funeral And Cemetery	\$78.75	\$89.88	\$74.22	\$72.51	\$71.27	\$77.71
Furniture	\$469.17	\$581.00	\$449.56	\$431.71	\$420.37	\$469.41
Gasoline And Oil	\$1,912.68	\$2,191.48	\$1,836.84	\$1,774.96	\$1,734.84	\$1,888.63
Gifts	\$1,022.53	\$1,304.85	\$986.23	\$946.20	\$931.96	\$1,037.71
Girls Apparel	\$130.60	\$152.59	\$124.51	\$121.10	\$118.17	\$128.95
Hair Care	\$46.91	\$55.44	\$45.23	\$43.49	\$42.78	\$46.84
Hard Surface Flooring	\$20.56	\$25.17	\$19.89	\$19.09	\$18.72	\$20.73
Health Care	\$2,661.08	\$3,021.85	\$2,564.96	\$2,466.92	\$2,435.48	\$2,638.09
Health Care Insurance	\$1,285.64	\$1,462.02	\$1,243.50	\$1,192.46	\$1,177.28	\$1,275.32
Health Care Services	\$641.11	\$728.50	\$614.40	\$595.25	\$587.72	\$635.45
Health Care Supplies And Equipment	\$734.33	\$831.33	\$707.06	\$679.21	\$670.48	\$727.32
Household Services	\$250.16	\$315.67	\$241.02	\$231.38	\$226.62	\$252.69
Household Supplies	\$615.40	\$767.04	\$595.18	\$569.14	\$557.10	\$618.01
Household Textiles	\$127.03	\$151.93	\$121.99	\$117.40	\$114.41	\$126.78
Housewares And Small Appliances	\$876.26	\$1,084.58	\$839.43	\$812.30	\$790.25	\$879.72
Indoor Plants And Fresh Flowers	\$53.97	\$69.35	\$52.52	\$50.75	\$49.15	\$55.12
Infants Apparel	\$88.68	\$104.47	\$85.61	\$82.08	\$80.30	\$87.96
Jewelry	\$117.08	\$147.65	\$114.55	\$109.05	\$106.94	\$118.40
Legal And Accounting	\$85.84	\$99.30	\$81.28	\$79.36	\$78.10	\$85.12
Magazines	\$27.53	\$33.23	\$26.44	\$25.51	\$25.06	\$27.65
Major Appliances	\$208.34	\$247.50	\$201.53	\$192.36	\$187.98	\$206.89
Mass Transit	\$77.37	\$97.88	\$74.92	\$71.85	\$70.72	\$78.43
Men's Apparel	\$371.88	\$447.43	\$356.09	\$343.01	\$336.79	\$371.59
Mortgage Interest	\$3,016.03	\$3,781.21	\$2,887.18	\$2,783.84	\$2,702.52	\$3,025.46
Natural Gas	\$422.21	\$485.01	\$406.12	\$392.39	\$387.78	\$419.54
New Car Purchased	\$918.75	\$1,152.28	\$884.65	\$850.32	\$822.15	\$924.36
New Truck Purchased	\$1,086.66	\$1,364.49	\$1,046.61	\$1,005.93	\$971.97	\$1,092.96
New Vehicle Purchase	\$2,005.41	\$2,516.77	\$1,931.26	\$1,856.25	\$1,794.12	\$2,017.32
Newspapers	\$57.66	\$69.25	\$55.31	\$53.36	\$52.44	\$57.86
Oral Hygeine Products	\$21.68	\$25.67	\$20.92	\$20.12	\$19.77	\$21.65
Other Lodging	\$406.87	\$566.31	\$404.49	\$381.75	\$374.35	\$425.15
Other Miscellaneous Expenses	\$87.90	\$103.02	\$83.55	\$81.54	\$80.27	\$87.58
Other Repairs And Maintenance	\$117.16	\$144.31	\$113.48	\$109.00	\$106.83	\$118.33
Other Tobacco Products	\$30.36	\$32.52	\$29.20	\$28.29	\$27.99	\$29.76
Other Transportation Costs	\$450.38	\$558.08	\$436.24	\$418.67	\$408.17	\$454.28
Other Utilities	\$347.01	\$398.66	\$333.43	\$321.72	\$316.46	\$343.75
Paint And Wallpaper	\$52.19	\$63.91	\$50.52	\$48.59	\$47.65	\$52.68
Personal Care	\$140.84	\$166.42	\$135.73	\$130.55	\$128.29	\$140.46

Item	Gadsden County	Leon County	Decatur County	Grady County	Mitchell County	Thomas County
Products						
Personal Care Services	\$403.23	\$477.93	\$389.03	\$374.11	\$367.62	\$402.52
Personal Insurance	\$395.25	\$500.42	\$385.89	\$367.03	\$359.43	\$399.68
Pet Supplies And Services	\$226.02	\$266.14	\$217.81	\$210.27	\$205.17	\$224.78
Photographic Equipment And Supplies	\$101.58	\$119.75	\$99.27	\$94.51	\$92.28	\$101.21
Plumbing And Heating	\$46.58	\$57.26	\$45.01	\$43.28	\$42.27	\$46.79
Property Taxes	\$1,317.39	\$1,637.74	\$1,278.89	\$1,224.92	\$1,192.62	\$1,326.01
Public Transportation	\$448.34	\$565.95	\$434.14	\$416.09	\$409.84	\$454.71
Records / Tapes / CD Purchases	\$113.51	\$132.87	\$108.50	\$105.32	\$103.56	\$113.07
Recreational Equipment And Supplies	\$916.84	\$1,077.17	\$889.23	\$852.06	\$829.95	\$909.89
Rental Costs	\$2,139.16	\$2,198.63	\$2,003.10	\$1,994.14	\$2,006.85	\$2,094.03
Roofing And Siding	\$64.11	\$78.29	\$61.84	\$59.49	\$58.24	\$64.39
Satellite Dishes	\$8.94	\$10.39	\$8.52	\$8.28	\$8.13	\$8.88
Shaving Needs	\$10.06	\$11.93	\$9.71	\$9.34	\$9.17	\$10.05
Shelter	\$7,926.95	\$9,470.26	\$7,588.96	\$7,360.30	\$7,233.12	\$7,928.83
Telephone Service Excl Cell Phones	\$669.08	\$769.69	\$639.98	\$622.24	\$613.17	\$664.65
Televisions	\$103.46	\$121.09	\$98.87	\$96.08	\$94.20	\$102.86
Transportation	\$8,305.84	\$9,812.93	\$7,988.01	\$7,695.62	\$7,502.02	\$8,259.96
Tuition	\$779.14	\$1,029.89	\$750.19	\$733.31	\$724.86	\$800.04
Used Car Purchase	\$760.81	\$845.58	\$732.74	\$706.43	\$689.68	\$748.19
Used Truck Purchase	\$662.57	\$736.58	\$638.34	\$615.40	\$600.16	\$650.77
Used Vehicle Purchase	\$1,423.38	\$1,582.16	\$1,371.08	\$1,321.83	\$1,289.84	\$1,398.96
VCRs And Related Equipment	\$42.69	\$50.09	\$40.84	\$39.66	\$38.94	\$42.53
Vehicle Insurance	\$961.95	\$1,109.27	\$921.60	\$888.42	\$870.86	\$951.89
Vehicle Repair	\$646.41	\$754.42	\$619.41	\$598.53	\$586.19	\$642.17
Vehicle Repair And Maintenance	\$652.86	\$761.98	\$625.60	\$604.51	\$592.04	\$648.58
Video And Audio Equipment	\$816.25	\$955.54	\$780.30	\$757.69	\$744.32	\$812.73
Video Game Hardware And Software	\$26.57	\$30.98	\$25.40	\$24.67	\$24.24	\$26.47
Watches	\$21.70	\$27.29	\$21.20	\$20.15	\$19.85	\$21.95
Women's Apparel	\$659.54	\$790.31	\$635.65	\$609.27	\$601.11	\$661.22
<b>2012 Consumer Expenditures (Ave HH Exp):</b>						
Total Households	17,176	119,480	12,781	9,456	8,773	18,358
Median Household Income	\$41,362	\$51,375	\$37,896	\$37,888	\$35,655	\$41,421
Total Average Household Expenditure	\$44,153	\$52,259	\$41,420	\$39,999	\$39,298	\$42,988
Airline Fares	\$312.22	\$398.39	\$295.67	\$283.56	\$279.17	\$310.17

