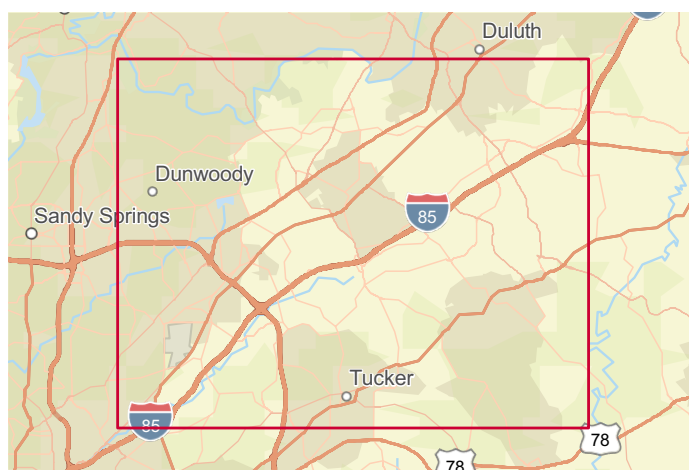
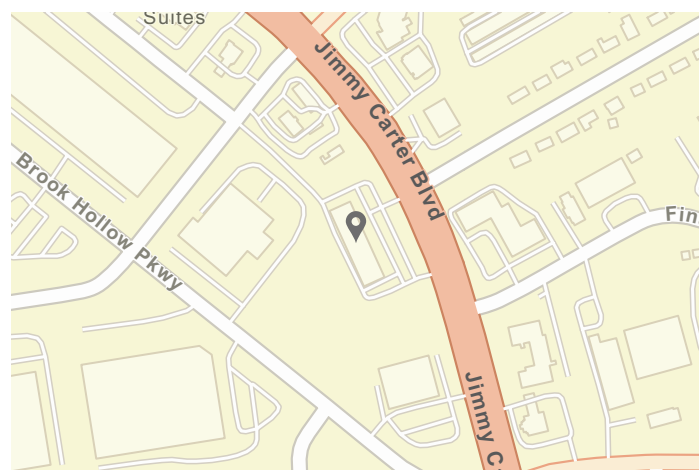
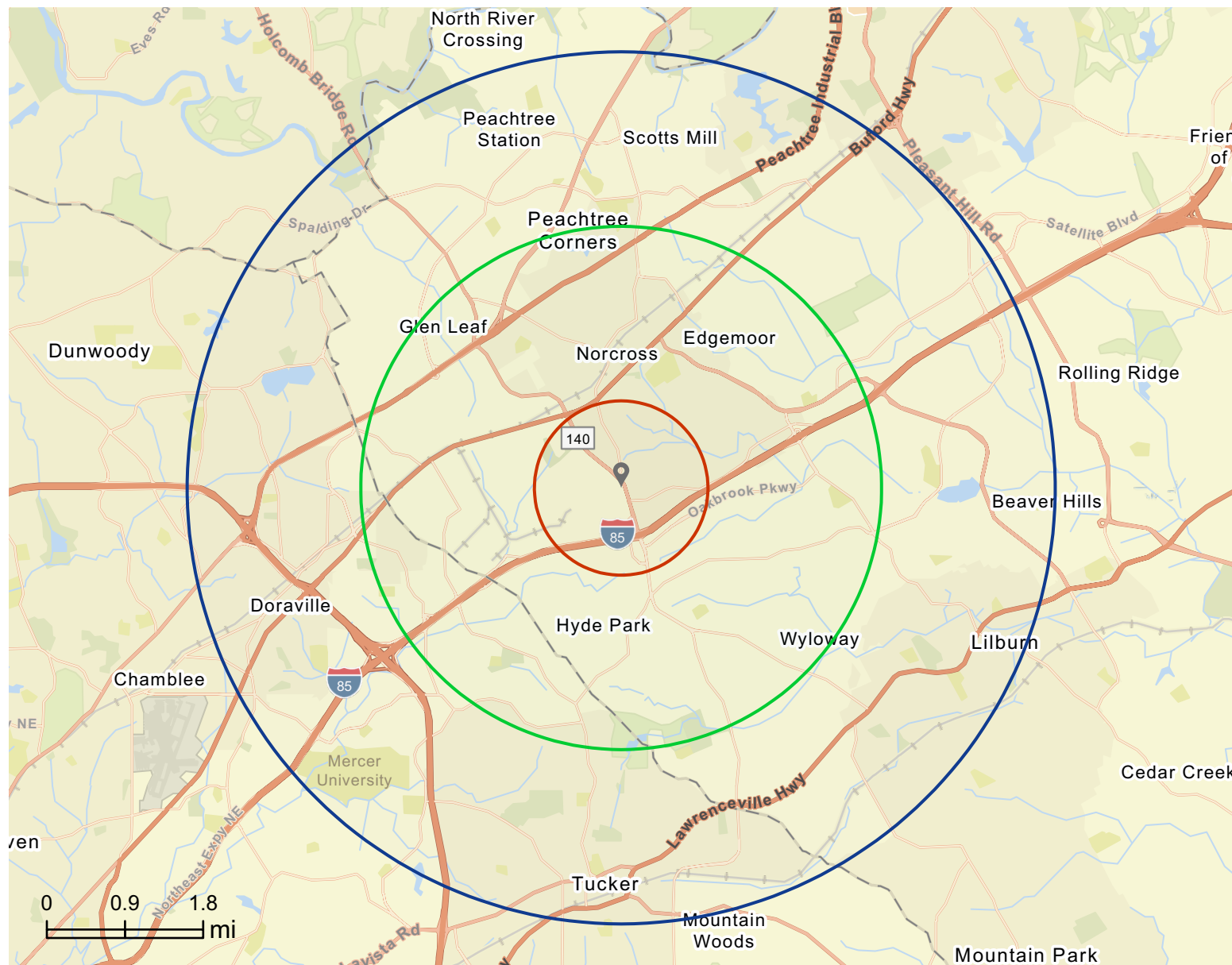


