

Demographic Detail Report

The Shops At Pleasant Hill and Stev

2472 Pleasant Hill Rd, Duluth, GA 30096

Building Type: **General Retail** Total Available: **4,015 SF**
 Secondary: - % Leased: **73.5%**
 GLA: **15,149 SF** Rent/SF/Yr: **\$18.00**
 Year Built: **2006**



Radius	1 Mile	3 Mile	5 Mile
Population			
2017 Projection	11,953	83,090	220,636
2012 Estimate	11,224	79,124	209,537
2010 Census	10,854	78,393	207,185
Growth 2012 - 2017	6.50%	5.00%	5.30%
Growth 2010 - 2012	3.40%	0.90%	1.10%
2012 Population by Age			
	11,224	79,124	209,537
Age 0 - 4	917 8.17%	6,893 8.71%	18,144 8.66%
Age 5 - 9	724 6.45%	5,848 7.39%	16,787 8.01%
Age 10 - 14	689 6.14%	5,232 6.61%	15,253 7.28%
Age 15 - 19	679 6.05%	4,713 5.96%	13,671 6.52%
Age 20 - 24	889 7.92%	6,330 8.00%	14,946 7.13%
Age 25 - 34	2,218 19.76%	15,954 20.16%	37,339 17.82%
Age 35 - 44	1,917 17.08%	12,509 15.81%	33,444 15.96%
Age 45 - 49	795 7.08%	5,267 6.66%	14,719 7.02%
Age 50 - 54	772 6.88%	5,015 6.34%	13,521 6.45%
Age 55 - 59	599 5.34%	3,984 5.04%	10,916 5.21%
Age 60 - 64	422 3.76%	2,929 3.70%	8,075 3.85%
Age 65 - 74	414 3.69%	2,868 3.62%	8,188 3.91%
Age 75 - 84	150 1.34%	1,189 1.50%	3,289 1.57%
Age 85 and over	39 0.35%	395 0.50%	1,246 0.59%
Age 65 and over	603 5.37%	4,452 5.63%	12,723 6.07%
Median Age	32.80	31.60	32.00
Average Age	33.40	32.60	32.80

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Radius	1 Mile	3 Mile	5 Mile
2012 Population By Race	11,224	79,124	209,537
White	3,671 32.71%	30,454 38.49%	87,410 41.72%
Black or African American	2,158 19.23%	21,063 26.62%	48,343 23.07%
American Indian and Alaska Native	75 0.67%	484 0.61%	1,285 0.61%
Asian	3,342 29.78%	13,237 16.73%	35,552 16.97%
Native Hawaiian and Pacific Islander	0 0.00%	66 0.08%	173 0.08%
Other Race	1,529 13.62%	10,843 13.70%	28,998 13.84%
Two or More Races	449 4.00%	2,979 3.76%	7,778 3.71%
2012 Population by Hispanic Origin	11,224	79,126	209,539
Not Hispanic or Latino	8,167 72.76%	55,789 70.51%	145,397 69.39%
Hispanic or Latino	3,057 27.24%	23,337 29.49%	64,142 30.61%
2012 Age 5+ Language at Home	10,652	69,633	181,617
Speak Only English	4,776 44.84%	36,429 52.32%	95,131 52.38%
Speak Asian or Pacific Island	2,544 23.88%	9,486 13.62%	23,344 12.85%
Speak IndoEuropean	543 5.10%	4,448 6.39%	11,865 6.53%
Speak Spanish	2,601 24.42%	18,370 26.38%	48,215 26.55%
Speak Other Language	188 1.76%	900 1.29%	3,062 1.69%
2012 Median Age, Male	32.10	31.00	31.20
2012 Average Age, Male	32.70	31.80	32.00
2012 Median Age, Female	33.60	32.20	32.80
2012 Average Age, Female	34.00	33.40	33.60
2012 Population by Occupation Classification (Age 16+)	6,209	39,249	100,719
Blue Collar	1,126 18.13%	8,964 22.84%	24,291 24.12%
White Collar	4,182 67.35%	23,725 60.45%	60,587 60.15%
Service	901 14.51%	6,560 16.71%	15,841 15.73%
2012 Population by Marital Status (Age 15+)	9,160	58,824	152,007
Total, Never Married	3,357 36.65%	20,582 34.99%	49,953 32.86%
Married	4,524 49.39%	30,240 51.41%	82,328 54.16%
Widowed	304 3.32%	2,006 3.41%	5,151 3.39%
Divorced	975 10.64%	5,996 10.19%	14,575 9.59%

