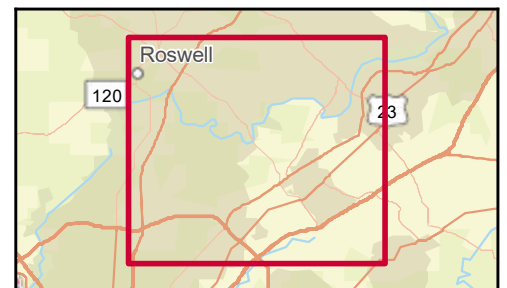
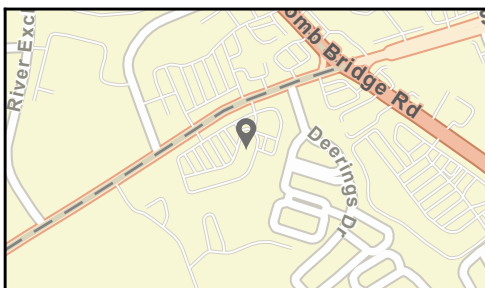
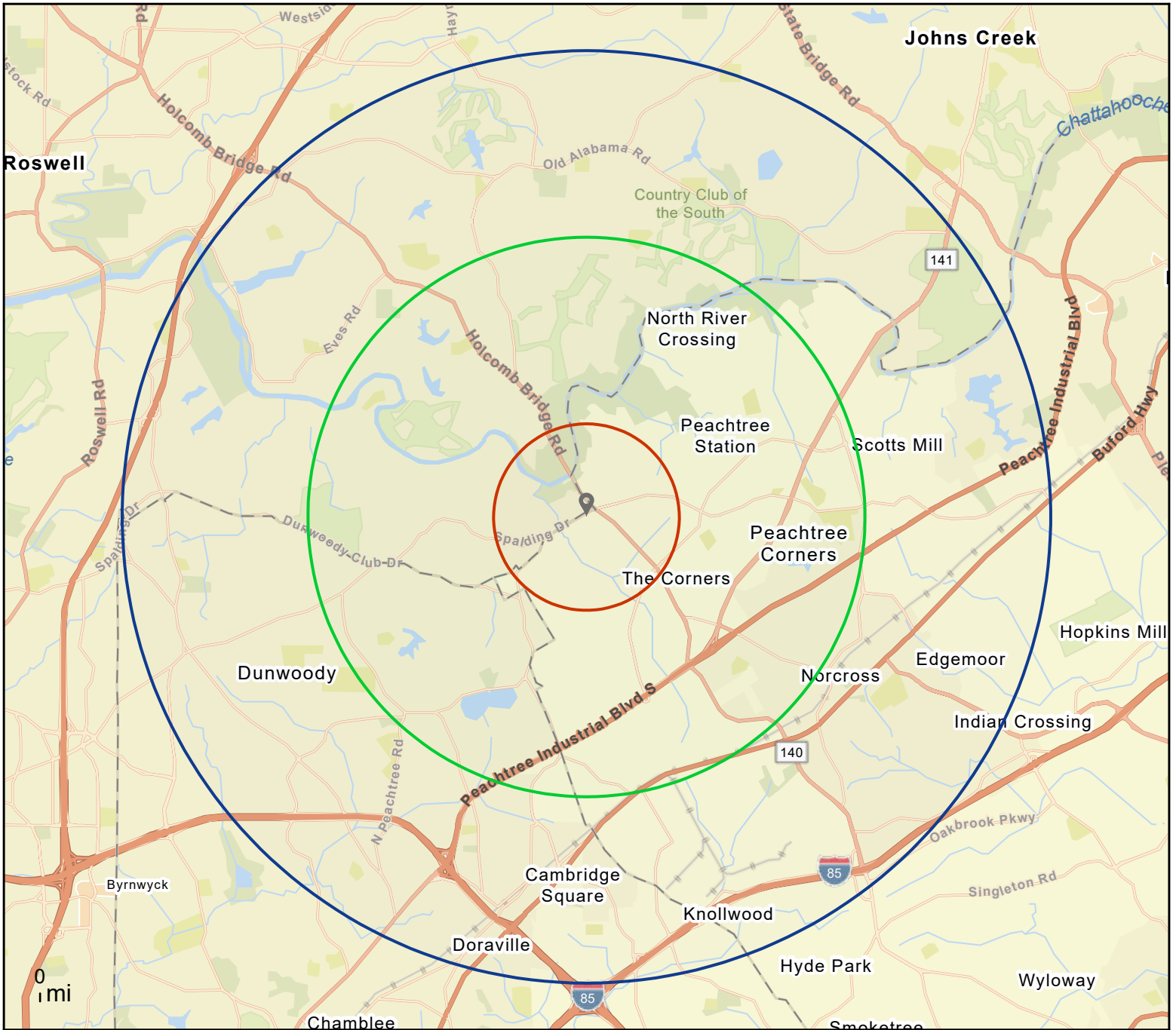


