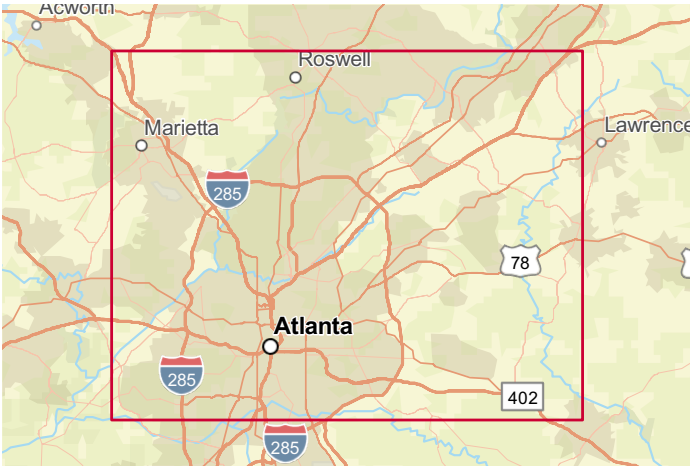
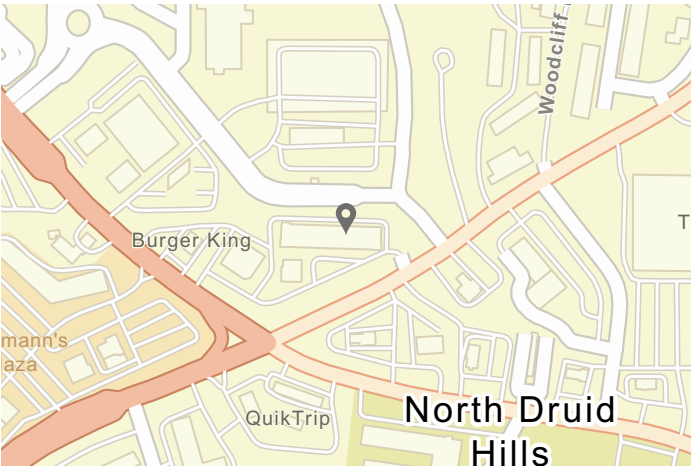
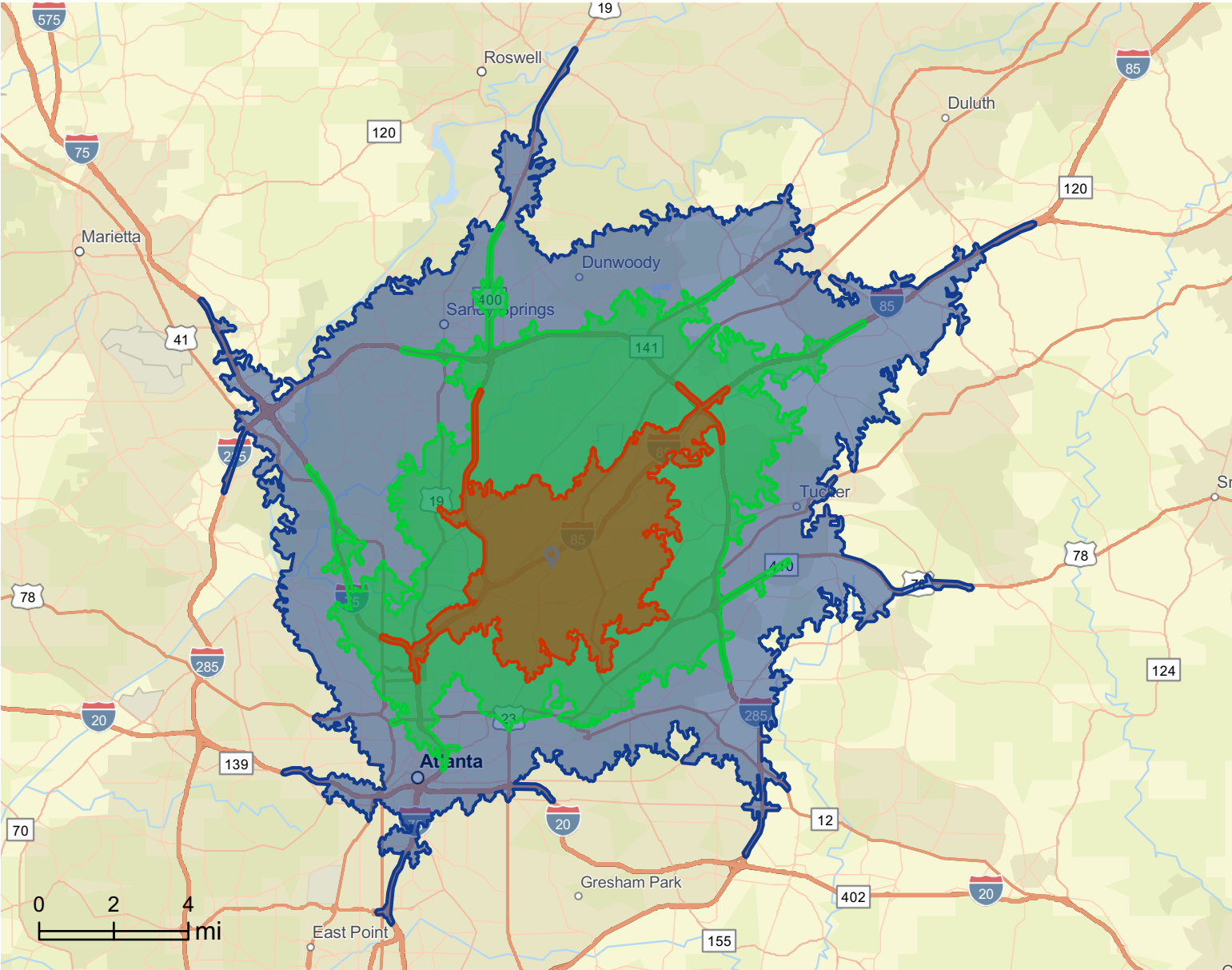


