Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections
Calculated using TAS Retrieval

Apr 3, 2025

BRIXMOR®

Northeast Plaza Atlanta, GA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population			
Current Year Estimated Population	78,387	315,515	1,116,497
Population Est 23Q1	78,579	315,855	1,116,033
Population Est 22Q4	78,541	315,010	1,111,673
Population Est 22Q3	78,474	311,912	1,104,833
Population Est 22Q2	78,616	310,943	1,102,174
Population Est 22Q1	78,469	310,596	1,101,504
Population Est 21Q4	78,572	310,780	1,102,142
Population Est 21Q3	78,657	309,715	1,100,277
Population Est 21Q2	78,632	309,601	1,098,402
Population Fcst	78,795	333,632	1,189,368
2010 Census Population	73,010	259,404	947,317
2000 Census Population	69,276	236,588	932,090
1990 Census Population	50,101	189,129	804,951
Current Year Daytime Population	64,625	426,572	1,487,342
Average Seasonal Population	609	5,472	13,814
Historical Annual Growth, 1990 – 2000	3.29%	2.26%	1.48%
Historical Annual Growth, 2000 – 2010	0.53%	0.92%	0.16%
Estimated Annual Growth, 2010 – CY	0.50%	1.38%	1.16%
Projected Annual Growth, CY to Y5	0.10%	1.12%	1.27%
Group Qtrs Est	710	14,924	41,267
Transient Est Average Last 4 Qtrs	10,686	58,827	186,822
Households			
Current Year Estimated Households	36,963	150,909	487,239
Households Est 23Q1	37,060	151,052	486,615
Households Est 22Q4	37,039	150,612	484,588
Households Est 22Q3	37,030	148,760	480,882
Households Est 22Q2	37,115	148,166	479,419
Households Est 22Q1	37,052	147,996	479,096
Households Est 21Q4	37,118	148,109	479,440
Households Est 21Q3	37,168	147,445	478,398
Households Est 21Q2	37,158	147,435	477,461
Households Fcst	37,188	161,301	523,554
2010 Census Households	33,192	119,176	396,707
2000 Census Households	30,275	105,448	374,180
1990 Census Households	24,156	89,442	329,346
Historical Annual Growth, 1990 – 2000	2.28%	1.66%	1.28%
Historical Annual Growth, 2000 – 2010	0.92%	1.23%	0.59%
Estimated Annual Growth, 2010 – CY	0.76%	1.67%	1.45%
Projected Annual Growth, CY to Y5	0.12%	1.34%	1.45%
Population per Household	2.10	1.99	2.21

Demographic Source: Synergos Technologies, Inc

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Latitude: 33.842412   Longitude: -84.326408

Northeast Plaza Atlanta, GA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
HH Income $500,000 or more	3.9%	4.4%	3.3%
HH Income $250,000 to $499,999	4.6%	5.3%	4.0%
HH Income $200,000 to $249,999	10.8%	12.4%	9.3%
HH Income $175,000 to $199,999	6.2%	6.9%	5.6%
HH Income $150,000 to $174,999	6.8%	7.4%	6.2%
HH Income $100,000 to 149,999	18.5%	18.5%	16.9%
HH Income $75,000 to 99,999	13.1%	11.3%	12.1%
HH Income $50,000 to 74,999	14.2%	12.2%	14.1%
HH Income $35,000 to 49,999	6.8%	6.2%	8.8%
HH Income $25,000 to 34,999	5.0%	4.7%	6.2%
HH Income $15,000 to 24,999	4.9%	4.5%	6.0%
HH Income $0 to 14,999	5.1%	6.1%	7.4%
Average Household Income	$147,187	$166,279	$136,445
Median Household Income	$102,118	$111,762	$89,718
Per Capita Income	$70,001	$80,427	$60,339
Average Disposable Income	$102,183	$107,334	$93,541
Median Disposable Income	$86,393	$93,310	$76,484
Discretionary HH Income Over $150,000	12.6%	15.1%	11.1%
Discretionary HH Income $125,000 to $149,999	8.6%	9.8%	7.4%
Discretionary HH Income $100,000 to $124,999	9.3%	10.2%	8.3%
Discretionary HH Income $75,000 to $99,999	13.9%	13.9%	11.9%
Discretionary HH Income $50,000 to $74,999	18.4%	16.9%	16.6%
Discretionary HH Income $25,000 to $49,999	20.3%	17.7%	21.7%
Discretionary HH Income Under $25,000	16.9%	16.3%	23.1%
Average Discretionary HH Income	$76,146	$81,147	$69,248
Median Discretionary HH Income	$67,170	$73,618	$57,526
Householder White – Count	19,184	91,048	224,780
Median HH Income	$132,041	$135,243	$130,024
Average HH Income	$126,680	$126,774	$124,571
Householder Black or African-American – Count	7,972	25,100	154,699
Median HH Income	$80,712	$72,790	$56,990
Average HH Income	$88,838	$83,543	$70,070
Householder Hispanic – Count	5,088	13,582	46,877
Median HH Income	$70,503	$77,156	$67,579
Average HH Income	$83,307	$90,224	$80,950
Householder Asian or Pacific Islander – Count	2,651	12,968	34,172
Median HH Income	$104,160	$107,352	$100,342
Average HH Income	$105,598	$108,135	$104,641
Householder Other or Pacific Islander – Count	2,068	8,211	26,711
Median HH Income	$70,907	$95,139	$84,696
Average HH Income	$87,717	$103,374	$95,927

