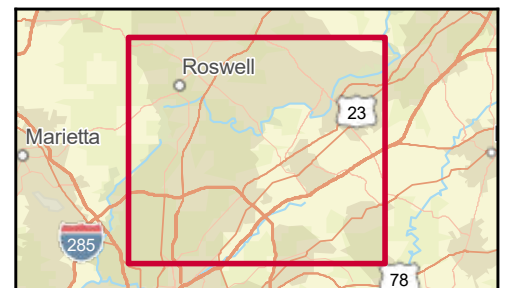
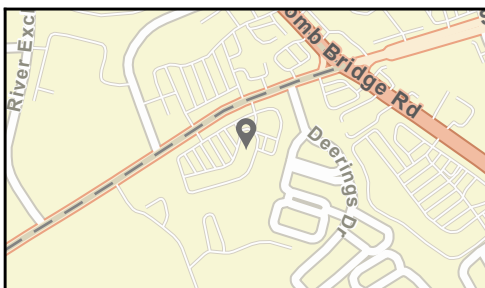
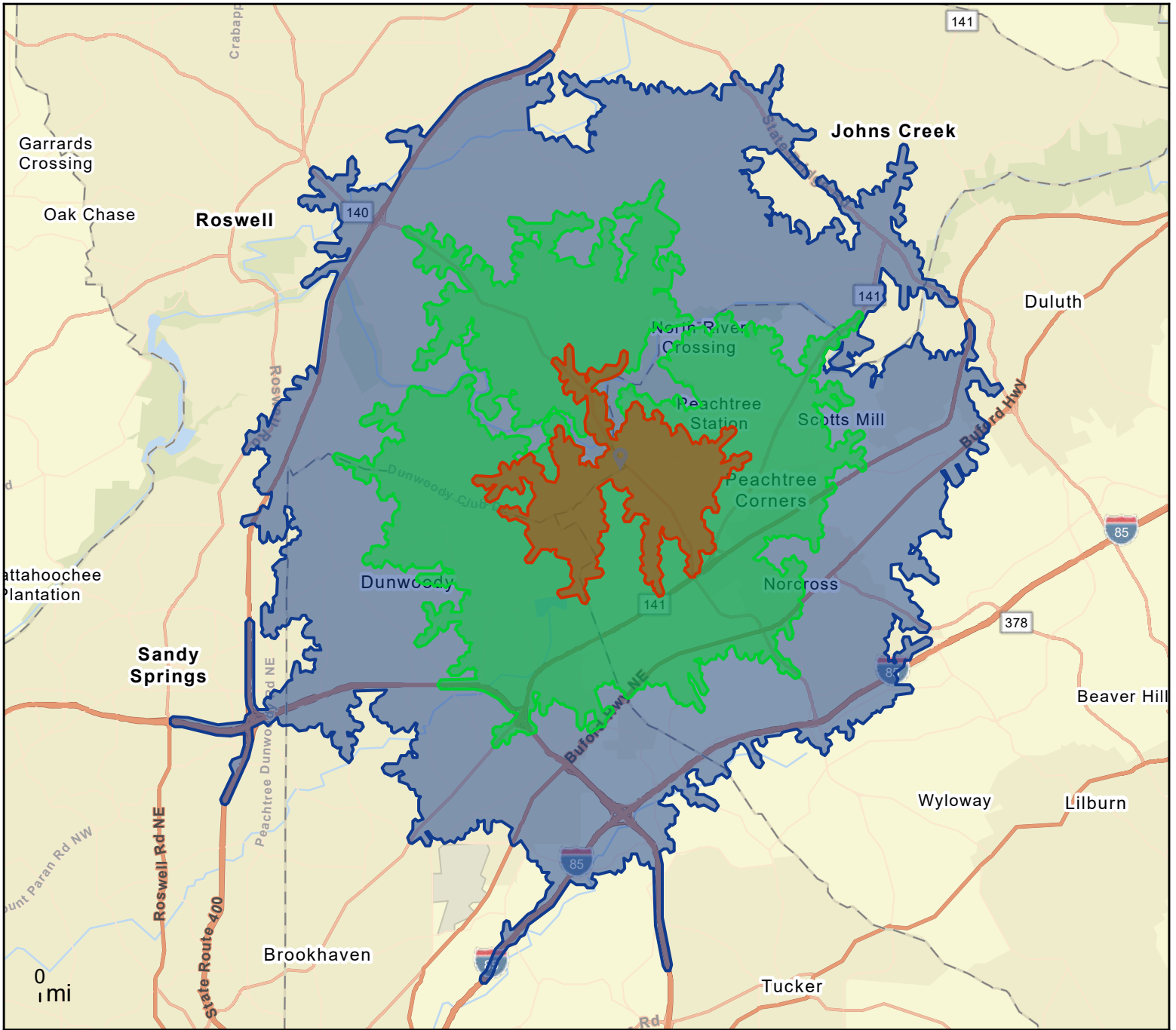


