



# Business Summary

1650 Northside Dr NW, Atlanta, Georgia, 30318  
Rings: 1 mile radii

Prepared by Esri  
Latitude: 33.80012  
Longitude: -84.40816

<b>Data for all businesses in area</b>		<b>1 mile</b>			
Total Businesses:		1,749			
Total Employees:		23,222			
Total Residential Population:		19,530			
Employee/Residential Population Ratio (per 100 Residents)		119			
<b>by SIC Codes</b>		<b>Businesses</b>		<b>Employees</b>	
		<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining		23	1.3%	367	1.6%
Construction		62	3.5%	723	3.1%
Manufacturing		52	3.0%	925	4.0%
Transportation		32	1.8%	417	1.8%
Communication		20	1.1%	867	3.7%
Utility		4	0.2%	11	0.0%
Wholesale Trade		46	2.6%	593	2.6%
<b>Retail Trade Summary</b>		339	19.4%	4,139	17.8%
Home Improvement		11	0.6%	83	0.4%
General Merchandise Stores		8	0.5%	542	2.3%
Food Stores		19	1.1%	123	0.5%
Auto Dealers, Gas Stations, Auto Aftermarket		22	1.3%	106	0.5%
Apparel & Accessory Stores		38	2.2%	334	1.4%
Furniture & Home Furnishings		40	2.3%	272	1.2%
Eating & Drinking Places		118	6.7%	2,045	8.8%
Miscellaneous Retail		81	4.6%	634	2.7%
<b>Finance, Insurance, Real Estate Summary</b>		209	11.9%	1,862	8.0%
Banks, Savings & Lending Institutions		12	0.7%	240	1.0%
Securities Brokers		24	1.4%	172	0.7%
Insurance Carriers & Agents		20	1.1%	252	1.1%
Real Estate, Holding, Other Investment Offices		152	8.7%	1,198	5.2%
<b>Services Summary</b>		803	45.9%	12,952	55.8%
Hotels & Lodging		5	0.3%	84	0.4%
Automotive Services		31	1.8%	246	1.1%
Motion Pictures & Amusements		61	3.5%	554	2.4%
Health Services		140	8.0%	5,622	24.2%
Legal Services		85	4.9%	1,092	4.7%
Education Institutions & Libraries		14	0.8%	247	1.1%
Other Services		467	26.7%	5,107	22.0%
<b>Government</b>		5	0.3%	215	0.9%
<b>Unclassified Establishments</b>		156	8.9%	149	0.6%
<b>Totals</b>		1,749	100.0%	23,222	100.0%

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	0.5%	233	1.0%
Mining	2	0.1%	5	0.0%
Utilities	2	0.1%	6	0.0%
Construction	70	4.0%	776	3.3%
Manufacturing	53	3.0%	911	3.9%
Wholesale Trade	45	2.6%	583	2.5%
Retail Trade	211	12.1%	2,016	8.7%
Motor Vehicle & Parts Dealers	15	0.9%	74	0.3%
Furniture & Home Furnishings Stores	30	1.7%	228	1.0%
Electronics & Appliance Stores	8	0.5%	29	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	11	0.6%	83	0.4%
Food & Beverage Stores	14	0.8%	96	0.4%
Health & Personal Care Stores	18	1.0%	167	0.7%
Gasoline Stations	7	0.4%	32	0.1%
Clothing & Clothing Accessories Stores	43	2.5%	364	1.6%
Sport Goods, Hobby, Book, & Music Stores	10	0.6%	121	0.5%
General Merchandise Stores	8	0.5%	542	2.3%
Miscellaneous Store Retailers	41	2.3%	227	1.0%
Nonstore Retailers	4	0.2%	53	0.2%
Transportation & Warehousing	22	1.3%	389	1.7%
Information	75	4.3%	1,869	8.0%
Finance & Insurance	58	3.3%	678	2.9%
Central Bank/Credit Intermediation & Related Activities	13	0.7%	253	1.1%
Securities, Commodity Contracts & Other Financial	25	1.4%	173	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	20	1.1%	252	1.1%
Real Estate, Rental & Leasing	160	9.1%	1,235	5.3%
Professional, Scientific & Tech Services	307	17.6%	3,408	14.7%
Legal Services	87	5.0%	1,101	4.7%
Management of Companies & Enterprises	4	0.2%	19	0.1%
Administrative & Support & Waste Management & Remediation	64	3.7%	846	3.6%
Educational Services	20	1.1%	273	1.2%
Health Care & Social Assistance	158	9.0%	5,978	25.7%
Arts, Entertainment & Recreation	47	2.7%	501	2.2%
Accommodation & Food Services	125	7.1%	2,163	9.3%
Accommodation	5	0.3%	84	0.4%
Food Services & Drinking Places	120	6.9%	2,079	9.0%
Other Services (except Public Administration)	159	9.1%	967	4.2%
Automotive Repair & Maintenance	19	1.1%	132	0.6%
Public Administration	5	0.3%	215	0.9%
Unclassified Establishments	156	8.9%	149	0.6%
<b>Total</b>	<b>1,749</b>	<b>100.0%</b>	<b>23,222</b>	<b>100.0%</b>

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# Demographic and Income Profile

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Summary	Census 2010	2019	2024
Population	12,997	19,530	22,618
Households	7,700	11,395	13,259
Families	2,019	2,996	3,521
Average Household Size	1.62	1.65	1.65
Owner Occupied Housing Units	2,578	3,126	3,596
Renter Occupied Housing Units	5,122	8,268	9,663
Median Age	28.8	31.1	31.5
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	2.98%	1.10%	0.77%
Households	3.08%	1.09%	0.75%
Families	3.28%	1.01%	0.68%
Owner HHs	2.84%	1.41%	0.92%
Median Household Income	4.57%	2.70%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	986	8.7%	781	5.9%
\$15,000 - \$24,999	620	5.4%	547	4.1%
\$25,000 - \$34,999	791	6.9%	695	5.2%
\$35,000 - \$49,999	1,413	12.4%	1,361	10.3%
\$50,000 - \$74,999	2,174	19.1%	2,311	17.4%
\$75,000 - \$99,999	1,340	11.8%	1,586	12.0%
\$100,000 - \$149,999	1,926	16.9%	2,808	21.2%
\$150,000 - \$199,999	942	8.3%	1,516	11.4%
\$200,000+	1,202	10.5%	1,655	12.5%
Median Household Income	\$70,488		\$88,129	
Average Household Income	\$104,425		\$123,254	
Per Capita Income	\$58,362		\$69,111	