<b>Item</b>	<b>Gadsden County</b>	<b>Leon County</b>	<b>Decatur County</b>	<b>Grady County</b>	<b>Mitchell County</b>	<b>Thomas County</b>
Alcoholic Beverages	\$508.06	\$629.33	\$477.10	\$459.83	\$453.24	\$501.86
Alimony And Child Support	\$220.54	\$279.57	\$207.54	\$199.04	\$195.77	\$218.78
Apparel	\$2,114.84	\$2,510.57	\$1,988.59	\$1,915.74	\$1,884.69	\$2,060.48
Apparel Services And Accessories	\$317.27	\$404.22	\$303.00	\$288.68	\$283.10	\$314.01
Audio Equipment	\$75.50	\$87.29	\$70.32	\$68.21	\$67.21	\$73.07
Babysitting And Elderly Care	\$346.68	\$440.85	\$330.97	\$318.73	\$310.06	\$342.53
Books	\$52.67	\$63.17	\$49.32	\$47.63	\$46.89	\$51.59
Books And Supplies	\$138.86	\$183.90	\$130.26	\$127.49	\$125.25	\$138.86
Boys Apparel	\$103.14	\$118.16	\$96.40	\$93.84	\$91.82	\$98.87
Cellular Phone Service	\$358.19	\$408.00	\$334.76	\$325.52	\$321.49	\$347.31
Cigarettes	\$282.36	\$297.90	\$265.72	\$256.69	\$255.10	\$269.71
Computer Hardware	\$296.69	\$362.32	\$276.87	\$267.45	\$260.81	\$289.74
Computer Information Services	\$139.38	\$174.28	\$131.41	\$126.50	\$123.55	\$138.21
Computer Software	\$23.09	\$28.17	\$21.55	\$20.83	\$20.31	\$22.56
Contributions	\$1,537.70	\$2,003.38	\$1,451.30	\$1,386.94	\$1,370.26	\$1,533.95
Coolant And Other Fluids	\$6.87	\$7.95	\$6.43	\$6.22	\$6.10	\$6.65
Cosmetics and Perfume	\$91.14	\$107.01	\$85.66	\$82.46	\$81.11	\$88.59
Deodorants and Other Personal Care Products	\$25.34	\$29.58	\$23.79	\$22.90	\$22.55	\$24.62
Education	\$993.40	\$1,316.34	\$931.39	\$910.86	\$896.89	\$994.10
Electricity	\$1,175.98	\$1,319.95	\$1,107.74	\$1,070.10	\$1,058.53	\$1,136.88
Entertainment	\$2,440.64	\$2,916.83	\$2,293.28	\$2,209.84	\$2,165.96	\$2,378.51
Fees And Admissions	\$598.33	\$774.18	\$559.91	\$540.51	\$527.96	\$592.62
Finance Charges Excluding Mortgage And Vehicle	\$483.62	\$561.02	\$449.05	\$437.75	\$431.36	\$469.25
Floor Coverings	\$61.27	\$81.83	\$59.20	\$55.12	\$53.91	\$61.06
Food And Beverages	\$6,915.79	\$7,955.06	\$6,487.41	\$6,274.71	\$6,176.43	\$6,695.83
Food At Home	\$3,683.10	\$4,093.99	\$3,467.09	\$3,352.12	\$3,308.03	\$3,543.92
Food Away From Home	\$2,724.63	\$3,231.74	\$2,543.22	\$2,462.76	\$2,415.16	\$2,650.05
Footwear	\$353.63	\$394.19	\$331.48	\$322.11	\$317.72	\$340.48
Fuel Oil And Other Fuels	\$118.34	\$134.24	\$111.34	\$107.14	\$105.52	\$114.32
Funeral And Cemetery	\$83.87	\$94.71	\$76.99	\$75.21	\$73.96	\$80.41
Furniture	\$508.30	\$628.36	\$475.60	\$456.56	\$445.25	\$497.00
Gasoline And Oil	\$2,026.11	\$2,292.37	\$1,899.59	\$1,835.90	\$1,798.66	\$1,948.58
Gifts	\$1,111.82	\$1,421.66	\$1,046.52	\$1,003.55	\$988.36	\$1,101.55
Girls Apparel	\$139.76	\$162.26	\$130.20	\$126.82	\$123.68	\$134.44
Hair Care	\$50.10	\$58.73	\$47.11	\$45.33	\$44.62	\$48.76
Hard Surface Flooring	\$22.23	\$27.23	\$20.92	\$20.16	\$19.74	\$21.82
Health Care	\$2,803.75	\$3,151.96	\$2,637.97	\$2,535.48	\$2,509.00	\$2,709.06