6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
6470 Spalding Dr, Peachtree Corners, Georgia, 30092  
Drive time: 5, 10, 15 minute radii

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  
Drive time: 5, 10, 15 minute radii

Spalding Plaza  
Latitude: 33.96697  
Longitude: -84.25982

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2010 Population	13,261	81,074	240,290
2020 Population	15,222	89,689	261,732
2023 Population	14,838	90,490	263,738
2028 Population	14,727	91,979	265,490
2010-2020 Annual Rate	1.39%	1.01%	0.86%
2020-2023 Annual Rate	-0.78%	0.27%	0.24%
2023-2028 Annual Rate	-0.15%	0.33%	0.13%
2020 Male Population	48.0%	48.6%	49.2%
2020 Female Population	52.0%	51.4%	50.8%
2020 Median Age	38.7	37.9	36.4
2023 Male Population	48.6%	49.8%	50.2%
2023 Female Population	51.4%	50.2%	49.8%
2023 Median Age	38.5	37.9	36.6

In the identified area, the current year population is 263,738. In 2020, the Census count in the area was 261,732. The rate of change since 2020 was 0.24% annually. The five-year projection for the population in the area is 265,490 representing a change of 0.13% annually from 2023 to 2028. Currently, the population is 50.2% male and 49.8% female.

### Median Age

The median age in this area is 36.6, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	49.0%	50.4%	45.5%
2023 Black Alone	23.4%	18.1%	16.4%
2023 American Indian/Alaska Native Alone	0.4%	0.8%	0.9%
2023 Asian Alone	7.0%	8.6%	13.4%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	8.4%	11.0%	12.9%
2023 Two or More Races	11.6%	11.0%	10.7%
2023 Hispanic Origin (Any Race)	18.3%	21.1%	23.0%

Persons of Hispanic origin represent 23.0% 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 81.9 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	137	154	141
2010 Households	5,076	31,027	92,040
2020 Households	5,992	35,084	101,431
2023 Households	5,972	35,723	102,861
2028 Households	5,969	36,637	104,161
2010-2020 Annual Rate	1.67%	1.24%	0.98%
2020-2023 Annual Rate	-0.10%	0.56%	0.43%
2023-2028 Annual Rate	-0.01%	0.51%	0.25%
2023 Average Household Size	2.47	2.53	2.56

The household count in this area has changed from 101,431 in 2020 to 102,861 in the current year, a change of 0.43% annually. The five-year projection of households is 104,161, a change of 0.25% annually from the current year total. Average household size is currently 2.56, compared to 2.57 in the year 2020. The number of families in the current year is 65,056 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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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	33.5%	29.1%	29.7%
<b>Median Household Income</b>			
2023 Median Household Income	\$78,010	\$93,035	\$91,469
2028 Median Household Income	\$89,352	\$105,770	\$105,496
2023-2028 Annual Rate	2.75%	2.60%	2.89%
<b>Average Household Income</b>			
2023 Average Household Income	\$131,268	\$147,104	\$142,865
2028 Average Household Income	\$148,615	\$164,203	\$162,201
2023-2028 Annual Rate	2.51%	2.22%	2.57%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$53,231	\$58,191	\$55,763
2028 Per Capita Income	\$60,801	\$65,541	\$63,686
2023-2028 Annual Rate	2.69%	2.41%	2.69%
<b>GINI Index</b>			
2023 Gini Index	41.7	38.8	38.9