# Site Map

The Village at Druid Hills  
2566 Briarcliff Rd NE, Atlanta, Georgia, 30329  
Drive time: 10, 15, 20 minute radii

The Village at Druid Hills



# Market Profile

The Village at Druid Hills  
2566 Briarcliff Rd NE, Atlanta, Georgia, 30329  
Drive time: 10, 15, 20 minute radii



Population Summary	10 minutes	15 minutes	20 minutes
2010 Total Population	117,628	346,287	723,379
2020 Total Population	130,495	409,300	847,094
2020 Group Quarters	4,153	18,180	34,713
2025 Total Population	133,823	424,837	885,085
2025 Group Quarters	4,585	18,886	35,609
2030 Total Population	135,143	439,776	911,640
2025-2030 Annual Rate	0.20%	0.69%	0.59%
2025 Total Daytime Population	195,612	666,930	1,358,724
Workers	144,519	494,865	982,479
Residents	51,093	172,065	376,245

Household Summary	10 minutes	15 minutes	20 minutes
2010 Total Households	54,101	156,272	312,191
2010 Average Household Size	2.11	2.11	2.21
2020 Total Households	62,447	190,499	376,355
2020 Average Household Size	2.02	2.05	2.16
2025 Total Households	64,708	201,149	401,162
2025 Average Household Size	2.00	2.02	2.12
2030 Total Households	65,924	210,986	418,997
2030 Average Household Size	1.98	1.99	2.09
2025-2030 Annual Rate	0.37%	0.96%	0.87%
2025 Families	25,322	82,960	179,622
2025 Average Family Size	2.95	2.99	3.09
2030 Families	25,414	85,318	183,911
2030 Average Family Size	2.95	3.00	3.09
2025-2030 Growth Rate	0.1%	0.6%	0.5%

Housing Unit Summary			
2010 Total Housing Units	60,974	177,496	357,440
Owner Occupied Housing Units	38.9%	46.8%	45.6%
Renter Occupied Housing Units	61.1%	53.2%	54.4%
Vacant Housing Units	11.3%	12.0%	12.7%
2020 Housing Units	68,922	209,740	413,809
Owner Occupied Housing Units	37.8%	42.8%	41.8%
Renter Occupied Housing Units	62.2%	57.2%	58.2%
Vacant Housing Units	9.4%	9.3%	9.0%
2025 Housing Units	71,699	224,377	444,845
Owner Occupied Housing Units	39.9%	44.1%	42.9%
Renter Occupied Housing Units	60.1%	55.9%	57.1%
Vacant Housing Units	9.8%	10.3%	9.8%
2030 Total Housing Units	72,844	234,021	462,674
Owner Occupied Housing Units	40.9%	43.6%	42.7%
Renter Occupied Housing Units	59.1%	56.4%	57.3%
Vacant Housing Units	9.5%	9.8%	9.4%

Median Household Income	10 minutes	15 minutes	20 minutes
2025	\$103,090	\$109,641	\$100,099
2030	\$117,065	\$125,637	\$113,537

Per Capita Income			
2025	\$74,455	\$80,425	\$71,251
2030	\$83,444	\$89,601	\$79,558

