

Demographic Detail Report

Promenade At Pleasant Hill

1625 Pleasant Hill Rd, Duluth, GA 30096

Building Type: **Shopping Center** Total Available: **14,469 SF**
 Center Type: **Community Center** % Leased: **96.86%**
 Center GLA: **304,531 SF** Rent/SF/Yr: **-**
 Year Built: **1957**



| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|-------------------------------|----------------|-------|----------------|-------|----------------|--------|
| Population | | | | | | |
| 2021 Projection | 110,385 | | 280,393 | | 920,136 | |
| 2016 Estimate | 101,170 | | 255,485 | | 845,109 | |
| 2010 Census | 91,626 | | 222,747 | | 750,281 | |
| Growth 2016 - 2021 | 9.11% | | 9.75% | | 8.88% | |
| Growth 2010 - 2016 | 10.42% | | 14.70% | | 12.64% | |
| 2016 Population by Age | | | | | | |
| | 101,170 | | 255,485 | | 845,109 | |
| Age 0 - 4 | 8,202 | 8.11% | 19,179 | 7.51% | 56,995 | 6.74% |
| Age 5 - 9 | 8,486 | 8.39% | 20,351 | 7.97% | 60,793 | 7.19% |
| Age 10 - 14 | 8,076 | 7.98% | 20,151 | 7.89% | 63,986 | 7.57% |
| Age 15 - 19 | 6,943 | 6.86% | 17,951 | 7.03% | 61,129 | 7.23% |
| Age 20 - 24 | 6,611 | 6.53% | 16,711 | 6.54% | 56,714 | 6.71% |
| Age 25 - 29 | 7,545 | 7.46% | 17,938 | 7.02% | 55,851 | 6.61% |
| Age 30 - 34 | 8,788 | 8.69% | 20,226 | 7.92% | 58,187 | 6.89% |
| Age 35 - 39 | 8,867 | 8.76% | 20,613 | 8.07% | 59,365 | 7.02% |
| Age 40 - 44 | 8,348 | 8.25% | 20,267 | 7.93% | 62,680 | 7.42% |
| Age 45 - 49 | 7,124 | 7.04% | 18,399 | 7.20% | 62,892 | 7.44% |
| Age 50 - 54 | 6,143 | 6.07% | 16,719 | 6.54% | 61,666 | 7.30% |
| Age 55 - 59 | 5,115 | 5.06% | 14,388 | 5.63% | 54,954 | 6.50% |
| Age 60 - 64 | 3,908 | 3.86% | 11,318 | 4.43% | 44,092 | 5.22% |
| Age 65 - 69 | 2,794 | 2.76% | 8,381 | 3.28% | 33,003 | 3.91% |
| Age 70 - 74 | 1,818 | 1.80% | 5,581 | 2.18% | 22,091 | 2.61% |
| Age 75 - 79 | 1,104 | 1.09% | 3,386 | 1.33% | 13,736 | 1.63% |
| Age 80 - 84 | 664 | 0.66% | 2,020 | 0.79% | 8,583 | 1.02% |
| Age 85+ | 634 | 0.63% | 1,905 | 0.75% | 8,391 | 0.99% |
| Age 65+ | 7,014 | 6.93% | 21,273 | 8.33% | 85,804 | 10.15% |
| Median Age | 32.70 | | 33.80 | | 35.70 | |
| Average Age | 32.70 | | 33.90 | | 35.70 | |

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| Radius | 3 Mile | 5 Mile | 10 Mile |
|---|----------------|----------------|----------------|
| 2016 Population By Race | 101,170 | 255,485 | 845,109 |
| White | 48,789 48.22% | 134,849 52.78% | 486,250 57.54% |
| Black | 31,527 31.16% | 68,151 26.68% | 203,628 24.09% |
| Am. Indian & Alaskan | 1,487 1.47% | 3,162 1.24% | 7,343 0.87% |
| Asian | 16,488 16.30% | 42,217 16.52% | 125,589 14.86% |
| Hawaiian & Pacific Island | 159 0.16% | 359 0.14% | 1,006 0.12% |
| Other | 2,720 2.69% | 6,747 2.64% | 21,293 2.52% |
| Population by Hispanic Origin | 101,170 | 255,485 | 845,109 |
| Non-Hispanic Origin | 64,980 64.23% | 171,459 67.11% | 664,636 78.65% |
| Hispanic Origin | 36,190 35.77% | 84,026 32.89% | 180,473 21.35% |
| 2016 Median Age, Male | 31.90 | 33.00 | 34.50 |
| 2016 Average Age, Male | 31.90 | 33.20 | 34.80 |
| 2016 Median Age, Female | 33.40 | 34.60 | 36.90 |
| 2016 Average Age, Female | 33.50 | 34.70 | 36.60 |
| 2016 Population by Occupation Classification | 75,010 | 192,207 | 651,098 |
| Civilian Employed | 51,123 68.15% | 128,639 66.93% | 435,619 66.91% |
| Civilian Unemployed | 3,331 4.44% | 7,548 3.93% | 23,101 3.55% |
| Civilian Non-Labor Force | 20,479 27.30% | 55,740 29.00% | 191,687 29.44% |
| Armed Forces | 77 0.10% | 280 0.15% | 691 0.11% |
| Households by Marital Status | | | |
| Married | 14,643 | 40,996 | 155,620 |
| Married No Children | 6,364 | 18,657 | 72,929 |
| Married w/Children | 8,279 | 22,339 | 82,691 |
| 2016 Population by Education | 69,279 | 174,640 | 587,593 |
| Some High School, No Diploma | 11,433 16.50% | 28,972 16.59% | 72,177 12.28% |
| High School Grad (Incl Equivalency) | 17,403 25.12% | 40,190 23.01% | 114,095 19.42% |
| Some College, No Degree | 18,484 26.68% | 44,593 25.53% | 145,582 24.78% |
| Associate Degree | 6,428 9.28% | 13,498 7.73% | 42,102 7.17% |
| Bachelor Degree | 11,211 16.18% | 32,588 18.66% | 139,203 23.69% |
| Advanced Degree | 4,320 6.24% | 14,799 8.47% | 74,434 12.67% |

