



Community Profile

44758-The Plaza Midtown
 950 W Peachtree St NW
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.78009
 Longitude: -84.38730

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	23,049	137,652	316,552
2010 Total Population	31,387	149,595	326,645
2019 Total Population	41,211	186,008	387,454
2019 Group Quarters	9,131	27,338	34,939
2024 Total Population	46,792	205,341	423,676
2019-2024 Annual Rate	2.57%	2.00%	1.80%
2019 Total Daytime Population	111,158	393,315	689,190
Workers	95,547	317,554	515,595
Residents	15,611	75,761	173,595
Household Summary			
2000 Households	10,499	61,327	133,926
2000 Average Household Size	1.55	1.87	2.13
2010 Households	15,206	70,848	147,901
2010 Average Household Size	1.52	1.76	1.98
2019 Households	21,414	90,833	179,321
2019 Average Household Size	1.50	1.75	1.97
2024 Households	25,161	101,989	198,087
2024 Average Household Size	1.50	1.75	1.96
2019-2024 Annual Rate	3.28%	2.34%	2.01%
2010 Families	2,704	20,568	55,698
2010 Average Family Size	2.40	2.76	2.97
2019 Families	3,749	25,742	65,271
2019 Average Family Size	2.37	2.75	2.97
2024 Families	4,447	28,799	71,459
2024 Average Family Size	2.36	2.75	2.97
2019-2024 Annual Rate	3.47%	2.27%	1.83%
Housing Unit Summary			
2000 Housing Units	12,319	68,821	149,119
Owner Occupied Housing Units	27.0%	30.5%	37.4%
Renter Occupied Housing Units	58.2%	58.6%	52.4%
Vacant Housing Units	14.8%	10.9%	10.2%
2010 Housing Units	18,909	86,670	178,905
Owner Occupied Housing Units	30.8%	31.7%	36.5%
Renter Occupied Housing Units	49.6%	50.1%	46.2%
Vacant Housing Units	19.6%	18.3%	17.3%
2019 Housing Units	25,642	107,121	209,931
Owner Occupied Housing Units	25.7%	27.9%	33.1%
Renter Occupied Housing Units	57.8%	56.9%	52.4%
Vacant Housing Units	16.5%	15.2%	14.6%
2024 Housing Units	29,568	118,889	229,509
Owner Occupied Housing Units	25.2%	27.9%	32.9%
Renter Occupied Housing Units	59.9%	57.9%	53.4%
Vacant Housing Units	14.9%	14.2%	13.7%
Median Household Income			
2019	\$74,623	\$67,602	\$65,758
2024	\$90,300	\$81,986	\$79,401
Median Home Value			
2019	\$362,450	\$434,700	\$386,885
2024	\$418,513	\$486,112	\$437,394
Per Capita Income			
2019	\$59,260	\$52,504	\$49,720
2024	\$71,254	\$61,856	\$57,789
Median Age			
2010	29.0	30.5	32.3
2019	30.7	32.1	33.8
2024	31.4	32.4	34.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	21,414	90,828	179,308
<\$15,000	10.2%	12.2%	12.5%
\$15,000 - \$24,999	5.2%	7.2%	8.2%
\$25,000 - \$34,999	6.9%	7.5%	7.8%
\$35,000 - \$49,999	10.1%	10.0%	9.9%
\$50,000 - \$74,999	17.8%	17.1%	16.3%
\$75,000 - \$99,999	12.2%	11.1%	10.5%
\$100,000 - \$149,999	15.9%	14.9%	14.4%
\$150,000 - \$199,999	8.4%	7.1%	6.9%
\$200,000+	13.4%	13.0%	13.4%
Average Household Income	\$111,066	\$106,870	\$106,767
2024 Households by Income			
Household Income Base	25,161	101,984	198,074
<\$15,000	7.3%	8.9%	9.3%
\$15,000 - \$24,999	4.0%	5.9%	6.8%
\$25,000 - \$34,999	5.3%	6.2%	6.7%
\$35,000 - \$49,999	8.6%	8.9%	9.1%
\$50,000 - \$74,999	16.2%	16.1%	15.7%
\$75,000 - \$99,999	12.8%	11.7%	11.1%
\$100,000 - \$149,999	18.9%	17.9%	17.1%
\$150,000 - \$199,999	11.1%	9.4%	8.9%
