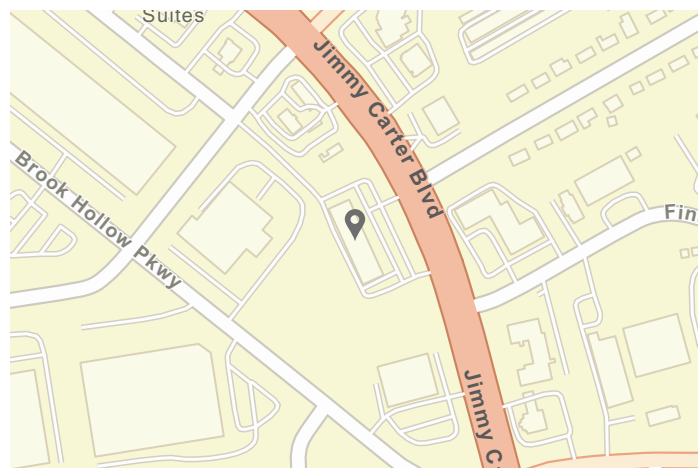
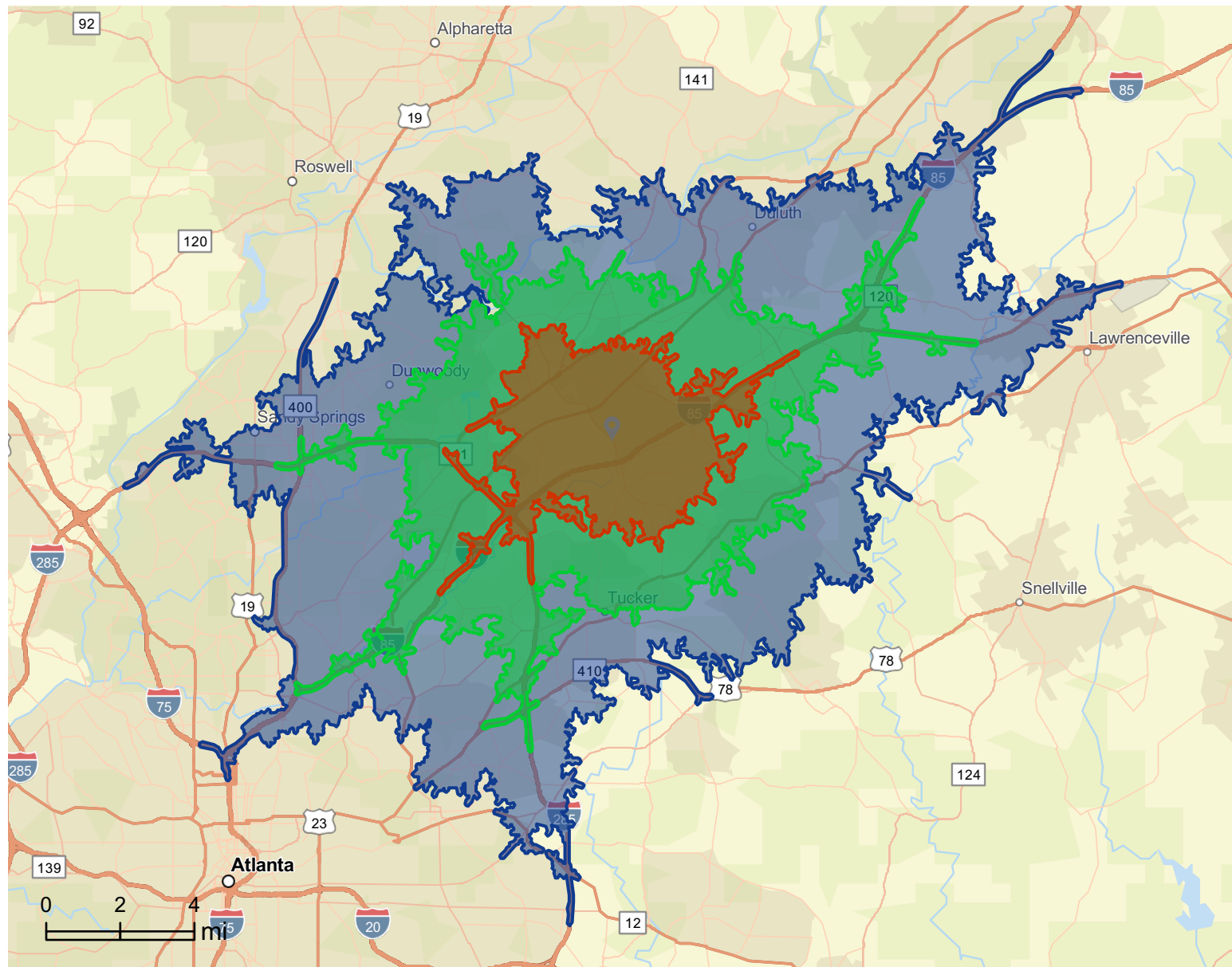