6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2
6470 Spalding Dr, Peachtree Corners, Georgia, 30092
Rings: 1, 3, 5 mile radii

Spalding Plaza
Latitude: 33.96697
Longitude: -84.25982





Executive Summary

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2
 6470 Spalding Dr, Peachtree Corners, Georgia, 30092
 Rings: 1, 3, 5 mile radii

Spalding Plaza
 Latitude: 33.96697
 Longitude: -84.25982

	1 mile	3 miles	5 miles
Population			
2010 Population	8,369	64,721	197,700
2020 Population	9,871	70,967	214,085
2023 Population	9,605	70,792	215,494
2028 Population	9,494	71,613	217,657
2010-2020 Annual Rate	1.66%	0.93%	0.80%
2020-2023 Annual Rate	-0.84%	-0.08%	0.20%
2023-2028 Annual Rate	-0.23%	0.23%	0.20%
2020 Male Population	48.1%	48.3%	49.1%
2020 Female Population	51.9%	51.7%	50.9%
2020 Median Age	38.3	38.1	36.9
2023 Male Population	48.2%	49.7%	50.0%
2023 Female Population	51.8%	50.3%	50.0%
2023 Median Age	39.1	37.8	36.9

In the identified area, the current year population is 215,494. In 2020, the Census count in the area was 214,085. The rate of change since 2020 was 0.20% annually. The five-year projection for the population in the area is 217,657 representing a change of 0.20% annually from 2023 to 2028. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 36.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	48.1%	51.1%	46.6%
2023 Black Alone	24.8%	18.9%	16.6%
2023 American Indian/Alaska Native Alone	0.4%	0.8%	0.9%
2023 Asian Alone	5.8%	7.9%	12.2%
2023 Pacific Islander Alone	0.2%	0.1%	0.1%
2023 Other Race	8.9%	10.5%	12.9%
2023 Two or More Races	11.9%	10.8%	10.7%
2023 Hispanic Origin (Any Race)	19.1%	20.5%	23.2%

Persons of Hispanic origin represent 23.2% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 81.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	131	153	148
2010 Households	3,182	24,935	74,942
2020 Households	3,911	28,129	81,621
2023 Households	3,885	28,261	82,593
2028 Households	3,865	28,901	83,845
2010-2020 Annual Rate	2.08%	1.21%	0.86%
2020-2023 Annual Rate	-0.21%	0.14%	0.36%
2023-2028 Annual Rate	-0.10%	0.45%	0.30%
2023 Average Household Size	2.45	2.50	2.60

The household count in this area has changed from 81,621 in 2020 to 82,593 in the current year, a change of 0.36% annually. The five-year projection of households is 83,845, a change of 0.30% annually from the current year total. Average household size is currently 2.60, compared to 2.62 in the year 2020. The number of families in the current year is 53,928 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Executive Summary

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	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	35.9%	30.4%	29.9%
Median Household Income			
2023 Median Household Income	\$75,441	\$90,551	\$91,606
2028 Median Household Income	\$86,843	\$104,170	\$105,335
2023-2028 Annual Rate	2.86%	2.84%	2.83%
Average Household Income			
2023 Average Household Income	\$128,376	\$144,596	\$144,962
2028 Average Household Income	\$146,602	\$161,450	\$163,472
2023-2028 Annual Rate	2.69%	2.23%	2.43%
Per Capita Income			
2023 Per Capita Income	\$52,490	\$57,641	\$55,637
2028 Per Capita Income	\$60,339	\$65,057	\$63,054
2023-2028 Annual Rate	2.83%	2.45%	2.53%
GINI Index			
2023 Gini Index	42.6	39.2	39.1

