

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