Site Map

Carter Norcross Plaza

5860 Jimmy Carter Blvd, Norcross, Georgia, 30071

Drive time: 10, 15, 20 minute radii



Market Profile

Carter Norcross Plaza
5860 Jimmy Carter Blvd, Norcross, Georgia, 30071
Drive time: 10, 15, 20 minute radii



Population Summary	10 minutes	15 minutes	20 minutes
2010 Total Population	86,420	285,416	682,384
2020 Total Population	94,256	316,412	773,375
2020 Group Quarters	63	889	5,404
2025 Total Population	95,334	322,816	798,992
2025 Group Quarters	63	973	5,838
2030 Total Population	95,380	327,816	817,171
2025-2030 Annual Rate	0.01%	0.31%	0.45%
2025 Total Daytime Population	111,466	367,565	958,891
Workers	66,276	218,927	595,142
Residents	45,190	148,638	363,749

Household Summary	10 minutes	15 minutes	20 minutes
2010 Total Households	28,227	103,316	264,662
2010 Average Household Size	3.06	2.76	2.56
2020 Total Households	33,060	118,799	305,541
2020 Average Household Size	2.85	2.66	2.51
2025 Total Households	34,104	122,903	318,928
2025 Average Household Size	2.79	2.62	2.49
2030 Total Households	34,369	125,347	328,309
2030 Average Household Size	2.77	2.61	2.47
2025-2030 Annual Rate	0.15%	0.39%	0.58%
2025 Families	21,029	73,261	184,424
2025 Average Family Size	3.65	3.45	3.31
2030 Families	21,004	74,062	188,032
2030 Average Family Size	3.65	3.46	3.31
2025-2030 Growth Rate	-0.0%	0.2%	0.4%

Housing Unit Summary			
2010 Total Housing Units	33,009	115,758	293,061
Owner Occupied Housing Units	37.5%	44.7%	50.5%
Renter Occupied Housing Units	62.5%	55.3%	49.5%
Vacant Housing Units	14.5%	10.8%	9.7%
2020 Housing Units	35,047	126,427	327,713
Owner Occupied Housing Units	33.8%	40.3%	46.4%
Renter Occupied Housing Units	66.3%	59.7%	53.6%
Vacant Housing Units	5.6%	6.0%	6.7%
2025 Housing Units	36,047	130,771	342,573
Owner Occupied Housing Units	36.4%	42.7%	48.0%
Renter Occupied Housing Units	63.6%	57.3%	52.0%
Vacant Housing Units	5.4%	6.0%	6.9%
2030 Total Housing Units	36,696	134,246	352,809
Owner Occupied Housing Units	38.6%	43.7%	48.6%
Renter Occupied Housing Units	61.4%	56.3%	51.4%
Vacant Housing Units	6.3%	6.6%	6.9%

Median Household Income	10 minutes	15 minutes	20 minutes
2025	\$59,855	\$69,484	\$86,097
2030	\$65,912	\$77,921	\$98,196

Per Capita Income			
2025	\$28,181	\$38,657	\$52,772
2030	\$31,313	\$43,264	\$58,780

2025 Households by Income			
Household Income Base	34,104	122,903	318,928
<\$15,000	8.7%	7.8%	7.1%
\$15,000 - \$24,999	7.3%	6.1%	4.9%
\$25,000 - \$34,999	10.2%	8.3%	6.0%
\$35,000 - \$49,999	15.8%	12.7%	9.6%
\$50,000 - \$74,999	20.4%	18.6%	15.9%
\$75,000 - \$99,999	14.0%	13.3%	12.8%
\$100,000 - \$149,999	12.7%	14.6%	17.0%
\$150,000 - \$199,999	5.7%	7.8%	9.7%
\$200,000+	5.2%	10.8%	17.1%
Average Household Income	\$78,506	\$101,294	\$132,097

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	64	70
Percent of Income for Mortgage	36.5%	36.0%	33.1%
Wealth Index	50	77	106
Median Home Value			
2025	\$348,778	\$399,812	\$455,795
2030	\$390,502	\$449,417	\$517,797

