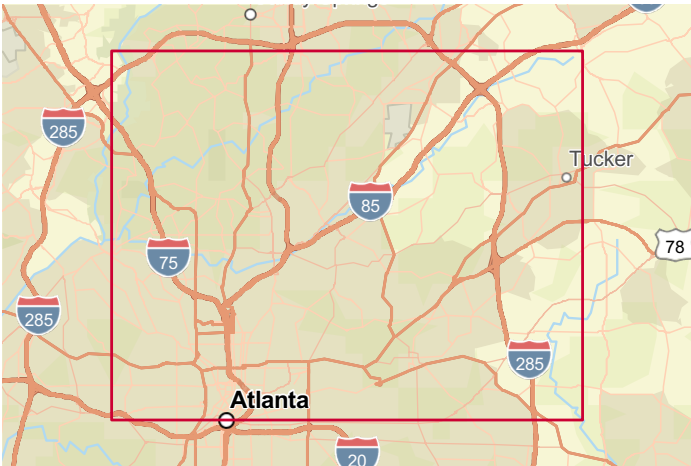
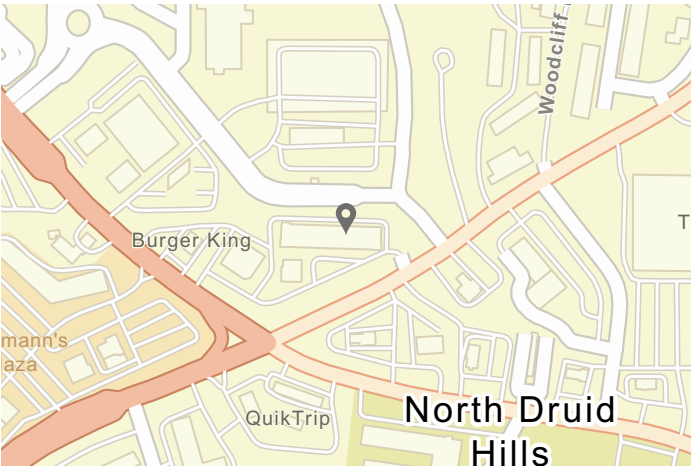
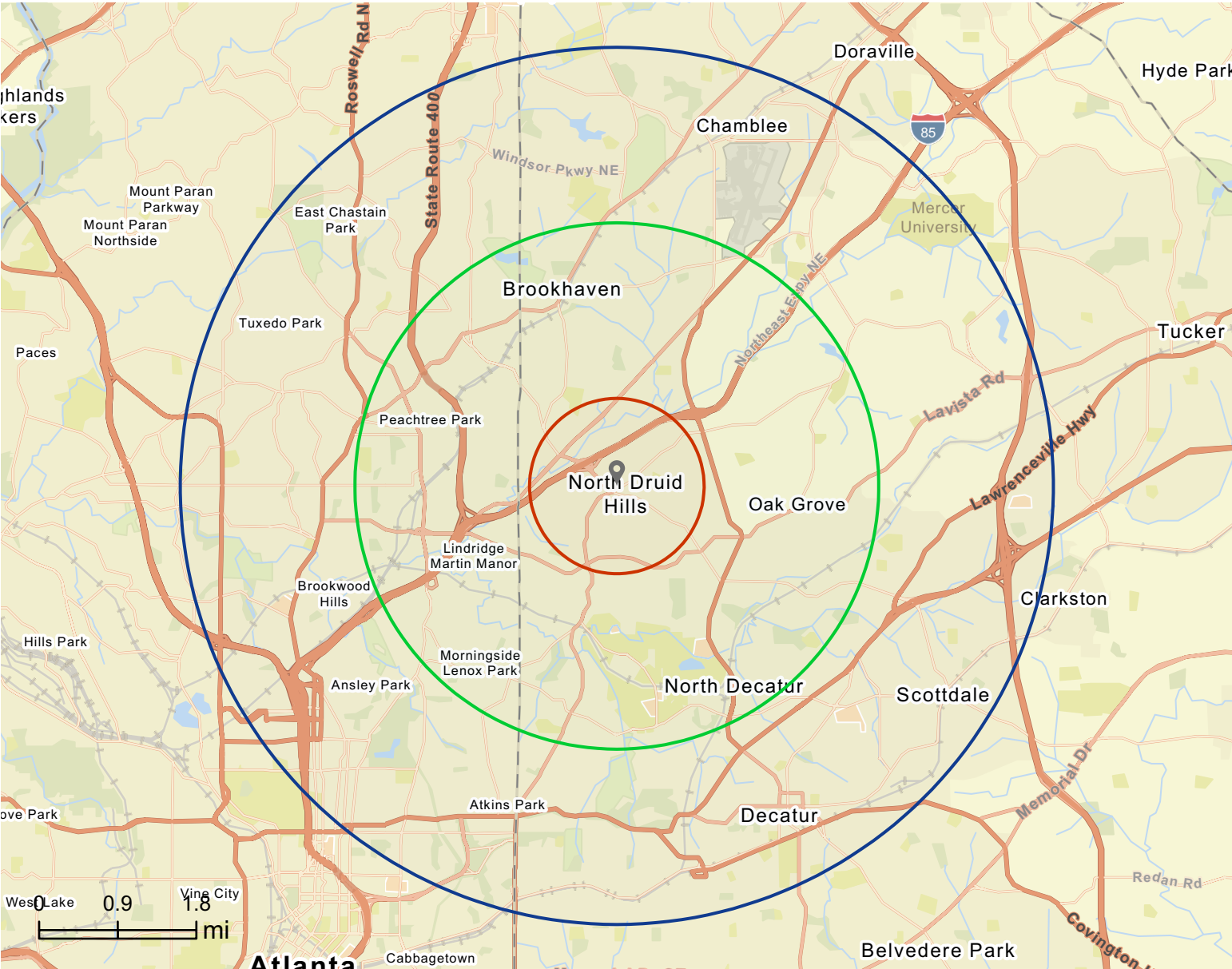