<b>Item</b>	<b>Gadsden County</b>	<b>Leon County</b>	<b>Decatur County</b>	<b>Grady County</b>	<b>Mitchell County</b>	<b>Thomas County</b>
Health Care Insurance	\$1,354.51	\$1,524.15	\$1,279.03	\$1,225.39	\$1,212.84	\$1,309.70
Health Care Services	\$675.45	\$759.35	\$632.02	\$611.89	\$605.23	\$652.34
Health Care Supplies And Equipment	\$773.79	\$868.46	\$726.92	\$698.20	\$690.93	\$747.02
Household Services	\$271.55	\$343.94	\$255.53	\$245.09	\$240.58	\$268.16
Household Supplies	\$667.94	\$837.06	\$630.67	\$602.81	\$590.32	\$655.13
Household Textiles	\$136.74	\$161.90	\$127.83	\$123.08	\$120.34	\$132.73
Housewares And Small Appliances	\$948.63	\$1,163.07	\$886.72	\$856.33	\$834.94	\$928.58
Indoor Plants And Fresh Flowers	\$58.61	\$74.64	\$55.67	\$53.73	\$52.15	\$58.41
Infants Apparel	\$94.99	\$110.98	\$89.64	\$85.88	\$84.24	\$91.87
Jewelry	\$126.96	\$161.66	\$121.31	\$115.63	\$113.17	\$125.54
Legal And Accounting	\$91.21	\$104.31	\$84.22	\$82.19	\$80.96	\$87.97
Magazines	\$29.51	\$35.39	\$27.63	\$26.69	\$26.27	\$28.90
Major Appliances	\$222.03	\$263.94	\$210.33	\$200.05	\$196.37	\$215.82
Mass Transit	\$83.70	\$106.86	\$79.25	\$76.02	\$74.83	\$83.10
Men's Apparel	\$399.54	\$477.56	\$373.71	\$360.13	\$354.00	\$389.83
Mortgage Interest	\$3,288.64	\$4,096.84	\$3,068.06	\$2,964.99	\$2,876.64	\$3,212.15
Natural Gas	\$446.28	\$508.81	\$418.85	\$404.94	\$400.61	\$432.02
New Car Purchased	\$1,000.21	\$1,235.19	\$936.57	\$902.99	\$874.29	\$979.68
New Truck Purchased	\$1,183.08	\$1,464.31	\$1,108.15	\$1,068.42	\$1,033.84	\$1,158.61
New Vehicle Purchase	\$2,183.29	\$2,699.50	\$2,044.72	\$1,971.41	\$1,908.13	\$2,138.29
Newspapers	\$61.82	\$73.82	\$57.81	\$55.85	\$54.98	\$60.49
Oral Hygeine Products	\$23.15	\$27.22	\$21.79	\$20.97	\$20.63	\$22.54
Other Lodging	\$451.18	\$631.50	\$437.64	\$413.18	\$404.70	\$460.69
Other Miscellaneous Expenses	\$93.36	\$107.95	\$86.57	\$84.41	\$83.20	\$90.50
Other Repairs And Maintenance	\$126.60	\$155.53	\$119.33	\$114.97	\$112.69	\$124.55
Other Tobacco Products	\$31.44	\$33.13	\$29.58	\$28.57	\$28.41	\$30.03
Other Transportation Costs	\$487.72	\$602.76	\$460.87	\$443.45	\$432.52	\$479.61
Other Utilities	\$367.32	\$417.56	\$344.52	\$332.47	\$327.52	\$354.46
Paint And Wallpaper	\$56.29	\$68.80	\$53.03	\$51.17	\$50.18	\$55.35
Personal Care Products	\$150.38	\$176.46	\$141.36	\$136.07	\$133.87	\$146.22
Personal Care Services	\$430.41	\$506.78	\$405.09	\$389.90	\$383.56	\$418.94
Personal Insurance	\$429.09	\$545.78	\$410.11	\$388.67	\$381.26	\$424.53
Pet Supplies And Services	\$240.13	\$280.19	\$226.05	\$217.92	\$213.42	\$232.95
Photographic Equipment And Supplies	\$107.92	\$126.06	\$103.05	\$97.89	\$96.02	\$104.92
Plumbing And	\$50.34	\$61.71	\$47.37	\$45.64	\$44.62	\$49.28

Item	Gadsden County	Leon County	Decatur County	Grady County	Mitchell County	Thomas County
Heating						
Property Taxes	\$1,430.37	\$1,777.65	\$1,356.08	\$1,297.78	\$1,265.93	\$1,406.18
Public Transportation	\$485.41	\$618.48	\$459.39	\$440.57	\$433.86	\$481.97
Records / Tapes / CD Purchases	\$120.67	\$139.89	\$112.60	\$109.27	\$107.65	\$117.15
Recreational Equipment And Supplies	\$974.63	\$1,135.81	\$923.60	\$883.17	\$864.11	\$943.73
Rental Costs	\$2,192.35	\$2,229.07	\$1,998.99	\$1,997.48	\$2,014.61	\$2,089.00
Roofing And Siding	\$69.19	\$84.34	\$64.97	\$62.66	\$61.38	\$67.70
Satellite Dishes	\$9.51	\$10.97	\$8.84	\$8.60	\$8.46	\$9.20
Shaving Needs	\$10.75	\$12.65	\$10.12	\$9.74	\$9.58	\$10.47
Shelter	\$8,493.11	\$10,119.88	\$7,927.22	\$7,701.38	\$7,569.93	\$8,280.50
Telephone Service Excl Cell Phones	\$706.38	\$802.92	\$659.49	\$641.40	\$633.18	\$683.80
Televisions	\$109.99	\$127.73	\$102.62	\$99.70	\$97.97	\$106.61
Transportation	\$8,880.69	\$10,371.59	\$8,331.07	\$8,035.53	\$7,846.48	\$8,603.78
Tuition	\$854.54	\$1,132.44	\$801.13	\$783.37	\$771.64	\$855.24
Used Car Purchase	\$800.15	\$876.03	\$753.74	\$726.99	\$711.30	\$766.36
Used Truck Purchase	\$696.61	\$763.69	\$656.46	\$633.18	\$618.81	\$666.42
Used Vehicle Purchase	\$1,496.76	\$1,639.72	\$1,410.20	\$1,360.17	\$1,330.11	\$1,432.78
VCRs And Related Equipment	\$45.37	\$52.79	\$42.38	\$41.15	\$40.49	\$44.07
Vehicle Insurance	\$1,022.91	\$1,162.77	\$955.78	\$921.73	\$905.29	\$985.20
Vehicle Repair	\$688.79	\$794.31	\$643.93	\$622.45	\$610.75	\$666.45
Vehicle Repair And Maintenance	\$695.66	\$802.26	\$650.36	\$628.67	\$616.85	\$673.10
Video And Audio Equipment	\$867.68	\$1,006.84	\$809.77	\$786.16	\$773.89	\$842.16
Video Game Hardware And Software	\$28.26	\$32.65	\$26.36	\$25.61	\$25.20	\$27.43
Watches	\$23.52	\$29.83	\$22.43	\$21.35	\$20.98	\$23.25
Women's Apparel	\$706.51	\$843.20	\$664.16	\$638.28	\$630.13	\$690.98
<i>Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure</i>						

Source: Workforce and Innovation Technical Solution (WITS). <http://decisiondata.net/home/default.asp>.