2025 Home Value	10 minutes	15 minutes	20 minutes
Total Owner Occupied Housing Units	12,382	52,369	152,838
<\$50,000	3.3%	2.2%	1.4%
\$50,000 - \$99,999	2.5%	1.1%	0.6%
\$100,000 - \$149,999	5.1%	2.6%	1.3%
\$150,000 - \$199,999	5.9%	3.6%	2.1%
\$200,000 - \$249,999	7.5%	5.3%	3.8%
\$250,000 - \$299,999	12.6%	8.4%	6.9%
\$300,000 - \$399,999	26.4%	26.9%	22.8%
\$400,000 - \$499,999	14.1%	23.6%	19.6%
\$500,000 - \$749,999	15.3%	19.9%	25.4%
\$750,000 - \$999,999	3.3%	4.1%	9.9%
\$1,000,000 - \$1,499,999	1.3%	1.3%	3.9%
\$1,500,000 - \$1,999,999	1.2%	0.6%	1.3%
\$2,000,000 +	1.3%	0.5%	0.9%
Average Home Value	\$417,538	\$443,905	\$538,873

2025 Population by Sex			
Males	48,662	162,464	397,027
Females	46,672	160,352	401,965

Median Age			
2010	29.0	31.3	33.1
2020	31.7	33.5	34.9
2025	32.8	34.7	36.0
2030	33.5	35.7	37.0

2025 Population by Age	10 minutes	15 minutes	20 minutes
Total	95,334	322,816	798,992
0 - 4	7.0%	6.4%	5.9%
5 - 9	7.0%	6.4%	6.1%
10 - 14	6.6%	6.3%	5.9%
15 - 24	16.6%	14.7%	13.4%
25 - 34	16.6%	16.8%	17.1%
35 - 44	15.7%	15.4%	15.2%
45 - 54	13.4%	13.3%	12.9%
55 - 64	9.1%	10.0%	10.6%
65 - 74	5.7%	6.9%	7.7%
75 - 84	2.3%	3.3%	4.1%
85 +	0.6%	1.0%	1.4%
18 +	74.8%	76.9%	78.4%

2025 Pop 25+ by Educational Attainment			
Total	59,880	213,863	548,688
Less than 9th Grade	14.1%	10.2%	6.2%
9th - 12th Grade, No Diploma	8.5%	6.5%	4.6%
High School Graduate	22.9%	19.3%	15.3%
GED/Alternative Credential	3.2%	2.3%	1.9%
Some College, No Degree	12.3%	11.6%	11.8%
Associate Degree	9.2%	9.1%	7.7%
Bachelor's Degree	20.1%	25.7%	31.0%
Graduate/Professional Degree	9.7%	15.3%	21.4%

2025 Population 15+ by Marital Status			
Total	75,683	261,294	656,041
Never Married	44.0%	42.0%	39.8%
Married	44.8%	46.4%	48.1%
Widowed	3.2%	3.4%	3.7%
Divorced	8.0%	8.2%	8.5%

2020 Population by Race/Ethnicity	10 minutes	15 minutes	20 minutes
Total	94,256	316,412	773,375
White Alone	18.8%	28.4%	38.4%
Black Alone	22.8%	22.0%	21.4%
American Indian Alone	2.1%	1.6%	1.0%
Asian Alone	10.1%	11.9%	13.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	32.3%	23.6%	14.8%
Two or More Races	32.3%	23.6%	14.8%
Hispanic Origin	51.4%	38.7%	25.9%
Diversity Index	88.9	88.7	84.9

2025 Population by Race/Ethnicity			
Total	95,334	322,815	798,991
White Alone	17.3%	26.5%	36.3%
Black Alone	23.1%	22.4%	21.8%
American Indian Alone	2.0%	1.6%	1.0%
Asian Alone	10.8%	12.7%	14.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	32.9%	24.2%	15.2%
Two or More Races	13.8%	12.4%	10.7%
Hispanic Origin	51.8%	39.2%	26.3%
Diversity Index	88.8	89.0	85.5

2025 Employed Pop 16+ by Occupation			
Total	52,771	182,659	454,311
White Collar	46.1%	57.2%	68.1%
Management/Business/Financial	10.9%	17.4%	22.7%
Professional	15.4%	22.0%	27.6%
Sales	9.1%	8.8%	9.3%
Administrative Support	10.7%	9.0%	8.4%
Services	21.5%	17.5%	13.8%