## Site Map

Carter Norcross Plaza  
5860 Jimmy Carter Blvd, Norcross, Georgia, 30071  
Rings: 1, 3, 5 mile radii

Prepared by Esri



# Market Profile

Carter Norcross Plaza  
5860 Jimmy Carter Blvd, Norcross, Georgia, 30071  
Rings: 1, 3, 5 mile radii



Population Summary	1 mile	3 miles	5 miles
2010 Total Population	5,624	95,068	237,297
2020 Total Population	5,746	103,989	262,771
2020 Group Quarters	0	39	755
2025 Total Population	5,628	105,042	267,783
2025 Group Quarters	0	39	812
2030 Total Population	5,539	104,848	271,945
2025-2030 Annual Rate	-0.32%	-0.04%	0.31%
2025 Total Daytime Population	13,781	115,453	284,572
Workers	10,960	65,982	157,199
Residents	2,821	49,471	127,373

Household Summary			
2010 Total Households	1,693	31,289	82,266
2010 Average Household Size	3.32	3.04	2.88
2020 Total Households	1,856	36,631	94,595
2020 Average Household Size	3.10	2.84	2.77
2025 Total Households	1,843	37,736	98,001
2025 Average Household Size	3.05	2.78	2.72
2030 Total Households	1,827	37,929	100,094
2030 Average Household Size	3.03	2.76	2.71
2025-2030 Annual Rate	-0.17%	0.10%	0.42%
2025 Families	1,257	23,443	62,124
2025 Average Family Size	3.74	3.61	3.48
2030 Families	1,237	23,363	62,887
2030 Average Family Size	3.73	3.61	3.49
2025-2030 Growth Rate	-0.3%	-0.1%	0.2%

Housing Unit Summary			
2010 Total Housing Units	1,923	36,204	92,261
Owner Occupied Housing Units	42.6%	41.3%	49.6%
Renter Occupied Housing Units	57.4%	58.7%	50.4%
Vacant Housing Units	12.0%	13.6%	10.8%
2020 Housing Units	1,929	38,874	100,174
Owner Occupied Housing Units	35.8%	36.9%	44.3%
Renter Occupied Housing Units	64.2%	63.1%	55.7%
Vacant Housing Units	3.8%	5.6%	5.6%
2025 Housing Units	1,900	39,916	103,515
Owner Occupied Housing Units	39.4%	39.3%	46.4%
Renter Occupied Housing Units	60.6%	60.7%	53.6%
Vacant Housing Units	3.0%	5.5%	5.3%
2030 Total Housing Units	1,913	40,509	106,376
Owner Occupied Housing Units	42.4%	41.4%	47.5%
Renter Occupied Housing Units	57.6%	58.6%	52.5%
Vacant Housing Units	4.5%	6.4%	5.9%

Median Household Income	1 mile	3 miles	5 miles
2025	\$59,232	\$61,580	\$69,642
2030	\$65,954	\$68,367	\$78,262

Per Capita Income			
2025	\$21,604	\$30,150	\$37,014
2030	\$24,243	\$33,643	\$41,541