Households by Income

Current median household income is \$91,606 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$105,335 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$144,962 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$163,472 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$55,637 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$63,054 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	66	79	80
2010 Total Housing Units	3,463	27,520	81,622
2010 Owner Occupied Housing Units	1,885	15,813	44,642
2010 Renter Occupied Housing Units	1,293	9,117	30,292
2010 Vacant Housing Units	281	2,585	6,680
2020 Total Housing Units	4,121	29,692	85,812
2020 Owner Occupied Housing Units	1,937	16,402	46,608
2020 Renter Occupied Housing Units	1,974	11,727	35,013
2020 Vacant Housing Units	221	1,537	4,214
2023 Total Housing Units	4,081	29,814	86,748
2023 Owner Occupied Housing Units	2,095	17,464	49,715
2023 Renter Occupied Housing Units	1,790	10,797	32,878
2023 Vacant Housing Units	196	1,553	4,155
2028 Total Housing Units	4,085	30,672	88,593
2028 Owner Occupied Housing Units	2,125	17,571	50,502
2028 Renter Occupied Housing Units	1,740	11,330	33,343
2028 Vacant Housing Units	220	1,771	4,748

Socioeconomic Status Index

2023 Socioeconomic Status Index	58.7	55.4	54.3
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Currently, 57.3% of the 86,748 housing units in the area are owner occupied; 37.9%, renter occupied; and 4.8% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 85,812 housing units in the area and 4.9% vacant housing units. The annual rate of change in housing units since 2020 is 0.33%. Median home value in the area is \$456,344, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.08% annually to \$481,528.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,369	64,721	197,700
2020 Total Population	9,871	70,967	214,085
2020 Group Quarters	67	227	536
2023 Total Population	9,605	70,792	215,494
2023 Group Quarters	70	227	536
2028 Total Population	9,494	71,613	217,657
2023-2028 Annual Rate	-0.23%	0.23%	0.20%
2023 Total Daytime Population	8,304	87,749	237,815
Workers	3,597	53,700	135,140
Residents	4,707	34,049	102,675
Household Summary			
2010 Households	3,182	24,935	74,942
2010 Average Household Size	2.63	2.59	2.64
2020 Total Households	3,911	28,129	81,621
2020 Average Household Size	2.51	2.51	2.62
2023 Households	3,885	28,261	82,593
2023 Average Household Size	2.45	2.50	2.60
2028 Households	3,865	28,901	83,845
2028 Average Household Size	2.44	2.47	2.59
2023-2028 Annual Rate	-0.10%	0.45%	0.30%
2010 Families	2,249	17,177	50,443
2010 Average Family Size	3.10	3.09	3.18
2023 Families	2,624	18,710	53,928
2023 Average Family Size	2.98	3.05	3.21
2028 Families	2,601	18,984	54,591
2028 Average Family Size	2.96	3.03	3.19
2023-2028 Annual Rate	-0.18%	0.29%	0.24%
Housing Unit Summary			
2000 Housing Units	3,919	26,562	74,236
Owner Occupied Housing Units	50.9%	56.9%	58.0%