Income (vertical label)

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Northeast Plaza Atlanta, GA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender			
Male Population	39,029	158,481	550,617
Female Population	39,357	157,034	565,881
Total Population by Age			
Count of Pop 0 to 4 years	6,065	21,495	73,800
Count of Pop 0 to 7 years	7,796	26,262	97,356
Count of Pop 5 - 13	7,615	25,094	108,235
Count of Pop 14 - 18	2,847	11,625	51,068
Count of Pop 19 - 22	2,966	16,779	56,812
Count of Pop 22 - 25	2,382	16,195	46,020
Count of Pop 25 - 29	6,770	26,320	83,109
Count of Pop 30 - 34	10,455	39,023	116,554
Count of Pop 35 - 39	8,216	30,550	105,520
Count of Pop 40 - 44	6,441	23,166	85,306
Count of Pop 45 - 59	12,888	51,883	195,317
Count of Pop 60 - 74	7,972	36,464	136,569
Count of Pop 75 - 84	2,418	12,246	43,940
Count of Pop 85+	1,352	4,675	14,248
% of Pop 0 to 4 years	7.7%	6.8%	6.6%
% of Pop 0 to 7 years	9.9%	8.3%	8.7%
% of Pop 5 - 13	9.7%	8.0%	9.7%
% of Pop 14 - 18	3.6%	3.7%	4.6%
% of Pop 19 - 22	3.8%	5.3%	5.1%
% of Pop 22 - 25	3.0%	5.1%	4.1%
% of Pop 25 - 29	8.6%	8.3%	7.4%
% of Pop 30 - 34	13.3%	12.4%	10.4%
% of Pop 35 - 39	10.5%	9.7%	9.5%
% of Pop 40 - 44	8.2%	7.3%	7.6%
% of Pop 45 - 59	16.4%	16.4%	17.5%
% of Pop 60 - 74	10.2%	11.6%	12.2%
% of Pop 75 - 84	3.1%	3.9%	3.9%
% of Pop 85+	1.7%	1.5%	1.3%
Median Age	35.1	35.2	36.1
Average Age	36.6	37.5	37.6
Male Population by Age			
% of Pop 0 to 4 years	7.9%	6.9%	6.9%
% of Pop 5 - 13	10.1%	8.1%	10.0%
% of Pop 14 - 18	3.7%	3.8%	4.7%
% of Pop 19 - 22	3.7%	5.4%	5.2%
% of Pop 22 - 25	2.9%	5.1%	4.2%
% of Pop 25 - 29	8.0%	7.9%	7.3%
% of Pop 30 - 34	12.8%	12.2%	10.4%
% of Pop 35 - 39	10.8%	9.9%	9.6%
% of Pop 40 - 44	8.4%	7.5%	7.8%
% of Pop 45 - 59	17.7%	17.3%	18.0%
% of Pop 75 - 84	2.6%	3.3%	3.3%
% of Pop 60 - 74	10.4%	11.6%	11.8%
% of Pop 85+	1.0%	0.9%	0.8%
Median Age	35.4	35.3	35.7
Average Age	36.2	37.1	36.8