Site Map

The Village at Druid Hills
2566 Briarcliff Rd NE, Atlanta, Georgia, 30329
Rings: 1, 3, 5 mile radii

The Village at Druid Hills



Market Profile

The Village at Druid Hills
2566 Briarcliff Rd NE, Atlanta, Georgia, 30329
Rings: 1, 3, 5 mile radii



Population Summary	1 mile	3 miles	5 miles
2010 Total Population	16,889	127,579	311,348
2020 Total Population	17,170	149,511	371,326
2020 Group Quarters	124	5,794	9,087
2025 Total Population	18,417	153,200	389,903
2025 Group Quarters	143	6,501	9,989
2030 Total Population	18,910	155,268	402,864
2025-2030 Annual Rate	0.53%	0.27%	0.66%
2025 Total Daytime Population	17,548	255,492	560,774
Workers	11,270	196,700	407,676
Residents	6,278	58,792	153,098

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	7,861	59,441	148,764
2010 Average Household Size	2.13	2.07	2.04
2020 Total Households	8,501	72,211	180,732
2020 Average Household Size	2.01	1.99	2.00
2025 Total Households	8,918	74,626	192,292
2025 Average Household Size	2.05	1.97	1.98
2030 Total Households	9,231	76,385	201,535
2030 Average Household Size	2.03	1.95	1.95
2025-2030 Annual Rate	0.69%	0.47%	0.94%
2025 Families	3,239	28,799	77,776
2025 Average Family Size	3.05	2.90	2.94
2030 Families	3,299	29,024	79,785
2030 Average Family Size	3.06	2.91	2.94
2025-2030 Growth Rate	0.4%	0.2%	0.5%

Housing Unit Summary			
2010 Total Housing Units	8,813	66,883	167,430
Owner Occupied Housing Units	27.5%	42.0%	47.7%
Renter Occupied Housing Units	72.5%	58.0%	52.3%
Vacant Housing Units	10.8%	11.1%	11.2%
2020 Housing Units	9,028	79,718	199,795
Owner Occupied Housing Units	29.2%	38.8%	44.2%
Renter Occupied Housing Units	70.8%	61.2%	55.8%
Vacant Housing Units	6.0%	9.5%	9.5%
2025 Housing Units	9,804	82,667	215,015
Owner Occupied Housing Units	29.9%	40.9%	45.4%
Renter Occupied Housing Units	70.0%	59.1%	54.6%
Vacant Housing Units	9.0%	9.7%	10.6%
2030 Total Housing Units	9,989	84,478	224,090
Owner Occupied Housing Units	29.6%	41.6%	45.0%
Renter Occupied Housing Units	70.3%	58.4%	55.0%
Vacant Housing Units	7.6%	9.6%	10.1%

Median Household Income	1 mile	3 miles	5 miles
2025	\$84,596	\$109,779	\$117,051
2030	\$97,564	\$125,488	\$132,767

Per Capita Income			
2025	\$61,929	\$81,395	\$88,873
2030	\$68,786	\$90,950	\$98,641