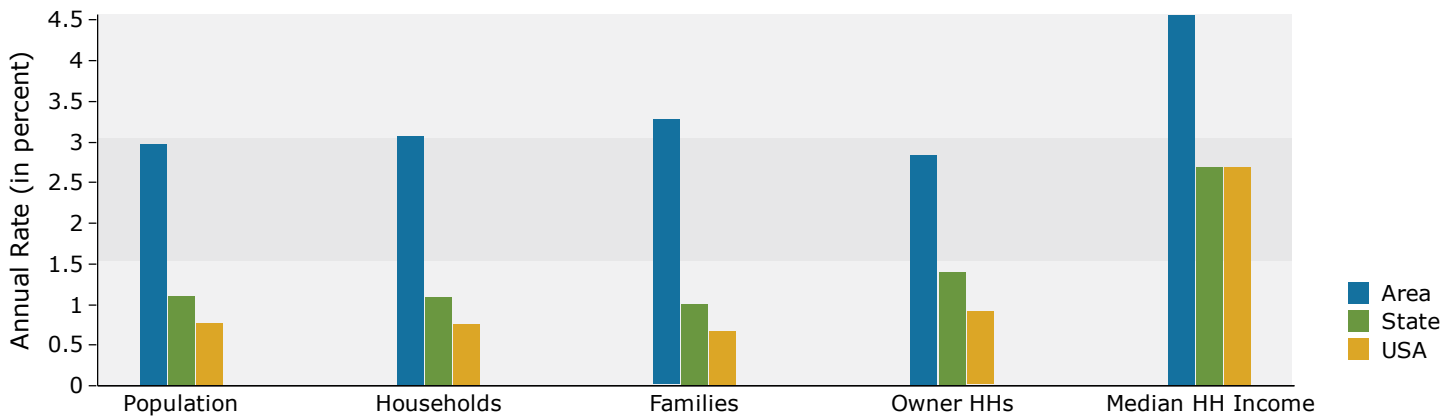
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	629	4.8%	779	4.0%	936	4.1%
5 - 9	399	3.1%	570	2.9%	601	2.7%
10 - 14	233	1.8%	412	2.1%	421	1.9%
15 - 19	406	3.1%	646	3.3%	695	3.1%
20 - 24	2,811	21.6%	2,472	12.7%	3,142	13.9%
25 - 34	4,319	33.2%	7,336	37.6%	8,086	35.7%
35 - 44	2,013	15.5%	3,171	16.2%	3,985	17.6%
45 - 54	1,130	8.7%	1,772	9.1%	1,960	8.7%
55 - 64	634	4.9%	1,262	6.5%	1,389	6.1%
65 - 74	288	2.2%	721	3.7%	896	4.0%
75 - 84	91	0.7%	278	1.4%	382	1.7%
85+	44	0.3%	110	0.6%	126	0.6%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,426	64.8%	11,399	58.4%	12,365	54.7%
Black Alone	2,577	19.8%	4,267	21.8%	4,987	22.0%
American Indian Alone	28	0.2%	37	0.2%	40	0.2%
Asian Alone	1,380	10.6%	2,904	14.9%	4,101	18.1%
Pacific Islander Alone	11	0.1%	15	0.1%	17	0.1%
Some Other Race Alone	210	1.6%	276	1.4%	306	1.4%
Two or More Races	366	2.8%	631	3.2%	803	3.6%
Hispanic Origin (Any Race)	638	4.9%	857	4.4%	959	4.2%

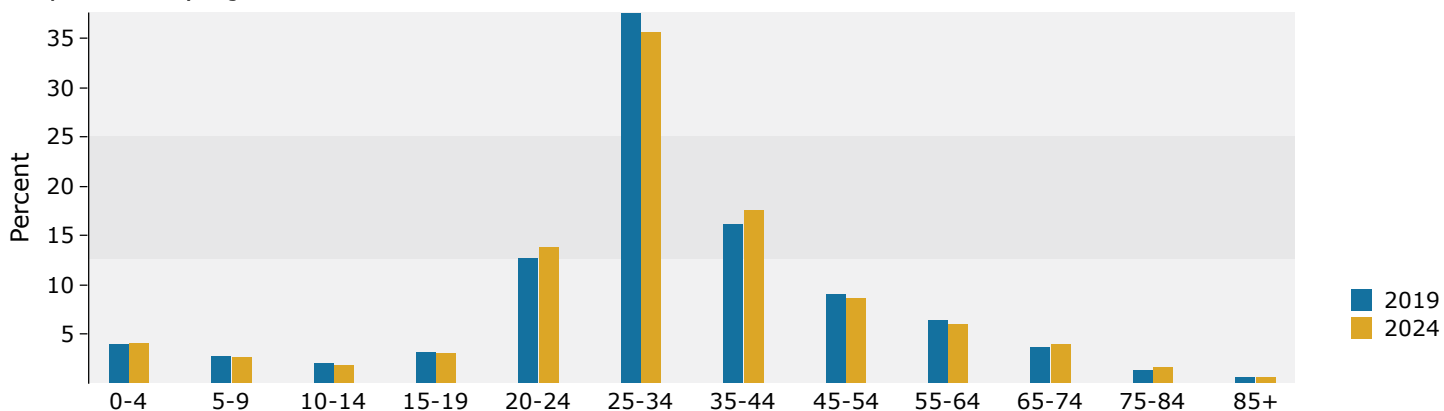
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

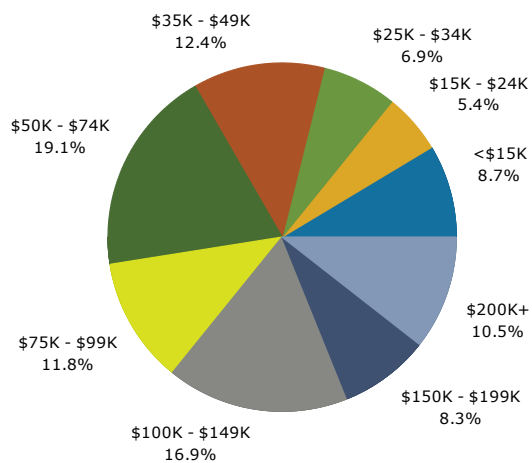
## Trends 2019-2024



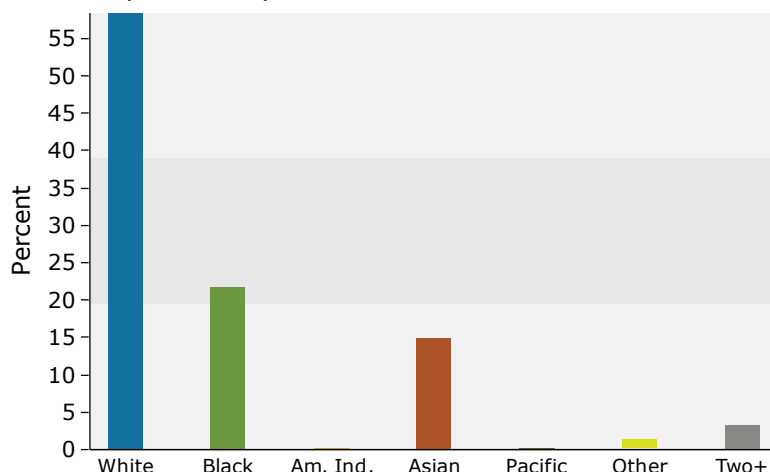
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 4.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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	<b>1 mile</b>
<b>Population Summary</b>	
2000 Total Population	10,300
2010 Total Population	12,997
2019 Total Population	19,530
2019 Group Quarters	729
2024 Total Population	22,618
2019-2024 Annual Rate	2.98%
2019 Total Daytime Population	38,341
Workers	32,130
Residents	6,211
<b>Household Summary</b>	
2000 Households	5,647
2000 Average Household Size	1.70
2010 Households	7,700
2010 Average Household Size	1.62
2019 Households	11,395
2019 Average Household Size	1.65
2024 Households	13,259
2024 Average Household Size	1.65
2019-2024 Annual Rate	3.08%
2010 Families	2,019
2010 Average Family Size	2.54
2019 Families	2,996
2019 Average Family Size	2.59
2024 Families	3,521
2024 Average Family Size	2.58
2019-2024 Annual Rate	3.28%
<b>Housing Unit Summary</b>	
2000 Housing Units	6,276
Owner Occupied Housing Units	34.2%
Renter Occupied Housing Units	55.8%
Vacant Housing Units	10.0%
2010 Housing Units	9,476
Owner Occupied Housing Units	27.2%
Renter Occupied Housing Units	54.1%
Vacant Housing Units	18.7%
2019 Housing Units	12,970
Owner Occupied Housing Units	24.1%
Renter Occupied Housing Units	63.7%
Vacant Housing Units	12.1%
2024 Housing Units	14,896
Owner Occupied Housing Units	24.1%
Renter Occupied Housing Units	64.9%
Vacant Housing Units	11.0%
<b>Median Household Income</b>	
2019	\$70,488
2024	\$88,129
<b>Median Home Value</b>	
2019	\$441,970
2024	\$484,392
<b>Per Capita Income</b>	
2019	\$58,362
2024	\$69,111
<b>Median Age</b>	
2010	28.8
2019	31.1
2024	31.5

