

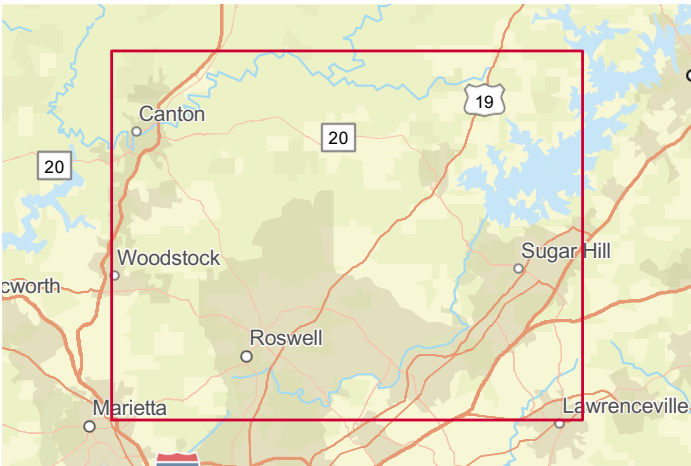
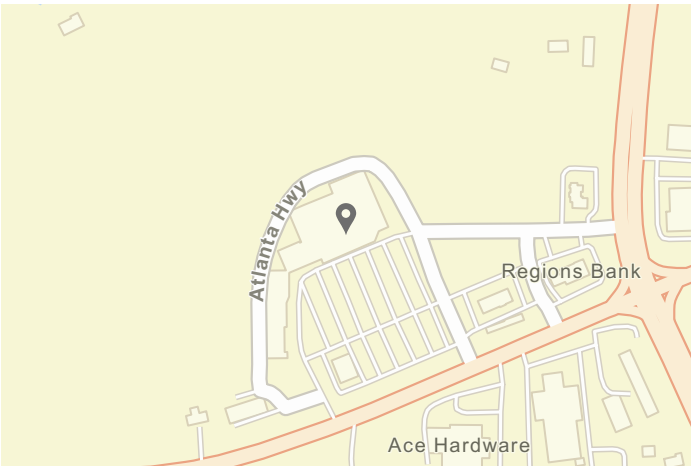
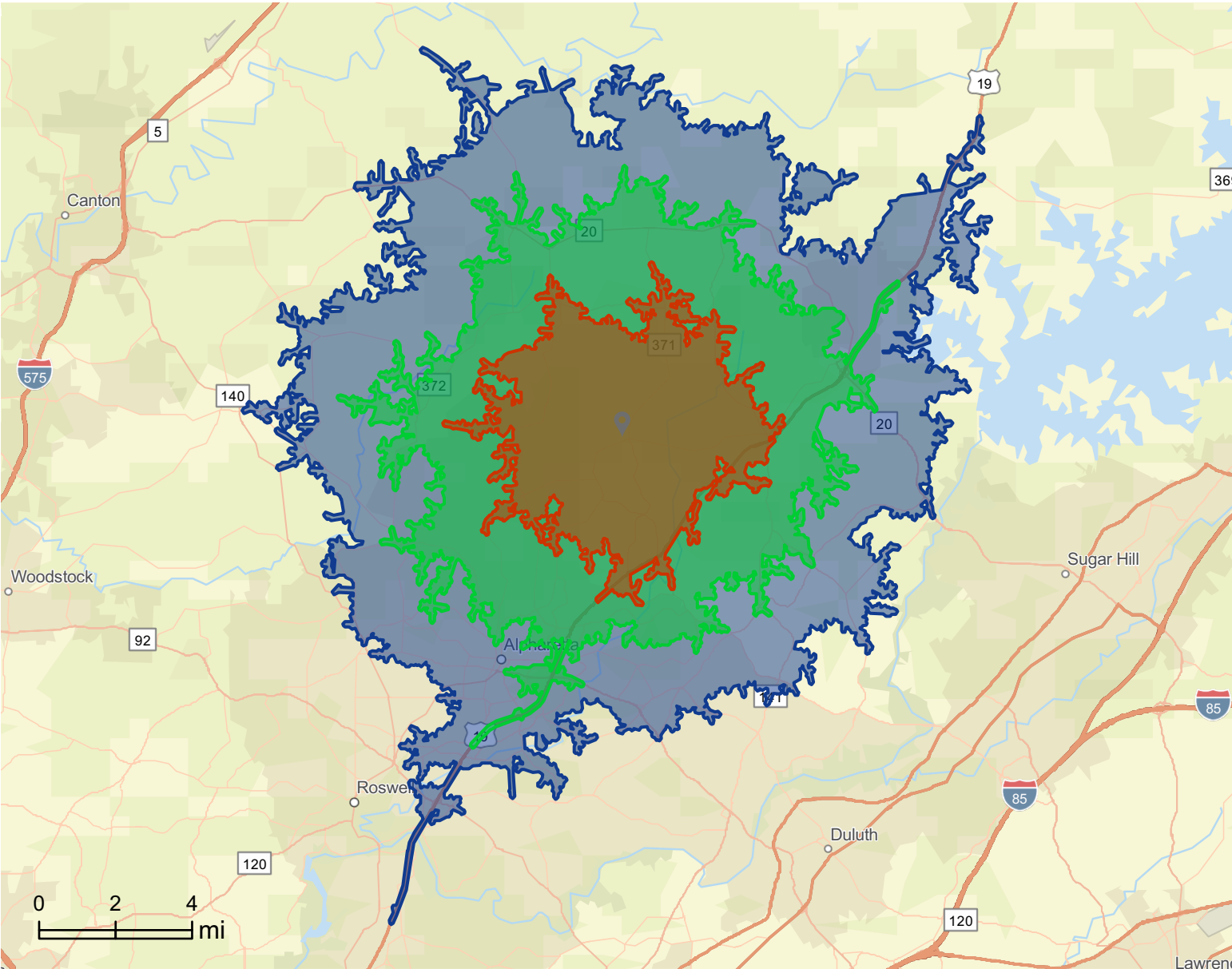
Site Map