Renter Occupied Housing Units	46.6%	39.7%	38.2%
Vacant Housing Units	2.4%	3.3%	3.8%
2010 Housing Units	3,463	27,520	81,622
Owner Occupied Housing Units	54.4%	57.5%	54.7%
Renter Occupied Housing Units	37.3%	33.1%	37.1%
Vacant Housing Units	8.1%	9.4%	8.2%
2020 Housing Units	4,121	29,692	85,812
Owner Occupied Housing Units	47.0%	55.2%	54.3%
Renter Occupied Housing Units	47.9%	39.5%	40.8%
Vacant Housing Units	5.4%	5.2%	4.9%
2023 Housing Units	4,081	29,814	86,748
Owner Occupied Housing Units	51.3%	58.6%	57.3%
Renter Occupied Housing Units	43.9%	36.2%	37.9%
Vacant Housing Units	4.8%	5.2%	4.8%
2028 Housing Units	4,085	30,672	88,593
Owner Occupied Housing Units	52.0%	57.3%	57.0%
Renter Occupied Housing Units	42.6%	36.9%	37.6%
Vacant Housing Units	5.4%	5.8%	5.4%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	3,885	28,261	82,593
<\$15,000	7.6%	4.6%	4.6%
\$15,000 - \$24,999	5.0%	5.4%	5.4%
\$25,000 - \$34,999	11.6%	7.9%	7.4%
\$35,000 - \$49,999	8.4%	8.8%	9.6%
\$50,000 - \$74,999	17.0%	15.8%	14.8%
\$75,000 - \$99,999	12.2%	11.0%	11.3%
\$100,000 - \$149,999	11.6%	16.2%	16.7%
\$150,000 - \$199,999	9.2%	10.4%	10.3%
\$200,000+	17.3%	19.9%	19.9%
Average Household Income	\$128,376	\$144,596	\$144,962
2028 Households by Income			
Household Income Base	3,865	28,901	83,845
<\$15,000	6.1%	3.6%	3.6%
\$15,000 - \$24,999	4.1%	4.1%	4.1%
\$25,000 - \$34,999	10.1%	6.6%	6.1%
\$35,000 - \$49,999	7.2%	7.2%	7.9%
\$50,000 - \$74,999	15.6%	14.8%	13.9%
\$75,000 - \$99,999	12.8%	11.6%	11.6%
\$100,000 - \$149,999	13.2%	18.0%	18.0%
\$150,000 - \$199,999	11.5%	12.4%	12.5%
\$200,000+	19.4%	21.7%	22.3%
Average Household Income	\$146,602	\$161,450	\$163,472
2023 Owner Occupied Housing Units by Value			
Total	2,095	17,464	49,705
<\$50,000	0.3%	0.5%	0.7%
\$50,000 - \$99,999	0.8%	0.6%	0.5%
\$100,000 - \$149,999	0.2%	0.9%	1.3%
\$150,000 - \$199,999	0.1%	1.5%	2.8%
\$200,000 - \$249,999	1.0%	3.0%	4.3%
\$250,000 - \$299,999	4.2%	6.8%	8.3%
\$300,000 - \$399,999	25.4%	23.1%	21.7%
\$400,000 - \$499,999	35.7%	23.4%	18.7%
\$500,000 - \$749,999	25.3%	31.5%	32.5%
\$750,000 - \$999,999	4.1%	6.0%	6.5%
\$1,000,000 - \$1,499,999	2.6%	2.2%	2.1%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$495,714	\$505,180	\$500,079
2028 Owner Occupied Housing Units by Value			
Total	2,125	17,571	50,491
<\$50,000	0.2%	0.4%	0.6%
\$50,000 - \$99,999	0.8%	0.5%	0.4%
\$100,000 - \$149,999	0.1%	0.8%	1.1%
\$150,000 - \$199,999	0.1%	1.1%	2.3%
\$200,000 - \$249,999	0.7%	2.4%	3.4%
\$250,000 - \$299,999	3.4%	5.5%	6.6%
\$300,000 - \$399,999	24.6%	21.9%	20.7%
\$400,000 - \$499,999	36.0%	23.0%	18.2%
\$500,000 - \$749,999	26.8%	34.8%	36.4%
\$750,000 - \$999,999	4.2%	6.8%	7.4%
\$1,000,000 - \$1,499,999	2.7%	2.3%	2.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$501,660	\$521,486	\$519,721

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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 Rings: 1, 3, 5 mile radii