## 4.C. Appendix C: Demographic Detail Comparison Report

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
<b>2007 Demographics</b>						
Total Population	46,558	248,467	28,839	24,592	23,840	44,466
Total Households	16,520	110,030	11,792	9,118	8,426	17,427
Female Population	24,570	129,181	14,885	12,598	11,610	23,473
% Female	52.8%	52.0%	51.6%	51.2%	48.7%	52.8%
Male Population	21,988	119,286	13,954	11,994	12,230	20,993
% Male	47.2%	48.0%	48.4%	48.8%	51.3%	47.2%
Population Density (per Sq. Mi.)	88.1	353.9	46.3	53.4	46.4	80.5
<b>Age:</b>						
Age 0 - 4	7.8%	6.5%	7.2%	8.0%	7.1%	6.8%
Age 5 - 14	13.7%	11.7%	14.7%	13.9%	13.9%	13.4%
Age 15 - 19	6.9%	7.6%	7.5%	6.9%	6.8%	7.1%
Age 20 - 24	7.0%	11.7%	7.1%	7.4%	7.8%	7.1%
Age 25 - 34	13.2%	17.1%	13.3%	13.9%	14.5%	12.8%
Age 35 - 44	13.4%	12.2%	13.3%	12.9%	13.9%	13.3%
Age 45 - 54	14.3%	13.2%	13.7%	13.3%	13.5%	14.1%
Age 55 - 64	11.1%	10.7%	10.1%	10.8%	10.1%	11.0%
Age 65 - 74	7.2%	5.5%	6.8%	7.1%	6.8%	7.3%
Age 75 - 84	4.0%	2.8%	4.5%	4.2%	4.0%	4.8%
Age 85 +	1.4%	1.0%	1.7%	1.8%	1.6%	2.3%
Median Age	36.1	31.6	35.2	35.0	34.9	37.2
<b>Housing Units</b>						
Total Housing Units	18,452	121,054	13,740	10,465	9,380	19,745
Owner Occupied Housing Units	69.7%	54.8%	61.1%	62.8%	63.5%	60.6%
Renter Occupied Housing Units	19.9%	36.1%	24.7%	24.3%	26.3%	27.6%
Vacant Housing Units	10.5%	9.1%	14.2%	12.9%	10.2%	11.7%
<b>Race and Ethnicity</b>						
American Indian, Eskimo, Aleut	0.2%	0.3%	0.2%	0.9%	0.2%	0.3%
Asian	0.3%	2.7%	0.4%	0.3%	0.3%	0.4%
Black	56.3%	29.7%	39.4%	29.8%	47.3%	38.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
White	39.5%	64.9%	57.4%	64.8%	50.0%	59.3%
Other	2.8%	0.8%	1.8%	3.4%	1.4%	0.6%
Multi-Race	0.9%	1.6%	0.8%	0.9%	0.8%	0.9%
Hispanic Ethnicity	8.6%	4.3%	3.8%	10.2%	2.8%	1.9%
Not of Hispanic Ethnicity	91.4%	95.8%	96.2%	89.8%	97.2%	98.1%
<b>Marital Status:</b>						
Age 15 + Population	36,548	203,402	22,503	19,215	18,833	35,464
Divorced	11.1%	10.2%	10.9%	10.3%	8.4%	11.6%
Never Married	29.4%	38.7%	25.6%	23.2%	27.6%	24.3%
Now Married	42.9%	41.9%	48.3%	51.6%	42.0%	49.8%
Separated	8.8%	4.8%	6.4%	6.8%	13.4%	6.2%
Widowed	7.9%	4.4%	8.9%	8.2%	8.6%	8.1%
<b>Educational Attainment:</b>						
Total Population Age 25+	30,071	155,608	18,293	15,698	15,348	29,133
Grade K - 8	11.0%	3.0%	9.4%	9.8%	10.3%	8.6%
Grade 9 - 12	17.6%	4.6%	17.5%	17.4%	20.6%	15.0%
High School Graduate	36.1%	18.3%	34.8%	41.1%	37.1%	34.8%
Associates Degree	4.2%	9.2%	5.1%	4.0%	3.5%	5.2%
Bachelor's Degree	8.1%	26.4%	7.8%	7.3%	6.5%	11.0%
Graduate Degree	5.0%	19.3%	5.1%	4.1%	3.5%	6.4%
Some College, No Degree	18.0%	19.3%	20.2%	16.3%	18.6%	19.0%
<b>Household Income:</b>						

	<b>Gadsden</b>	<b>Leon</b>	<b>Decatur</b>	<b>Grady</b>	<b>Mitchell</b>	<b>Thomas</b>
Income \$ 0 - \$9,999	13.7%	13.1%	14.1%	16.6%	17.0%	14.0%
Income \$ 10,000 - \$14,999	6.9%	5.0%	8.3%	7.0%	7.7%	6.7%
Income \$ 15,000 - \$24,999	13.1%	11.1%	15.5%	14.6%	16.2%	14.0%
Income \$ 25,000 - \$34,999	13.4%	11.0%	12.9%	12.5%	12.9%	12.7%
Income \$ 35,000 - \$49,999	16.4%	13.2%	15.3%	15.9%	14.4%	14.9%
Income \$ 50,000 - \$74,999	18.9%	18.3%	16.6%	16.2%	16.0%	18.7%
Income \$ 75,000 - \$99,999	9.9%	11.4%	8.7%	8.7%	7.6%	9.0%
Income \$100,000 - \$124,999	3.8%	6.8%	3.4%	4.3%	3.8%	4.1%
Income \$125,000 - \$149,999	1.4%	3.7%	2.1%	1.6%	1.5%	2.2%
Income \$150,000 +	2.5%	6.5%	3.0%	2.5%	3.0%	3.6%
Average Household Income	\$46,016	\$60,730	\$43,207	\$40,875	\$39,589	\$45,849
Median Household Income	\$37,500	\$45,871	\$34,250	\$34,190	\$31,879	\$37,461
Per Capita Income	\$17,845	\$27,845	\$18,617	\$15,406	\$14,832	\$18,700
<b>Vehicles Available:</b>						
0 Vehicles Available	11.5%	4.5%	9.3%	8.4%	11.9%	9.9%
1 Vehicle Available	35.5%	37.3%	33.1%	34.3%	34.7%	35.7%
2+ Vehicles Available	53.0%	58.3%	57.7%	57.3%	53.4%	54.3%
Average Vehicles Per Household	1.60	1.80	1.80	1.70	1.70	1.70
Total Vehicles Available	27,230	197,005	20,717	15,805	14,195	29,376
<b>Business and Employment:</b>						
Number of Employees	15,601	153,307	12,444	8,255	8,991	24,375
Number of Establishments	1,202	11,392	1,129	795	616	1,961
<b>2012 Demographics</b>						
Total Population	48,208	257,825	29,647	25,538	24,137	46,119
Total Households	17,176	119,480	12,781	9,456	8,773	18,358
Female Population	25,525	133,461	15,159	12,906	11,687	24,294
% Female	53.0%	51.8%	51.1%	50.5%	48.4%	52.7%
Male Population	22,683	124,364	14,488	12,632	12,450	21,825
% Male	47.1%	48.2%	48.9%	49.5%	51.6%	47.3%
<b>Age:</b>						
Age 0 - 4	7.7%	6.7%	7.2%	8.0%	7.2%	6.8%
Age 5 - 14	14.2%	12.1%	14.0%	14.5%	13.6%	13.0%
Age 15 - 19	6.5%	5.3%	7.2%	6.5%	6.7%	6.7%
Age 20 - 24	6.6%	7.4%	7.3%	6.7%	6.6%	7.0%
Age 25 - 34	13.2%	21.0%	13.5%	14.0%	14.7%	13.4%
Age 35 - 44	12.5%	12.5%	12.2%	12.4%	13.2%	12.0%
Age 45 - 54	13.4%	12.2%	13.5%	12.7%	13.4%	13.7%
Age 55 - 64	12.4%	11.8%	11.4%	11.3%	11.4%	12.3%
Age 65 - 74	7.9%	6.9%	7.3%	7.9%	7.4%	8.1%
Age 75 - 84	4.3%	3.0%	4.7%	4.5%	4.2%	4.9%
Age 85 +	1.5%	1.1%	1.8%	1.7%	1.6%	2.1%
Median Age	36.5	33.6	35.7	35.3	35.9	37.6
<b>Housing Units Trend</b>						
Total Housing Units	19,230	132,985	15,029	10,951	9,854	20,990
Owner Occupied Housing Units	69.4%	55.5%	60.0%	61.7%	62.3%	59.5%
Renter Occupied Housing Units	19.9%	34.4%	25.1%	24.7%	26.7%	28.0%
Vacant Housing Units	10.7%	10.2%	15.0%	13.7%	11.0%	12.5%
<b>Race and Ethnicity</b>						
American Indian,	0.2%	0.3%	0.2%	0.8%	0.2%	0.2%