\$200,000+	15.9%	15.0%	15.3%
Average Household Income	\$129,621	\$124,001	\$123,002
2019 Owner Occupied Housing Units by Value			
Total	6,581	29,814	69,370
<\$50,000	0.2%	0.7%	2.0%
\$50,000 - \$99,999	0.4%	1.8%	4.2%
\$100,000 - \$149,999	2.4%	3.4%	5.2%
\$150,000 - \$199,999	7.3%	5.9%	7.2%
\$200,000 - \$249,999	8.6%	7.8%	8.1%
\$250,000 - \$299,999	17.0%	9.2%	9.1%
\$300,000 - \$399,999	22.6%	16.3%	16.4%
\$400,000 - \$499,999	12.9%	14.3%	13.2%
\$500,000 - \$749,999	19.3%	23.5%	18.9%
\$750,000 - \$999,999	3.9%	9.1%	8.0%
\$1,000,000 - \$1,499,999	3.6%	5.3%	4.8%
\$1,500,000 - \$1,999,999	1.3%	2.1%	1.8%
\$2,000,000 +	0.6%	0.6%	1.1%
Average Home Value	\$455,340	\$524,010	\$487,744
2024 Owner Occupied Housing Units by Value			
Total	7,450	33,096	75,542
<\$50,000	0.1%	0.5%	1.7%
\$50,000 - \$99,999	0.2%	1.3%	3.2%
\$100,000 - \$149,999	1.4%	2.2%	3.9%
\$150,000 - \$199,999	4.4%	4.5%	5.8%
\$200,000 - \$249,999	6.6%	6.0%	6.3%
\$250,000 - \$299,999	13.7%	7.6%	7.9%
\$300,000 - \$399,999	21.1%	15.0%	15.9%
\$400,000 - \$499,999	14.2%	15.0%	14.2%
\$500,000 - \$749,999	25.6%	27.9%	22.7%
\$750,000 - \$999,999	5.5%	11.0%	9.9%
\$1,000,000 - \$1,499,999	5.0%	5.9%	5.3%
\$1,500,000 - \$1,999,999	1.6%	2.5%	2.0%
\$2,000,000 +	0.8%	0.7%	1.2%
Average Home Value	\$515,414	\$568,166	\$530,658

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	31,383	149,595	326,641
0 - 4	1.7%	4.3%	5.7%
5 - 9	0.9%	3.2%	4.5%
10 - 14	0.8%	2.5%	3.7%
15 - 24	33.5%	24.9%	19.5%
25 - 34	28.3%	24.6%	22.0%
35 - 44	14.8%	15.6%	15.5%
45 - 54	9.6%	11.5%	11.9%
55 - 64	6.6%	7.9%	8.8%
65 - 74	2.7%	3.3%	4.6%
75 - 84	0.9%	1.5%	2.6%
85 +	0.3%	0.7%	1.4%
18 +	96.1%	88.5%	83.9%
2019 Population by Age			
Total	41,211	186,008	387,453
0 - 4	1.9%	3.8%	5.0%
5 - 9	1.4%	3.2%	4.5%
10 - 14	1.1%	2.8%	4.1%
15 - 24	27.0%	21.4%	17.4%
25 - 34	30.0%	25.5%	21.5%
35 - 44	15.1%	15.0%	15.1%
45 - 54	9.9%	11.2%	11.7%
55 - 64	7.3%	8.8%	9.8%
65 - 74	4.2%	5.3%	6.5%
75 - 84	1.6%	2.0%	3.0%
85 +	0.6%	0.9%	1.5%
18 +	95.0%	88.5%	84.2%
2024 Population by Age			
Total	46,789	205,341	423,679
0 - 4	2.1%	4.0%	5.0%
5 - 9	1.4%	3.1%	4.3%
10 - 14	1.2%	2.6%	3.8%
15 - 24	25.6%	21.3%	17.5%
25 - 34	29.4%	25.1%	21.2%
35 - 44	15.7%	15.4%	15.1%
45 - 54	9.8%	10.7%	11.3%
55 - 64	7.4%	8.6%	9.5%
65 - 74	4.7%	5.8%	7.0%
75 - 84	2.1%	2.6%	3.7%
85 +	0.6%	0.9%	1.4%
18 +	94.7%	88.8%	84.6%
2010 Population by Sex			
Males	19,208	81,284	168,182
Females	12,179	68,311	158,463
2019 Population by Sex			
Males	24,431	100,057	199,089
Females	16,780	85,951	188,364
2024 Population by Sex			
Males	27,204	109,436	216,625
Females	19,588	95,905	207,051

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	31,386	149,597	326,643
White Alone	62.2%	54.4%	50.0%
Black Alone	20.9%	35.7%	40.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	12.5%	5.8%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.3%	2.4%
Two or More Races	3.0%	2.5%	2.3%
Hispanic Origin	4.8%	4.5%	6.0%
Diversity Index	59.5	61.0	63.3
2019 Population by Race/Ethnicity			
Total	41,211	186,008	387,454
White Alone	57.2%	51.1%	48.0%