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| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|---------------------------------------|---------------|--------|----------------|--------|----------------|--------|
| 2016 Population by Occupation | 91,083 | | 230,985 | | 800,135 | |
| Real Estate & Finance | 3,205 | 3.52% | 8,385 | 3.63% | 32,105 | 4.01% |
| Professional & Management | 21,081 | 23.14% | 59,291 | 25.67% | 245,320 | 30.66% |
| Public Administration | 1,040 | 1.14% | 2,971 | 1.29% | 12,744 | 1.59% |
| Education & Health | 7,268 | 7.98% | 19,822 | 8.58% | 74,385 | 9.30% |
| Services | 10,611 | 11.65% | 23,388 | 10.13% | 70,169 | 8.77% |
| Information | 1,511 | 1.66% | 3,747 | 1.62% | 15,606 | 1.95% |
| Sales | 13,397 | 14.71% | 32,437 | 14.04% | 107,545 | 13.44% |
| Transportation | 616 | 0.68% | 1,650 | 0.71% | 8,826 | 1.10% |
| Retail | 7,126 | 7.82% | 16,804 | 7.27% | 51,956 | 6.49% |
| Wholesale | 1,317 | 1.45% | 4,120 | 1.78% | 16,793 | 2.10% |
| Manufacturing | 4,281 | 4.70% | 11,043 | 4.78% | 36,623 | 4.58% |
| Production | 6,624 | 7.27% | 15,561 | 6.74% | 40,368 | 5.05% |
| Construction | 6,393 | 7.02% | 16,475 | 7.13% | 42,083 | 5.26% |
| Utilities | 2,634 | 2.89% | 6,010 | 2.60% | 18,437 | 2.30% |
| Agriculture & Mining | 125 | 0.14% | 234 | 0.10% | 1,462 | 0.18% |
| Farming, Fishing, Forestry | 158 | 0.17% | 201 | 0.09% | 795 | 0.10% |
| Other Services | 3,696 | 4.06% | 8,846 | 3.83% | 24,918 | 3.11% |
| 2016 Worker Travel Time to Job | 49,765 | | 124,096 | | 410,280 | |
| <30 Minutes | 26,238 | 52.72% | 61,836 | 49.83% | 202,333 | 49.32% |
| 30-60 Minutes | 18,423 | 37.02% | 48,914 | 39.42% | 162,451 | 39.60% |
| 60+ Minutes | 5,104 | 10.26% | 13,346 | 10.75% | 45,496 | 11.09% |
| 2010 Households by HH Size | 32,311 | | 75,756 | | 260,838 | |
| 1-Person Households | 8,501 | 26.31% | 17,512 | 23.12% | 56,563 | 21.69% |
| 2-Person Households | 8,423 | 26.07% | 20,243 | 26.72% | 73,922 | 28.34% |
| 3-Person Households | 5,559 | 17.20% | 13,299 | 17.56% | 47,416 | 18.18% |
| 4-Person Households | 4,636 | 14.35% | 11,733 | 15.49% | 44,531 | 17.07% |
| 5-Person Households | 2,695 | 8.34% | 6,704 | 8.85% | 21,914 | 8.40% |
| 6-Person Households | 1,313 | 4.06% | 3,269 | 4.32% | 9,241 | 3.54% |
| 7 or more Person Households | 1,184 | 3.66% | 2,996 | 3.95% | 7,251 | 2.78% |
| 2016 Average Household Size | 2.80 | | 2.90 | | 2.90 | |
| Households | | | | | | |
| 2021 Projection | 38,844 | | 94,662 | | 319,469 | |
| 2016 Estimate | 35,645 | | 86,416 | | 293,814 | |
| 2010 Census | 32,311 | | 75,756 | | 260,839 | |
| Growth 2016 - 2021 | 8.97% | | 9.54% | | 8.73% | |
| Growth 2010 - 2016 | 10.32% | | 14.07% | | 12.64% | |