**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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<b>2019 Households by Income</b>		
Household Income Base		11,395
<\$15,000		8.7%
\$15,000 - \$24,999		5.4%
\$25,000 - \$34,999		6.9%
\$35,000 - \$49,999		12.4%
\$50,000 - \$74,999		19.1%
\$75,000 - \$99,999		11.8%
\$100,000 - \$149,999		16.9%
\$150,000 - \$199,999		8.3%
\$200,000+		10.5%
Average Household Income		\$104,425
<b>2024 Households by Income</b>		
Household Income Base		13,259
<\$15,000		5.9%
\$15,000 - \$24,999		4.1%
\$25,000 - \$34,999		5.2%
\$35,000 - \$49,999		10.3%
\$50,000 - \$74,999		17.4%
\$75,000 - \$99,999		12.0%
\$100,000 - \$149,999		21.2%
\$150,000 - \$199,999		11.4%
\$200,000+		12.5%
Average Household Income		\$123,254
<b>2019 Owner Occupied Housing Units by Value</b>		
Total		3,126
<\$50,000		0.0%
\$50,000 - \$99,999		0.5%
\$100,000 - \$149,999		1.2%
\$150,000 - \$199,999		4.2%
\$200,000 - \$249,999		10.6%
\$250,000 - \$299,999		10.6%
\$300,000 - \$399,999		14.7%
\$400,000 - \$499,999		19.3%
\$500,000 - \$749,999		24.9%
\$750,000 - \$999,999		9.3%
\$1,000,000 - \$1,499,999		3.7%
\$1,500,000 - \$1,999,999		0.9%
\$2,000,000 +		0.0%
Average Home Value		\$499,600
<b>2024 Owner Occupied Housing Units by Value</b>		
Total		3,596
<\$50,000		0.0%
\$50,000 - \$99,999		0.2%
\$100,000 - \$149,999		0.5%
\$150,000 - \$199,999		2.5%
\$200,000 - \$249,999		7.1%
\$250,000 - \$299,999		8.1%
\$300,000 - \$399,999		13.8%
\$400,000 - \$499,999		21.0%
\$500,000 - \$749,999		29.8%
\$750,000 - \$999,999		12.0%
\$1,000,000 - \$1,499,999		4.0%
\$1,500,000 - \$1,999,999		0.9%
\$2,000,000 +		0.0%
Average Home Value		\$544,084

**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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		<b>1 mile</b>
<b>2010 Population by Age</b>		
Total		12,998
0 - 4		4.8%
5 - 9		3.1%
10 - 14		1.8%
15 - 24		24.7%
25 - 34		33.2%
35 - 44		15.5%
45 - 54		8.7%
55 - 64		4.9%
65 - 74		2.2%
75 - 84		0.7%
85 +		0.3%
18 +		89.4%
<b>2019 Population by Age</b>		
Total		19,529
0 - 4		4.0%
5 - 9		2.9%
10 - 14		2.1%
15 - 24		16.0%
25 - 34		37.6%
35 - 44		16.2%
45 - 54		9.1%
55 - 64		6.5%
65 - 74		3.7%
75 - 84		1.4%
85 +		0.6%
18 +		89.8%
<b>2024 Population by Age</b>		
Total		22,619
0 - 4		4.1%
5 - 9		2.7%
10 - 14		1.9%
15 - 24		17.0%
25 - 34		35.7%
35 - 44		17.6%
45 - 54		8.7%
55 - 64		6.1%
65 - 74		4.0%
75 - 84		1.7%
85 +		0.6%
18 +		90.2%
<b>2010 Population by Sex</b>		
Males		6,858
Females		6,139
<b>2019 Population by Sex</b>		
Males		10,319
Females		9,210
<b>2024 Population by Sex</b>		
Males		11,877
Females		10,741

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<b>2010 Population by Race/Ethnicity</b>		<b>1 mile</b>
Total		12,998
White Alone		64.8%
Black Alone		19.8%
American Indian Alone		0.2%
Asian Alone		10.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.6%
Two or More Races		2.8%
Hispanic Origin		4.9%
Diversity Index		57.3
<b>2019 Population by Race/Ethnicity</b>		
Total		19,529
White Alone		58.4%
Black Alone		21.8%
American Indian Alone		0.2%
Asian Alone		14.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.4%
Two or More Races		3.2%
Hispanic Origin		4.4%
Diversity Index		62.4
<b>2024 Population by Race/Ethnicity</b>		
Total		22,619
White Alone		54.7%
Black Alone		22.0%
American Indian Alone		0.2%
Asian Alone		18.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.4%
Two or More Races		3.6%
Hispanic Origin		4.2%
Diversity Index		65.1
<b>2010 Population by Relationship and Household Type</b>		
Total		12,997
In Households		95.7%
In Family Households		40.5%
Householder		14.8%
Spouse		11.3%
Child		11.5%
Other relative		2.0%
Nonrelative		1.0%
In Nonfamily Households		55.2%
In Group Quarters		4.3%
Institutionalized Population		0.0%
Noninstitutionalized Population		4.3%

**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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<b>2019 Population 25+ by Educational Attainment</b>	
Total	14,650
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.3%
High School Graduate	6.1%
GED/Alternative Credential	0.8%
Some College, No Degree	9.3%
Associate Degree	3.6%
Bachelor's Degree	40.3%
Graduate/Professional Degree	38.2%
<b>2019 Population 15+ by Marital Status</b>	
Total	17,767
Never Married	62.5%
Married	28.6%
Widowed	2.0%
Divorced	6.9%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%
<b>2019 Employed Population 16+ by Industry</b>	
Total	13,526
Agriculture/Mining	0.1%
Construction	3.3%
Manufacturing	5.9%
Wholesale Trade	1.9%
Retail Trade	9.8%
Transportation/Utilities	4.3%
Information	4.7%
Finance/Insurance/Real Estate	8.9%
Services	57.6%
Public Administration	3.5%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	13,525
White Collar	87.1%
Management/Business/Financial	25.9%
Professional	37.7%
Sales	15.1%
Administrative Support	8.4%
Services	6.5%
Blue Collar	6.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	0.9%
Installation/Maintenance/Repair	1.1%
Production	1.4%
Transportation/Material Moving	2.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	12,997
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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<b>2010 Households by Type</b>	
Total	7,699
Households with 1 Person	53.6%
Households with 2+ People	46.4%
Family Households	26.2%
Husband-wife Families	19.9%
With Related Children	8.7%
Other Family (No Spouse Present)	6.3%
Other Family with Male Householder	2.4%
With Related Children	0.8%
Other Family with Female Householder	4.0%
With Related Children	2.2%
Nonfamily Households	20.1%
All Households with Children	11.8%
Multigenerational Households	0.3%
Unmarried Partner Households	7.4%
Male-female	5.6%
Same-sex	1.9%
<b>2010 Households by Size</b>	
Total	7,699
1 Person Household	53.6%
2 Person Household	30.1%
3 Person Household	8.6%
4 Person Household	5.2%
5 Person Household	1.7%
6 Person Household	0.5%
7 + Person Household	0.2%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	7,700
Owner Occupied	33.5%
Owned with a Mortgage/Loan	29.0%
Owned Free and Clear	4.4%
Renter Occupied	66.5%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	9,476
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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.

