



## Market Profile

3455 Peachtree Industrial Blvd, Duluth, Georgia, 30096  
Rings: 1, 3, 5 mile radii

Prepared by Bill Weitzenkorn, CCIM

Latitude: 34.00654  
Longitude: -84.17033

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,798	54,557	138,030
2010 Total Population	8,983	62,423	173,099
2017 Total Population	9,684	67,752	194,927
2017 Group Quarters	4	30	31
2022 Total Population	10,286	72,290	211,173
2017-2022 Annual Rate	1.21%	1.31%	1.61%
2017 Total Daytime Population	16,057	66,924	236,305
Workers	11,413	33,585	138,300
Residents	4,644	33,339	98,005
<b>Household Summary</b>			
2000 Households	3,583	19,947	48,906
2000 Average Household Size	2.44	2.73	2.81
2010 Households	3,689	23,023	61,628
2010 Average Household Size	2.43	2.71	2.81
2017 Households	3,974	24,965	69,028
2017 Average Household Size	2.44	2.71	2.82
2022 Households	4,212	26,600	74,597
2022 Average Household Size	2.44	2.72	2.83
2017-2022 Annual Rate	1.17%	1.28%	1.56%
2010 Families	2,418	16,801	46,005
2010 Average Family Size	3.00	3.18	3.27
2017 Families	2,567	18,038	51,155
2017 Average Family Size	3.03	3.20	3.30
2022 Families	2,701	19,128	55,086
2022 Average Family Size	3.04	3.21	3.31
2017-2022 Annual Rate	1.02%	1.18%	1.49%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,732	20,604	50,670
Owner Occupied Housing Units	47.7%	70.1%	70.6%
Renter Occupied Housing Units	48.3%	26.8%	26.0%
Vacant Housing Units	4.0%	3.2%	3.5%
2010 Housing Units	3,996	24,466	65,977
Owner Occupied Housing Units	50.4%	63.3%	63.3%
Renter Occupied Housing Units	41.9%	30.8%	30.1%
Vacant Housing Units	7.7%	5.9%	6.6%
2017 Housing Units	4,208	26,052	72,433
Owner Occupied Housing Units	45.2%	60.1%	60.5%
Renter Occupied Housing Units	49.2%	35.7%	34.8%
Vacant Housing Units	5.6%	4.2%	4.7%
2022 Housing Units	4,465	27,779	78,350
Owner Occupied Housing Units	44.9%	60.0%	60.3%
Renter Occupied Housing Units	49.5%	35.8%	34.9%
Vacant Housing Units	5.7%	4.2%	4.8%
<b>Median Household Income</b>			
2017	\$66,791	\$81,836	\$83,107
2022	\$76,378	\$89,860	\$91,491
<b>Median Home Value</b>			
2017	\$225,381	\$288,481	\$309,326
2022	\$250,109	\$333,964	\$353,583
<b>Per Capita Income</b>			
2017	\$38,789	\$40,904	\$40,246
2022	\$44,183	\$45,484	\$44,700
<b>Median Age</b>			
2010	36.4	37.3	36.3
2017	37.9	38.7	37.4
2022	38.4	39.5	38.2