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Radius	1 Mile		3 Mile		5 Mile	
2012 Population by Education	7,052		47,670		123,340	
Less Than 9th Grade	464	6.58%	3,145	6.60%	9,530	7.73%
Some High School, No Diploma	276	3.91%	2,765	5.80%	8,351	6.77%
High School Grad (Incl Equivalency)	1,965	27.86%	12,481	26.18%	29,035	23.54%
Some College, No Degree	1,013	14.36%	8,925	18.72%	21,772	17.65%
Associate Degree	732	10.38%	4,488	9.41%	10,410	8.44%
Bachelor Degree	1,823	25.85%	11,168	23.43%	31,009	25.14%
Advanced Degrees	779	11.05%	4,698	9.86%	13,233	10.73%
2012 Population by Occupation (Age 16+)	7,110		45,811		116,559	
Management, Business, & Financial	2,152	30.27%	12,325	26.90%	33,850	29.04%
Professional & Related Occupations	191	2.69%	1,210	2.64%	3,133	2.69%
Services	2,580	36.29%	18,111	39.53%	43,967	37.72%
Sales & Office	1,104	15.53%	6,082	13.28%	14,084	12.08%
Farming, Fishing, & Forestry	14	0.20%	90	0.20%	99	0.08%
Construction, Extraction & Maint	466	6.55%	3,682	8.04%	10,119	8.68%
Production & Transportation	603	8.48%	4,311	9.41%	11,307	9.70%
2012 Workers by Travel Time to Work (Age 16+)	6,467		40,616		104,192	
Less Than 15 Minutes	1,403	21.69%	7,628	18.78%	18,003	17.28%
15 to 29 Minutes	1,698	26.26%	12,363	30.44%	30,171	28.96%
30 to 44 Minutes	1,300	20.10%	8,343	20.54%	24,185	23.21%
45 to 59 Minutes	609	9.42%	3,701	9.11%	10,136	9.73%
60+ Minutes	1,457	22.53%	8,581	21.13%	21,697	20.82%
2010 Households by HH Size	4,262		29,525		71,994	
1-Person Households	1,236	29.00%	8,277	28.03%	16,858	23.42%
2-Person Households	1,206	28.30%	8,363	28.33%	19,580	27.20%
3-Person Households	745	17.48%	5,084	17.22%	12,731	17.68%
4-Person Households	590	13.84%	4,037	13.67%	11,309	15.71%
5-Person Households	280	6.57%	2,027	6.87%	6,126	8.51%
6-Person Households	116	2.72%	987	3.34%	2,880	4.00%
7 or more Person Households	89	2.09%	750	2.54%	2,510	3.49%
2012 Average Household Size	2.55		2.64		2.86	

