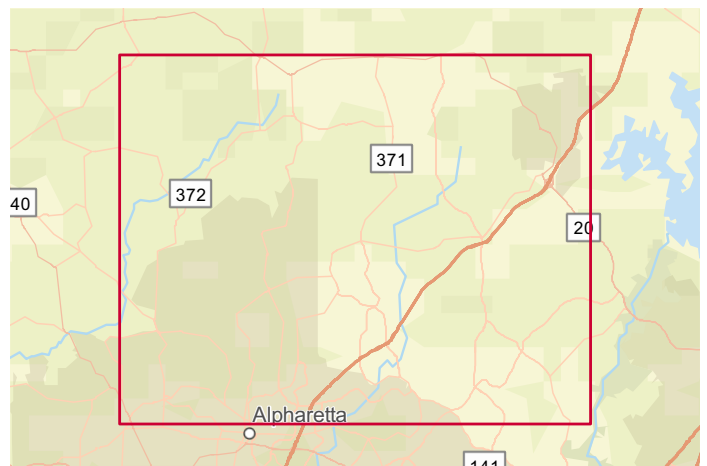
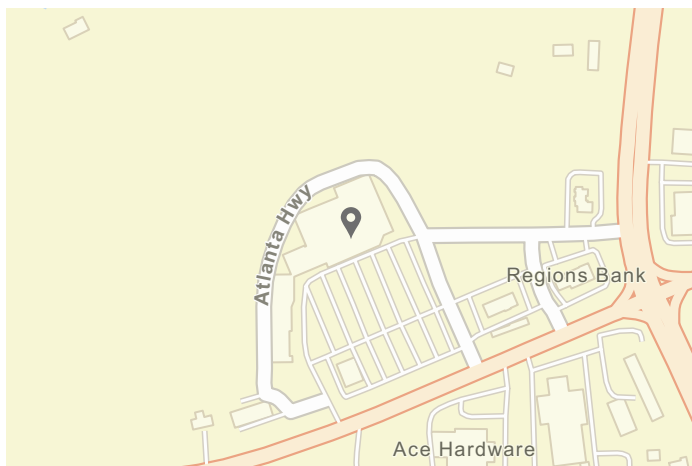
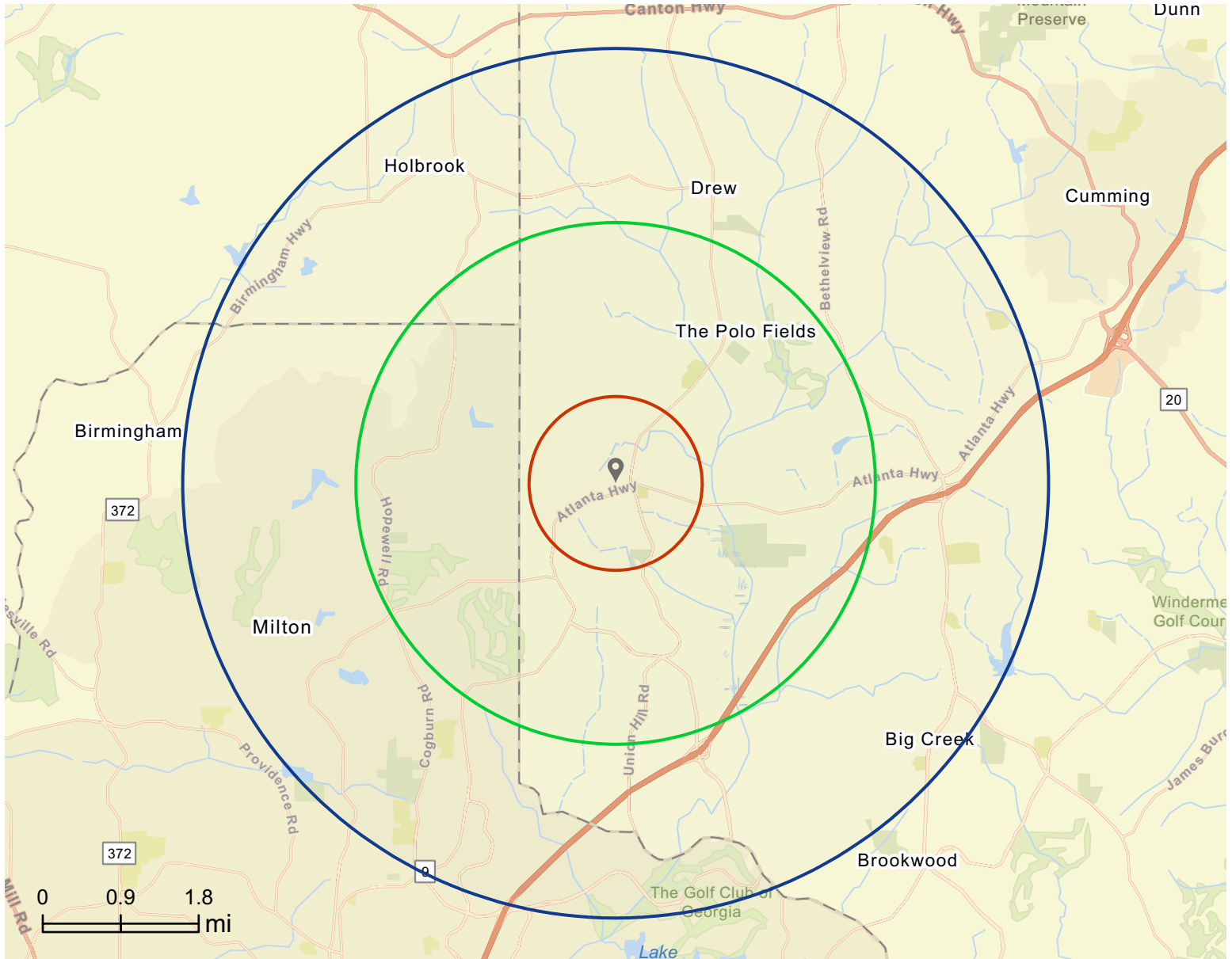