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



# Market Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
Rings: 1 mile radii

Prepared by Esri  
Latitude: 33.80012  
Longitude: -84.40816

**1 mile**

## Top 3 Tapestry Segments

1. Metro Renters (3B)
2. Top Tier (1A)
3. Emerald City (8B)

## 2019 Consumer Spending

Apparel & Services: Total \$	\$31,809,545
Average Spent	\$2,791.54
Spending Potential Index	130
Education: Total \$	\$22,077,744
Average Spent	\$1,937.49
Spending Potential Index	122
Entertainment/Recreation: Total \$	\$42,322,902
Average Spent	\$3,714.16
Spending Potential Index	114
Food at Home: Total \$	\$71,186,903
Average Spent	\$6,247.21
Spending Potential Index	121
Food Away from Home: Total \$	\$54,837,085
Average Spent	\$4,812.38
Spending Potential Index	131
Health Care: Total \$	\$69,678,358
Average Spent	\$6,114.82
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$28,167,093
Average Spent	\$2,471.88
Spending Potential Index	116
Personal Care Products & Services: Total \$	\$12,204,144
Average Spent	\$1,071.01
Spending Potential Index	121
Shelter: Total \$	\$271,109,134
Average Spent	\$23,791.94
Spending Potential Index	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,686,580
Average Spent	\$2,605.23
Spending Potential Index	105
Travel: Total \$	\$28,803,935
Average Spent	\$2,527.77
Spending Potential Index	113
Vehicle Maintenance & Repairs: Total \$	\$15,397,548
Average Spent	\$1,351.25
Spending Potential Index	118

**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.

May 07, 2020



# Retail Market Potential

1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

Demographic Summary		2019	2024
Population		19,530	22,618
Population 18+		17,533	20,411
Households		11,395	13,259
Median Household Income		\$70,488	\$88,129

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,698	55.3%	117
Bought any women's clothing in last 12 months	7,743	44.2%	103
Bought clothing for child <13 years in last 6 months	3,226	18.4%	69
Bought any shoes in last 12 months	10,756	61.3%	117
Bought costume jewelry in last 12 months	3,542	20.2%	116
Bought any fine jewelry in last 12 months	4,039	23.0%	129
Bought a watch in last 12 months	3,337	19.0%	123
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,601	75.5%	88
HH bought/leased new vehicle last 12 months	991	8.7%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	13,717	78.2%	92
Bought/changed motor oil in last 12 months	6,725	38.4%	81
Had tune-up in last 12 months	4,185	23.9%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,706	72.5%	101
Drank regular cola in last 6 months	6,289	35.9%	81
Drank beer/ale in last 6 months	9,358	53.4%	127
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,541	8.8%	88
Own digital SLR camera/camcorder	2,176	12.4%	157
Printed digital photos in last 12 months	3,768	21.5%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,774	38.6%	112
Have a smartphone	16,188	92.3%	110
Have a smartphone: Android phone (any brand)	4,442	25.3%	63
Have a smartphone: Apple iPhone	11,536	65.8%	157
Number of cell phones in household: 1	4,614	40.5%	133
Number of cell phones in household: 2	4,556	40.0%	103
Number of cell phones in household: 3+	1,995	17.5%	62
HH has cell phone only (no landline telephone)	8,634	75.8%	135
<b>Computers (Households)</b>			
HH owns a computer	9,529	83.6%	114
HH owns desktop computer	3,659	32.1%	87
HH owns laptop/notebook	7,957	69.8%	123
HH owns any Apple/Mac brand computer	3,487	30.6%	169
HH owns any PC/non-Apple brand computer	6,996	61.4%	100
HH purchased most recent computer in a store	4,557	40.0%	110
HH purchased most recent computer online	2,092	18.4%	135
Spent <\$1-499 on most recent home computer	1,579	13.9%	94
Spent \$500-\$999 on most recent home computer	1,812	15.9%	95
Spent \$1,000-\$1,499 on most recent home computer	1,756	15.4%	161
Spent \$1,500-\$1,999 on most recent home computer	693	6.1%	137
Spent \$2,000+ on most recent home computer	833	7.3%	185

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	11,645	66.4%	105
Bought brewed coffee at convenience store in last 30 days	1,851	10.6%	76
Bought cigarettes at convenience store in last 30 days	1,341	7.6%	71
Bought gas at convenience store in last 30 days	5,390	30.7%	82
Spent at convenience store in last 30 days: <\$1-19	1,658	9.5%	137
Spent at convenience store in last 30 days: \$20-\$39	1,461	8.3%	88
Spent at convenience store in last 30 days: \$40-\$50	1,313	7.5%	91
Spent at convenience store in last 30 days: \$51-\$99	327	1.9%	34
Spent at convenience store in last 30 days: \$100+	3,694	21.1%	94
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	12,605	71.9%	123
Went to live theater in last 12 months	3,284	18.7%	170
Went to a bar/night club in last 12 months	5,269	30.1%	174
Dined out in last 12 months	10,359	59.1%	113
Gambled at a casino in last 12 months	2,454	14.0%	106
Visited a theme park in last 12 months	3,881	22.1%	117
Viewed movie (video-on-demand) in last 30 days	3,565	20.3%	116
Viewed TV show (video-on-demand) in last 30 days	2,124	12.1%	96
Watched any pay-per-view TV in last 12 months	1,428	8.1%	83
Downloaded a movie over the Internet in last 30 days	2,517	14.4%	150
Downloaded any individual song in last 6 months	4,755	27.1%	142
Watched a movie online in the last 30 days	8,145	46.5%	172
Watched a TV program online in last 30 days	5,910	33.7%	177
Played a video/electronic game (console) in last 12 months	2,134	12.2%	137
Played a video/electronic game (portable) in last 12 months	1,043	5.9%	127
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,745	32.8%	105
Used ATM/cash machine in last 12 months	11,615	66.2%	125
Own any stock	1,831	10.4%	146
Own U.S. savings bond	848	4.8%	111
Own shares in mutual fund (stock)	2,391	13.6%	191
Own shares in mutual fund (bonds)	1,230	7.0%	147
Have interest checking account	6,164	35.2%	122
Have non-interest checking account	5,270	30.1%	103
Have savings account	11,789	67.2%	117
Have 401K retirement savings plan	4,360	24.9%	155
Own/used any credit/debit card in last 12 months	15,501	88.4%	111
Avg monthly credit card expenditures: <\$1-110	1,585	9.0%	79
Avg monthly credit card expenditures: \$111-\$225	1,468	8.4%	114
Avg monthly credit card expenditures: \$226-\$450	1,541	8.8%	129
Avg monthly credit card expenditures: \$451-\$700	1,852	10.6%	172
Avg monthly credit card expenditures: \$701-\$1,000	1,736	9.9%	177
Avg monthly credit card expenditures: \$1,001+	3,340	19.0%	164
Did banking online in last 12 months	9,247	52.7%	135
Did banking on mobile device in last 12 months	7,132	40.7%	157
Paid bills online in last 12 months	11,550	65.9%	131