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2017 Households by Income</b>			
Household Income Base	3,974	24,965	69,028
<\$15,000	6.9%	6.9%	6.3%
\$15,000 - \$24,999	9.0%	6.3%	6.8%
\$25,000 - \$34,999	8.7%	5.9%	6.5%
\$35,000 - \$49,999	11.4%	9.8%	9.7%
\$50,000 - \$74,999	18.8%	16.9%	16.2%
\$75,000 - \$99,999	13.8%	12.6%	11.8%
\$100,000 - \$149,999	15.2%	19.4%	19.5%
\$150,000 - \$199,999	5.4%	9.8%	10.3%
\$200,000+	10.8%	12.5%	13.0%
Average Household Income	\$96,941	\$111,084	\$113,312
<b>2022 Households by Income</b>			
Household Income Base	4,212	26,600	74,597
<\$15,000	6.5%	6.5%	6.0%
\$15,000 - \$24,999	8.1%	5.7%	6.1%
\$25,000 - \$34,999	7.5%	5.0%	5.6%
\$35,000 - \$49,999	9.6%	8.2%	8.2%
\$50,000 - \$74,999	17.2%	15.5%	14.9%
\$75,000 - \$99,999	15.1%	13.7%	13.0%
\$100,000 - \$149,999	17.4%	21.0%	20.9%
\$150,000 - \$199,999	6.1%	10.5%	10.9%
\$200,000+	12.7%	13.8%	14.5%
Average Household Income	\$110,521	\$123,676	\$126,140
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,904	15,666	43,825
<\$50,000	1.2%	1.3%	1.3%
\$50,000 - \$99,999	3.2%	2.3%	2.3%
\$100,000 - \$149,999	17.8%	9.3%	7.3%
\$150,000 - \$199,999	22.7%	16.6%	12.6%
\$200,000 - \$249,999	10.3%	12.0%	12.4%
\$250,000 - \$299,999	10.5%	10.9%	12.3%
\$300,000 - \$399,999	2.8%	16.7%	19.6%
\$400,000 - \$499,999	2.7%	12.1%	11.8%
\$500,000 - \$749,999	13.1%	12.3%	13.3%
\$750,000 - \$999,999	10.0%	4.3%	4.8%
\$1,000,000 +	5.8%	2.1%	2.3%
Average Home Value	\$380,672	\$353,337	\$370,795
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,003	16,666	47,253
<\$50,000	0.8%	0.7%	0.7%
\$50,000 - \$99,999	2.4%	1.5%	1.5%
\$100,000 - \$149,999	16.2%	7.6%	5.6%
\$150,000 - \$199,999	20.0%	14.2%	10.1%
\$200,000 - \$249,999	10.5%	10.0%	9.9%
\$250,000 - \$299,999	11.4%	10.1%	11.2%
\$300,000 - \$399,999	3.6%	17.5%	20.5%
\$400,000 - \$499,999	2.7%	14.6%	14.3%
\$500,000 - \$749,999	15.2%	16.7%	18.2%
\$750,000 - \$999,999	11.1%	5.2%	6.0%
\$1,000,000 +	5.9%	1.9%	2.0%
Average Home Value	\$403,495	\$386,936	\$406,725

**Data Note:** 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	8,980	62,425	173,101
0 - 4	6.9%	6.4%	6.8%
5 - 9	6.6%	7.2%	8.0%
10 - 14	6.6%	7.9%	8.4%
15 - 24	11.8%	12.3%	12.3%
25 - 34	16.0%	12.5%	12.4%
35 - 44	15.3%	16.4%	17.1%
45 - 54	17.0%	18.0%	17.8%
55 - 64	11.7%	11.5%	10.4%
65 - 74	4.9%	4.8%	4.2%
75 - 84	2.2%	2.2%	1.9%
85 +	1.0%	0.8%	0.6%
18 +	75.9%	73.4%	71.7%
<b>2017 Population by Age</b>			
Total	9,683	67,753	194,927
0 - 4	6.2%	5.7%	6.1%
5 - 9	6.5%	6.4%	7.0%
10 - 14	6.1%	7.1%	7.8%
15 - 24	11.5%	12.7%	13.0%
25 - 34	14.9%	13.1%	12.7%
35 - 44	15.4%	13.8%	14.4%
45 - 54	14.4%	16.0%	16.2%
55 - 64	13.7%	14.2%	13.1%
65 - 74	7.4%	7.3%	6.5%
75 - 84	2.7%	2.7%	2.3%
85 +	1.2%	1.0%	0.8%
18 +	77.8%	76.6%	74.6%
<b>2022 Population by Age</b>			
Total	10,285	72,291	211,174
0 - 4	6.2%	5.7%	6.1%
5 - 9	6.2%	5.7%	6.4%
10 - 14	6.2%	6.4%	7.2%
15 - 24	11.0%	12.1%	12.4%
25 - 34	15.1%	13.9%	13.5%
35 - 44	15.4%	13.5%	14.0%
45 - 54	12.9%	14.2%	14.7%
55 - 64	12.9%	14.5%	13.6%
65 - 74	9.2%	9.4%	8.3%
75 - 84	3.6%	3.6%	3.1%
85 +	1.3%	1.1%	0.9%
18 +	78.0%	78.2%	76.1%
<b>2010 Population by Sex</b>			
Males	4,247	30,318	84,612
Females	4,736	32,105	88,487
<b>2017 Population by Sex</b>			
Males	4,609	32,930	95,321
Females	5,075	34,822	99,606
<b>2022 Population by Sex</b>			
Males	4,912	35,166	103,202
Females	5,373	37,124	107,970