Site Map

4900 Atlanta Hwy, Alpharetta, Georgia, 30004

Midway Shopping Center

Rings: 1, 3, 5 mile radii



Market Profile

4900 Atlanta Hwy, Alpharetta, Georgia, 30004



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,237	24,977	77,064
2020 Total Population	4,133	40,431	115,884
2020 Group Quarters	0	0	212
2025 Total Population	4,587	43,783	125,390
2025 Group Quarters	0	0	212
2030 Total Population	5,166	47,334	133,693
2025-2030 Annual Rate	2.41%	1.57%	1.29%
2025 Total Daytime Population	5,959	42,342	134,326
Workers	3,492	20,010	72,815
Residents	2,467	22,332	61,511

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	736	8,283	27,083
2010 Average Household Size	3.04	3.01	2.84
2020 Total Households	1,325	12,974	39,427
2020 Average Household Size	3.12	3.12	2.93
2025 Total Households	1,448	14,008	42,533
2025 Average Household Size	3.17	3.13	2.94
2030 Total Households	1,625	15,115	45,205
2030 Average Household Size	3.18	3.13	2.95
2025-2030 Annual Rate	2.33%	1.53%	1.23%
2025 Families	1,204	11,804	33,357
2025 Average Family Size	3.55	3.42	3.36
2030 Families	1,348	12,688	35,404
2030 Average Family Size	3.57	3.44	3.37
2025-2030 Growth Rate	2.3%	1.4%	1.2%

Housing Unit Summary			
2010 Total Housing Units	765	8,738	28,639
Owner Occupied Housing Units	87.2%	90.4%	80.2%
Renter Occupied Housing Units	12.8%	9.6%	19.8%
Vacant Housing Units	3.8%	5.2%	5.4%
2020 Housing Units	1,350	13,359	41,191
Owner Occupied Housing Units	86.9%	87.7%	76.7%
Renter Occupied Housing Units	13.1%	12.3%	23.4%
Vacant Housing Units	2.6%	2.6%	4.3%
2025 Housing Units	1,458	14,252	43,987
Owner Occupied Housing Units	88.4%	88.8%	77.8%
Renter Occupied Housing Units	11.6%	11.2%	22.2%
Vacant Housing Units	0.7%	1.7%	3.3%
2030 Total Housing Units	1,637	15,375	46,888
Owner Occupied Housing Units	89.8%	89.7%	79.1%
Renter Occupied Housing Units	10.2%	10.3%	20.9%
Vacant Housing Units	0.7%	1.7%	3.6%

Median Household Income	1 mile	3 miles	5 miles
2025	\$158,553	\$167,068	\$149,916
2030	\$166,432	\$182,797	\$164,235

Per Capita Income			
2025	\$56,790	\$67,815	\$62,799
2030	\$60,830	\$72,433	\$67,910