4900 Atlanta Hwy, Alpharetta, Georgia, 30004



Midway Shopping Center

Drive time: 10, 15, 20 minute radii



Market Profile

4900 Atlanta Hwy, Alpharetta, Georgia, 30004



Drive time: 10, 15, 20 minute radii

Population Summary	10 minutes	15 minutes	20 minutes
2010 Total Population	28,653	94,134	221,149
2020 Total Population	45,660	140,423	296,448
2020 Group Quarters	9	722	1,600
2025 Total Population	49,360	152,752	321,445
2025 Group Quarters	8	660	1,583
2030 Total Population	53,485	162,295	340,664
2025-2030 Annual Rate	1.62%	1.22%	1.17%
2025 Total Daytime Population	53,988	176,495	393,058
Workers	28,756	102,053	235,382
Residents	25,232	74,442	157,676

Household Summary	10 minutes	15 minutes	20 minutes
2010 Total Households	9,542	33,403	77,727
2010 Average Household Size	3.00	2.81	2.84
2020 Total Households	14,668	48,509	102,698
2020 Average Household Size	3.11	2.88	2.87
2025 Total Households	15,739	52,692	112,088
2025 Average Household Size	3.14	2.89	2.85
2030 Total Households	17,012	55,861	118,850
2030 Average Household Size	3.14	2.89	2.85
2025-2030 Annual Rate	1.57%	1.17%	1.18%
2025 Families	13,194	40,561	85,461
2025 Average Family Size	3.44	3.33	3.29
2030 Families	14,208	42,933	90,376
2030 Average Family Size	3.46	3.34	3.30
2025-2030 Growth Rate	1.5%	1.1%	1.1%

Market Profile

| 4900 Atlanta Hwy, Alpharetta, Georgia, 30004 | Drive time: 10, 15, 20 minute radii

Housing Unit Summary			
2010 Total Housing Units	10,059	35,380	82,755
Owner Occupied Housing Units	89.2%	79.5%	76.5%
Renter Occupied Housing Units	10.8%	20.5%	23.5%
Vacant Housing Units	5.1%	5.6%	6.1%
2020 Housing Units	15,083	50,724	107,718
Owner Occupied Housing Units	86.7%	75.6%	74.3%
Renter Occupied Housing Units	13.3%	24.4%	25.7%
Vacant Housing Units	2.8%	4.3%	4.6%
2025 Housing Units	16,007	54,521	116,503
Owner Occupied Housing Units	88.1%	77.0%	75.8%
Renter Occupied Housing Units	11.9%	23.1%	24.2%
Vacant Housing Units	1.7%	3.4%	3.8%
2030 Total Housing Units	17,303	57,974	123,827
Owner Occupied Housing Units	89.0%	78.2%	77.1%
Renter Occupied Housing Units	11.1%	21.8%	22.9%
Vacant Housing Units	1.7%	3.6%	4.0%

Median Household Income	10 minutes	15 minutes	20 minutes
2025	\$163,017	\$149,525	\$150,482
2030	\$177,803	\$163,752	\$165,240

Per Capita Income			
2025	\$65,666	\$64,212	\$65,035
2030	\$70,244	\$69,552	\$70,901