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| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|---------------------------------------|------------------|--------|------------------|--------|------------------|--------|
| 2016 Households by HH Income | 35,645 | | 86,416 | | 293,812 | |
| <\$25,000 | 9,300 | 26.09% | 19,579 | 22.66% | 53,098 | 18.07% |
| \$25,000 - \$50,000 | 12,012 | 33.70% | 26,095 | 30.20% | 70,961 | 24.15% |
| \$50,000 - \$75,000 | 6,458 | 18.12% | 16,270 | 18.83% | 53,239 | 18.12% |
| \$75,000 - \$100,000 | 3,733 | 10.47% | 9,716 | 11.24% | 36,362 | 12.38% |
| \$100,000 - \$125,000 | 1,939 | 5.44% | 6,217 | 7.19% | 24,888 | 8.47% |
| \$125,000 - \$150,000 | 846 | 2.37% | 2,778 | 3.21% | 15,874 | 5.40% |
| \$150,000 - \$200,000 | 636 | 1.78% | 2,812 | 3.25% | 18,641 | 6.34% |
| \$200,000+ | 721 | 2.02% | 2,949 | 3.41% | 20,749 | 7.06% |
| 2016 Avg Household Income | \$55,652 | | \$64,831 | | \$83,671 | |
| 2016 Med Household Income | \$42,227 | | \$47,183 | | \$59,523 | |
| 2016 Occupied Housing | 35,645 | | 86,416 | | 293,815 | |
| Owner Occupied | 14,883 | 41.75% | 47,215 | 54.64% | 188,086 | 64.02% |
| Renter Occupied | 20,762 | 58.25% | 39,201 | 45.36% | 105,729 | 35.98% |
| 2010 Housing Units | 37,651 | | 90,091 | | 305,984 | |
| 1 Unit | 19,315 | 51.30% | 58,652 | 65.10% | 219,412 | 71.71% |
| 2 - 4 Units | 1,664 | 4.42% | 3,883 | 4.31% | 12,597 | 4.12% |
| 5 - 19 Units | 11,887 | 31.57% | 20,655 | 22.93% | 53,782 | 17.58% |
| 20+ Units | 4,785 | 12.71% | 6,901 | 7.66% | 20,193 | 6.60% |
| 2016 Housing Value | 14,883 | | 47,214 | | 188,087 | |
| <\$100,000 | 4,186 | 28.13% | 11,112 | 23.54% | 28,329 | 15.06% |
| \$100,000 - \$200,000 | 8,139 | 54.69% | 22,586 | 47.84% | 67,703 | 36.00% |
| \$200,000 - \$300,000 | 1,788 | 12.01% | 7,614 | 16.13% | 42,801 | 22.76% |
| \$300,000 - \$400,000 | 303 | 2.04% | 2,767 | 5.86% | 24,276 | 12.91% |
| \$400,000 - \$500,000 | 114 | 0.77% | 1,032 | 2.19% | 11,513 | 6.12% |
| \$500,000 - \$1,000,000 | 230 | 1.55% | 1,758 | 3.72% | 11,662 | 6.20% |
| \$1,000,000+ | 123 | 0.83% | 345 | 0.73% | 1,803 | 0.96% |
| 2016 Median Home Value | \$139,998 | | \$155,321 | | \$197,062 | |
| 2016 Housing Units by Yr Built | 38,223 | | 91,492 | | 308,945 | |
| Built 2010+ | 2,817 | 7.37% | 8,601 | 9.40% | 25,488 | 8.25% |
| Built 2000 - 2010 | 7,075 | 18.51% | 16,374 | 17.90% | 54,785 | 17.73% |
| Built 1990 - 1999 | 13,444 | 35.17% | 26,780 | 29.27% | 87,117 | 28.20% |
| Built 1980 - 1989 | 10,226 | 26.75% | 24,432 | 26.70% | 78,106 | 25.28% |
| Built 1970 - 1979 | 3,432 | 8.98% | 10,823 | 11.83% | 38,928 | 12.60% |
| Built 1960 - 1969 | 917 | 2.40% | 3,150 | 3.44% | 16,395 | 5.31% |
| Built 1950 - 1959 | 204 | 0.53% | 725 | 0.79% | 5,154 | 1.67% |
| Built <1949 | 108 | 0.28% | 607 | 0.66% | 2,972 | 0.96% |
| 2016 Median Year Built | 1992 | | 1991 | | 1990 | |