Black Alone	21.1%	35.8%	39.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	17.0%	8.5%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.3%	2.4%
Two or More Races	3.4%	3.0%	2.7%
Hispanic Origin	4.4%	4.2%	5.8%
Diversity Index	63.3	63.5	65.1
2024 Population by Race/Ethnicity			
Total	46,792	205,339	423,678
White Alone	54.1%	49.1%	46.5%
Black Alone	21.0%	35.6%	39.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	20.0%	10.4%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.3%	2.5%
Two or More Races	3.7%	3.3%	3.0%
Hispanic Origin	4.3%	4.2%	5.9%
Diversity Index	65.4	65.1	66.5
2010 Population by Relationship and Household Type			
Total	31,387	149,595	326,645
In Households	73.5%	83.3%	89.9%
In Family Households	21.3%	39.2%	52.6%
Householder	8.7%	13.7%	17.0%
Spouse	6.2%	8.7%	10.3%
Child	4.6%	13.2%	19.7%
Other relative	1.2%	2.3%	3.7%
Nonrelative	0.7%	1.3%	1.9%
In Nonfamily Households	52.2%	44.0%	37.3%
In Group Quarters	26.5%	16.7%	10.1%
Institutionalized Population	0.9%	2.3%	2.1%
Noninstitutionalized Population	25.5%	14.5%	8.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	28,308	127,936	267,749
Less than 9th Grade	0.6%	1.2%	1.8%
9th - 12th Grade, No Diploma	2.7%	4.2%	5.2%
High School Graduate	6.1%	9.3%	12.2%
GED/Alternative Credential	0.9%	1.6%	2.1%
Some College, No Degree	11.1%	13.1%	13.7%
Associate Degree	4.2%	4.8%	4.6%
Bachelor's Degree	36.3%	34.4%	32.2%
Graduate/Professional Degree	38.1%	31.4%	28.0%
2019 Population 15+ by Marital Status			
Total	39,425	167,738	335,175
Never Married	68.7%	62.8%	56.2%
Married	21.3%	25.3%	29.4%
Widowed	2.1%	3.1%	4.7%
Divorced	8.0%	8.8%	9.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.0%	95.7%
Civilian Unemployed (Unemployment Rate)	3.1%	4.0%	4.3%
2019 Employed Population 16+ by Industry			
Total	25,933	109,753	213,153
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.0%	2.1%	2.8%
Manufacturing	3.9%	4.5%	4.8%
Wholesale Trade	2.4%	2.1%	2.3%
Retail Trade	7.6%	8.8%	8.8%
Transportation/Utilities	3.9%	4.8%	4.9%
Information	4.0%	4.7%	4.3%
Finance/Insurance/Real Estate	7.8%	8.6%	8.8%
Services	66.0%	60.6%	59.3%
Public Administration	3.4%	3.7%	3.9%
2019 Employed Population 16+ by Occupation			
Total	25,933	109,752	213,154
White Collar	87.8%	82.3%	79.3%
Management/Business/Financial	29.4%	25.6%	24.4%
Professional	38.7%	35.0%	33.3%
Sales	10.6%	11.7%	11.8%
Administrative Support	9.0%	9.9%	9.8%
Services	8.4%	11.5%	13.0%
Blue Collar	3.8%	6.2%	7.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.3%	1.0%	1.5%
Installation/Maintenance/Repair	1.0%	0.9%	1.0%
Production	1.3%	1.7%	2.0%
Transportation/Material Moving	1.1%	2.5%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	31,387	149,595	326,645
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	15,206	70,848	147,901
Households with 1 Person	64.1%	53.6%	46.9%
Households with 2+ People	35.9%	46.4%	53.1%
Family Households	17.8%	29.0%	37.7%
Husband-wife Families	12.7%	18.5%	22.7%
With Related Children	2.6%	7.3%	9.7%
Other Family (No Spouse Present)	5.1%	10.5%	14.9%
Other Family with Male Householder	1.6%	2.7%	3.3%
With Related Children	0.5%	1.1%	1.4%
