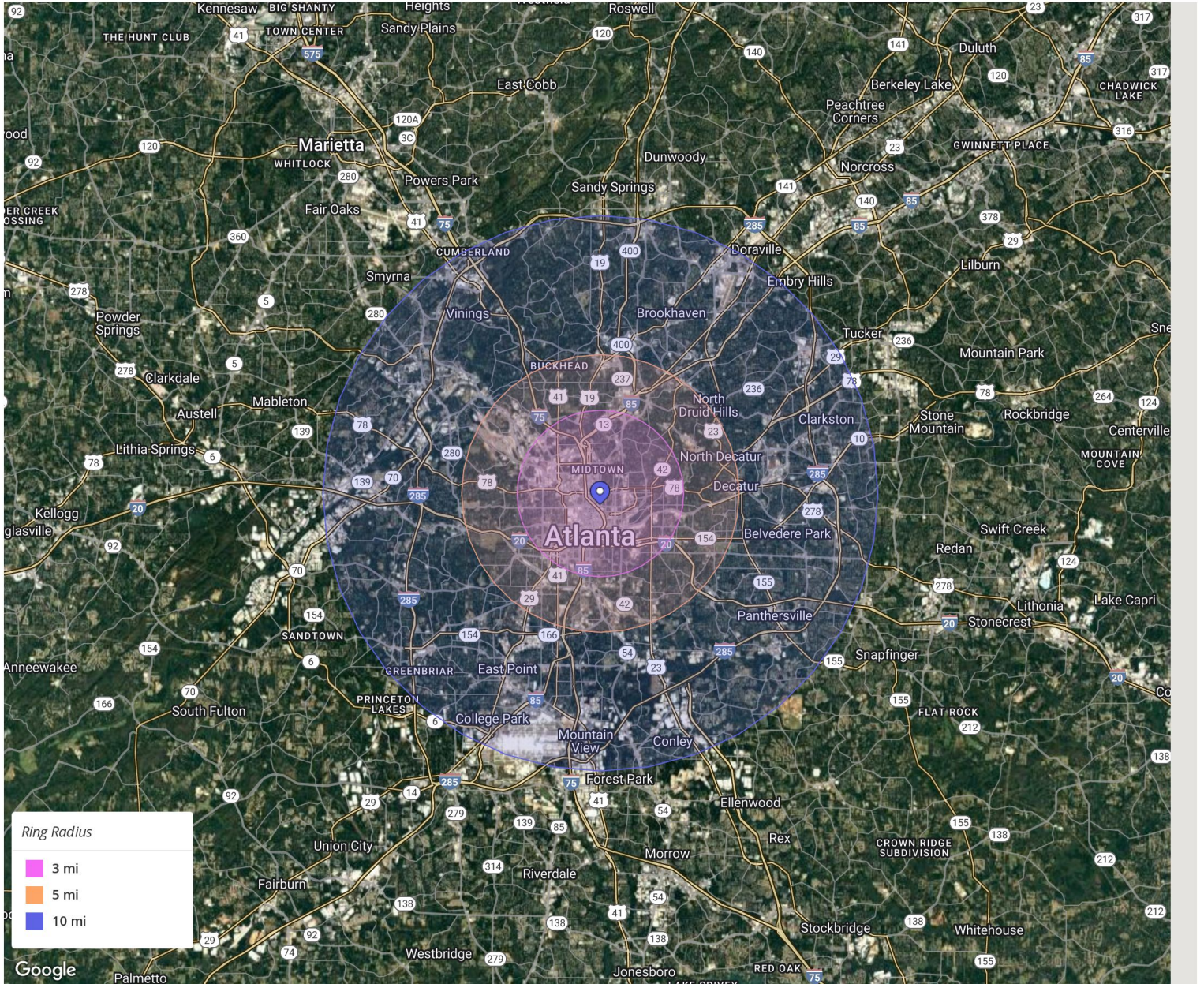


# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023

Publix at Piedmont / 595 Piedmont Ave NE, Atlanta, GA 30308-2478



# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Overview

	3 Mile	5 Mile	10 Mile
Population	185,645	372,674	983,684
Pop density (per sq mile)	6,558	4,852	3,175
Area (based on blockgroups) sq mi	28.31	76.81	309.84

### Households

	3 Mile	5 Mile	10 Mile
Households	81,713	160,895	405,037
Family Households	27,411 (33.5%)	62,783 (39%)	194,011 (47.9%)
Non-Family Households	54,302 (66.5%)	98,112 (61%)	211,026 (52.1%)
Persons per Household	2.27	2.32	2.43