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,158	54.0%	78
Used bread in last 6 months	10,058	88.3%	95
Used chicken (fresh or frozen) in last 6 months	7,466	65.5%	94
Used turkey (fresh or frozen) in last 6 months	1,098	9.6%	64
Used fish/seafood (fresh or frozen) in last 6 months	6,580	57.7%	105
Used fresh fruit/vegetables in last 6 months	9,767	85.7%	100
Used fresh milk in last 6 months	8,362	73.4%	85
Used organic food in last 6 months	3,953	34.7%	145
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,900	27.9%	102
Exercise at club 2+ times per week	4,444	25.3%	177
Visited a doctor in last 12 months	13,319	76.0%	99
Used vitamin/dietary supplement in last 6 months	9,727	55.5%	103
<b>Home (Households)</b>			
Did any home improvement in last 12 months	2,051	18.0%	65
Used any housekeeper/professional cleaning service in last 12 months	1,775	15.6%	107
Purchased low ticket HH furnishings in last 12 months	2,343	20.6%	120
Purchased big ticket HH furnishings in last 12 months	3,040	26.7%	120
Bought any small kitchen appliance in last 12 months	3,039	26.7%	120
Bought any large kitchen appliance in last 12 months	1,121	9.8%	71
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,133	46.4%	105
Carry medical/hospital/accident insurance	14,125	80.6%	108
Carry homeowner insurance	7,015	40.0%	85
Carry renter's insurance	3,062	17.5%	205
Have auto insurance: 1 vehicle in household covered	4,534	39.8%	128
Have auto insurance: 2 vehicles in household covered	3,116	27.3%	96
Have auto insurance: 3+ vehicles in household covered	788	6.9%	30
<b>Pets (Households)</b>			
Household owns any pet	4,510	39.6%	73
Household owns any cat	1,907	16.7%	74
Household owns any dog	2,960	26.0%	62
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,846	27.6%	70
Usually buy items on credit rather than wait	2,123	12.1%	92
Usually buy based on quality - not price	4,109	23.4%	123
Price is usually more important than brand name	4,437	25.3%	92
Usually use coupons for brands I buy often	2,386	13.6%	79
Am interested in how to help the environment	4,696	26.8%	138
Usually pay more for environ safe product	2,926	16.7%	118
Usually value green products over convenience	2,205	12.6%	111
Likely to buy a brand that supports a charity	6,031	34.4%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,526	20.1%	155
Bought hardcover book in last 12 months	4,472	25.5%	127
Bought paperback book in last 12 month	5,958	34.0%	119
Read any daily newspaper (paper version)	2,450	14.0%	76
Read any digital newspaper in last 30 days	11,628	66.3%	167
Read any magazine (paper/electronic version) in last 6 months	16,927	96.5%	106

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	13,012	74.2%	99
Went to family restaurant/steak house: 4+ times a month	4,831	27.6%	104
Went to fast food/drive-in restaurant in last 6 months	15,499	88.4%	97
Went to fast food/drive-in restaurant 9+ times/month	7,095	40.5%	103
Fast food restaurant last 6 months: eat in	6,428	36.7%	99
Fast food restaurant last 6 months: home delivery	2,326	13.3%	154
Fast food restaurant last 6 months: take-out/drive-thru	8,300	47.3%	101
Fast food restaurant last 6 months: take-out/walk-in	5,339	30.5%	146
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	9,130	52.1%	108
Own any e-reader	2,357	13.4%	161
Own e-reader/tablet: iPad	6,685	38.1%	135
HH has Internet connectable TV	3,587	31.5%	110
Own any portable MP3 player	3,961	22.6%	122
HH owns 1 TV	3,478	30.5%	145
HH owns 2 TVs	3,164	27.8%	103
HH owns 3 TVs	1,585	13.9%	66
HH owns 4+ TVs	1,114	9.8%	56
HH subscribes to cable TV	5,261	46.2%	106
HH subscribes to fiber optic	570	5.0%	71
HH owns portable GPS navigation device	2,104	18.5%	81
HH purchased video game system in last 12 months	1,153	10.1%	123
HH owns any Internet video device for TV	3,688	32.4%	135
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	11,758	67.1%	128
Took 3+ domestic non-business trips in last 12 months	3,167	18.1%	153
Spent on domestic vacations in last 12 months: <\$1-999	2,344	13.4%	124
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,410	8.0%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	650	3.7%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,398	8.0%	191
Spent on domestic vacations in last 12 months: \$3,000+	1,204	6.9%	106
Domestic travel in last 12 months: used general travel website	2,721	15.5%	227
Took foreign trip (including Alaska and Hawaii) in last 3 years	8,246	47.0%	171
Took 3+ foreign trips by plane in last 3 years	2,671	15.2%	279
Spent on foreign vacations in last 12 months: <\$1-999	1,135	6.5%	139
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,764	10.1%	251
Spent on foreign vacations in last 12 months: \$3,000+	2,257	12.9%	204
Foreign travel in last 3 years: used general travel website	2,108	12.0%	210
Nights spent in hotel/motel in last 12 months: any	10,232	58.4%	131
Took cruise of more than one day in last 3 years	1,931	11.0%	124
Member of any frequent flyer program	6,195	35.3%	196
Member of any hotel rewards program	4,567	26.0%	145

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.