2025 Households by Income			
Household Income Base	64,708	201,149	401,155
<\$15,000	7.4%	7.2%	8.1%
\$15,000 - \$24,999	5.1%	4.3%	4.8%
\$25,000 - \$34,999	4.7%	4.5%	5.1%
\$35,000 - \$49,999	6.2%	6.3%	7.3%
\$50,000 - \$74,999	13.9%	13.0%	13.6%
\$75,000 - \$99,999	11.2%	10.3%	11.0%
\$100,000 - \$149,999	19.6%	18.6%	17.7%
\$150,000 - \$199,999	11.2%	11.0%	10.3%
\$200,000+	20.8%	24.8%	22.0%
Average Household Income	\$154,188	\$169,903	\$156,808

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	69	67
Percent of Income for Mortgage	35.0%	33.8%	34.8%
Wealth Index	114	129	119
Median Home Value			
2025	\$576,842	\$592,373	\$556,390
2030	\$661,229	\$677,123	\$642,454

2025 Home Value	10 minutes	15 minutes	20 minutes
Total Owner Occupied Housing Units	25,793	88,634	172,068
<\$50,000	0.2%	0.2%	0.8%
\$50,000 - \$99,999	0.2%	0.2%	0.6%
\$100,000 - \$149,999	0.5%	0.8%	1.3%
\$150,000 - \$199,999	1.1%	1.4%	2.0%
\$200,000 - \$249,999	2.9%	2.4%	3.1%
\$250,000 - \$299,999	4.6%	5.1%	5.9%
\$300,000 - \$399,999	13.6%	14.1%	15.1%
\$400,000 - \$499,999	17.5%	16.1%	15.5%
\$500,000 - \$749,999	30.8%	26.2%	25.8%
\$750,000 - \$999,999	17.6%	17.2%	15.3%
\$1,000,000 - \$1,499,999	7.2%	10.4%	9.0%
\$1,500,000 - \$1,999,999	2.1%	3.5%	2.8%
\$2,000,000 +	1.8%	2.5%	2.9%
Average Home Value	\$661,330	\$704,585	\$673,528

2025 Population by Sex			
Males	66,564	212,987	443,886
Females	67,259	211,850	441,199

Median Age			
2010	31.9	32.9	32.8
2020	33.2	33.4	33.6
2025	34.2	34.4	34.6
2030	35.3	35.3	35.5

2025 Population by Age	10 minutes	15 minutes	20 minutes
Total	133,824	424,836	885,086
0 - 4	4.8%	4.7%	5.2%
5 - 9	4.5%	4.7%	5.2%
10 - 14	4.2%	4.4%	4.9%
15 - 24	14.2%	15.1%	14.8%
25 - 34	24.3%	22.4%	20.9%
35 - 44	15.5%	15.3%	15.6%
45 - 54	11.4%	11.7%	12.2%
55 - 64	8.9%	9.5%	9.6%
65 - 74	6.5%	6.9%	6.8%
75 - 84	4.0%	4.1%	3.9%
85 +	2.1%	1.6%	1.4%
18 +	84.1%	83.6%	81.8%

2025 Pop 25+ by Educational Attainment			
Total	96,823	302,066	619,684
Less than 9th Grade	3.9%	3.3%	3.9%
9th - 12th Grade, No Diploma	2.7%	2.3%	3.2%
High School Graduate	7.3%	7.7%	10.6%
GED/Alternative Credential	0.9%	1.3%	1.6%
Some College, No Degree	9.7%	8.8%	10.2%
Associate Degree	5.0%	4.6%	5.5%
Bachelor's Degree	37.7%	38.8%	35.9%
Graduate/Professional Degree	32.8%	33.2%	29.0%

2025 Population 15+ by Marital Status			
Total	115,848	366,324	750,339
Never Married	50.4%	48.3%	47.2%
Married	37.4%	40.1%	40.6%
Widowed	3.8%	3.1%	3.2%
Divorced	8.3%	8.5%	9.0%

2020 Population by Race/Ethnicity	10 minutes	15 minutes	20 minutes
Total	130,495	409,300	847,094
White Alone	51.8%	55.9%	48.3%
Black Alone	16.7%	16.3%	23.6%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	9.1%	9.2%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	12.1%	8.9%	9.2%
Two or More Races	12.1%	8.9%	9.2%
Hispanic Origin	20.8%	16.5%	16.8%
Diversity Index	78.0	73.7	77.4

2025 Population by Race/Ethnicity			
Total	133,823	424,837	885,085
White Alone	50.6%	54.7%	46.9%
Black Alone	17.5%	16.7%	24.2%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	9.6%	9.8%	10.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.8%	8.8%	9.1%
Two or More Races	9.6%	9.1%	8.9%
Hispanic Origin	20.3%	16.3%	16.6%
Diversity Index	78.4	74.3	77.9

2025 Employed Pop 16+ by Occupation			
Total	86,108	263,248	525,876
White Collar	78.8%	81.2%	77.0%
Management/Business/Financial	27.8%	29.3%	27.1%
Professional	36.8%	36.8%	34.0%
Sales	8.1%	8.9%	8.7%
Administrative Support	6.1%	6.2%	7.3%
Services	10.9%	9.6%	10.9%