### Gender

	3 Mile	5 Mile	10 Mile
Male	97,241 (52.4%)	186,732 (50.1%)	474,070 (48.2%)
Female	88,404 (47.6%)	185,942 (49.9%)	509,614 (51.8%)

### Age

	3 Mile	5 Mile	10 Mile
Median Age	31.02	32.24	33.53
0-4	7,541 (4.1%)	18,698 (5%)	62,142 (6.3%)
5-14	12,630 (6.8%)	33,037 (8.9%)	109,132 (11.1%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
15-17	3,298	(1.8%)	46	8,146	(2.2%)	56	28,258	(2.9%)	74
18-21	24,893	(13.4%)	246	35,569	(9.5%)	175	58,887	(6%)	110
22-24	13,358	(7.2%)	180	21,978	(5.9%)	148	47,949	(4.9%)	122
25-29	25,729	(13.9%)	195	47,196	(12.7%)	178	104,940	(10.7%)	150
30-34	21,027	(11.3%)	167	38,717	(10.4%)	154	91,136	(9.3%)	137
35-39	14,957	(8.1%)	124	30,490	(8.2%)	126	77,275	(7.9%)	121
40-44	11,423	(6.2%)	100	24,864	(6.7%)	109	64,295	(6.5%)	107
45-49	11,175	(6%)	94	22,091	(5.9%)	93	64,049	(6.5%)	102
50-54	10,332	(5.6%)	85	20,481	(5.5%)	84	57,490	(5.8%)	89
55-59	8,584	(4.6%)	69	18,466	(5%)	74	54,918	(5.6%)	84
60-64	6,801	(3.7%)	59	15,615	(4.2%)	68	47,441	(4.8%)	74
65-69	5,454	(2.9%)	57	12,687	(3.4%)	66	39,995	(4.1%)	74
70-74	4,337	(2.3%)	60	10,574	(2.8%)	73	30,210	(3.1%)	74
75-79	1,967	(1.1%)	39	6,164	(1.7%)	60	20,276	(2.1%)	75
80-84	987	(0.5%)	28	3,882	(1%)	56	12,316	(1.3%)	67
85+	1,152	(0.6%)	32	4,019	(1.1%)	56	12,975	(1.3%)	68

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

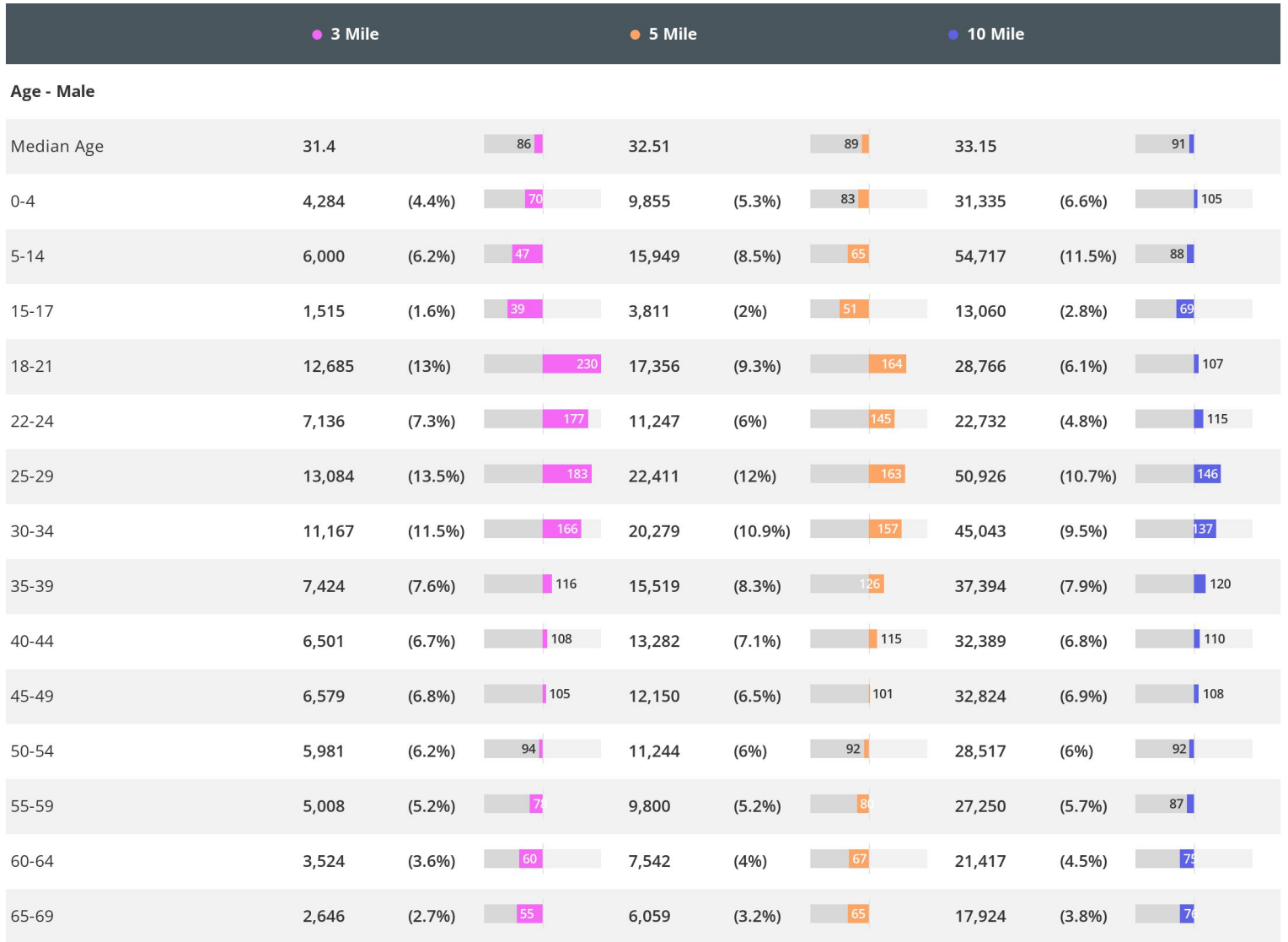
Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	3 Mile			5 Mile			10 Mile		
70-74	2,036	(2.1%)	57	4,780	(2.6%)	70	12,465	(2.6%)	72
75-79	1,007	(1%)	42	2,799	(1.5%)	60	9,003	(1.9%)	74
80-84	401	(<0.5%)	26	1,466	(0.8%)	50	4,372	(0.9%)	58
85+	263	(<0.5%)	20	1,183	(0.6%)	46	3,936	(0.8%)	60