# Retail MarketPlace Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
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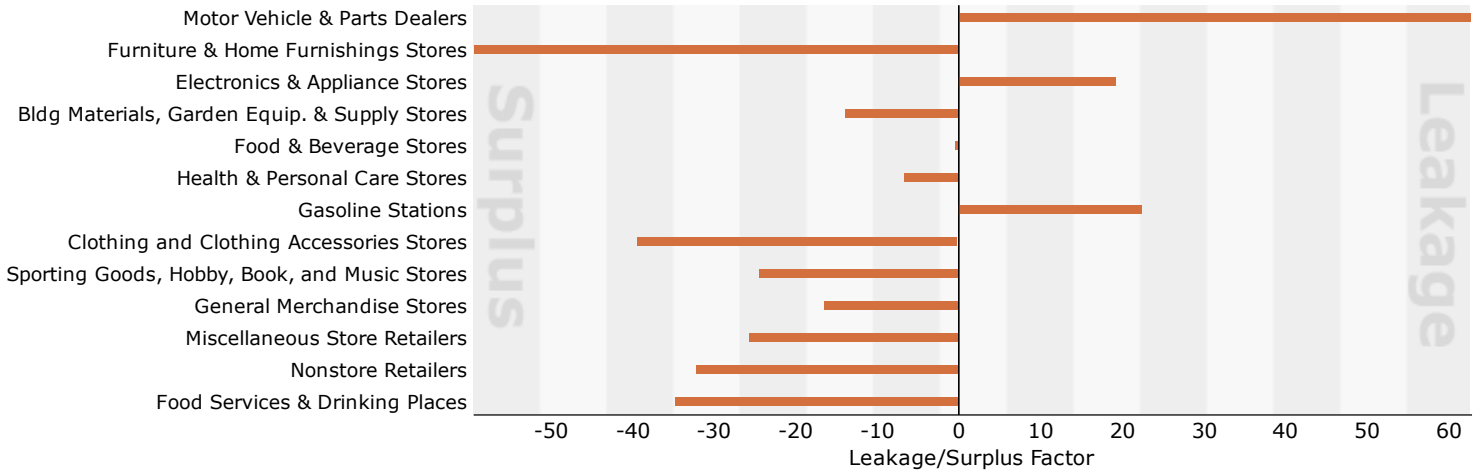
Summary Demographics						
2019 Population						19,530
2019 Households						11,395
2019 Median Disposable Income						\$55,485
2019 Per Capita Income						\$58,362
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$471,610,030	\$577,499,725	-\$105,889,695	-10.1	324
Total Retail Trade	44-45	\$421,770,154	\$474,332,717	-\$52,562,563	-5.9	207
Total Food & Drink	722	\$49,839,876	\$103,167,009	-\$53,327,133	-34.9	117
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$87,662,664	\$19,951,223	\$67,711,441	62.9	14
Automobile Dealers	4411	\$72,723,662	\$13,602,840	\$59,120,822	68.5	7
Other Motor Vehicle Dealers	4412	\$6,783,227	\$0	\$6,783,227	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$8,155,775	\$6,305,977	\$1,849,798	12.8	7
Furniture & Home Furnishings Stores	442	\$16,413,862	\$64,832,788	-\$48,418,926	-59.6	28
Furniture Stores	4421	\$9,585,557	\$52,014,668	-\$42,429,111	-68.9	18
Home Furnishings Stores	4422	\$6,828,305	\$12,818,120	-\$5,989,815	-30.5	10
Electronics & Appliance Stores	443	\$15,066,906	\$10,170,975	\$4,895,931	19.4	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,247,792	\$28,193,765	-\$6,945,973	-14.0	14
Bldg Material & Supplies Dealers	4441	\$19,998,904	\$26,992,802	-\$6,993,898	-14.9	11
Lawn & Garden Equip & Supply Stores	4442	\$1,248,888	\$1,200,963	\$47,925	2.0	3
Food & Beverage Stores	445	\$76,000,867	\$76,773,395	-\$772,528	-0.5	14
Grocery Stores	4451	\$66,452,162	\$45,796,072	\$20,656,090	18.4	7
Specialty Food Stores	4452	\$4,409,912	\$2,984,864	\$1,425,048	19.3	3
Beer, Wine & Liquor Stores	4453	\$5,138,793	\$27,992,459	-\$22,853,666	-69.0	5
Health & Personal Care Stores	446,4461	\$24,157,217	\$27,723,307	-\$3,566,090	-6.9	14
Gasoline Stations	447,4471	\$49,468,319	\$31,278,385	\$18,189,934	22.5	8
Clothing & Clothing Accessories Stores	448	\$22,873,370	\$52,703,344	-\$29,829,974	-39.5	38
Clothing Stores	4481	\$15,079,016	\$43,928,596	-\$28,849,580	-48.9	32
Shoe Stores	4482	\$3,414,467	\$4,923,801	-\$1,509,334	-18.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$4,379,887	\$3,850,948	\$528,939	6.4	4
Sporting Goods, Hobby, Book & Music Stores	451	\$11,909,936	\$19,673,075	-\$7,763,139	-24.6	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,040,394	\$19,617,872	-\$9,577,478	-32.3	9
Book, Periodical & Music Stores	4512	\$1,869,542	\$0	\$1,869,542	100.0	0
General Merchandise Stores	452	\$76,735,611	\$107,288,471	-\$30,552,860	-16.6	8
Department Stores Excluding Leased Depts.	4521	\$56,087,999	\$106,606,379	-\$50,518,380	-31.1	5
Other General Merchandise Stores	4529	\$20,647,611	\$682,092	\$19,965,519	93.6	2
Miscellaneous Store Retailers	453	\$14,741,767	\$25,026,688	-\$10,284,921	-25.9	45
Florists	4531	\$476,725	\$1,916,475	-\$1,439,750	-60.2	6
Office Supplies, Stationery & Gift Stores	4532	\$2,959,439	\$6,684,971	-\$3,725,532	-38.6	10
Used Merchandise Stores	4533	\$2,892,639	\$3,361,436	-\$468,797	-7.5	11
Other Miscellaneous Store Retailers	4539	\$8,412,964	\$13,063,806	-\$4,650,842	-21.7	18
Nonstore Retailers	454	\$5,491,843	\$10,717,300	-\$5,225,457	-32.2	5
Electronic Shopping & Mail-Order Houses	4541	\$4,022,010	\$10,003,859	-\$5,981,849	-42.6	3
Vending Machine Operators	4542	\$342,393	\$0	\$342,393	100.0	0
Direct Selling Establishments	4543	\$1,127,440	\$713,441	\$413,999	22.5	2
Food Services & Drinking Places	722	\$49,839,876	\$103,167,009	-\$53,327,133	-34.9	117
Special Food Services	7223	\$501,974	\$1,304,546	-\$802,572	-44.4	5
Drinking Places - Alcoholic Beverages	7224	\$1,295,016	\$2,486,421	-\$1,191,405	-31.5	4
Restaurants/Other Eating Places	7225	\$48,042,886	\$99,376,042	-\$51,333,156	-34.8	108

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

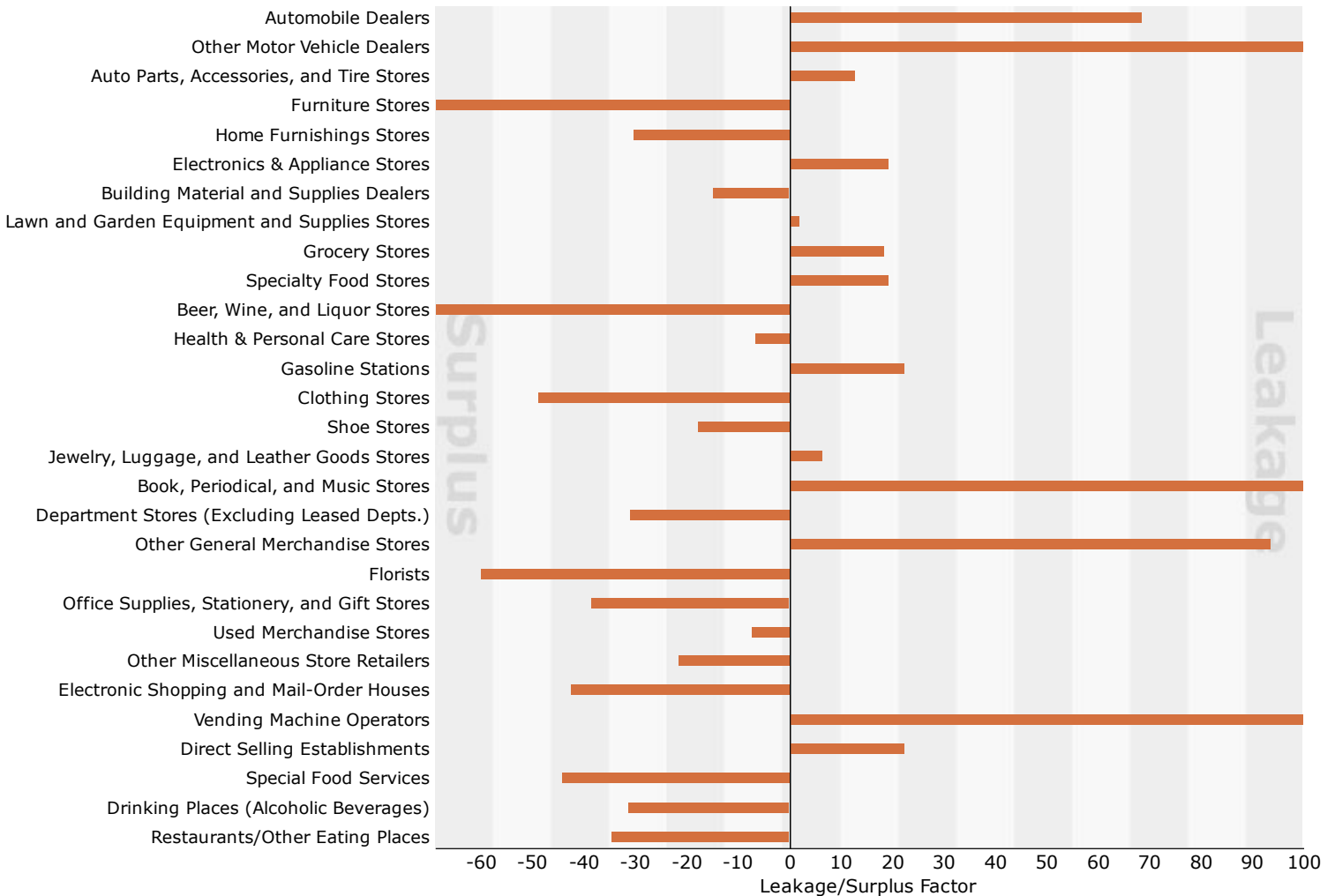
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