**Households by Income**  
 Current median household income is \$91,469 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$105,496 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$142,865 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$162,201 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$55,763 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$63,686 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	71	83	81
2010 Total Housing Units	5,518	34,103	100,498
2010 Owner Occupied Housing Units	3,259	19,626	52,041
2010 Renter Occupied Housing Units	1,816	11,396	40,012
2010 Vacant Housing Units	442	3,076	8,458
2020 Total Housing Units	6,286	37,006	107,326
2020 Owner Occupied Housing Units	3,406	20,502	54,342
2020 Renter Occupied Housing Units	2,586	14,582	47,089
2020 Vacant Housing Units	333	1,867	5,818
2023 Total Housing Units	6,252	37,658	108,710
2023 Owner Occupied Housing Units	3,499	22,290	59,553
2023 Renter Occupied Housing Units	2,473	13,433	43,308
2023 Vacant Housing Units	280	1,935	5,849
2028 Total Housing Units	6,294	38,791	110,808
2028 Owner Occupied Housing Units	3,556	22,591	60,387
2028 Renter Occupied Housing Units	2,413	14,047	43,774
2028 Vacant Housing Units	325	2,154	6,647

<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	56.9	55.7	53.6

Currently, 54.8% of the 108,710 housing units in the area are owner occupied; 39.8%, renter occupied; and 5.4% 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 107,326 housing units in the area and 5.4% vacant housing units. The annual rate of change in housing units since 2020 is 0.40%. Median home value in the area is \$452,232, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.16% annually to \$479,127.

**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

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
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	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2010 Total Population	13,261	81,074	240,290
2020 Total Population	15,222	89,689	261,732
2020 Group Quarters	80	243	701
2023 Total Population	14,838	90,490	263,738
2023 Group Quarters	81	246	701
2028 Total Population	14,727	91,979	265,490
2023-2028 Annual Rate	-0.15%	0.33%	0.13%
2023 Total Daytime Population	13,720	108,792	322,531
Workers	6,466	65,550	199,495
Residents	7,254	43,242	123,036
<b>Household Summary</b>			
2010 Households	5,076	31,027	92,040
2010 Average Household Size	2.61	2.61	2.61
2020 Total Households	5,992	35,084	101,431
2020 Average Household Size	2.53	2.55	2.57
2023 Households	5,972	35,723	102,861
2023 Average Household Size	2.47	2.53	2.56
2028 Households	5,969	36,637	104,161
2028 Average Household Size	2.45	2.50	2.54
2023-2028 Annual Rate	-0.01%	0.51%	0.25%
2010 Families	3,506	21,347	60,283
2010 Average Family Size	3.11	3.11	3.18
2023 Families	3,933	23,614	65,056
2023 Average Family Size	3.02	3.09	3.20
2028 Families	3,901	24,053	65,734
2028 Average Family Size	3.01	3.07	3.18
2023-2028 Annual Rate	-0.16%	0.37%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,652	32,952	87,753
Owner Occupied Housing Units	56.5%	56.5%	56.6%
Renter Occupied Housing Units	41.3%	40.1%	39.3%
Vacant Housing Units	2.2%	3.4%	4.2%
2010 Housing Units	5,518	34,103	100,498
Owner Occupied Housing Units	59.1%	57.5%	51.8%
Renter Occupied Housing Units	32.9%	33.4%	39.8%
Vacant Housing Units	8.0%	9.0%	8.4%
2020 Housing Units	6,286	37,006	107,326
Owner Occupied Housing Units	54.2%	55.4%	50.6%
Renter Occupied Housing Units	41.1%	39.4%	43.9%
Vacant Housing Units	5.3%	5.0%	5.4%
2023 Housing Units	6,252	37,658	108,710
Owner Occupied Housing Units	56.0%	59.2%	54.8%
Renter Occupied Housing Units	39.6%	35.7%	39.8%
Vacant Housing Units	4.5%	5.1%	5.4%
2028 Housing Units	6,294	38,791	110,808
Owner Occupied Housing Units	56.5%	58.2%	54.5%
Renter Occupied Housing Units	38.3%	36.2%	39.5%
Vacant Housing Units	5.2%	5.6%	6.0%