2025 Households by Income			
Household Income Base	1,448	14,008	42,533
<\$15,000	1.3%	2.2%	3.5%
\$15,000 - \$24,999	1.6%	1.5%	2.3%
\$25,000 - \$34,999	1.7%	1.8%	1.9%
\$35,000 - \$49,999	3.8%	3.9%	4.5%
\$50,000 - \$74,999	8.2%	7.3%	8.5%
\$75,000 - \$99,999	7.7%	6.0%	8.4%
\$100,000 - \$149,999	18.0%	18.8%	21.0%
\$150,000 - \$199,999	30.5%	20.3%	17.4%
\$200,000+	27.3%	38.3%	32.5%
Average Household Income	\$174,086	\$210,579	\$184,769

Market Profile

| 4900 Atlanta Hwy, Alpharetta, Georgia, 30004 | Rings: 1, 3, 5 mile radii

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	97	92
Percent of Income for Mortgage	24.7%	24.7%	25.9%
Wealth Index	168	203	172
Median Home Value			
2025	\$624,595	\$659,062	\$621,448
2030	\$652,004	\$686,832	\$650,518

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,280	12,443	33,095
<\$50,000	1.6%	1.2%	1.3%
\$50,000 - \$99,999	0.5%	0.3%	0.2%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.0%	0.1%	0.2%
\$200,000 - \$249,999	0.2%	0.3%	0.7%
\$250,000 - \$299,999	0.9%	0.9%	2.4%
\$300,000 - \$399,999	4.9%	5.7%	10.1%
\$400,000 - \$499,999	17.8%	12.8%	13.8%
\$500,000 - \$749,999	48.3%	44.6%	43.5%
\$750,000 - \$999,999	24.1%	24.8%	19.5%
\$1,000,000 - \$1,499,999	1.6%	7.2%	6.0%
\$1,500,000 - \$1,999,999	0.1%	0.8%	1.0%
\$2,000,000 +	0.0%	0.9%	1.1%
Average Home Value	\$635,053	\$702,780	\$666,608

2025 Population by Sex			
Males	2,277	21,785	62,113
Females	2,310	21,998	63,277

Median Age			
2010	38.3	37.8	35.8
2020	37.0	38.0	37.5
2025	37.9	39.1	38.4
2030	37.7	39.1	38.4

2025 Population by Age	1 mile	3 miles	5 miles
Total	4,587	43,782	125,388
0 - 4	7.4%	6.1%	5.9%
5 - 9	9.1%	7.7%	7.1%
10 - 14	8.2%	8.7%	8.0%
15 - 24	10.9%	12.8%	13.4%
25 - 34	9.5%	9.6%	11.3%
35 - 44	18.1%	15.1%	14.8%
45 - 54	15.4%	15.8%	15.7%
55 - 64	11.1%	12.5%	12.1%
65 - 74	7.0%	7.0%	6.7%
75 - 84	3.8%	4.1%	4.0%
85 +	0.8%	0.9%	1.0%
18 +	71.1%	72.9%	74.3%

2025 Pop 25+ by Educational Attainment			
Total	2,950	28,328	82,318
Less than 9th Grade	2.1%	2.6%	2.3%
9th - 12th Grade, No Diploma	1.5%	2.1%	2.5%
High School Graduate	10.8%	7.9%	8.0%
GED/Alternative Credential	1.6%	1.0%	1.2%
Some College, No Degree	9.4%	10.8%	10.4%
Associate Degree	4.2%	5.7%	5.6%
Bachelor's Degree	48.2%	43.9%	43.0%
Graduate/Professional Degree	22.2%	26.1%	27.1%

2025 Population 15+ by Marital Status			
Total	3,453	33,947	99,096
Never Married	20.0%	20.3%	22.6%
Married	66.6%	70.5%	66.9%
Widowed	3.7%	2.6%	2.8%
Divorced	9.7%	6.7%	7.7%

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	4,133	40,431	115,884
White Alone	55.4%	61.0%	58.6%
Black Alone	7.2%	5.9%	7.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	24.6%	21.1%	21.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.8%	3.4%	3.8%
Two or More Races	3.8%	3.4%	3.8%
Hispanic Origin	9.4%	8.8%	9.6%
Diversity Index	68.4	64.0	66.6

2025 Population by Race/Ethnicity			
Total	4,589	43,783	125,389
White Alone	47.2%	54.0%	52.1%
Black Alone	7.3%	6.1%	7.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	33.5%	28.4%	28.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.4%	3.2%	3.7%
Two or More Races	8.3%	8.1%	8.5%
Hispanic Origin	8.6%	8.3%	9.3%
Diversity Index	70.7	67.5	69.7