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
Eskimo, Aleut						
Asian	0.3%	3.2%	0.4%	0.3%	0.3%	0.5%
Black	56.2%	30.1%	39.4%	29.8%	47.3%	38.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
White	39.6%	63.9%	57.3%	64.6%	49.9%	59.2%
Other	3.0%	0.9%	2.0%	3.7%	1.7%	0.9%
Multi-Race	0.8%	1.4%	0.7%	0.8%	0.6%	0.7%
Hispanic Ethnicity	10.2%	4.9%	4.2%	13.3%	3.4%	2.1%
Not of Hispanic Ethnicity	89.8%	95.1%	95.8%	86.7%	96.6%	97.9%
<b>Marital Status:</b>						
Age 15 + Population	37,676	209,567	23,366	19,812	19,130	36,981
Divorced	11.1%	10.2%	10.8%	10.3%	8.4%	11.6%
Never Married	29.4%	38.3%	25.6%	23.1%	27.7%	24.2%
Now Married	42.6%	42.6%	48.4%	51.8%	42.5%	50.0%
Separated	9.1%	4.6%	6.4%	6.8%	12.9%	6.2%
Widowed	7.8%	4.4%	8.9%	8.1%	8.5%	8.1%
<b>Educational Attainment:</b>						
Total Population Age 25+	31,348	176,773	19,071	16,456	15,928	30,669
Grade K - 9	10.6%	2.8%	8.1%	8.5%	8.9%	7.4%
Grade 9 - 12	16.8%	3.1%	16.1%	16.0%	18.9%	13.7%
High School Graduate	36.7%	17.8%	35.9%	42.3%	38.3%	35.7%
Associates Degree	4.3%	9.8%	5.6%	4.5%	3.9%	5.7%
Bachelor's Degree	8.4%	28.0%	8.3%	7.8%	7.0%	11.4%
Graduate Degree	5.1%	20.2%	5.4%	4.4%	3.9%	6.7%
Some College, No Degree	18.1%	18.4%	20.6%	16.6%	19.0%	19.3%
<b>Household Income:</b>						
Income \$ 0 - \$9,999	12.8%	12.4%	13.1%	15.7%	15.9%	13.1%
Income \$ 10,000 - \$14,999	6.0%	4.3%	7.1%	6.2%	6.7%	5.8%
Income \$ 15,000 - \$24,999	12.4%	10.0%	15.0%	13.6%	15.5%	13.3%
Income \$ 25,000 - \$34,999	11.3%	9.6%	11.6%	11.6%	11.1%	10.7%
Income \$ 35,000 - \$49,999	16.1%	12.7%	15.1%	14.6%	14.7%	14.7%
Income \$ 50,000 - \$74,999	19.6%	18.1%	17.1%	17.8%	17.0%	19.2%
Income \$ 75,000 - \$99,999	10.6%	11.5%	9.7%	8.9%	8.1%	10.3%
Income \$100,000 - \$124,999	5.3%	7.2%	4.2%	5.2%	4.4%	4.8%
Income \$125,000 - \$149,999	2.7%	5.6%	2.9%	3.3%	2.8%	3.4%
Income \$150,000 +	3.3%	8.7%	4.1%	3.2%	3.8%	4.8%
Average Household Income	\$50,919	\$66,669	\$46,143	\$43,737	\$42,448	\$48,864
Median Household Income	\$41,362	\$51,375	\$37,896	\$37,888	\$35,655	\$41,421
Per Capita Income	\$20,021	\$31,809	\$20,948	\$16,450	\$16,254	\$20,270
<b>Vehicles Available</b>						
0 Vehicles Available	11.0%	3.3%	8.3%	7.4%	10.5%	8.9%
1 Vehicle Available	35.6%	36.1%	32.9%	34.2%	34.6%	35.5%
2+ Vehicles Available	53.4%	60.6%	58.8%	58.5%	54.9%	55.6%
Average Vehicles Per Household	1.70	2.00	1.90	1.80	1.80	1.80
Total Vehicles Available	28,510	221,787	22,911	16,719	15,186	31,634
<b>2000 Census Demographics</b>						
Total Population	45,087	239,452	28,240	23,659	23,932	42,737

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
Total Households	15,867	96,521	10,380	8,797	8,063	16,309
Female Population	23,639	125,318	14,787	12,414	11,762	22,620
% Female	52.4%	52.3%	52.4%	52.5%	49.2%	52.9%
Male Population	21,448	114,134	13,453	11,245	12,170	20,117
% Male	47.6%	47.7%	47.6%	47.5%	50.9%	47.1%
<b>Age:</b>						
Age 0 - 4	6.7%	5.7%	7.7%	7.0%	7.2%	6.7%
Age 5 - 14	15.0%	11.9%	16.0%	15.2%	15.4%	15.5%
Age 15 - 19	7.9%	10.3%	7.7%	7.9%	7.8%	7.6%
Age 20 - 24	6.3%	14.8%	6.2%	6.2%	6.9%	5.4%
Age 25 - 34	13.3%	14.8%	13.2%	13.0%	14.1%	12.7%
Age 35 - 44	15.6%	14.2%	14.8%	14.9%	15.3%	15.5%
Age 45 - 54	13.8%	13.1%	12.6%	13.1%	12.7%	13.5%
Age 55 - 64	9.2%	7.0%	8.6%	9.5%	8.9%	9.4%
Age 65 - 74	6.8%	4.4%	7.2%	7.0%	6.3%	7.1%
Age 75 - 84	4.0%	2.9%	4.4%	4.5%	4.0%	4.7%
Age 85 +	1.5%	1.0%	1.6%	1.7%	1.5%	1.9%
Median Age	35.5	29.4	34.4	35.5	34.1	36.4
<b>Housing Units Trend</b>						
Total Housing Units	17,703	103,974	11,968	9,991	8,880	18,285
Owner Occupied Housing Units	69.9%	52.9%	62.9%	64.6%	65.4%	62.5%
Renter Occupied Housing Units	19.7%	39.9%	23.9%	23.4%	25.4%	26.7%
Vacant Housing Units	10.4%	7.2%	13.3%	12.0%	9.2%	10.8%
<b>Race and Ethnicity</b>						
American Indian, Eskimo, Aleut	0.2%	0.3%	0.2%	0.9%	0.2%	0.3%
Asian, and Hawaiian or other Pacific Islander	0.3%	2.0%	0.4%	0.3%	0.3%	0.5%
Black	57.1%	29.1%	39.9%	30.2%	47.9%	38.9%
White	38.7%	66.4%	57.1%	64.6%	49.6%	59.0%
Other	2.8%	0.8%	1.6%	3.2%	1.3%	0.5%
Two or More Races	0.9%	1.5%	0.7%	0.8%	0.7%	0.9%
Hispanic Ethnicity	6.2%	3.5%	3.2%	5.2%	2.1%	1.7%
Not of Hispanic Ethnicity	93.8%	96.5%	96.8%	94.8%	98.0%	98.3%
<b>Marital Status:</b>						
Age 15 + Population	35,306	197,160	21,553	18,400	18,533	33,254
Divorced	11.1%	10.0%	10.9%	10.4%	8.3%	11.6%
Never Married	29.3%	40.1%	25.5%	23.3%	27.6%	24.5%
Now Married	43.4%	40.2%	48.2%	51.2%	41.2%	49.5%
Separated	8.2%	5.3%	6.4%	6.8%	14.1%	6.2%
Widowed	8.0%	4.4%	9.0%	8.3%	8.8%	8.2%
<b>Educational Attainment:</b>						
Total Population Age 25+	28,895	137,154	17,622	15,075	15,013	27,681
Grade K - 9	8.8%	2.6%	8.8%	8.4%	8.8%	8.3%
Grade 9 - 11, No diploma	18.1%	7.8%	19.1%	19.2%	22.6%	16.4%
High School Graduate	35.9%	18.9%	33.5%	39.7%	35.4%	33.6%
Associates Degree	4.0%	8.2%	4.4%	3.4%	2.9%	4.5%
Bachelor's Degree	8.0%	24.0%	7.3%	6.8%	5.9%	10.6%
Graduate Degree	5.0%	17.7%	4.8%	3.8%	3.2%	6.2%
Some College, No Degree	17.8%	20.3%	19.7%	15.7%	17.9%	18.7%
No Schooling Completed	2.4%	0.5%	2.4%	2.9%	3.3%	1.8%
Public School Enrollment	88.7%	89.9%	92.9%	92.5%	88.2%	87.0%
Private School Enrollment	11.3%	10.1%	7.1%	7.5%	11.8%	13.0%
<b>Household Income:</b>						
Income \$ 0 - \$9,999	15.4%	14.6%	16.2%	18.4%	19.1%	15.7%