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% of Pop 0 to 4 years	7.5%	6.7%	6.4%
% of Pop 5 - 13	9.4%	7.8%	9.4%
% of Pop 14 - 18	3.6%	3.5%	4.4%
% of Pop 19 - 22	3.9%	5.2%	5.0%
% of Pop 22 - 25	3.2%	5.2%	4.1%
% of Pop 25 - 29	9.2%	8.8%	7.6%
% of Pop 30 - 34	13.9%	12.6%	10.5%
% of Pop 35 - 39	10.2%	9.5%	9.3%
% of Pop 40 - 44	8.0%	7.2%	7.5%
% of Pop 45 - 59	15.2%	15.5%	17.0%
% of Pop 60 - 74	10.0%	11.5%	12.7%
% of Pop 75 - 84	3.6%	4.5%	4.6%
% of Pop 85+	2.4%	2.0%	1.7%
Median Age	34.8	35.1	36.5
Average Age	37.0	38.0	38.4
Race			
Count of White	41,094	190,999	491,956
Count of Black or African-American	13,989	47,470	365,341
Count of Asian or Pacific Islander	5,832	28,670	93,970
Count of Other races	17,471	48,375	165,230
White	52.4%	60.5%	44.1%
Black or African American	17.8%	15.0%	32.7%
Asian	7.4%	9.1%	8.4%
Other Races	22.3%	15.3%	14.8%
Language Spoken			
Speak English at Home	69.6%	76.7%	76.5%
Speak Spanish at Home	18.7%	11.1%	11.1%
Speak French or French Creole at Home	1.1%	1.1%	1.0%
Speak German at Home	0.5%	0.5%	0.4%
Speak Other Indo-European Languages at Home	3.2%	3.1%	3.0%
Speak Russian and Other Slavic Languages at Home	1.0%	0.7%	0.5%
Speak Chinese at Home	1.6%	2.4%	1.4%
Speak Korean at Home	0.4%	0.7%	0.6%
Speak Vietnamese at Home	0.2%	0.5%	0.8%
Speak Other Asian Languages at Home	1.1%	1.5%	1.8%
Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
Speak Other Language at Home	2.6%	1.4%	2.7%
Hispanic			
Hispanic Population	18,855	46,756	156,746
Hispanic Population Percent	24.1%	14.8%	14.0%
Mexican	64.3%	52.2%	52.6%
Puerto Rican	3.7%	6.2%	6.2%
Cuban	2.5%	3.5%	3.4%
Dominican	0.8%	1.2%	2.4%
Central American	14.7%	18.6%	18.7%
South American	9.4%	12.5%	10.9%
Other Hispanic	4.6%	5.9%	5.8%
2000 Hispanic Population Percent	26%	16%	11%
1990 Hispanic Population Percent	8%	5%	3%

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Ancestry			
American (percent of total population)	6.2%	5.5%	4.2%
American	6.1%	5.4%	4.0%
Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
Asian (percent of total population)	7.4%	9.0%	8.4%
Chinese	2.1%	2.5%	1.4%
Japanese	0.3%	0.3%	0.2%
Korean	0.6%	1.0%	0.8%
South Central Asian (ie. Indian)	3.0%	3.4%	3.2%
South East Asian (ie. Vietnamese)	1.1%	1.5%	1.8%
Other Asian	0.3%	0.4%	1.0%
European (percent of total population)	24.8%	32.9%	23.2%
British	6.9%	8.4%	5.7%
Dutch	0.5%	0.5%	0.3%
French	1.0%	1.3%	0.9%
German	3.9%	5.4%	4.0%
Italian	1.6%	2.2%	1.5%
Polish	1.0%	1.1%	0.8%
Scandinavian	1.0%	1.4%	1.0%
Scotch/Irish	5.3%	7.4%	5.3%
Other European (ie. Greek/Russian)	3.6%	5.3%	3.6%
Middle Eastern	0.9%	1.0%	0.7%
Other Ancestry	26.5%	23.4%	35.8%
Unclassified Ancestry	10.0%	13.3%	13.7%
Education (Age 25+)			
Adult Population (25 Years or Older)	56,513	224,327	780,562
Elementary (0 to 8)	5.5%	3.6%	4.4%
Some High School (9 to 11)	3.7%	2.4%	4.7%
High School Graduate (12)	9.8%	8.5%	16.0%
Some College (13 to 16)	10.3%	9.4%	13.0%
Associates Degree Only	4.1%	4.0%	5.6%
Bachelors Degree Only	37.1%	38.6%	31.6%
Graduate Degree	29.4%	33.6%	24.6%
% College (4+)	66.6%	72.2%	56.3%
Household Type			
Total Households – count	36,963	150,909	487,239
One Person HHs – count	15,522	67,627	191,091
Family HHs – count	15,109	61,084	238,783
Married Couple – count	11,204	49,069	163,241
w/own children – count	4,707	18,884	66,940
w/out own children – count	6,497	30,184	96,302
Male Householder – count	1,453	3,599	18,807
Female Householder – count	2,452	8,417	56,735
Non-Family Households – count	6,331	22,197	57,365
1 Person Household	42.0%	44.8%	39.2%
2 Person Household	32.1%	32.2%	31.0%
3 Person Household	10.8%	9.9%	12.7%
4 Person Household	8.5%	8.1%	9.8%
5 Person Household	3.8%	3.1%	4.3%
6 Person Household	1.6%	1.1%	1.8%
7+ Person Household	1.2%	0.7%	1.3%
% Households With Children	18.2%	16.6%	21.5%