Spalding Plaza
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	1 mile	3 miles	5 miles
Median Household Income			
2023	\$75,441	\$90,551	\$91,606
2028	\$86,843	\$104,170	\$105,335
Median Home Value			
2023	\$450,201	\$458,533	\$456,344
2028	\$455,352	\$476,022	\$481,528
Per Capita Income			
2023	\$52,490	\$57,641	\$55,637
2028	\$60,339	\$65,057	\$63,054
Median Age			
2010	37.2	36.4	35.1
2020	38.3	38.1	36.9
2023	39.1	37.8	36.9
2028	39.4	38.3	37.5
2020 Population by Age			
Total	9,871	70,967	214,085
0 - 4	5.7%	5.8%	5.9%
5 - 9	6.4%	6.1%	6.4%
10 - 14	6.5%	6.7%	7.0%
15 - 24	12.2%	12.5%	12.9%
25 - 34	14.6%	14.4%	14.8%
35 - 44	13.1%	13.8%	14.5%
45 - 54	12.7%	13.5%	13.7%
55 - 64	12.9%	12.6%	12.0%
65 - 74	9.6%	8.9%	7.9%
75 - 84	4.8%	4.3%	3.7%
85 +	1.5%	1.3%	1.2%
18 +	77.2%	77.1%	76.4%
2023 Population by Age			
Total	9,606	70,793	215,494
0 - 4	6.5%	6.4%	6.4%
5 - 9	6.5%	6.8%	6.8%
10 - 14	7.0%	7.2%	7.1%
15 - 24	11.4%	12.2%	12.9%
25 - 34	13.3%	13.5%	13.9%
35 - 44	13.3%	13.7%	14.5%
45 - 54	12.5%	12.9%	13.1%
55 - 64	13.5%	12.6%	11.9%
65 - 74	10.4%	9.4%	8.6%
75 - 84	4.5%	4.1%	3.8%
85 +	1.1%	1.1%	1.0%
18 +	75.9%	75.6%	75.5%
2028 Population by Age			
Total	9,493	71,611	217,659
0 - 4	6.6%	6.5%	6.5%
5 - 9	6.3%	6.5%	6.5%
10 - 14	6.5%	6.6%	6.6%
15 - 24	11.3%	12.2%	12.7%
25 - 34	13.3%	13.7%	14.1%
35 - 44	13.0%	13.6%	14.0%
45 - 54	13.1%	12.9%	13.1%
55 - 64	12.3%	11.7%	11.3%
65 - 74	10.3%	9.5%	8.9%
75 - 84	5.9%	5.4%	4.9%
85 +	1.5%	1.4%	1.3%
18 +	76.7%	76.5%	76.5%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
Males	4,752	34,278	105,094
Females	5,119	36,689	108,991
2023 Population by Sex			
Males	4,633	35,209	107,689
Females	4,972	35,583	107,805
2028 Population by Sex			
Males	4,576	35,509	108,221
Females	4,919	36,105	109,436
2010 Population by Race/Ethnicity			
Total	8,370	64,722	197,700
White Alone	65.4%	66.7%	62.0%
Black Alone	19.8%	16.3%	15.9%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	5.6%	6.7%	9.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.3%	6.8%	9.0%
Two or More Races	2.3%	2.8%	3.0%
Hispanic Origin	17.0%	17.5%	20.2%
Diversity Index	65.9	65.7	71.0
2020 Population by Race/Ethnicity			
Total	9,871	70,967	214,085
White Alone	50.4%	53.2%	48.6%
Black Alone	24.1%	18.5%	16.3%
American Indian Alone	0.4%	0.7%	0.9%
Asian Alone	5.4%	7.2%	11.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.2%	9.9%	12.3%
Two or More Races	11.3%	10.4%	10.3%
Hispanic Origin	17.8%	19.5%	22.2%
Diversity Index	76.3	76.5	80.2
2023 Population by Race/Ethnicity			
Total	9,604	70,792	215,493
White Alone	48.1%	51.1%	46.6%
Black Alone	24.8%	18.9%	16.6%
American Indian Alone	0.4%	0.8%	0.9%
Asian Alone	5.8%	7.9%	12.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.9%	10.5%	12.9%
Two or More Races	11.9%	10.8%	10.7%
Hispanic Origin	19.1%	20.5%	23.2%
Diversity Index	78.0	78.0	81.5
2028 Population by Race/Ethnicity			
Total	9,493	71,614	217,656
White Alone	44.6%	47.4%	43.2%
Black Alone	25.6%	19.6%	17.0%
American Indian Alone	0.4%	0.8%	1.0%
Asian Alone	6.6%	9.1%	13.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	9.7%	11.2%	13.8%
Two or More Races	12.9%	11.7%	11.5%
Hispanic Origin	20.5%	21.6%	24.5%
Diversity Index	80.1	80.3	83.3