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
Income \$ 10,000 - \$14,999	8.8%	6.5%	11.3%	8.7%	9.8%	8.8%
Income \$ 15,000 - \$24,999	15.6%	13.8%	17.0%	17.8%	18.0%	15.8%
Income \$ 25,000 - \$34,999	15.5%	12.2%	14.5%	13.2%	14.5%	14.3%
Income \$ 35,000 - \$49,999	17.5%	15.3%	15.3%	17.5%	15.2%	16.9%
Income \$ 50,000 - \$74,999	16.8%	17.6%	15.3%	13.8%	13.1%	16.5%
Income \$ 75,000 - \$99,999	6.3%	9.5%	5.1%	6.5%	5.6%	6.0%
Income \$100,000 - \$124,999	1.7%	4.6%	2.7%	2.0%	1.9%	2.8%
Income \$125,000 - \$149,999	1.2%	2.1%	0.8%	0.8%	1.0%	1.4%
Income \$150,000 - \$199,999	0.6%	1.7%	0.9%	0.8%	0.9%	0.9%
Income \$200,000 or More	0.6%	2.0%	0.9%	0.7%	0.9%	0.9%
Average Household Income	\$39,196	\$50,998	\$39,937	\$37,982	\$36,903	\$41,838
Median Household Income	\$31,428	\$37,729	\$28,837	\$28,856	\$26,931	\$31,380
Per Capita Income	\$13,794	\$20,557	\$14,679	\$14,123	\$12,433	\$15,966
<b>Vehicles Available</b>						
0 Vehicles Available	11.9%	7.1%	10.1%	9.3%	13.4%	11.0%
1 Vehicle Available	35.6%	38.8%	33.2%	34.5%	34.8%	36.1%
2 Vehicles Available	34.7%	38.7%	38.3%	39.3%	34.0%	35.8%
3+ Vehicles Available	17.9%	15.4%	18.4%	16.9%	17.8%	17.2%
Average Vehicles Per Household	1.50	1.60	1.50	1.50	1.50	1.50
Total Vehicles Available	26,044	161,746	17,972	14,998	13,265	26,878
Blue Collar Occupations	8,844	31,971	5,858	5,433	4,852	7,957
White Collar Occupations	9,238	90,871	5,513	4,650	4,072	10,058
% Blue Collar Workers	48.9%	26.0%	51.5%	53.9%	54.4%	44.2%
% White Collar Workers	51.1%	74.0%	48.5%	46.1%	45.6%	55.8%
<b>1990 Demographics</b>						
Total Population	41,106	192,495	25,511	20,279	20,275	38,986
Total Households	13,407	74,830	8,963	7,354	6,798	14,323
Female Population	21,570	99,891	13,354	10,637	10,764	20,848
% Female	52.5%	51.9%	52.4%	52.5%	53.1%	53.5%
Male Population	19,536	92,604	12,157	9,642	9,511	18,138
% Male	47.5%	48.1%	47.7%	47.6%	46.9%	46.5%
<b>Age:</b>						
Total Population	41,106	192,495	25,511	20,279	20,275	38,986
Age 0 - 4	7.7%	6.4%	7.6%	7.3%	7.8%	7.6%
Age 5 - 14	16.9%	12.5%	16.8%	15.8%	18.2%	16.2%
Age 15 - 19	8.2%	9.4%	8.8%	8.2%	9.2%	7.8%
Age 20 - 24	6.8%	14.6%	6.7%	6.7%	6.6%	6.2%
Age 25 - 34	15.6%	18.0%	15.4%	15.1%	14.3%	15.2%
Age 35 - 44	14.0%	15.7%	13.8%	13.5%	12.8%	13.9%
Age 45 - 54	9.8%	8.9%	9.3%	10.2%	9.9%	10.4%
Age 55 - 64	8.4%	6.2%	8.6%	8.7%	8.1%	8.9%
Age 65 - 74	7.2%	5.0%	7.6%	7.9%	7.3%	8.0%
Age 75 - 84	4.2%	2.5%	4.4%	5.3%	4.5%	4.6%
Age 85 +	1.3%	0.7%	0.9%	1.3%	1.3%	1.3%
Median Age	31.8	28.7	31.7	32.9	30.6	33.1
<b>Housing Units</b>						
Total Housing Units	14,859	81,325	10,120	8,129	7,443	15,936
Owner Occupied Housing Units	68.2%	52.3%	63.8%	66.0%	64.0%	61.5%
Renter Occupied Housing Units	22.0%	39.7%	24.8%	24.4%	27.4%	28.4%

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
Housing Units						
Vacant Housing Units	9.8%	8.0%	11.4%	9.5%	8.7%	10.1%
<b>Race and Ethnicity</b>						
American Indian, Eskimo, Aleut	0.2%	0.3%	0.3%	0.4%	0.3%	0.3%
Asian	0.2%	1.4%	0.2%	0.1%	0.1%	0.2%
Black	57.7%	24.2%	39.5%	31.5%	47.6%	37.9%
White	40.6%	73.6%	59.7%	67.4%	51.4%	61.5%
Other	1.4%	0.6%	0.4%	0.6%	0.7%	0.2%
Hispanic Ethnicity	2.4%	2.5%	1.9%	1.4%	1.3%	0.7%
Not of Hispanic Ethnicity	97.7%	97.6%	98.2%	98.6%	98.7%	99.3%
<b>Educational Attainment:</b>						
Total Population Age 25+	24,838	109,867	15,331	12,572	11,797	24,276
Grade K - 9	19.1%	5.5%	17.7%	21.8%	21.3%	16.2%
Grade 9 - 12	21.2%	9.6%	22.6%	23.0%	23.7%	20.5%
High School Graduate	30.4%	21.6%	29.6%	34.2%	33.0%	33.1%
Associates Degree	4.2%	7.7%	4.7%	3.3%	2.9%	4.3%
Bachelor's Degree	7.4%	21.4%	7.6%	5.2%	5.4%	8.6%
Graduate Degree	3.8%	15.6%	4.0%	2.8%	2.4%	4.9%
Some College, No Degree	13.9%	18.6%	14.0%	9.8%	11.3%	12.5%
<b>1990 Household Income:</b>						
Income \$ 0 - \$9,999	25.2%	18.8%	25.1%	27.3%	28.4%	24.6%
Income \$ 10,000 - \$19,999	24.7%	17.9%	23.2%	23.4%	24.0%	23.3%
Income \$ 20,000 - \$29,999	16.2%	16.9%	20.7%	21.1%	18.1%	17.7%
Income \$ 30,000 - \$39,999	13.5%	14.1%	12.1%	11.3%	12.4%	12.1%
Income \$ 40,000 - \$49,999	8.8%	9.5%	8.8%	7.6%	7.3%	8.2%
Income \$ 50,000 - \$59,999	4.8%	7.3%	3.6%	3.8%	3.9%	5.2%
Income \$ 60,000 - \$74,999	3.7%	7.2%	3.4%	3.0%	2.6%	4.5%
Income \$ 75,000 - \$99,999	1.8%	4.8%	1.8%	1.8%	1.7%	2.1%
Income \$100,000 - \$124,999	0.8%	1.6%	0.5%	0.4%	0.9%	1.3%
Income \$125,000 - \$149,999	0.1%	0.6%	0.4%	0.0%	0.2%	0.3%
Income \$150,000 +	0.4%	1.4%	0.4%	0.4%	0.5%	0.7%
Average Household Income	\$26,097	\$35,594	\$25,426	\$25,131	\$24,608	\$27,784
Median Household Income	\$20,051	\$27,389	\$20,760	\$19,658	\$19,005	\$20,997
Per Capita Income	\$8,665	\$14,057	\$9,110	\$9,176	\$8,281	\$10,273
<b>Vehicles Available</b>						
0 Vehicles Available	18.7%	7.7%	15.2%	12.1%	14.2%	13.7%
1 Vehicle Available	32.7%	32.1%	31.4%	32.6%	30.6%	29.8%
2+ Vehicles Available	48.6%	60.2%	53.4%	55.3%	55.3%	56.5%
Average Vehicles Per Household	1.50	1.70	1.60	1.60	1.60	1.60
Total Vehicles Available	20,238	126,169	14,186	12,061	11,193	23,182
<b>Population Trend</b>						
1990	41,106	192,495	25,511	20,279	20,275	38,986
2000	45,087	239,452	28,240	23,659	23,932	42,737
Change 1990 to 2000	9.7%	24.4%	10.7%	16.7%	18.0%	9.6%
2007	46,558	248,467	28,839	24,592	23,840	44,466
2012	48,208	257,825	29,647	25,538	24,137	46,119
Change 2007 to 2012	3.5%	3.8%	2.8%	3.8%	1.2%	3.7%
<b>Household Trend</b>						