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Radius	1 Mile		3 Mile		5 Mile	
Households						
2017 Projection	4,582		31,183		76,241	
2012 Estimate	4,393		29,987		73,148	
2010 Census	4,262		29,525		71,995	
Growth 2012 - 2017	4.30%		4.00%		4.20%	
Growth 2010 - 2012	3.10%		1.60%		1.60%	
2012 Households by HH Income	4,393		29,988		73,149	
Income: Less than \$15,000	290	6.60%	2,211	7.37%	5,935	8.11%
Income: \$15,000 - \$24,999	326	7.42%	3,133	10.45%	6,947	9.50%
Income: \$25,000 - \$34,999	410	9.33%	3,233	10.78%	7,024	9.60%
Income: \$35,000 - \$49,999	721	16.41%	5,239	17.47%	11,121	15.20%
Income: \$50,000 - \$74,999	1,097	24.97%	6,716	22.40%	15,135	20.69%
Income: \$75,000 - \$99,999	646	14.71%	3,528	11.76%	8,974	12.27%
Income: \$100,000 - \$149,999	620	14.11%	3,668	12.23%	9,887	13.52%
Income: \$150,000 - \$199,999	247	5.62%	1,313	4.38%	4,266	5.83%
Income: \$200,000+	36	0.82%	947	3.16%	3,860	5.28%
2012 Avg Household Income	\$69,807		\$68,581		\$76,039	
2012 Med Household Income	\$57,571		\$52,940		\$56,862	
2012 Per Capita Income	\$26,715		\$25,959		\$26,499	
2012 Occupied Housing	4,393		29,987		73,148	
Owner Occupied	1,824	41.52%	12,472	41.59%	38,281	52.33%
Renter Occupied	2,569	58.48%	17,515	58.41%	34,867	47.67%
2010 Housing Units	5,132		32,643		78,851	
1 Unit Attached	483	9.41%	2,549	7.81%	7,345	9.32%
1 Unit Detached	1,747	34.04%	12,844	39.35%	40,272	51.07%
2 Units	47	0.92%	375	1.15%	1,101	1.40%
3 - 19 Units	1,930	37.61%	11,214	34.35%	19,727	25.02%
20 - 49 Units	723	14.09%	4,506	13.80%	7,033	8.92%
50 or more Units	191	3.72%	868	2.66%	1,777	2.25%
Mobile Home or Trailer	11	0.21%	287	0.88%	1,596	2.02%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	0	0.00%

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Radius	1 Mile		3 Mile		5 Mile	
2012 Housing Value - Owner Occupied	1,821		12,464		38,272	
Value < \$50,000	20	1.10%	102	0.82%	337	0.88%
Value \$50,000-\$99,999	234	12.85%	1,476	11.84%	4,432	11.58%
Value \$100,000-\$149,999	689	37.84%	5,577	44.74%	14,776	38.61%
Value \$150,000-\$199,999	404	22.19%	2,790	22.38%	8,053	21.04%
Value \$200,000-\$249,999	211	11.59%	1,052	8.44%	3,912	10.22%
Value \$250,000-\$299,999	97	5.33%	497	3.99%	2,071	5.41%
Value \$300,000-\$399,999	98	5.38%	509	4.08%	2,279	5.95%
Value \$400,000-\$499,999	32	1.76%	119	0.95%	878	2.29%
Value \$500,000-\$749,999	26	1.43%	181	1.45%	980	2.56%
Value \$750,000-\$999,999	8	0.44%	99	0.79%	354	0.92%
Value \$1,000,000+	2	0.11%	62	0.50%	200	0.52%
2012 Median Home Value	\$147,643		\$141,724		\$148,615	
2012 Housing Units by Yr Built	5,132		32,642		78,851	
Built 2005 to Present	140	2.73%	1,429	4.38%	4,214	5.34%
Built 2000 to 2004	1,445	28.16%	5,737	17.58%	12,721	16.13%
Built 1990 to 1999	1,955	38.09%	11,809	36.18%	27,114	34.39%
Built 1980 to 1989	1,030	20.07%	9,282	28.44%	22,985	29.15%
Built 1970 to 1979	441	8.59%	3,252	9.96%	8,196	10.39%
Built 1960 to 1969	92	1.79%	592	1.81%	2,076	2.63%
Built 1950 to 1959	22	0.43%	308	0.94%	808	1.02%
Built 1940 to 1949	0	0.00%	154	0.47%	339	0.43%
Built 1939 or Earlier	7	0.14%	79	0.24%	398	0.50%
2012 Median Year Built	1995		1992		1992	