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Northeast Plaza Atlanta, GA	5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing			
Total Housing Units	40,602	167,096	537,931
Owner Occupied Percent	38.1%	44.1%	43.8%
Renter Occupied Percent	52.9%	46.3%	46.8%
Vacant Housing Percent	9.0%	9.7%	9.4%
Total Housing Units (Census 2000)	32,454	113,823	403,984
Home Value (Owner Occupied)			
Property Value $1,000,000 or more	19.4%	21.6%	15.2%
Property Value $750,000 to $999,999	17.9%	15.7%	13.0%
Property Value $500,000 to $749,999	26.6%	24.6%	21.9%
Property Value $400,000 to $499,999	11.8%	11.1%	11.6%
Property Value $300,000, to $399,999	11.1%	9.4%	12.6%
Property Value $200,000 to $299,999	5.0%	5.8%	11.2%
Property Value $150,000 to $199,999	0.8%	1.4%	3.8%
Property Value $100,000 to $149,999	0.5%	0.8%	2.4%
Property Value $60,000 to $99,999	0.3%	0.3%	1.0%
Property Value $40,000 to $59,999	0.1%	0.1%	0.4%
Property Value $0 to $39,999	0.4%	0.4%	1.3%
Median Home Value	$658,381	$664,994	$532,392
Wealth per Household			
$0 and under - percent	18.4%	17.7%	18.2%
$1 to $4999 - percent	8.8%	8.2%	8.9%
$5k to $9999 - percent	4.8%	4.5%	4.8%
$10k to $24999 - percent	6.5%	6.3%	6.5%
$25k to $49999 - percent	6.7%	6.6%	6.7%
$50k to $99999 - percent	9.5%	9.5%	9.7%
$100k to $249999 - percent	16.8%	17.2%	17.1%
$250k to $499999 - percent	12.8%	13.3%	12.8%
$500k+ - percent	15.7%	16.6%	15.3%
Median HH Wealth	$75,095	$84,744	$75,426
Avg HH Wealth	$245,256	$257,087	$242,169
Economic Viability			
Economic Viability Local	307	311	307
Economic Viability Indexed	114	115	113
Occupation (Employed Civilians Age 16+)			
Employed Civilian Pop 16+ by Occupation	48,778	187,932	618,588
Managerial/Executive	27.3%	29.7%	24.5%
Professional Specialty	31.6%	35.9%	30.6%
Healthcare Support	1.3%	0.9%	1.5%
Sales	10.4%	9.6%	9.7%
Office & Administrative Support	6.4%	6.7%	8.6%
Protective Service	0.8%	0.6%	1.3%
Food Preperation	3.9%	3.4%	4.4%
Building Maintenance & Cleaning	2.6%	1.9%	2.9%
Personal Care	1.6%	2.0%	2.4%
Farming, Fishing, & Forestry	0.2%	0.1%	0.2%
Construction	8.7%	4.5%	5.3%
Production & Transportation	5.1%	4.7%	8.6%
Percent White Collar Workers	76.9%	82.8%	75.0%
Percent Blue Collar Workers	23.1%	17.2%	25.0%

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Agriculture/Mining/Construction	9.7%	5.5%	5.7%
Manufacturing	5.2%	6.1%	6.3%
Transportation	3.8%	4.1%	5.7%
Information	3.8%	3.8%	3.8%
Wholesale/Retail	9.7%	10.0%	11.5%
Finance, Insurance, Real Estate	11.2%	10.3%	8.8%
Professional Services	17.6%	21.1%	16.7%
Management Services	0.1%	0.2%	0.3%
Administrative/Waste Services	4.9%	4.3%	5.0%
Educational Services	17.7%	20.4%	19.3%
Entertainment Services	8.1%	7.2%	8.6%
Other Professional Services	3.9%	3.3%	4.4%
Public Administration	4.4%	3.7%	3.9%
Vehicles per HH			
No Vehicles	8.7%	8.4%	10.4%
1 Vehicle	48.9%	49.0%	45.4%
2 Vehicles	35.3%	34.2%	33.8%
3 or more vehicles	7.2%	8.4%	10.4%
Average Number of Vehicles	1.42	1.45	1.47
Change			
Births (last 12 months)	1,109	4,213	14,010
Deaths (last 12 months)	461	2,008	7,100
Migration (last 12 months)	-865	2,433	7,683
Work place			
Workplace Establishments	2,230	17,133	51,350
Workplace Employees (FTE)	24,680	234,781	720,020

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