2025 Households by Income			
Household Income Base	8,918	74,626	192,292
<\$15,000	8.9%	6.9%	7.5%
\$15,000 - \$24,999	6.0%	4.7%	4.1%
\$25,000 - \$34,999	3.9%	4.5%	3.8%
\$35,000 - \$49,999	7.3%	5.7%	5.3%
\$50,000 - \$74,999	18.6%	12.7%	12.1%
\$75,000 - \$99,999	11.9%	11.0%	10.0%
\$100,000 - \$149,999	17.7%	19.5%	18.6%
\$150,000 - \$199,999	9.8%	11.3%	11.7%
\$200,000+	15.9%	23.8%	26.9%
Average Household Income	\$128,100	\$166,749	\$180,638

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	60	65	68
Percent of Income for Mortgage	39.1%	36.1%	34.6%
Wealth Index	86	125	138
Median Home Value			
2025	\$528,409	\$632,590	\$647,295
2030	\$609,928	\$709,316	\$722,715

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	2,665	30,494	87,137
<\$50,000	0.1%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.4%	0.5%
\$150,000 - \$199,999	0.6%	0.7%	1.0%
\$200,000 - \$249,999	2.3%	2.2%	1.9%
\$250,000 - \$299,999	6.7%	3.9%	4.0%
\$300,000 - \$399,999	17.9%	10.6%	12.5%
\$400,000 - \$499,999	18.8%	16.6%	14.2%
\$500,000 - \$749,999	31.4%	29.0%	26.5%
\$750,000 - \$999,999	18.5%	20.2%	20.0%
\$1,000,000 - \$1,499,999	3.3%	10.8%	12.1%
\$1,500,000 - \$1,999,999	0.3%	3.2%	3.9%
\$2,000,000 +	0.1%	2.1%	3.2%
Average Home Value	\$578,221	\$726,547	\$755,676

2025 Population by Sex			
Males	9,092	75,842	194,076
Females	9,325	77,358	195,827

Median Age			
2010	30.8	32.2	33.9
2020	32.0	33.2	34.3
2025	32.7	34.0	35.2
2030	33.3	35.1	36.3

2025 Population by Age	1 mile	3 miles	5 miles
Total	18,418	153,200	389,903
0 - 4	4.6%	4.7%	4.7%
5 - 9	3.8%	4.5%	4.7%
10 - 14	3.7%	4.1%	4.5%
15 - 24	14.3%	14.2%	12.8%
25 - 34	29.7%	24.9%	23.0%
35 - 44	15.1%	15.3%	15.6%
45 - 54	10.6%	11.3%	12.0%
55 - 64	8.1%	8.9%	9.9%
65 - 74	5.5%	6.5%	7.1%
75 - 84	3.2%	4.0%	4.3%
85 +	1.9%	2.0%	1.6%
18 +	85.7%	84.5%	83.6%

2025 Pop 25+ by Educational Attainment			
Total	13,553	111,230	285,817
Less than 9th Grade	0.5%	2.6%	2.2%
9th - 12th Grade, No Diploma	3.6%	1.9%	2.0%
High School Graduate	6.8%	6.3%	6.5%
GED/Alternative Credential	0.5%	0.8%	1.1%
Some College, No Degree	9.4%	9.6%	8.4%
Associate Degree	4.3%	4.4%	4.3%
Bachelor's Degree	37.7%	40.0%	40.0%
Graduate/Professional Degree	37.1%	34.3%	35.5%

2025 Population 15+ by Marital Status			
Total	16,187	132,979	335,950
Never Married	57.4%	50.7%	46.1%
Married	32.8%	37.8%	42.0%
Widowed	2.1%	3.6%	3.2%
Divorced	7.8%	7.9%	8.7%

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	17,170	149,511	371,326
White Alone	49.7%	57.0%	60.5%
Black Alone	16.6%	15.8%	15.8%
American Indian Alone	1.0%	0.7%	0.5%
Asian Alone	10.4%	8.8%	8.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.6%	9.0%	6.3%
Two or More Races	12.6%	9.0%	6.3%
Hispanic Origin	21.4%	16.5%	12.5%
Diversity Index	79.4	73.0	68.1

2025 Population by Race/Ethnicity			
Total	18,418	153,200	389,903
White Alone	48.9%	55.6%	59.1%
Black Alone	17.7%	16.4%	16.5%
American Indian Alone	1.0%	0.7%	0.5%
Asian Alone	10.7%	9.3%	9.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.7%	8.8%	6.2%
Two or More Races	10.0%	9.0%	8.6%
Hispanic Origin	20.4%	16.1%	12.3%
Diversity Index	79.4	73.7	68.9