2025 Households by Income			
Household Income Base	1,843	37,736	98,001
<\$15,000	8.3%	8.2%	7.2%
\$15,000 - \$24,999	6.1%	7.3%	6.3%
\$25,000 - \$34,999	9.0%	9.7%	8.8%
\$35,000 - \$49,999	20.1%	15.3%	12.7%
\$50,000 - \$74,999	21.5%	19.7%	18.4%
\$75,000 - \$99,999	12.5%	13.9%	13.4%
\$100,000 - \$149,999	16.6%	12.6%	14.4%
\$150,000 - \$199,999	3.9%	6.4%	8.1%
\$200,000+	2.1%	6.9%	10.8%
Average Household Income	\$68,693	\$83,817	\$100,957

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	64	65
Percent of Income for Mortgage	36.7%	35.9%	35.5%
Wealth Index	40	57	79
Median Home Value			
2025	\$347,393	\$353,034	\$395,145
2030	\$408,478	\$393,657	\$440,302

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	726	14,816	45,424
<\$50,000	0.1%	2.9%	2.4%
\$50,000 - \$99,999	2.2%	2.0%	1.1%
\$100,000 - \$149,999	1.8%	5.2%	3.0%
\$150,000 - \$199,999	7.7%	5.8%	3.8%
\$200,000 - \$249,999	8.0%	6.8%	5.2%
\$250,000 - \$299,999	16.3%	12.1%	8.5%
\$300,000 - \$399,999	29.1%	28.6%	27.2%
\$400,000 - \$499,999	20.4%	16.3%	23.6%
\$500,000 - \$749,999	6.9%	14.2%	19.0%
\$750,000 - \$999,999	0.6%	2.9%	3.7%
\$1,000,000 - \$1,499,999	0.3%	1.0%	1.2%
\$1,500,000 - \$1,999,999	6.3%	0.9%	0.6%
\$2,000,000 +	0.3%	1.3%	0.5%
Average Home Value	\$442,076	\$411,793	\$437,550

2025 Population by Sex			
Males	2,987	53,670	135,317
Females	2,641	51,372	132,466

Median Age			
2010	28.7	29.4	31.4
2020	30.9	32.1	33.8
2025	31.8	33.2	34.9
2030	32.8	34.0	35.9

2025 Population by Age	1 mile	3 miles	5 miles
Total	5,629	105,042	267,783
0 - 4	7.2%	7.0%	6.4%
5 - 9	7.1%	6.9%	6.6%
10 - 14	7.1%	6.6%	6.5%
15 - 24	17.0%	16.1%	14.9%
25 - 34	16.7%	16.5%	15.8%
35 - 44	14.0%	15.6%	15.1%
45 - 54	12.7%	13.5%	13.4%
55 - 64	9.7%	9.4%	10.2%
65 - 74	5.5%	6.1%	7.2%
75 - 84	2.2%	2.5%	3.4%
85 +	0.5%	0.6%	0.9%
18 +	73.8%	75.0%	76.2%

2025 Pop 25+ by Educational Attainment			
Total	3,467	66,654	175,594
Less than 9th Grade	15.3%	13.9%	10.7%
9th - 12th Grade, No Diploma	12.2%	8.6%	6.8%
High School Graduate	24.3%	21.8%	20.5%
GED/Alternative Credential	4.0%	3.0%	2.2%
Some College, No Degree	13.8%	12.1%	11.5%
Associate Degree	9.1%	8.8%	9.1%
Bachelor's Degree	13.6%	21.4%	24.9%
Graduate/Professional Degree	7.7%	10.4%	14.3%

2025 Population 15+ by Marital Status			
Total	4,422	83,503	215,461
Never Married	45.8%	42.8%	40.6%
Married	45.6%	45.9%	48.1%
Widowed	3.7%	3.1%	3.5%
Divorced	4.9%	8.2%	7.7%

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	5,746	103,989	262,771
White Alone	15.8%	20.1%	28.3%
Black Alone	15.0%	22.1%	20.6%
American Indian Alone	2.5%	2.2%	1.8%
Asian Alone	13.1%	10.8%	12.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	38.0%	31.2%	24.6%
Two or More Races	38.0%	31.2%	24.6%
Hispanic Origin	60.2%	50.1%	40.2%
Diversity Index	87.8	89.2	88.9

2025 Population by Race/Ethnicity			
Total	5,628	105,042	267,783
White Alone	14.0%	18.6%	26.1%
Black Alone	14.9%	22.3%	21.1%
American Indian Alone	2.4%	2.1%	1.8%
Asian Alone	14.0%	11.6%	13.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	39.3%	31.8%	25.4%
Two or More Races	15.3%	13.6%	12.6%
Hispanic Origin	61.4%	50.4%	41.0%
Diversity Index	87.4	89.1	89.1