2025 Employed Pop 16+ by Occupation			
Total	2,186	22,425	66,956
White Collar	79.0%	81.6%	81.6%
Management/Business/Financial	27.8%	32.2%	31.8%
Professional	31.8%	31.6%	32.2%
Sales	13.6%	12.0%	11.2%
Administrative Support	5.8%	5.9%	6.4%
Services	10.2%	8.9%	8.7%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,186	22,425	66,956
Blue Collar	10.8%	9.4%	9.7%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	2.9%	2.8%	2.3%
Installation/Maintenance/Repair	1.8%	1.6%	1.5%
Production	1.7%	1.7%	1.6%
Transportation/Material Moving	4.3%	3.3%	4.3%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,186	22,425	66,956
Population 16+ Employed	97.8%	96.7%	96.6%
Population 16+ Unemployment rate	2.2%	3.3%	3.4%
Population 16-24 Employed	9.9%	11.2%	12.4%
Population 16-24 Unemployment rate	8.5%	7.6%	5.3%
Population 25-54 Employed	68.3%	63.4%	63.7%
Population 25-54 Unemployment rate	0.9%	2.7%	3.2%
Population 55-64 Employed	18%	18%	16%
Population 55-64 Unemployment rate	2.7%	3.5%	3.0%
Population 65+ Employed	1%	4%	4%
Population 65+ Unemployment rate	8.6%	0.7%	2.3%

2025 Employed Population 16+ by Industry			
Total	2,138	21,678	64,673
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	4.8%	5.2%	4.2%
Manufacturing	5.7%	8.0%	7.7%
Wholesale Trade	2.4%	2.4%	2.6%
Retail Trade	10.7%	8.4%	9.2%
Transportation/Utilities	7.5%	5.2%	5.0%
Information	4%	4%	5%
Finance/Insurance/Real Estate	14.2%	14.0%	12.0%
Services	48.7%	51.0%	52.4%
Public Administration	1.5%	1.7%	1.7%

Market Profile

| 4900 Atlanta Hwy, Alpharetta, Georgia, 30004 | Rings: 1, 3, 5 mile radii

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$5,293,067	\$61,376,220	\$165,453,642
Average Spent	\$3,655.43	\$4,381.51	\$3,890.01
Spending Potential Index	149	179	159
Education: Total \$	\$3,822,022	\$45,832,496	\$120,755,893
Average Spent	\$2,639.52	\$3,271.88	\$2,839.11
Spending Potential Index	148	183	159
Entertainment/Recreation: Total \$	\$8,709,937	\$101,960,490	\$271,549,780
Average Spent	\$6,015.15	\$7,278.73	\$6,384.45
Spending Potential Index	146	177	155
Food at Home: Total \$	\$14,605,369	\$170,790,660	\$464,851,599
Average Spent	\$10,086.58	\$12,192.37	\$10,929.20
Spending Potential Index	136	164	147
Food Away from Home: Total \$	\$8,903,560	\$103,596,321	\$278,745,246
Average Spent	\$6,148.87	\$7,395.51	\$6,553.62
Spending Potential Index	149	179	159
Health Care: Total \$	\$15,343,848	\$179,899,000	\$481,886,600
Average Spent	\$10,596.58	\$12,842.59	\$11,329.71
Spending Potential Index	137	166	146
HH Furnishings & Equipment: Total \$	\$6,245,961	\$72,911,329	\$194,723,192
Average Spent	\$4,313.51	\$5,204.98	\$4,578.17
Spending Potential Index	148	179	157
Personal Care Products & Services: Total \$	\$2,215,011	\$25,855,793	\$69,944,307
Average Spent	\$1,529.70	\$1,845.79	\$1,644.47
Spending Potential Index	146	176	157
Shelter: Total \$	\$55,584,486	\$652,465,602	\$1,761,690,454
Average Spent	\$38,387.08	\$46,578.07	\$41,419.38
Spending Potential Index	144	175	156
Support Payments/Gifts in Kind: Total \$	\$7,651,819	\$89,319,616	\$233,030,861
Average Spent	\$5,284.41	\$6,376.33	\$5,478.82
Spending Potential Index	160	193	166

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$8,158,276	\$95,866,298	\$251,824,088
Average Spent	\$5,634.17	\$6,843.68	\$5,920.68
Spending Potential Index	156	190	164
Vehicle Maintenance & Repairs: Total \$	\$2,733,014	\$31,892,331	\$86,630,251
Average Spent	\$1,887.44	\$2,276.72	\$2,036.78
Spending Potential Index	140	169	151

Top Tapestry Segment		
1 mile	3 miles	5 miles
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.