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,983	62,424	173,098
White Alone	56.3%	56.1%	54.8%
Black Alone	16.4%	13.4%	14.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	18.1%	23.0%	23.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	4.3%	5.1%
Two or More Races	3.0%	2.9%	2.7%
Hispanic Origin	14.2%	11.2%	12.3%
Diversity Index	71.5	69.1	70.8
<b>2017 Population by Race/Ethnicity</b>			
Total	9,684	67,753	194,928
White Alone	49.5%	49.7%	48.4%
Black Alone	19.2%	15.1%	15.5%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	21.1%	27.1%	27.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	4.5%	5.2%
Two or More Races	3.6%	3.4%	3.2%
Hispanic Origin	15.4%	11.7%	12.6%
Diversity Index	75.8	72.8	74.0
<b>2022 Population by Race/Ethnicity</b>			
Total	10,285	72,289	211,173
White Alone	44.3%	44.6%	43.7%
Black Alone	21.5%	16.5%	16.6%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	23.4%	30.4%	30.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	4.5%	5.2%
Two or More Races	3.9%	3.7%	3.5%
Hispanic Origin	16.2%	12.1%	12.7%
Diversity Index	78.4	74.9	75.6
<b>2010 Population by Relationship and Household Type</b>			
Total	8,983	62,423	173,099
In Households	99.9%	99.9%	100.0%
In Family Households	83.0%	87.5%	88.7%
Householder	26.4%	26.9%	26.6%
Spouse	19.7%	21.4%	21.2%
Child	29.9%	32.7%	34.1%
Other relative	4.8%	4.7%	5.0%
Nonrelative	2.1%	1.9%	1.8%
In Nonfamily Households	17.0%	12.4%	11.3%
In Group Quarters	0.1%	0.1%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.1%	0.0%

