
579 Concord Rd
Demographic 7.1.24

Consumer Spending Report

Concord Plaza Shopping Center

579 Concord Rd, Smyrna, GA 30082

Building Type: **General Retail**
 Secondary: **Freestanding**
 GLA: **10,070 SF**
 Year Built: **1988**
 Total Available: **1,550 SF**
 % Leased: **84.61%**
 Rent/SF/Yr: **\$16.00**



2023 Annual Spending (\$000s)	1 Mile	2 Mile	3 Mile
Total Specified Consumer Spending	\$134,388	\$538,498	\$1,188,368
Total Apparel	\$7,098	\$29,066	\$63,686
Women's Apparel	2,819	11,304	24,632
Men's Apparel	1,464	5,949	13,076
Girl's Apparel	506	2,138	4,671
Boy's Apparel	356	1,544	3,400
Infant Apparel	311	1,341	2,976
Footwear	1,642	6,791	14,930
Total Entertainment & Hobbies	\$19,955	\$79,314	\$174,585
Entertainment	1,787	7,456	17,162
Audio & Visual Equipment/Service	4,634	18,755	41,539
Reading Materials	256	950	2,041
Pets, Toys, & Hobbies	3,389	13,114	28,254
Personal Items	9,889	39,039	85,589
Total Food and Alcohol	\$35,336	\$143,415	\$315,258
Food At Home	17,440	71,428	157,722
Food Away From Home	15,449	62,135	136,145
Alcoholic Beverages	2,448	9,852	21,391
Total Household	\$23,509	\$90,915	\$199,792
House Maintenance & Repair	5,228	18,727	40,922
Household Equip & Furnishings	8,797	34,633	76,295
Household Operations	6,684	26,441	58,127
Housing Costs	2,800	11,114	24,448

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Total Transportation/Maint.	\$33,203	\$135,662	\$304,142
Vehicle Purchases	15,922	65,564	148,418
Gasoline	8,831	36,227	81,058
Vehicle Expenses	832	3,277	6,885
Transportation	3,581	14,322	31,324
Automotive Repair & Maintenance	4,037	16,273	36,457
Total Health Care	\$6,131	\$23,692	\$51,605
Medical Services	3,476	13,526	29,444
Prescription Drugs	1,946	7,414	16,149
Medical Supplies	709	2,752	6,012
Total Education/Day Care	\$9,155	\$36,434	\$79,300
Education	5,868	23,401	50,929
Fees & Admissions	3,287	13,033	28,371

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Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	441	2,510	6
Retail & Wholesale Trade	60	541	9
Hospitality & Food Service	22	285	13
Real Estate, Renting, Leasing	22	74	3
Finance & Insurance	26	144	6
Information	13	88	7
Scientific & Technology Services	33	175	5
Management of Companies	0	0	0
Health Care & Social Assistance	136	527	4
Educational Services	3	9	3
Public Administration & Sales	2	7	4
Arts, Entertainment, Recreation	14	77	6
Utilities & Waste Management	18	124	7
Construction	26	154	6
Manufacturing	6	49	8
Agriculture, Mining, Fishing	0	0	0
Other Services	60	256	4