2025 Households by Income			
Household Income Base	15,739	52,692	112,088
<\$15,000	2.4%	3.6%	3.9%
\$15,000 - \$24,999	1.8%	2.3%	2.5%
\$25,000 - \$34,999	1.9%	2.3%	2.5%
\$35,000 - \$49,999	4.0%	4.7%	5.0%
\$50,000 - \$74,999	7.4%	8.5%	8.6%
\$75,000 - \$99,999	6.4%	8.5%	8.5%
\$100,000 - \$149,999	19.3%	20.1%	18.9%
\$150,000 - \$199,999	20.1%	17.3%	16.7%
\$200,000+	36.6%	32.6%	33.5%
Average Household Income	\$203,933	\$185,912	\$186,454

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	91	93
Percent of Income for Mortgage	24.8%	26.1%	25.6%
Wealth Index	196	173	177
Median Home Value			
2025	\$645,239	\$623,875	\$616,379
2030	\$673,120	\$656,322	\$652,640

2025 Home Value	10 minutes	15 minutes	20 minutes
Total Owner Occupied Housing Units	13,866	40,539	84,981
<\$50,000	1.4%	1.3%	1.1%
\$50,000 - \$99,999	0.3%	0.2%	0.2%
\$100,000 - \$149,999	0.3%	0.3%	0.6%
\$150,000 - \$199,999	0.1%	0.2%	0.4%
\$200,000 - \$249,999	0.3%	0.8%	0.9%
\$250,000 - \$299,999	1.0%	2.5%	2.5%
\$300,000 - \$399,999	6.2%	10.6%	10.2%
\$400,000 - \$499,999	13.8%	13.3%	14.1%
\$500,000 - \$749,999	45.8%	42.5%	42.9%
\$750,000 - \$999,999	22.9%	19.8%	19.2%
\$1,000,000 - \$1,499,999	6.3%	6.2%	5.5%
\$1,500,000 - \$1,999,999	0.8%	1.0%	0.8%
\$2,000,000 +	0.9%	1.6%	1.6%
Average Home Value	\$686,559	\$675,285	\$663,969

2025 Population by Sex			
Males	24,569	75,619	158,948
Females	24,791	77,133	162,497

Median Age			
2010	37.0	36.1	36.3
2020	37.8	37.9	38.6
2025	38.8	38.7	39.6
2030	38.8	38.9	40.0

2025 Population by Age	10 minutes	15 minutes	20 minutes
Total	49,360	152,753	321,445
0 - 4	6.2%	5.8%	5.3%
5 - 9	7.7%	6.9%	6.4%
10 - 14	8.6%	7.8%	7.7%
15 - 24	12.8%	13.3%	13.5%
25 - 34	9.7%	11.3%	11.4%
35 - 44	15.2%	14.8%	14.0%
45 - 54	15.7%	15.6%	15.2%
55 - 64	12.3%	12.3%	12.9%
65 - 74	6.9%	7.0%	7.6%
75 - 84	4.1%	4.2%	4.4%
85 +	0.9%	1.2%	1.4%
18 +	72.9%	74.9%	75.9%

2025 Pop 25+ by Educational Attainment			
Total	31,935	101,123	215,675
Less than 9th Grade	2.8%	2.2%	2.1%
9th - 12th Grade, No Diploma	2.2%	2.6%	2.3%
High School Graduate	7.9%	8.2%	8.9%
GED/Alternative Credential	1.0%	1.3%	1.7%
Some College, No Degree	10.7%	10.9%	11.5%
Associate Degree	6.0%	5.5%	6.4%
Bachelor's Degree	43.6%	42.4%	40.4%
Graduate/Professional Degree	25.9%	27.0%	26.6%

2025 Population 15+ by Marital Status			
Total	38,265	121,462	259,129
Never Married	21.0%	22.9%	24.1%
Married	69.6%	66.2%	64.7%
Widowed	2.6%	3.1%	3.5%
Divorced	6.7%	7.9%	7.7%

2020 Population by Race/Ethnicity	10 minutes	15 minutes	20 minutes
Total	45,660	140,423	296,448
White Alone	60.4%	59.8%	60.5%
Black Alone	6.0%	7.3%	7.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	20.6%	20.1%	19.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.0%	3.9%	4.2%
Two or More Races	4.0%	3.9%	4.2%
Hispanic Origin	9.9%	9.8%	10.2%
Diversity Index	65.5	66.1	66.0

2025 Population by Race/Ethnicity			
Total	49,360	152,753	321,445
White Alone	53.6%	53.5%	55.4%
Black Alone	6.1%	7.5%	7.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	27.9%	26.3%	23.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.7%	3.8%	4.3%
Two or More Races	8.3%	8.6%	8.7%
Hispanic Origin	9.2%	9.6%	10.3%
Diversity Index	68.6	69.5	69.1