**Data Note:** 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	6,746	46,089	128,722
Less than 9th Grade	2.9%	3.0%	2.9%
9th - 12th Grade, No Diploma	4.5%	4.1%	3.8%
High School Graduate	17.2%	14.9%	14.0%
GED/Alternative Credential	1.6%	2.0%	1.8%
Some College, No Degree	18.1%	14.0%	14.4%
Associate Degree	8.3%	8.6%	8.3%
Bachelor's Degree	27.9%	31.6%	33.5%
Graduate/Professional Degree	19.4%	21.8%	21.3%
<b>2017 Population 15+ by Marital Status</b>			
Total	7,859	54,717	154,011
Never Married	28.9%	29.4%	30.0%
Married	56.2%	57.5%	57.8%
Widowed	4.5%	4.0%	3.6%
Divorced	10.5%	9.1%	8.6%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.9%	95.4%	95.3%
Civilian Unemployed (Unemployment Rate)	4.1%	4.6%	4.7%
<b>2017 Employed Population 16+ by Industry</b>			
Total	5,077	35,023	98,638
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	7.5%	6.2%	6.1%
Manufacturing	5.6%	8.8%	8.8%
Wholesale Trade	5.0%	4.9%	4.7%
Retail Trade	9.7%	10.2%	10.9%
Transportation/Utilities	1.8%	3.0%	3.1%
Information	3.7%	3.8%	3.6%
Finance/Insurance/Real Estate	9.8%	9.1%	8.8%
Services	54.0%	51.3%	51.6%
Public Administration	2.9%	2.5%	2.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	5,076	35,021	98,638
White Collar	67.6%	74.2%	73.8%
Management/Business/Financial	16.4%	23.2%	23.7%
Professional	26.2%	27.2%	26.7%
Sales	13.6%	13.9%	14.0%
Administrative Support	11.5%	9.9%	9.3%
Services	17.7%	12.2%	13.2%
Blue Collar	14.6%	13.7%	13.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.5%	4.4%	4.2%
Installation/Maintenance/Repair	2.1%	1.9%	2.3%
Production	4.2%	3.6%	3.2%
Transportation/Material Moving	3.9%	3.8%	3.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,983	62,423	173,099
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	3,689	23,023	61,629
Households with 1 Person	28.1%	21.9%	20.4%
Households with 2+ People	71.9%	78.1%	79.6%
Family Households	65.5%	73.0%	74.6%
Husband-wife Families	48.8%	58.0%	59.6%
With Related Children	24.2%	30.9%	33.7%
Other Family (No Spouse Present)	16.8%	15.0%	15.1%
Other Family with Male Householder	4.0%	3.7%	4.0%
With Related Children	2.4%	2.1%	2.2%
Other Family with Female Householder	12.7%	11.2%	11.1%
With Related Children	8.5%	7.8%	7.8%
Nonfamily Households	6.3%	5.1%	4.9%
All Households with Children	35.4%	41.1%	44.1%
Multigenerational Households	3.4%	4.1%	4.3%
Unmarried Partner Households	5.2%	4.3%	4.2%
Male-female	4.7%	3.7%	3.6%
Same-sex	0.4%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	3,689	23,023	61,628
1 Person Household	28.1%	21.9%	20.4%
2 Person Household	32.3%	30.6%	28.9%
3 Person Household	16.8%	19.0%	19.2%
4 Person Household	14.4%	17.8%	19.3%
5 Person Household	5.6%	6.9%	7.7%
6 Person Household	1.8%	2.5%	2.9%
7 + Person Household	1.0%	1.3%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,689	23,023	61,628
Owner Occupied	54.6%	67.3%	67.8%
Owned with a Mortgage/Loan	45.9%	56.9%	58.1%
Owned Free and Clear	8.7%	10.4%	9.7%
Renter Occupied	45.4%	32.7%	32.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,996	24,466	65,977
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Professional Pride (1B)
2.	Middleburg (4C)	Enterprising Professionals	Enterprising Professionals
3.	Bright Young Professionals	Professional Pride (1B)	Soccer Moms (4A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,620,389	\$75,616,253	\$214,487,283
Average Spent	\$2,672.47	\$3,028.89	\$3,107.25
Spending Potential Index	124	140	144
Education: Total \$	\$6,866,960	\$51,703,276	\$147,981,966
Average Spent	\$1,727.97	\$2,071.03	\$2,143.80
Spending Potential Index	119	142	147
Entertainment/Recreation: Total \$	\$14,786,322	\$105,631,091	\$297,165,701
Average Spent	\$3,720.77	\$4,231.17	\$4,305.00
Spending Potential Index	119	136	138
Food at Home: Total \$	\$23,804,175	\$166,211,178	\$469,149,413
Average Spent	\$5,989.98	\$6,657.77	\$6,796.51
Spending Potential Index	119	132	135
Food Away from Home: Total \$	\$16,524,048	\$116,131,069	\$327,999,314
Average Spent	\$4,158.04	\$4,651.76	\$4,751.69
Spending Potential Index	125	140	143
Health Care: Total \$	\$25,527,026	\$181,829,310	\$507,181,721
Average Spent	\$6,423.51	\$7,283.37	\$7,347.48
Spending Potential Index	115	130	131
HH Furnishings & Equipment: Total \$	\$9,438,895	\$67,185,079	\$188,891,799
Average Spent	\$2,375.16	\$2,691.17	\$2,736.45
Spending Potential Index	122	138	141
Personal Care Products & Services: Total \$	\$3,856,047	\$27,517,848	\$77,478,275
Average Spent	\$970.32	\$1,102.26	\$1,122.42
Spending Potential Index	122	138	141
Shelter: Total \$	\$77,775,201	\$554,699,638	\$1,568,591,233
Average Spent	\$19,571.01	\$22,219.09	\$22,723.98
Spending Potential Index	121	137	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,985,821	\$79,603,744	\$223,242,461
Average Spent	\$2,764.42	\$3,188.61	\$3,234.09
Spending Potential Index	118	136	138
Travel: Total \$	\$9,856,662	\$72,980,909	\$205,632,170
Average Spent	\$2,480.29	\$2,923.33	\$2,978.97
Spending Potential Index	120	141	144
Vehicle Maintenance & Repairs: Total \$	\$5,057,094	\$35,777,592	\$100,499,625
Average Spent	\$1,272.55	\$1,433.11	\$1,455.93
Spending Potential Index	119	134	136

**Data Note:** 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.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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