Demographic Summary Report

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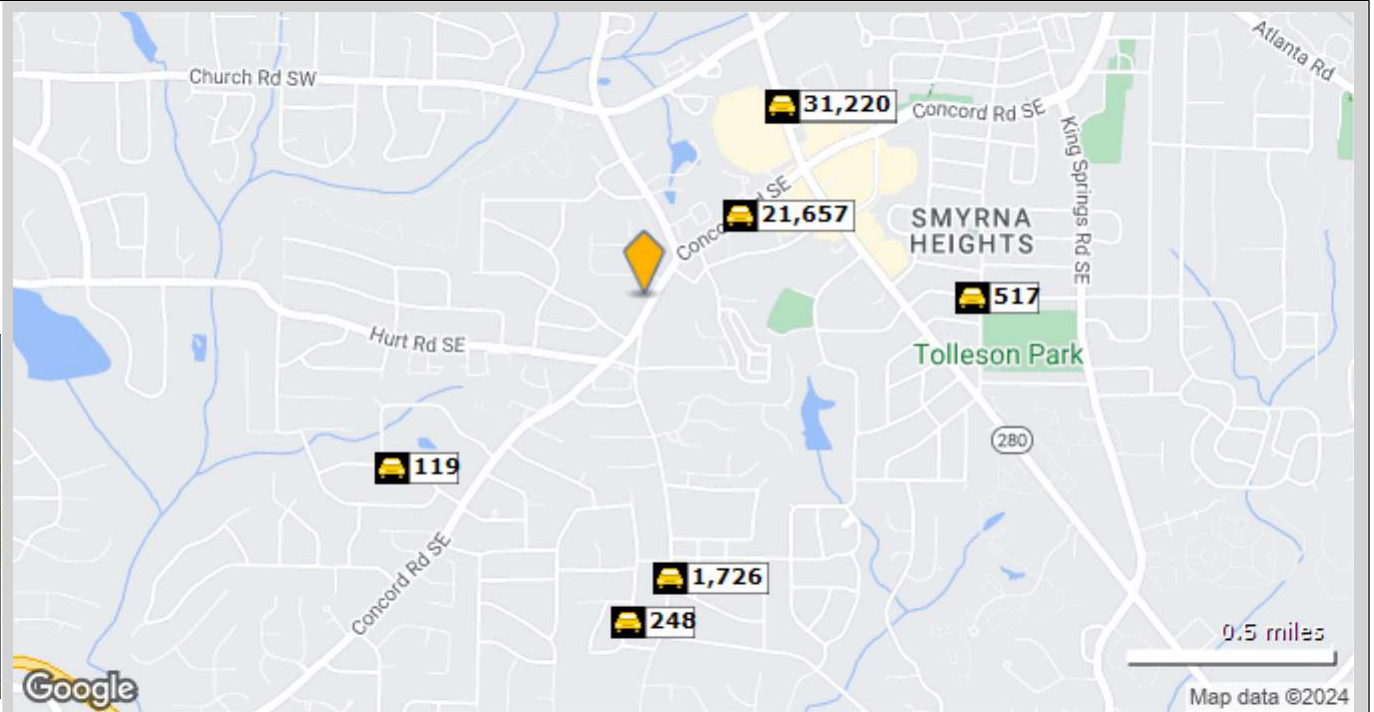
Radius	1 Mile	2 Mile	3 Mile
Population			
2028 Projection	9,801	42,277	94,340
2023 Estimate	9,726	41,732	92,905
2010 Census	8,903	36,915	80,905
Growth 2023 - 2028	0.77%	1.31%	1.54%
Growth 2010 - 2023	9.24%	13.05%	14.83%
2023 Population by Hispanic Origin	1,739	9,788	21,408
2023 Population	9,726	41,732	92,905
White	6,118 62.90%	25,799 61.82%	54,562 58.73%
Black	2,672 27.47%	12,689 30.41%	30,153 32.46%
Am. Indian & Alaskan	56 0.58%	259 0.62%	685 0.74%
Asian	507 5.21%	1,630 3.91%	4,515 4.86%
Hawaiian & Pacific Island	20 0.21%	57 0.14%	127 0.14%
Other	352 3.62%	1,299 3.11%	2,864 3.08%
U.S. Armed Forces	10	42	104
Households			
2028 Projection	3,941	16,602	37,413
2023 Estimate	3,910	16,403	36,880
2010 Census	3,573	14,586	32,302
Growth 2023 - 2028	0.79%	1.21%	1.45%
Growth 2010 - 2023	9.43%	12.46%	14.17%
Owner Occupied	2,851 72.92%	10,126 61.73%	22,090 59.90%
Renter Occupied	1,060 27.11%	6,277 38.27%	14,789 40.10%
2023 Households by HH Income	3,909	16,403	36,880
Income: <\$25,000	415 10.62%	1,748 10.66%	4,280 11.61%
Income: \$25,000 - \$50,000	712 18.21%	3,348 20.41%	7,345 19.92%
Income: \$50,000 - \$75,000	539 13.79%	2,701 16.47%	6,808 18.46%
Income: \$75,000 - \$100,000	504 12.89%	2,112 12.88%	5,052 13.70%
Income: \$100,000 - \$125,000	412 10.54%	1,630 9.94%	3,359 9.11%
Income: \$125,000 - \$150,000	349 8.93%	1,141 6.96%	2,582 7.00%
Income: \$150,000 - \$200,000	632 16.17%	2,087 12.72%	3,634 9.85%
Income: \$200,000+	346 8.85%	1,636 9.97%	3,820 10.36%
2023 Avg Household Income	\$108,662	\$104,785	\$101,905
2023 Med Household Income	\$89,310	\$79,788	\$75,035

Traffic Count Report

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	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Concord Dr	S Sherwood Rd SE	0.13 SW	2022	21,657	MPSI	.32
2	S Cobb Dr	Concord Rd	0.17 SE	2022	29,176	MPSI	.59
3	S Cobb Dr	Concord Rd SE	0.17 SE	2017	31,220	MPSI	.59
4	N Cooper Lake Rd SE	Rosedale Dr	0.02 S	2018	1,726	MPSI	.69
5	Early Pkwy Dr	Oak Forest Dr	0.03 W	2015	78	MPSI	.74
6	Early Pkwy Dr SE	Oak Forest Dr	0.03 W	2018	78	MPSI	.74
7	Early Pkwy Drive	Oak Forest Dr	0.03 W	2020	120	MPSI	.74
8	Early Pkwy Drive	Oak Forest Dr	0.03 W	2022	119	MPSI	.74
9	Plumcrest Cir SE	Rebecca Ln	0.04 N	2022	248	MPSI	.79
10	Oakdale Drive Southeast	McCauley Rd	0.02 E	2022	517	MPSI	.81