**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.



# Market Profile

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
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<b>2023 Households by Income</b>			
Household Income Base	5,972	35,723	102,861
<\$15,000	5.8%	4.4%	4.6%
\$15,000 - \$24,999	6.5%	5.4%	5.3%
\$25,000 - \$34,999	10.8%	7.4%	7.2%
\$35,000 - \$49,999	8.7%	8.9%	9.6%
\$50,000 - \$74,999	16.4%	15.5%	15.0%
\$75,000 - \$99,999	11.7%	10.9%	11.6%
\$100,000 - \$149,999	14.0%	16.7%	17.1%
\$150,000 - \$199,999	9.0%	10.4%	10.1%
\$200,000+	17.1%	20.4%	19.5%
Average Household Income	\$131,268	\$147,104	\$142,865
<b>2028 Households by Income</b>			
Household Income Base	5,969	36,637	104,161
<\$15,000	4.7%	3.5%	3.6%
\$15,000 - \$24,999	5.3%	4.1%	4.0%
\$25,000 - \$34,999	9.3%	6.1%	5.9%
\$35,000 - \$49,999	7.6%	7.3%	7.8%
\$50,000 - \$74,999	15.6%	14.7%	14.0%
\$75,000 - \$99,999	11.9%	11.4%	11.8%
\$100,000 - \$149,999	15.3%	18.2%	18.4%
\$150,000 - \$199,999	11.2%	12.5%	12.4%
\$200,000+	19.2%	22.3%	22.1%
Average Household Income	\$148,615	\$164,203	\$162,201
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,499	22,290	59,543
<\$50,000	0.4%	0.6%	0.7%
\$50,000 - \$99,999	0.7%	0.5%	0.5%
\$100,000 - \$149,999	0.6%	0.9%	1.5%
\$150,000 - \$199,999	0.7%	1.5%	2.8%
\$200,000 - \$249,999	2.2%	3.1%	4.5%
\$250,000 - \$299,999	7.9%	7.7%	8.8%
\$300,000 - \$399,999	27.5%	23.9%	21.7%
\$400,000 - \$499,999	28.8%	23.7%	18.1%
\$500,000 - \$749,999	25.5%	29.4%	32.2%
\$750,000 - \$999,999	3.7%	6.2%	6.4%
\$1,000,000 - \$1,499,999	1.8%	1.9%	2.1%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$473,599	\$497,523	\$496,242
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,556	22,591	60,376
<\$50,000	0.3%	0.4%	0.6%
\$50,000 - \$99,999	0.7%	0.5%	0.5%
\$100,000 - \$149,999	0.4%	0.8%	1.3%
\$150,000 - \$199,999	0.6%	1.1%	2.3%
\$200,000 - \$249,999	1.7%	2.4%	3.6%
\$250,000 - \$299,999	6.7%	6.2%	6.9%
\$300,000 - \$399,999	27.4%	22.6%	20.9%
\$400,000 - \$499,999	28.8%	23.4%	17.7%
\$500,000 - \$749,999	27.5%	33.0%	36.2%
\$750,000 - \$999,999	3.8%	7.0%	7.2%
\$1,000,000 - \$1,499,999	1.9%	2.0%	2.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.3%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$481,194	\$514,760	\$517,092

**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

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
 6470 Spalding Dr, Peachtree Corners, Georgia, 30092  
 Drive time: 5, 10, 15 minute radii