# Tapestry Segmentation Area Profile

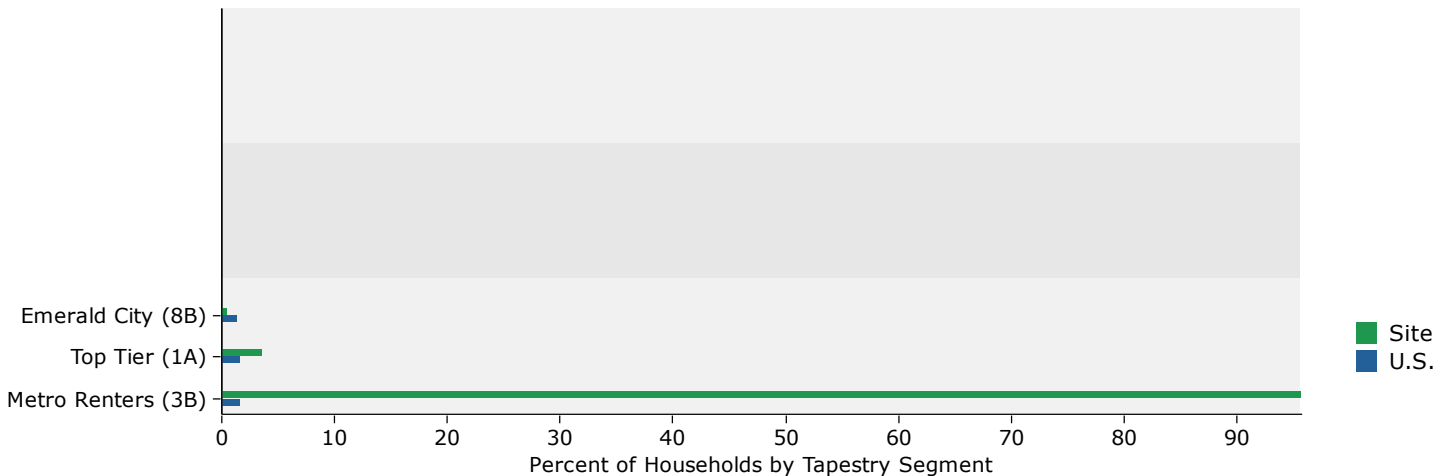
1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Renters (3B)	95.8%	95.8%	1.7%	1.7%	5745
2	Top Tier (1A)	3.6%	99.4%	1.7%	3.4%	215
3	Emerald City (8B)	0.6%	100.0%	1.4%	4.8%	41
<b>Subtotal</b>		<b>100.0%</b>		<b>4.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>4.8%</b>		<b>2092</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