2025 Employed Pop 16+ by Occupation			
Total	12,499	98,072	246,238
White Collar	75.0%	82.3%	84.1%
Management/Business/Financial	24.3%	30.1%	30.9%
Professional	36.9%	37.7%	38.9%
Sales	8.1%	8.8%	8.5%
Administrative Support	5.7%	5.8%	5.8%
Services	15.1%	9.1%	8.4%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	12,499	98,072	246,238
Blue Collar	9.9%	8.6%	7.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.0%	3.5%	2.5%
Installation/Maintenance/Repair	1.1%	0.6%	0.6%
Production	1.2%	1.3%	1.4%
Transportation/Material Moving	3.6%	3.1%	3.1%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,499	98,072	246,238
Population 16+ Employed	98.4%	97.6%	97.4%
Population 16+ Unemployment rate	1.6%	2.4%	2.6%
Population 16-24 Employed	13.8%	12.3%	10.9%
Population 16-24 Unemployment rate	2.1%	4.9%	6.3%
Population 25-54 Employed	71.2%	70.3%	69.6%
Population 25-54 Unemployment rate	1.7%	1.7%	1.9%
Population 55-64 Employed	10%	10%	11%
Population 55-64 Unemployment rate	1.1%	3.9%	3.2%
Population 65+ Employed	3%	5%	6%
Population 65+ Unemployment rate	0.0%	3.0%	3.4%

2025 Employed Population 16+ by Industry			
Total	12,294	95,739	239,790
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.3%	5.1%	4.1%
Manufacturing	5.0%	5.3%	5.2%
Wholesale Trade	1.3%	1.9%	2.1%
Retail Trade	7.2%	6.9%	6.9%
Transportation/Utilities	3.4%	3.8%	4.0%
Information	3%	4%	4%
Finance/Insurance/Real Estate	7.3%	10.2%	9.8%
Services	61.6%	58.9%	59.9%
Public Administration	5.0%	4.1%	4.2%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$26,002,668	\$278,388,772	\$772,285,467
Average Spent	\$2,915.75	\$3,730.45	\$4,016.21
Spending Potential Index	119	152	164
Education: Total \$	\$18,583,600	\$207,377,994	\$578,043,696
Average Spent	\$2,083.83	\$2,778.90	\$3,006.07
Spending Potential Index	117	156	169
Entertainment/Recreation: Total \$	\$38,873,690	\$423,167,343	\$1,182,655,649
Average Spent	\$4,359.01	\$5,670.51	\$6,150.31
Spending Potential Index	106	138	150
Food at Home: Total \$	\$74,835,518	\$798,326,768	\$2,215,045,047
Average Spent	\$8,391.51	\$10,697.70	\$11,519.17
Spending Potential Index	113	144	155
Food Away from Home: Total \$	\$43,790,873	\$470,286,978	\$1,303,888,213
Average Spent	\$4,910.39	\$6,301.92	\$6,780.77
Spending Potential Index	119	153	164
Health Care: Total \$	\$66,998,072	\$725,550,396	\$2,029,532,028
Average Spent	\$7,512.68	\$9,722.49	\$10,554.43
Spending Potential Index	97	126	136
HH Furnishings & Equipment: Total \$	\$27,748,172	\$301,129,624	\$839,526,268
Average Spent	\$3,111.48	\$4,035.18	\$4,365.89
Spending Potential Index	107	139	150
Personal Care Products & Services: Total \$	\$10,904,457	\$116,961,852	\$324,091,701
Average Spent	\$1,222.75	\$1,567.31	\$1,685.41
Spending Potential Index	117	149	161
Shelter: Total \$	\$277,639,760	\$2,997,591,092	\$8,331,724,383
Average Spent	\$31,132.51	\$40,168.19	\$43,328.50
Spending Potential Index	117	151	163
Support Payments/Gifts in Kind: Total \$	\$26,779,622	\$296,215,419	\$835,263,776
Average Spent	\$3,002.87	\$3,969.33	\$4,343.73
Spending Potential Index	91	120	132

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$34,086,564	\$378,948,858	\$1,067,098,347
Average Spent	\$3,822.22	\$5,077.97	\$5,549.36
Spending Potential Index	106	141	154
Vehicle Maintenance & Repairs: Total \$	\$13,042,405	\$138,858,594	\$384,105,754
Average Spent	\$1,462.48	\$1,860.73	\$1,997.51
Spending Potential Index	108	138	148

Top Tapestry Segment		
1 mile	3 miles	5 miles
Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. Learn more about this segment...	Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. 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.