	Gadsden	Leon	Decatur	Grady	Mitchell	Thomas
1990	13,407	74,830	8,963	7,354	6,798	14,323
2000	15,867	96,521	10,380	8,797	8,063	16,309
Change 1990 to 2000	18.3%	29.0%	15.8%	19.6%	18.6%	13.9%
2007	16,520	110,030	11,792	9,118	8,426	17,427
2012	17,176	119,480	12,781	9,456	8,773	18,358
Change 2007 to 2012	4.0%	8.6%	8.4%	3.7%	4.1%	5.3%
<b>Average Household Size Trend</b>						
1990	2.90	2.43	2.76	2.72	2.94	2.68
2000	2.69	2.34	2.65	2.66	2.72	2.55
2007	2.61	2.15	2.37	2.67	2.61	2.47
2012	2.57	2.07	2.25	2.68	2.55	2.42
<b>Median Age Trend</b>						
1990	32	29	32	33	31	33
2000	36	29	34	36	34	36
Change 1990 to 2000	11.6%	2.4%	8.7%	7.9%	11.1%	10.1%
2007	36	32	35	35	35	37
2012	36	34	36	35	36	38
Change 2007 to 2012	1.1%	6.4%	1.5%	1.1%	2.8%	0.9%
<b>Housing Units Trend</b>						
<b>Total Housing Units</b>						
Change 1990 to 2000	19.1%	27.9%	18.3%	22.9%	19.3%	14.7%
Change 2007 to 2012	4.2%	9.9%	9.4%	4.6%	5.1%	6.3%
<b>Owner Occupied Housing Units</b>						
Change 1990 to 2000	22.1%	29.2%	16.6%	20.3%	21.9%	16.5%
Change 2007 to 2012	3.8%	11.3%	7.4%	2.7%	3.1%	4.3%
<b>Renter Occupied Housing Units</b>						
Change 1990 to 2000	6.8%	28.7%	13.9%	17.9%	11.0%	8.2%
Change 2007 to 2012	4.5%	4.5%	10.9%	6.2%	6.5%	7.7%
<b>Vacant Housing Units</b>						
Change 1990 to 2000	26.4%	14.7%	37.1%	54.1%	26.7%	22.5%
Change 2007 to 2012	6.3%	22.5%	15.4%	11.0%	13.3%	13.5%
<b>Race and Ethnicity Trend</b>						
<b>American Indian, Eskimo, Aleut</b>						
Change 1990 to 2000	54.4%	38.4%	3.0%	181.8%	-9.4%	26.0%
Change 2007 to 2012	1.9%	0.0%	-7.7%	-8.1%	-8.9%	-7.4%
<b>Asian or Pacific Islander</b>						
Change 1990 to 2000	34.0%	73.7%	151.2%	236.4%	381.3%	207.7%
Change 2007 to 2012	9.2%	23.7%	7.8%	11.3%	8.3%	9.1%
<b>Black</b>						
Change 1990 to 2000	8.7%	49.8%	11.9%	11.5%	18.7%	12.5%
Change 2007 to 2012	3.3%	5.4%	2.8%	3.9%	1.3%	3.8%
<b>White</b>						
Change 1990 to 2000	4.6%	12.1%	5.9%	11.9%	13.9%	5.2%
Change 2007 to 2012	3.8%	2.2%	2.5%	3.5%	1.0%	3.5%
<b>Other</b>						
Change 1990 to 2000	122.8%	75.8%	337.7%	526.4%	120.7%	154.9%
Change 2007 to 2012	10.8%	23.2%	18.9%	12.4%	20.4%	58.4%
<b>Hispanic Ethnicity</b>						
Change 1990 to 2000	188.6%	78.3%	91.7%	322.8%	88.8%	154.0%
Change 2007 to 2012	22.8%	18.6%	14.7%	35.1%	21.4%	14.3%
<b>Not of Hispanic Ethnicity</b>						
Change 1990 to 2000	5.4%	23.0%	9.2%	12.2%	17.1%	8.5%
Change 2007 to 2012	1.7%	3.1%	2.3%	0.3%	0.7%	3.5%

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.

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#### 4.D. Appendix D: The Survey

##### Survey CNS Services

The City of Cairo is considering expanding and enhancing its services to new and existing customers. Your responses to the following survey questions will assist in providing direction in the expansion/enhancement process. Your responses will be used only for this purpose and kept confidential.

1.	Do you reside in the City of Cairo?				
	<input type="checkbox"/> Yes				
	<input type="checkbox"/> No, please proceed to Question 3				
2.	What is your satisfaction level with the following City services (Police, Fire, Parks, Building and Code Enforcement, Streets, Garbage Collection, Electric, Sewer, Water, Gas) (Please check box):				
	Poor	Fair	Good	Very Good	Excellent
	1	2	3	4	5

#### Demographics

3.	Gender:				
	<input type="checkbox"/> Male				
	<input type="checkbox"/> Female				
4.	Race:				
	<input type="checkbox"/> White				
	<input type="checkbox"/> African American				
	<input type="checkbox"/> Hispanic				
	<input type="checkbox"/> American Indian or Alaska Native				
	<input type="checkbox"/> Asian or Pacific				
	<input type="checkbox"/> Two or More				
	<input type="checkbox"/> Another Race				
5.	Age:				
	<input type="checkbox"/> Less than 19 Years				
	<input type="checkbox"/> 20-24				
	<input type="checkbox"/> 25-34				
	<input type="checkbox"/> 35-44				
	<input type="checkbox"/> 45-54				
	<input type="checkbox"/> 55-64				
	<input type="checkbox"/> Greater than 64				
6.	Income Level (Family):				
	<input type="checkbox"/> Less than \$15,000				
	<input type="checkbox"/> \$15,000 - \$24,999				
	<input type="checkbox"/> \$25,000 - \$34,999				
	<input type="checkbox"/> \$35,000 - \$49,999				
	<input type="checkbox"/> \$50,000 - \$74,999				
	<input type="checkbox"/> \$75,000 - \$99,999				