2025 Employed Pop 16+ by Occupation			
Total	2,997	58,491	147,657
White Collar	37.9%	47.2%	55.6%
Management/Business/Financial	5.9%	11.6%	16.4%
Professional	8.6%	16.6%	20.8%
Sales	17.3%	9.1%	9.2%
Administrative Support	6.1%	9.9%	9.2%
Services	29.1%	20.9%	17.8%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,997	58,491	147,657
Blue Collar	32.9%	31.9%	26.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	18.5%	15.4%	11.9%
Installation/Maintenance/Repair	3.6%	3.3%	3.1%
Production	3.3%	4.4%	3.9%
Transportation/Material Moving	7.5%	8.6%	7.6%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,997	58,491	147,657
Population 16+ Employed	95.4%	96.9%	97.0%
Population 16+ Unemployment rate	4.6%	3.1%	3.0%
Population 16-24 Employed	16.4%	14.7%	13.4%
Population 16-24 Unemployment rate	0.2%	6.1%	5.8%
Population 25-54 Employed	63.4%	66.1%	65.6%
Population 25-54 Unemployment rate	3.5%	1.8%	2.2%
Population 55-64 Employed	12%	12%	13%
Population 55-64 Unemployment rate	16.1%	5.0%	4.0%
Population 65+ Employed	4%	4%	5%
Population 65+ Unemployment rate	0.0%	6.2%	4.5%

2025 Employed Population 16+ by Industry			
Total	2,860	56,696	143,163
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	20.5%	17.9%	14.4%
Manufacturing	4.4%	6.8%	6.2%
Wholesale Trade	2.1%	2.0%	2.4%
Retail Trade	11.8%	11.4%	11.0%
Transportation/Utilities	4.9%	6.0%	5.5%
Information	1%	2%	3%
Finance/Insurance/Real Estate	3.8%	4.8%	6.1%
Services	51.5%	46.3%	48.4%
Public Administration	0.4%	2.6%	3.3%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$2,914,717	\$72,654,871	\$221,598,210
Average Spent	\$1,581.51	\$1,925.35	\$2,261.18
Spending Potential Index	65	79	92
Education: Total \$	\$1,670,599	\$44,848,314	\$145,965,512
Average Spent	\$906.46	\$1,188.48	\$1,489.43
Spending Potential Index	51	67	84
Entertainment/Recreation: Total \$	\$4,244,185	\$107,009,946	\$338,180,131
Average Spent	\$2,302.87	\$2,835.75	\$3,450.78
Spending Potential Index	56	69	84
Food at Home: Total \$	\$8,710,387	\$215,663,732	\$656,771,626
Average Spent	\$4,726.20	\$5,715.07	\$6,701.68
Spending Potential Index	63	77	90
Food Away from Home: Total \$	\$5,051,251	\$123,275,636	\$374,885,330
Average Spent	\$2,740.78	\$3,266.79	\$3,825.32
Spending Potential Index	66	79	93
Health Care: Total \$	\$7,852,217	\$195,378,712	\$619,650,977
Average Spent	\$4,260.56	\$5,177.52	\$6,322.90
Spending Potential Index	55	67	82
HH Furnishings & Equipment: Total \$	\$3,161,093	\$78,561,986	\$246,244,261
Average Spent	\$1,715.19	\$2,081.88	\$2,512.67
Spending Potential Index	59	72	86
Personal Care Products & Services: Total \$	\$1,226,969	\$30,650,647	\$94,081,258
Average Spent	\$665.75	\$812.24	\$960.00
Spending Potential Index	64	77	92
Shelter: Total \$	\$30,974,554	\$774,927,148	\$2,376,230,341
Average Spent	\$16,806.59	\$20,535.49	\$24,247.00
Spending Potential Index	63	77	91
Support Payments/Gifts in Kind: Total \$	\$3,313,994	\$80,794,331	\$261,729,100
Average Spent	\$1,798.15	\$2,141.04	\$2,670.68
Spending Potential Index	54	65	81



2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$3,496,932	\$89,497,905	\$288,719,505
Average Spent	\$1,897.41	\$2,371.68	\$2,946.09
Spending Potential Index	53	66	82
Vehicle Maintenance & Repairs: Total \$	\$1,576,569	\$38,987,741	\$119,635,186
Average Spent	\$855.44	\$1,033.17	\$1,220.75
Spending Potential Index	63	77	91

Top Tapestry Segment		
1 mile	3 miles	5 miles
<b>Welcome Waves (A5):</b>  This segment is characterized by young, culturally diverse families in urban neighborhoods.  <a href="#">Learn more about this segment...</a>	<b>Welcome Waves (A5):</b>  This segment is characterized by young, culturally diverse families in urban neighborhoods.  <a href="#">Learn more about this segment...</a>	<b>Welcome Waves (A5):</b>  This segment is characterized by young, culturally diverse families in urban neighborhoods.  <a href="#">Learn more about this segment...</a>

**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.