Other Family with Female Householder	3.6%	7.9%	11.6%
With Related Children	2.2%	5.2%	7.5%
Nonfamily Households	18.1%	17.4%	15.4%
All Households with Children	5.3%	13.8%	18.8%
Multigenerational Households	0.2%	1.1%	2.2%
Unmarried Partner Households	9.0%	8.7%	8.2%
Male-female	5.0%	5.7%	5.6%
Same-sex	4.0%	3.0%	2.6%
2010 Households by Size			
Total	15,206	70,849	147,901
1 Person Household	64.1%	53.6%	46.9%
2 Person Household	28.1%	29.6%	30.0%
3 Person Household	5.0%	8.7%	10.8%
4 Person Household	1.9%	5.2%	7.0%
5 Person Household	0.6%	1.9%	3.0%
6 Person Household	0.3%	0.6%	1.2%
7 + Person Household	0.1%	0.5%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	15,206	70,848	147,901
Owner Occupied	38.3%	38.8%	44.1%
Owned with a Mortgage/Loan	33.9%	33.2%	35.6%
Owned Free and Clear	4.3%	5.6%	8.5%
Renter Occupied	61.7%	61.2%	55.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	18,909	86,670	178,905
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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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Emerald City (8B)
3.	Social Security Set (9F)	Emerald City (8B)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$63,718,612	\$256,145,620	\$496,901,867
Average Spent	\$2,975.56	\$2,819.96	\$2,771.02
Spending Potential Index	139	132	129
Education: Total \$	\$44,392,796	\$181,897,499	\$357,541,954
Average Spent	\$2,073.07	\$2,002.55	\$1,993.87
Spending Potential Index	130	126	125
Entertainment/Recreation: Total \$	\$84,703,100	\$348,623,200	\$693,736,261
Average Spent	\$3,955.50	\$3,838.07	\$3,868.68
Spending Potential Index	121	117	118
Food at Home: Total \$	\$142,921,034	\$581,844,380	\$1,146,664,679
Average Spent	\$6,674.19	\$6,405.65	\$6,394.48
Spending Potential Index	129	124	124
Food Away from Home: Total \$	\$109,790,258	\$439,702,184	\$851,813,358
Average Spent	\$5,127.03	\$4,840.78	\$4,750.22
Spending Potential Index	140	132	129
Health Care: Total \$	\$139,738,775	\$585,585,141	\$1,191,645,930
Average Spent	\$6,525.58	\$6,446.83	\$6,645.32
Spending Potential Index	110	109	112
HH Furnishings & Equipment: Total \$	\$56,276,121	\$230,518,016	\$457,097,682
Average Spent	\$2,628.01	\$2,537.82	\$2,549.05
Spending Potential Index	123	119	120
Personal Care Products & Services: Total \$	\$24,382,776	\$99,248,397	\$195,867,548
Average Spent	\$1,138.64	\$1,092.65	\$1,092.27
Spending Potential Index	128	123	123
Shelter: Total \$	\$544,345,305	\$2,199,021,025	\$4,284,567,071
Average Spent	\$25,420.07	\$24,209.49	\$23,893.28
Spending Potential Index	137	131	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,630,162	\$251,489,625	\$508,987,396
Average Spent	\$2,784.63	\$2,768.70	\$2,838.41
Spending Potential Index	112	112	114
Travel: Total \$	\$57,364,071	\$236,530,951	\$470,852,422
Average Spent	\$2,678.81	\$2,604.02	\$2,625.75
Spending Potential Index	119	116	117
Vehicle Maintenance & Repairs: Total \$	\$30,906,510	\$126,751,387	\$251,217,938
Average Spent	\$1,443.29	\$1,395.43	\$1,400.94
Spending Potential Index	126	122	122

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.