Spalding Plaza  
 Latitude: 33.96697  
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	5 minutes	10 minutes	15 minutes
<b>Median Household Income</b>			
2023	\$78,010	\$93,035	\$91,469
2028	\$89,352	\$105,770	\$105,496
<b>Median Home Value</b>			
2023	\$434,742	\$449,943	\$452,232
2028	\$442,049	\$468,146	\$479,127
<b>Per Capita Income</b>			
2023	\$53,231	\$58,191	\$55,763
2028	\$60,801	\$65,541	\$63,686
<b>Median Age</b>			
2010	37.3	36.3	34.5
2020	38.7	37.9	36.4
2023	38.5	37.9	36.6
2028	38.8	38.4	37.2
<b>2020 Population by Age</b>			
Total	15,222	89,689	261,732
0 - 4	5.8%	5.8%	5.9%
5 - 9	5.9%	6.2%	6.4%
10 - 14	6.4%	6.7%	6.9%
15 - 24	12.1%	12.6%	12.8%
25 - 34	14.5%	14.5%	15.7%
35 - 44	13.4%	13.9%	14.8%
45 - 54	13.0%	13.6%	13.6%
55 - 64	13.0%	12.4%	11.7%
65 - 74	9.8%	8.7%	7.5%
75 - 84	4.5%	4.3%	3.5%
85 +	1.6%	1.3%	1.1%
18 +	77.7%	77.1%	76.6%
<b>2023 Population by Age</b>			
Total	14,839	90,490	263,740
0 - 4	6.5%	6.4%	6.4%
5 - 9	6.7%	6.8%	6.6%
10 - 14	7.1%	7.2%	6.9%
15 - 24	11.2%	12.2%	12.9%
25 - 34	13.7%	13.4%	14.6%
35 - 44	14.0%	13.9%	14.9%
45 - 54	12.8%	13.0%	13.1%
55 - 64	12.8%	12.4%	11.7%
65 - 74	9.9%	9.4%	8.2%
75 - 84	4.3%	4.2%	3.6%
85 +	1.0%	1.1%	1.1%
18 +	75.9%	75.6%	76.0%
<b>2028 Population by Age</b>			
Total	14,730	91,979	265,489
0 - 4	6.6%	6.5%	6.5%
5 - 9	6.4%	6.5%	6.4%
10 - 14	6.5%	6.6%	6.4%
15 - 24	11.2%	12.1%	12.8%
25 - 34	14.0%	13.6%	14.8%
35 - 44	13.3%	13.7%	14.5%
45 - 54	13.4%	13.0%	13.0%
55 - 64	11.8%	11.6%	11.1%
65 - 74	9.7%	9.5%	8.6%
75 - 84	5.7%	5.4%	4.7%
85 +	1.5%	1.4%	1.3%
18 +	76.6%	76.5%	77.0%
<b>2020 Population by Sex</b>			

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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Males	7,309	43,570	128,811
Females	7,913	46,119	132,921
<b>2023 Population by Sex</b>			
Males	7,211	45,061	132,420
Females	7,627	45,429	131,318
<b>2028 Population by Sex</b>			
Males	7,143	45,628	132,640
Females	7,584	46,351	132,850
<b>2010 Population by Race/Ethnicity</b>			
Total	13,261	81,075	240,290
White Alone	65.7%	66.1%	61.1%
Black Alone	19.0%	16.1%	15.5%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	6.1%	7.3%	10.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.8%	7.1%	9.6%
Two or More Races	2.5%	2.8%	3.0%
Hispanic Origin	16.0%	17.7%	20.9%
Diversity Index	65.2	66.4	72.1
<b>2020 Population by Race/Ethnicity</b>			
Total	15,222	89,689	261,732
White Alone	51.2%	52.6%	47.7%
Black Alone	22.9%	17.6%	16.1%
American Indian Alone	0.4%	0.8%	0.9%
Asian Alone	6.5%	7.9%	12.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	10.5%	12.3%
Two or More Races	11.0%	10.6%	10.3%
Hispanic Origin	17.2%	20.2%	22.1%
Diversity Index	75.9	77.2	80.7
<b>2023 Population by Race/Ethnicity</b>			
Total	14,837	90,490	263,737
White Alone	49.0%	50.4%	45.5%
Black Alone	23.4%	18.1%	16.4%
American Indian Alone	0.4%	0.8%	0.9%
Asian Alone	7.0%	8.6%	13.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.4%	11.0%	12.9%
Two or More Races	11.6%	11.0%	10.7%
Hispanic Origin	18.3%	21.1%	23.0%
Diversity Index	77.5	78.7	81.9
<b>2028 Population by Race/Ethnicity</b>			
Total	14,727	91,980	265,491
White Alone	45.6%	46.8%	42.1%
Black Alone	24.1%	18.8%	16.8%
American Indian Alone	0.5%	0.9%	1.0%
Asian Alone	8.0%	9.8%	14.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.1%	11.8%	13.8%
Two or More Races	12.6%	11.9%	11.4%
Hispanic Origin	19.6%	22.3%	24.2%
Diversity Index	79.7	80.9	83.6