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	9,871	70,967	214,085
In Households	99.3%	99.7%	99.7%
Householder	39.6%	39.7%	38.2%
Opposite-Sex Spouse	18.4%	19.1%	18.6%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.2%	2.2%	2.1%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	27.0%	27.8%	28.8%
Adopted Child	0.6%	0.6%	0.5%
Stepchild	1.0%	0.9%	0.9%
Grandchild	1.2%	1.1%	1.2%
Brother or Sister	1.7%	1.3%	1.5%
Parent	1.6%	1.4%	1.6%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	1.5%	1.4%	1.7%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.5%	3.2%	3.6%
In Group Quarters	0.7%	0.3%	0.3%
Institutionalized	0.0%	0.0%	0.1%
Noninstitutionalized	0.7%	0.3%	0.2%
2023 Population 25+ by Educational Attainment			
Total	6,589	47,715	143,904
Less than 9th Grade	3.4%	3.4%	4.1%
9th - 12th Grade, No Diploma	2.1%	2.4%	3.5%
High School Graduate	13.4%	14.1%	13.1%
GED/Alternative Credential	1.6%	1.3%	1.4%
Some College, No Degree	10.3%	11.8%	11.3%
Associate Degree	9.9%	9.1%	8.0%
Bachelor's Degree	33.3%	34.1%	35.2%
Graduate/Professional Degree	25.9%	23.8%	23.4%
2023 Population 15+ by Marital Status			
Total	7,683	56,345	171,639
Never Married	33.1%	32.6%	33.1%
Married	55.7%	56.3%	55.2%
Widowed	4.1%	3.3%	3.6%
Divorced	7.1%	7.8%	8.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,058	38,116	117,705
Population 16+ Employed	98.3%	97.9%	97.4%
Population 16+ Unemployment rate	1.7%	2.1%	2.6%
Population 16-24 Employed	12.2%	11.3%	11.6%
Population 16-24 Unemployment rate	1.9%	5.5%	6.9%
Population 25-54 Employed	61.5%	64.3%	65.0%
Population 25-54 Unemployment rate	1.6%	1.4%	1.6%
Population 55-64 Employed	19.7%	17.9%	16.4%
Population 55-64 Unemployment rate	1.8%	2.0%	3.0%
Population 65+ Employed	6.6%	6.6%	6.9%
Population 65+ Unemployment rate	1.5%	2.3%	2.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 23, 2024



Market Profile

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2
 6470 Spalding Dr, Peachtree Corners, Georgia, 30092
 Rings: 1, 3, 5 mile radii