	<input type="checkbox"/> \$100,000 - \$149,999
	<input type="checkbox"/> \$150,000 and above
7.	Are you employed?
	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
8.	Your place of residence is:
	<input type="checkbox"/> Owned
	<input type="checkbox"/> Rented
9.	Marital Status:
	<input type="checkbox"/> Married
	<input type="checkbox"/> Single
	<input type="checkbox"/> Divorced
	<input type="checkbox"/> Widowed
10.	Educational Attainment:
	<input type="checkbox"/> Grade K - 8
	<input type="checkbox"/> Grade 9 - 12
	<input type="checkbox"/> High School
	<input type="checkbox"/> Some College, No Degree
	<input type="checkbox"/> Associates Degree
	<input type="checkbox"/> Bachelor's Degree
	<input type="checkbox"/> Graduate Degree
	<input type="checkbox"/> No Formal Schooling Completed

**CNS Services:**

11.	Are you a current CNS customer?				
	<input type="checkbox"/> Yes				
	<input type="checkbox"/> No, please proceed to Question 24				
12.	What services do you currently subscribe to:				
	<input type="checkbox"/> Cable TV				
	<input type="checkbox"/> Internet				
Please rate CNS Customer Service Representative (CSR) and CNS Customer Install services in questions 11-21 based on the following scale (Please check box):					
	Poor	Fair	Good	Very Good	Excellent
	1	2	3	4	5
13.	CSR Appointment Setting:				
14.	CSR Billing statements easy to understand:				
15.	CSR Billing statements corrections and adjustments:				
16.	Cable Service:				

17.	High Speed Internet Service:				
18.	CSR Customer Service:				
19.	CSR Internet and Cable Billing Rates:				
20.	CSR Bill Payment Schedule:				
21.	Cable TV Picture Quality:				
22.	CSR Response to Customer Complaints and Inquiries				
23.	CNS Customer Install Services:				
24.	In your knowledge, what kind of services are offered by CNS: (Check all that apply)				
	<input type="checkbox"/> Cable TV				
	<input type="checkbox"/> Internet				
25.	The above services are offered as packages by some companies in which the customer has to subscribe to a certain service to be able to subscribe from another service. Based on this, CNS:				
	<input type="checkbox"/> Accepts subscriptions to any individual services needed				
	<input type="checkbox"/> Offers only packages				
26.	Are you subscribing to these services with another company?				
	<input type="checkbox"/> Yes. Please name the company _____				
	<input type="checkbox"/> No, please proceed to Question 32				
27.	What services:				
	<input type="checkbox"/> Cable TV				
	<input type="checkbox"/> Internet				
28.	How do you compare your current company services to CNS:				
	<input type="checkbox"/> Better				
	<input type="checkbox"/> Worse				
	<input type="checkbox"/> Similar				
	<input type="checkbox"/> Do not know				
29.	If you are more satisfied with your company, what is the reason?				
	<input type="checkbox"/> Price				
	<input type="checkbox"/> Quality of service				
	<input type="checkbox"/> Customer service				
	<input type="checkbox"/> Better Known/Reputation				
	<input type="checkbox"/> Previous Experience with CNS				
	<input type="checkbox"/> Do not Know				
30.	If you think that CNS is preferable to the company that you are				

	currently subscribed to, please specify the reason for not joining CNS services.
	_____
31.	If you think that both CNS and your company are similar in services provided, what possible factor could make you shift to CNS?
	<input type="checkbox"/> Price
	<input type="checkbox"/> Quality of Service
	<input type="checkbox"/> Customer Service
	<input type="checkbox"/> Better Known/Reputation
	<input type="checkbox"/> Previous Experience with CNS
	<input type="checkbox"/> Do Not Know
32.	What is your reason for not subscribing to any cable and/or internet services with any company?
	<input type="checkbox"/> Affordability
	<input type="checkbox"/> Income limitations
	<input type="checkbox"/> Frequent change of residence
	<input type="checkbox"/> Not interested
	<input type="checkbox"/> Other, please specify: _____
33.	Would you like CNS to offer phone services as a future option?
	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
34.	Would you like CNS to contact you regarding its services:
	<input type="checkbox"/> Yes. Your Phone number: _____
	<input type="checkbox"/> No

#### 4.E. Survey Comments

- Not clear.
- I would like to see DIY (Do It Yourself) added to the home-up and have it replace another channel, such as C-SPAN or a Home Shopping Channel.
- In Grady County except for power. Not a CNS customer. With Mediacom before CNS came to Cairo – have had no reason to change- prices competitive and services good.
- CNS was overblown – wasted too much money. The city should be looking at ways to save locally. How much are you getting paid for this stupid questionnaire that has questions that make no sense.
- Please note, because CNS is supported by local taxes, I feel it is better that I subscribe to our community-supported service. Therefore, I will not change unless service or fees drop way out of line with competitors. I wish more local people realized they have a vested interest in our city cable/internet system whether or not they subscribe. Also, I wonder whether our local officials realize how much inventory is lost to theft and whether they realize how many “citizens” don’t actually pay for this service.
- While I was travelling, I could not get help when I had a question about paying online. The person with whom I spoke told me the bill had not made it to the internet” when I knew I had already received a paper billed at my home. When travelling, I paid my December bill online - I highly resent having to pay a fee for this- no other business I pay online charges a fee – if a person in my comment to the right could have answered my question, I could have mailed a check and paid for stamp rather than over \$6.00 for a fee to some payment processing company. I changed to CNS because of better price and I was able to speak to a live person when I had a question. With my other service I only got recordings if I had a question or a problem. I hope that you did not pay a huge sum to this survey. It was confusing and several of the questions did not make sense. Referring me to question (30) after I answered “No” to question (26) was confusing and time-consuming. My comments may address other issues than those this survey was designed to evaluate but they are issues I feel strongly about.

- A non-CNS customer preferring his company (Mediacom) to CNS: "CNS does not offer the movie channels, and they (prices) are much higher and provide no phone service.
- A CNS cable customer: " My computer was not very satisfactory when I stopped my internet service, but I plan to resume CNS computer service soon.
- A CNS cable customer: "Cable bill increased w/o notification ....
- A non-CNS customer subscribed to Dishnet cable: "CNS is not offered in my part of the county"
- One of three respondents who are not subscribed in any services to any company: "I am not able to pay the service on comemit ."
- A CNS customer subscribed to both services: "One Complaint- I do not like how the channel guide operates with the basic package. – Too lengthy/ not specific."
- A non-CNS customer subscribed to Mediacom who do know whether Mediacom is preferred to CNS:" at the time, there was only Mediacom around."
- A non-CNS customer who is subscribed to cable service with some company (not mentioned):" I don't want group services."
- A CNS cable customer: " I switched to CNS because of service + price."
- A CNS cable customer subscribed to Windstream for the internet:" Bundle internet with phone service."
- A CNS cable customer: 'Internet – not needed at my business."
- A CNS bundle customer: "Full customer, very satisfied."
- A CNS bundle customer: "Why don't CNS carry the Atlanta Station Channel and WSB – not just for news."
- Our cable bill increased without notification. The trash collector is above average (sic bill) as are the debris and limb collectors.
- I have considered going to Windstream as they have cable, phone, and internet for less. I have not decided to, to this date. Long distance calling is one of the primary reasons, I'm considering this, and can get it for a flat fee. Also, a better price if, I take all three. I'm retired living on a fixed income and things continue to go up in price, but income doesn't reflect the cost of rising prices. Maybe there should be a Senior plan put into place.