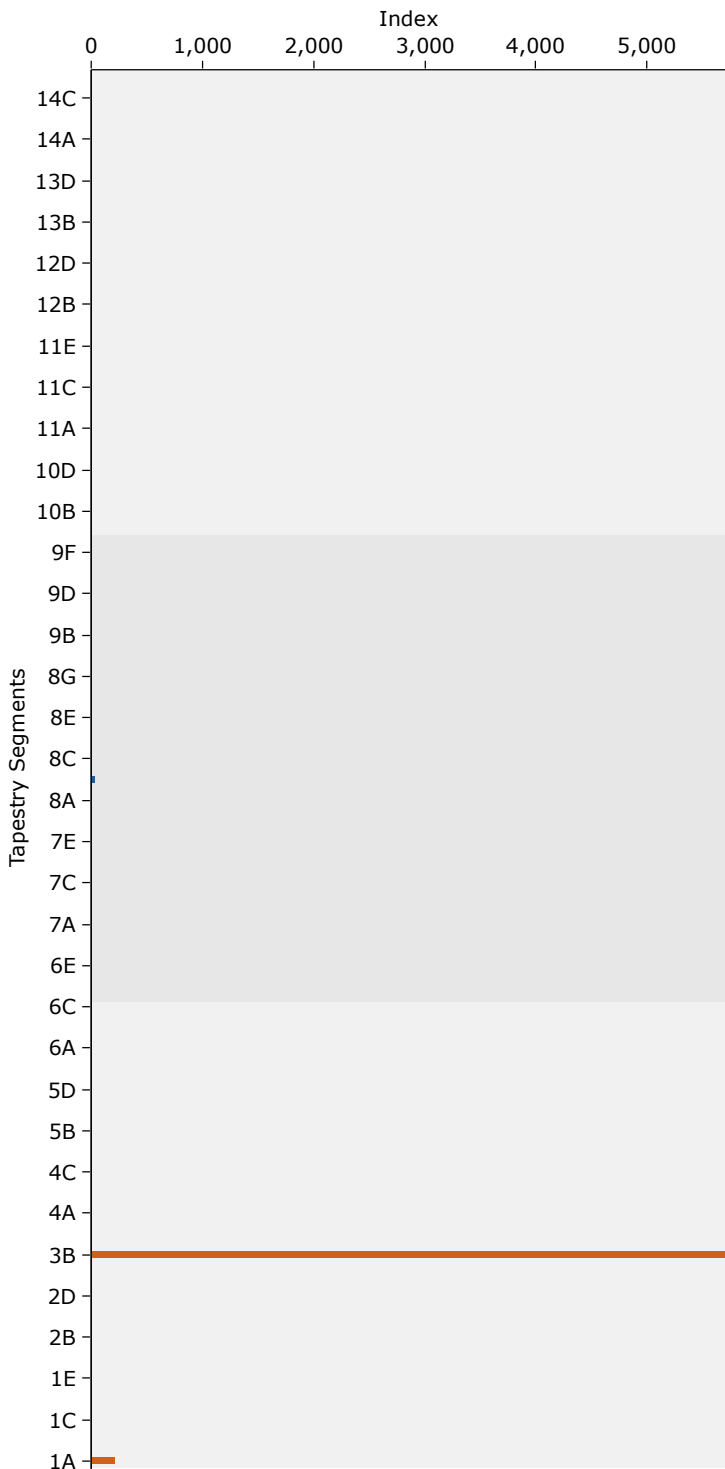


# Tapestry Segmentation Area Profile

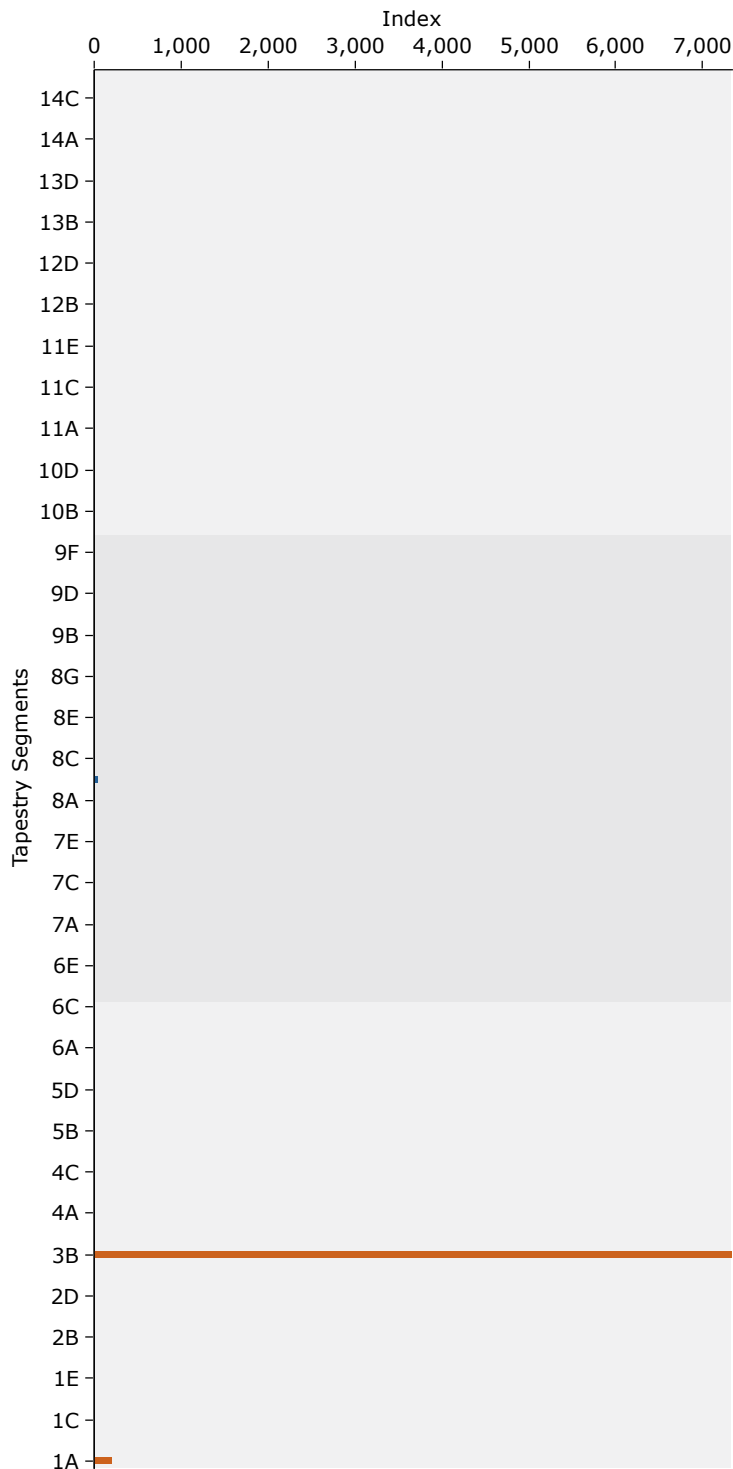
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### 2019 Tapestry Indexes by Households



### 2019 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	11,395	100.0%		17,533	100.0%	
<b>1. Affluent Estates</b>	<b>414</b>	<b>3.6%</b>	<b>36</b>	<b>714</b>	<b>4.1%</b>	<b>38</b>
Top Tier (1A)	414	3.6%	215	714	4.1%	228
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>10,915</b>	<b>95.8%</b>	<b>2510</b>	<b>16,691</b>	<b>95.2%</b>	<b>3043</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	10,915	95.8%	5,745	16,691	95.2%	7,349
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	11,395	100.0%		17,533	100.0%	
<b>8. Middle Ground</b>	<b>66</b>	<b>0.6%</b>	<b>5</b>	<b>128</b>	<b>0.7%</b>	<b>7</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	66	0.6%	41	128	0.7%	60
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	11,395	100.0%		17,533	100.0%	
<b>1. Principal Urban Center</b>	<b>10,915</b>	<b>95.8%</b>	<b>1344</b>	<b>16,691</b>	<b>95.2%</b>	<b>1423</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	10,915	95.8%	5,745	16,691	95.2%	7,349
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>66</b>	<b>0.6%</b>	<b>3</b>	<b>128</b>	<b>0.7%</b>	<b>4</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	66	0.6%	41	128	0.7%	60
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



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Prepared by Esri  
 Latitude: 33.80012  
 Longitude: -84.40816

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	11,395	100.0%		17,533	100.0%	
<b>4. Suburban Periphery</b>	<b>414</b>	<b>3.6%</b>	<b>11</b>	<b>714</b>	<b>4.1%</b>	<b>12</b>
Top Tier (1A)	414	3.6%	215	714	4.1%	228
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



## Time Series Profile

1650 Northside Dr NW, Atlanta, Georgia, 30318  
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Prepared by Esri  
 Latitude: 33.80012  
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	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
<b>Population</b>												
Total	13,788	14,263	14,557	14,849	15,006	15,447	15,915	17,163	18,316	19,530	15,883	15,226
Change	-	475	294	292	157	441	468	1,248	1,153	1,214	638	468
Percent Change	-	3.4%	2.1%	2.0%	1.1%	2.9%	3.0%	7.8%	6.7%	6.6%	4.0%	3.0%
Annual Rate	-	3.4%	2.8%	2.5%	2.1%	2.3%	2.4%	3.2%	3.6%	3.9%	2.9%	2.8%
<b>Households</b>												
Total	8,000	8,291	8,469	8,653	8,747	9,026	9,343	10,054	10,728	11,395	9,271	8,886
Change	-	291	178	184	94	279	317	711	674	667	377	291
Percent Change	-	3.6%	2.1%	2.2%	1.1%	3.2%	3.5%	7.6%	6.7%	6.2%	4.0%	3.5%
Annual Rate	-	3.6%	2.9%	2.6%	2.3%	2.4%	2.6%	3.3%	3.7%	4.0%	3.1%	2.9%
<b>Housing Units</b>												
Total	9,583	9,861	9,919	10,094	10,204	10,577	10,857	11,554	12,252	12,970	10,787	10,390
Change	-	278	58	175	110	373	280	697	698	718	376	280
Percent Change	-	2.9%	0.6%	1.8%	1.1%	3.7%	2.6%	6.4%	6.0%	5.9%	3.4%	2.9%
Annual Rate	-	2.9%	1.7%	1.7%	1.6%	2.0%	2.1%	2.7%	3.1%	3.4%	2.4%	2.1%

**Data Note:** The Esri Vintage 2019 Time Series (2010 thru 2019) represents July 1 annual estimates in 2019 geography. With each annual release, the entire Time Series is revised.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.