**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

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
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	5 minutes	10 minutes	15 minutes
<b>2020 Population by Relationship and Household Type</b>			
Total	15,222	89,689	261,732
In Households	99.5%	99.7%	99.7%
Householder	40.2%	39.3%	38.8%
Opposite-Sex Spouse	18.5%	19.0%	18.4%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.3%	2.2%	2.1%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.7%	27.9%	28.5%
Adopted Child	0.6%	0.6%	0.5%
Stepchild	0.9%	0.9%	0.8%
Grandchild	1.2%	1.1%	1.1%
Brother or Sister	1.5%	1.4%	1.5%
Parent	1.6%	1.5%	1.6%
Parent-in-law	0.4%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.4%	1.5%	1.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.4%	3.4%	3.8%
In Group Quarters	0.5%	0.3%	0.3%
Institutionalized	0.0%	0.1%	0.1%
Noninstitutionalized	0.5%	0.2%	0.2%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	10,168	61,015	177,064
Less than 9th Grade	2.7%	3.4%	4.2%
9th - 12th Grade, No Diploma	1.9%	2.6%	3.3%
High School Graduate	15.2%	14.5%	13.0%
GED/Alternative Credential	1.3%	1.4%	1.5%
Some College, No Degree	12.2%	11.1%	11.1%
Associate Degree	10.2%	8.6%	7.8%
Bachelor's Degree	32.4%	35.4%	35.2%
Graduate/Professional Degree	24.1%	23.1%	23.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	11,824	72,058	211,171
Never Married	33.5%	32.5%	33.7%
Married	54.8%	56.7%	54.3%
Widowed	3.4%	3.8%	3.6%
Divorced	8.3%	7.0%	8.4%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,887	49,055	146,954
Population 16+ Employed	97.7%	97.9%	97.3%
Population 16+ Unemployment rate	2.3%	2.1%	2.7%
Population 16-24 Employed	11.0%	11.3%	11.6%
Population 16-24 Unemployment rate	2.2%	6.0%	7.3%
Population 25-54 Employed	64.2%	63.9%	65.9%
Population 25-54 Unemployment rate	2.4%	1.4%	1.8%
Population 55-64 Employed	18.3%	17.7%	15.9%
Population 55-64 Unemployment rate	2.0%	2.0%	2.8%
Population 65+ Employed	6.5%	7.1%	6.6%
Population 65+ Unemployment rate	1.2%	2.4%	2.4%

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  
 Drive time: 5, 10, 15 minute radii

Spalding Plaza  
 Latitude: 33.96697  
 Longitude: -84.25982

	5 minutes	10 minutes	15 minutes
<b>2023 Employed Population 16+ by Industry</b>			
Total	7,709	48,012	142,994
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	9.7%	8.2%	8.0%
Manufacturing	5.6%	6.1%	6.2%
Wholesale Trade	2.6%	2.4%	2.5%
Retail Trade	9.3%	9.8%	9.6%
Transportation/Utilities	7.0%	6.2%	5.4%
Information	2.6%	3.6%	3.6%
Finance/Insurance/Real Estate	8.2%	9.3%	8.7%
Services	52.1%	51.9%	53.7%
Public Administration	2.7%	2.4%	2.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	7,708	48,014	142,995
White Collar	71.5%	71.7%	71.8%
Management/Business/Financial	28.3%	27.5%	25.4%
Professional	22.7%	25.3%	28.5%
Sales	8.8%	9.4%	9.4%
Administrative Support	11.7%	9.5%	8.4%
Services	14.5%	12.8%	13.1%
Blue Collar	13.9%	15.4%	15.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.7%	4.6%	5.3%
Installation/Maintenance/Repair	3.4%	2.3%	1.7%
Production	0.9%	2.4%	2.7%
Transportation/Material Moving	4.9%	6.1%	5.5%
<b>2020 Households by Type</b>			
Total	5,992	35,084	101,431
Married Couple Households	46.7%	49.0%	48.0%
With Own Children <18	17.5%	20.4%	21.7%
Without Own Children <18	29.2%	28.5%	26.3%
Cohabiting Couple Households	6.1%	5.9%	5.9%
With Own Children <18	1.8%	1.9%	1.8%
Without Own Children <18	4.2%	4.0%	4.1%
Male Householder, No Spouse/Partner	17.4%	17.8%	19.2%
Living Alone	11.1%	11.3%	12.1%
65 Years and over	2.0%	2.0%	1.9%
With Own Children <18	2.1%	2.0%	2.0%
Without Own Children <18, With Relatives	2.5%	2.7%	2.8%
No Relatives Present	1.8%	1.9%	2.3%
Female Householder, No Spouse/Partner	29.8%	27.3%	26.9%
Living Alone	15.9%	14.8%	14.8%
65 Years and over	6.3%	5.3%	4.7%
With Own Children <18	6.5%	5.7%	5.5%
Without Own Children <18, With Relatives	6.2%	5.5%	5.3%
No Relatives Present	1.2%	1.2%	1.4%
<b>2020 Households by Size</b>			
Total	5,992	35,084	101,431
1 Person Household	26.9%	26.1%	26.8%
2 Person Household	34.7%	33.3%	31.3%
3 Person Household	16.4%	16.7%	16.6%
4 Person Household	13.4%	14.3%	14.9%
5 Person Household	5.2%	5.9%	6.3%
6 Person Household	2.2%	2.3%	2.5%
7 + Person Household	1.2%	1.5%	1.6%