2025 Employed Pop 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	52,771	182,659	454,311
Blue Collar	32.4%	25.2%	18.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	15.1%	11.1%	6.5%
Installation/Maintenance/Repair	3.7%	3.0%	2.1%
Production	4.4%	3.7%	3.3%
Transportation/Material Moving	9.2%	7.3%	6.1%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	52,771	182,659	454,311
Population 16+ Employed	96.9%	97.2%	97.0%
Population 16+ Unemployment rate	3.1%	2.8%	3.0%
Population 16-24 Employed	15.4%	13.3%	11.5%
Population 16-24 Unemployment rate	5.9%	5.2%	6.7%
Population 25-54 Employed	65.9%	66.7%	66.4%
Population 25-54 Unemployment rate	1.9%	2.0%	2.1%
Population 55-64 Employed	12%	13%	13%
Population 55-64 Unemployment rate	4.5%	3.8%	3.7%
Population 65+ Employed	4%	5%	6%
Population 65+ Unemployment rate	6.6%	4.7%	3.2%

2025 Employed Population 16+ by Industry			
Total	51,152	177,475	440,845
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	17.6%	13.7%	8.7%
Manufacturing	7.0%	5.8%	6.2%
Wholesale Trade	2.1%	2.3%	2.6%
Retail Trade	12.1%	10.8%	9.9%
Transportation/Utilities	6.7%	5.7%	5.2%
Information	2%	3%	3%
Finance/Insurance/Real Estate	4.8%	6.3%	8.2%
Services	45.3%	48.9%	52.1%
Public Administration	2.4%	3.3%	3.4%

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Apparel & Services: Total \$	\$61,909,790	\$280,352,771	\$931,397,650
Average Spent	\$1,815.32	\$2,281.09	\$2,920.40
Spending Potential Index	74	93	119
Education: Total \$	\$37,940,029	\$185,690,603	\$652,235,744
Average Spent	\$1,112.48	\$1,510.87	\$2,045.09
Spending Potential Index	62	85	115
Entertainment/Recreation: Total \$	\$90,516,818	\$424,845,936	\$1,441,980,112
Average Spent	\$2,654.14	\$3,456.76	\$4,521.33
Spending Potential Index	65	84	110
Food at Home: Total \$	\$184,113,646	\$828,140,155	\$2,724,943,027
Average Spent	\$5,398.59	\$6,738.16	\$8,544.07
Spending Potential Index	73	91	115
Food Away from Home: Total \$	\$104,882,934	\$473,713,101	\$1,573,913,941
Average Spent	\$3,075.39	\$3,854.37	\$4,935.01
Spending Potential Index	74	93	120
Health Care: Total \$	\$165,556,464	\$772,114,250	\$2,589,142,987
Average Spent	\$4,854.46	\$6,282.31	\$8,118.27
Spending Potential Index	63	81	105
HH Furnishings & Equipment: Total \$	\$66,532,780	\$308,795,451	\$1,038,819,271
Average Spent	\$1,950.88	\$2,512.51	\$3,257.22
Spending Potential Index	67	86	112
Personal Care Products & Services: Total \$	\$26,062,194	\$118,812,791	\$395,316,593
Average Spent	\$764.20	\$966.72	\$1,239.52
Spending Potential Index	73	92	118
Shelter: Total \$	\$657,777,047	\$3,002,454,434	\$10,028,346,249
Average Spent	\$19,287.39	\$24,429.46	\$31,443.92
Spending Potential Index	72	92	118
Support Payments/Gifts in Kind: Total \$	\$67,915,191	\$322,767,677	\$1,100,772,670
Average Spent	\$1,991.41	\$2,626.20	\$3,451.48
Spending Potential Index	60	80	105

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Travel: Total \$	\$75,082,596	\$362,829,699	\$1,265,813,948
Average Spent	\$2,201.58	\$2,952.16	\$3,968.96
Spending Potential Index	61	82	110
Vehicle Maintenance & Repairs: Total \$	\$33,217,496	\$149,983,820	\$490,382,003
Average Spent	\$974.01	\$1,220.34	\$1,537.59
Spending Potential Index	72	90	114

Top Tapestry Segment		
10 minutes	15 minutes	20 minutes
Welcome Waves (A5): This segment is characterized by young, culturally diverse families in urban neighborhoods. Learn more about this segment...	Welcome Waves (A5): This segment is characterized by young, culturally diverse families in urban neighborhoods. Learn more about this segment...	Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. Learn more about this segment...

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.

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.

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.

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.