2025 Employed Pop 16+ by Occupation			
Total	25,236	81,663	171,279
White Collar	81.7%	81.8%	81.2%
Management/Business/Financial	32.9%	32.1%	31.6%
Professional	31.2%	31.4%	30.4%
Sales	11.7%	11.5%	11.7%
Administrative Support	5.9%	6.7%	7.5%
Services	9.2%	9.0%	9.6%

2025 Employed Pop 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	25,236	81,663	171,279
Blue Collar	9.1%	9.2%	9.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.8%	2.1%	2.3%
Installation/Maintenance/Repair	1.3%	1.4%	1.2%
Production	1.7%	1.7%	1.8%
Transportation/Material Moving	3.4%	4.0%	3.8%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,236	81,663	171,279
Population 16+ Employed	96.6%	96.9%	96.6%
Population 16+ Unemployment rate	3.4%	3.1%	3.4%
Population 16-24 Employed	11.4%	12.3%	11.9%
Population 16-24 Unemployment rate	7.8%	4.9%	6.5%
Population 25-54 Employed	63.7%	63.3%	62.6%
Population 25-54 Unemployment rate	2.7%	2.9%	2.8%
Population 55-64 Employed	17%	17%	17%
Population 55-64 Unemployment rate	3.3%	2.8%	2.9%
Population 65+ Employed	4%	5%	5%
Population 65+ Unemployment rate	0.9%	1.8%	3.9%

2025 Employed Population 16+ by Industry			
Total	24,387	79,128	165,496
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.1%	4.3%	4.9%
Manufacturing	8.2%	8.1%	7.8%
Wholesale Trade	2.4%	3.0%	2.9%
Retail Trade	8.3%	9.2%	9.8%
Transportation/Utilities	5.0%	4.6%	4.2%
Information	4%	5%	5%
Finance/Insurance/Real Estate	13.9%	11.6%	11.3%
Services	51.1%	52.5%	52.3%
Public Administration	2.0%	1.6%	1.8%

Market Profile

| 4900 Atlanta Hwy, Alpharetta, Georgia, 30004 | Drive time: 10, 15, 20 minute radii

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Apparel & Services: Total \$	\$66,906,408	\$206,616,476	\$439,570,732
Average Spent	\$4,250.99	\$3,921.21	\$3,921.66
Spending Potential Index	174	160	160
Education: Total \$	\$49,515,702	\$150,921,276	\$327,197,685
Average Spent	\$3,146.05	\$2,864.22	\$2,919.11
Spending Potential Index	176	161	164
Entertainment/Recreation: Total \$	\$111,025,137	\$338,494,232	\$723,506,683
Average Spent	\$7,054.14	\$6,424.02	\$6,454.81
Spending Potential Index	172	156	157
Food at Home: Total \$	\$186,423,442	\$582,242,565	\$1,248,360,428
Average Spent	\$11,844.68	\$11,049.92	\$11,137.32
Spending Potential Index	159	148	150
Food Away from Home: Total \$	\$112,906,779	\$347,941,201	\$739,732,214
Average Spent	\$7,173.69	\$6,603.30	\$6,599.57
Spending Potential Index	174	160	160
Health Care: Total \$	\$196,184,201	\$601,141,992	\$1,290,911,986
Average Spent	\$12,464.85	\$11,408.60	\$11,516.95
Spending Potential Index	161	148	149
HH Furnishings & Equipment: Total \$	\$79,431,474	\$242,657,871	\$517,656,374
Average Spent	\$5,046.79	\$4,605.21	\$4,618.30
Spending Potential Index	174	158	159
Personal Care Products & Services: Total \$	\$28,185,928	\$87,411,854	\$186,541,282
Average Spent	\$1,790.83	\$1,658.92	\$1,664.24
Spending Potential Index	171	158	159
Shelter: Total \$	\$711,291,158	\$2,203,736,859	\$4,698,947,849
Average Spent	\$45,192.91	\$41,822.99	\$41,921.95
Spending Potential Index	170	157	157
Support Payments/Gifts in Kind: Total \$	\$97,470,429	\$288,518,109	\$607,836,843
Average Spent	\$6,192.92	\$5,475.56	\$5,422.85
Spending Potential Index	188	166	164

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Travel: Total \$	\$104,034,581	\$313,110,702	\$668,732,317
Average Spent	\$6,609.99	\$5,942.28	\$5,966.14
Spending Potential Index	183	165	165
Vehicle Maintenance & Repairs: Total \$	\$34,875,295	\$108,348,470	\$231,025,719
Average Spent	\$2,215.85	\$2,056.26	\$2,061.11
Spending Potential Index	164	152	153

Top Tapestry Segment		
10 minutes	15 minutes	20 minutes
Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. 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.