Spalding Plaza
 Latitude: 33.96697
 Longitude: -84.25982

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	4,974	37,330	114,678
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	14.3%	8.1%	7.9%
Manufacturing	4.2%	6.0%	6.2%
Wholesale Trade	3.5%	3.0%	2.6%
Retail Trade	7.2%	10.2%	9.8%
Transportation/Utilities	5.7%	6.6%	5.5%
Information	1.5%	3.7%	3.4%
Finance/Insurance/Real Estate	6.9%	9.1%	8.5%
Services	53.3%	50.6%	53.7%
Public Administration	3.1%	2.5%	2.3%
2023 Employed Population 16+ by Occupation			
Total	4,974	37,332	114,676
White Collar	71.7%	71.6%	71.7%
Management/Business/Financial	29.7%	27.5%	25.3%
Professional	24.2%	24.7%	27.7%
Sales	8.0%	9.7%	9.8%
Administrative Support	9.9%	9.7%	8.8%
Services	16.6%	12.7%	13.2%
Blue Collar	11.7%	15.7%	15.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.7%	4.4%	5.0%
Installation/Maintenance/Repair	0.9%	2.7%	1.8%
Production	0.4%	2.4%	2.6%
Transportation/Material Moving	3.7%	6.2%	5.7%
2020 Households by Type			
Total	3,911	28,129	81,621
Married Couple Households	46.1%	48.8%	49.4%
With Own Children <18	17.7%	19.8%	21.9%
Without Own Children <18	28.4%	28.9%	27.5%
Cohabiting Couple Households	6.0%	5.9%	5.8%
With Own Children <18	1.8%	1.9%	1.9%
Without Own Children <18	4.1%	3.9%	3.9%
Male Householder, No Spouse/Partner	17.7%	17.7%	18.3%
Living Alone	10.7%	11.4%	11.3%
65 Years and over	1.7%	2.0%	1.9%
With Own Children <18	2.3%	2.0%	2.0%
Without Own Children <18, With Relatives	2.5%	2.6%	2.8%
No Relatives Present	2.1%	1.8%	2.2%
Female Householder, No Spouse/Partner	30.2%	27.7%	26.4%
Living Alone	15.3%	14.9%	14.1%
65 Years and over	6.3%	5.4%	4.7%
With Own Children <18	7.0%	6.0%	5.6%
Without Own Children <18, With Relatives	6.4%	5.6%	5.4%
No Relatives Present	1.4%	1.2%	1.3%
2020 Households by Size			
Total	3,911	28,129	81,621
1 Person Household	26.1%	26.3%	25.4%
2 Person Household	34.2%	33.9%	31.8%
3 Person Household	16.7%	16.6%	16.7%
4 Person Household	13.6%	13.9%	15.3%
5 Person Household	5.9%	5.8%	6.5%
6 Person Household	2.3%	2.2%	2.6%
7 + Person Household	1.3%	1.4%	1.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	3,911	28,129	81,621
Owner Occupied	49.5%	58.3%	57.1%
Owned with a Mortgage/Loan	35.6%	42.4%	42.1%
Owned Free and Clear	13.9%	15.9%	15.0%
Renter Occupied	50.5%	41.7%	42.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	66	79	80
Percent of Income for Mortgage	35.9%	30.4%	29.9%
Wealth Index	131	153	148
2020 Housing Units By Urban/ Rural Status			
Total	4,121	29,692	85,812
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	9,871	70,967	214,085
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	Bright Young Professionals	Young and Restless (11B)	Young and Restless (11B)
2.	Professional Pride (1B)	Enterprising Professionals	Enterprising Professionals (2D)
3.	Top Tier (1A)	Top Tier (1A)	Top Tier (1A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$10,572,224	\$86,777,640	\$254,531,192
Average Spent	\$2,721.29	\$3,070.58	\$3,081.75
Spending Potential Index	124	140	140
Education: Total \$	\$8,821,018	\$74,203,152	\$214,833,497
Average Spent	\$2,270.53	\$2,625.64	\$2,601.11
Spending Potential Index	127	146	145
Entertainment/Recreation: Total \$	\$17,069,463	\$139,131,206	\$407,355,355
Average Spent	\$4,393.68	\$4,923.08	\$4,932.08
Spending Potential Index	116	130	130
Food at Home: Total \$	\$31,402,145	\$258,219,206	\$756,528,710
Average Spent	\$8,082.92	\$9,136.95	\$9,159.72
Spending Potential Index	119	134	135
Food Away from Home: Total \$	\$17,953,688	\$147,238,062	\$432,549,906
Average Spent	\$4,621.28	\$5,209.94	\$5,237.13
Spending Potential Index	124	140	141
Health Care: Total \$	\$32,003,215	\$259,748,422	\$759,072,467
Average Spent	\$8,237.64	\$9,191.06	\$9,190.52
Spending Potential Index	112	125	125
HH Furnishings & Equipment: Total \$	\$13,773,532	\$112,442,460	\$329,077,731
Average Spent	\$3,545.31	\$3,978.71	\$3,984.33
Spending Potential Index	120	135	135
Personal Care Products & Services: Total \$	\$4,548,613	\$37,282,698	\$109,166,955
Average Spent	\$1,170.81	\$1,319.23	\$1,321.75
Spending Potential Index	122	138	138
Shelter: Total \$	\$117,152,176	\$965,254,621	\$2,837,790,047
Average Spent	\$30,155.00	\$34,155.01	\$34,358.72
Spending Potential Index	122	138	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,000,296	\$113,250,442	\$329,472,189
Average Spent	\$3,603.68	\$4,007.30	\$3,989.11
Spending Potential Index	115	128	128
Travel: Total \$	\$10,566,569	\$86,180,755	\$252,292,601
Average Spent	\$2,719.84	\$3,049.46	\$3,054.65
Spending Potential Index	121	136	136
Vehicle Maintenance & Repairs: Total \$	\$6,058,857	\$49,265,056	\$144,170,542
Average Spent	\$1,559.55	\$1,743.22	\$1,745.55
Spending Potential Index	119	133	133

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

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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