2025 Employed Pop 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	86,108	263,248	525,876
Blue Collar	10.3%	9.3%	12.1%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	4.7%	3.5%	3.9%
Installation/Maintenance/Repair	0.8%	0.8%	1.2%
Production	1.3%	1.5%	2.2%
Transportation/Material Moving	3.4%	3.5%	4.7%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	86,108	263,248	525,876
Population 16+ Employed	97.5%	97.4%	97.0%
Population 16+ Unemployment rate	2.5%	2.6%	3.1%
Population 16-24 Employed	12.7%	11.8%	11.7%
Population 16-24 Unemployment rate	5.0%	6.5%	7.4%
Population 25-54 Employed	69.8%	68.9%	68.7%
Population 25-54 Unemployment rate	1.7%	1.8%	2.1%
Population 55-64 Employed	10%	11%	11%
Population 55-64 Unemployment rate	4.0%	3.3%	3.5%
Population 65+ Employed	5%	6%	5%
Population 65+ Unemployment rate	3.5%	3.3%	3.9%

2025 Employed Population 16+ by Industry			
Total	83,961	256,328	509,822
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	6.4%	5.1%	5.6%
Manufacturing	5.2%	5.1%	5.3%
Wholesale Trade	1.6%	2.3%	2.2%
Retail Trade	7.3%	7.6%	8.1%
Transportation/Utilities	4.4%	4.2%	5.0%
Information	4%	4%	4%
Finance/Insurance/Real Estate	8.8%	9.4%	9.0%
Services	58.4%	58.6%	57.2%
Public Administration	4.3%	3.9%	3.7%

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Apparel & Services: Total \$	\$224,233,532	\$762,353,930	\$1,406,836,920
Average Spent	\$3,465.31	\$3,790.00	\$3,506.90
Spending Potential Index	142	155	143
Education: Total \$	\$165,289,110	\$566,341,656	\$1,025,491,791
Average Spent	\$2,554.38	\$2,815.53	\$2,556.30
Spending Potential Index	143	158	143
Entertainment/Recreation: Total \$	\$339,690,472	\$1,164,127,202	\$2,145,864,486
Average Spent	\$5,249.59	\$5,787.39	\$5,349.12
Spending Potential Index	128	141	130
Food at Home: Total \$	\$644,922,644	\$2,191,626,014	\$4,070,407,039
Average Spent	\$9,966.66	\$10,895.54	\$10,146.54
Spending Potential Index	134	146	136
Food Away from Home: Total \$	\$378,084,218	\$1,286,469,777	\$2,367,652,992
Average Spent	\$5,842.93	\$6,395.61	\$5,901.99
Spending Potential Index	142	155	143
Health Care: Total \$	\$585,135,856	\$2,007,411,175	\$3,749,145,662
Average Spent	\$9,042.71	\$9,979.72	\$9,345.71
Spending Potential Index	117	129	121
HH Furnishings & Equipment: Total \$	\$242,134,953	\$828,502,820	\$1,532,259,533
Average Spent	\$3,741.96	\$4,118.85	\$3,819.55
Spending Potential Index	129	142	131
Personal Care Products & Services: Total \$	\$94,195,098	\$320,319,452	\$591,437,168
Average Spent	\$1,455.69	\$1,592.45	\$1,474.31
Spending Potential Index	139	152	141
Shelter: Total \$	\$2,409,393,445	\$8,211,521,245	\$15,111,354,633
Average Spent	\$37,234.86	\$40,823.08	\$37,668.96
Spending Potential Index	140	153	142
Support Payments/Gifts in Kind: Total \$	\$238,242,858	\$825,643,337	\$1,542,485,243
Average Spent	\$3,681.81	\$4,104.64	\$3,845.04
Spending Potential Index	111	124	116



2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Travel: Total \$	\$301,859,628	\$1,042,139,203	\$1,900,479,055
Average Spent	\$4,664.95	\$5,180.93	\$4,737.44
Spending Potential Index	129	144	131
Vehicle Maintenance & Repairs: Total \$	\$112,530,840	\$382,424,083	\$714,739,992
Average Spent	\$1,739.06	\$1,901.20	\$1,781.67
Spending Potential Index	129	141	132

Top Tapestry Segment		
10 minutes	15 minutes	20 minutes
<b>Metro Renters (D4):</b>  This segment is characterized by young, educated professionals in urban rentals.  <a href="#">Learn more about this segment...</a>	<b>Metro Renters (D4):</b>  This segment is characterized by young, educated professionals in urban rentals.  <a href="#">Learn more about this segment...</a>	<b>Metro Renters (D4):</b>  This segment is characterized by young, educated professionals in urban rentals.  <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.