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

6470 Spalding Dr, Peachtree Corners, Georgia, 30092 2  
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	5 minutes	10 minutes	15 minutes
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	5,992	35,084	101,431
Owner Occupied	56.8%	58.4%	53.6%
Owned with a Mortgage/Loan	41.3%	42.7%	39.7%
Owned Free and Clear	15.5%	15.8%	13.9%
Renter Occupied	43.2%	41.6%	46.4%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	71	83	81
Percent of Income for Mortgage	33.5%	29.1%	29.7%
Wealth Index	137	154	141
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	6,286	37,006	107,326
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	15,222	89,689	261,732
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.



# Market Profile

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<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Young and Restless (11B)	Young and Restless (11B)
2.	Young and Restless (11B)	Enterprising Professionals	Enterprising Professionals (2D)
3.	Top Tier (1A)	Top Tier (1A)	Professional Pride (1B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,548,432	\$111,329,473	\$313,321,785
Average Spent	\$2,771.00	\$3,116.46	\$3,046.07
Spending Potential Index	126	142	139
Education: Total \$	\$14,269,408	\$95,337,410	\$262,996,628
Average Spent	\$2,389.39	\$2,668.80	\$2,556.82
Spending Potential Index	133	149	143
Entertainment/Recreation: Total \$	\$26,699,272	\$178,798,271	\$500,002,019
Average Spent	\$4,470.74	\$5,005.13	\$4,860.95
Spending Potential Index	118	132	129
Food at Home: Total \$	\$49,151,340	\$331,764,995	\$929,661,033
Average Spent	\$8,230.30	\$9,287.15	\$9,038.03
Spending Potential Index	121	137	133
Food Away from Home: Total \$	\$28,070,138	\$188,819,348	\$532,010,888
Average Spent	\$4,700.29	\$5,285.65	\$5,172.13
Spending Potential Index	126	142	139
Health Care: Total \$	\$49,736,162	\$333,214,862	\$929,237,505
Average Spent	\$8,328.23	\$9,327.74	\$9,033.91
Spending Potential Index	113	127	123
HH Furnishings & Equipment: Total \$	\$21,577,896	\$144,411,794	\$403,961,727
Average Spent	\$3,613.18	\$4,042.54	\$3,927.26
Spending Potential Index	122	137	133
Personal Care Products & Services: Total \$	\$7,123,171	\$47,835,859	\$134,142,551
Average Spent	\$1,192.76	\$1,339.08	\$1,304.11
Spending Potential Index	125	140	136
Shelter: Total \$	\$184,323,765	\$1,242,897,343	\$3,490,157,095
Average Spent	\$30,864.66	\$34,792.64	\$33,930.81
Spending Potential Index	125	140	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,748,630	\$145,316,177	\$401,874,162
Average Spent	\$3,641.77	\$4,067.86	\$3,906.96
Spending Potential Index	116	130	125
Travel: Total \$	\$16,600,084	\$110,854,271	\$309,403,836
Average Spent	\$2,779.65	\$3,103.16	\$3,007.98
Spending Potential Index	124	138	134
Vehicle Maintenance & Repairs: Total \$	\$9,379,246	\$63,071,951	\$176,767,807
Average Spent	\$1,570.54	\$1,765.58	\$1,718.51
Spending Potential Index	120	135	131

**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.