### Age - Female

Median Age	30.59		76	31.95		83	33.91		88
0-4	3,257	(3.7%)	63	8,843	(4.8%)	8	30,807	(6%)	103
5-14	6,630	(7.5%)	61	17,088	(9.2%)	75	54,415	(10.7%)	88
15-17	1,783	(2%)	54	4,335	(2.3%)	62	15,198	(3%)	80
18-21	12,208	(13.8%)	265	18,213	(9.8%)	188	30,121	(5.9%)	113
22-24	6,222	(7%)	183	10,731	(5.8%)	150	25,217	(4.9%)	129
25-29	12,645	(14.3%)	208	24,785	(13.3%)	194	54,014	(10.6%)	154
30-34	9,860	(11.2%)	169	18,438	(9.9%)	150	46,093	(9%)	137
35-39	7,533	(8.5%)	133	14,971	(8.1%)	126	39,881	(7.8%)	122
40-44	4,922	(5.6%)	92	11,582	(6.2%)	103	31,906	(6.3%)	103
45-49	4,596	(5.2%)	80	9,941	(5.3%)	84	31,225	(6.1%)	96

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
50-54	4,351	(4.9%)	75	9,237	(5%)	75	28,973	(5.7%)	86
55-59	3,576	(4%)	60	8,666	(4.7%)	69	27,668	(5.4%)	8
60-64	3,277	(3.7%)	58	8,073	(4.3%)	68	26,024	(5.1%)	8
65-69	2,808	(3.2%)	59	6,628	(3.6%)	66	22,071	(4.3%)	8
70-74	2,301	(2.6%)	63	5,794	(3.1%)	75	17,745	(3.5%)	84
75-79	960	(1.1%)	36	3,365	(1.8%)	60	11,273	(2.2%)	74
80-84	586	(0.7%)	31	2,416	(1.3%)	61	7,944	(1.6%)	73
85+	889	(1%)	41	2,836	(1.5%)	62	9,039	(1.8%)	72

## Population by Generation

Gen Alpha	20,171	(10.9%)	58	51,735	(13.9%)	74	171,274	(17.4%)	93
Gen Z	41,549	(22.4%)	168	65,693	(17.6%)	132	135,094	(13.7%)	103
Millennials	61,713	(33.2%)	163	116,403	(31.2%)	153	273,351	(27.8%)	136
Gen X	32,930	(17.7%)	93	67,436	(18.1%)	95	185,834	(18.9%)	99
Baby Boomers	25,176	(13.6%)	62	57,342	(15.4%)	70	172,564	(17.5%)	8
Silent & Greatest	4,106	(2.2%)	34	14,065	(3.8%)	58	45,567	(4.6%)	71

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

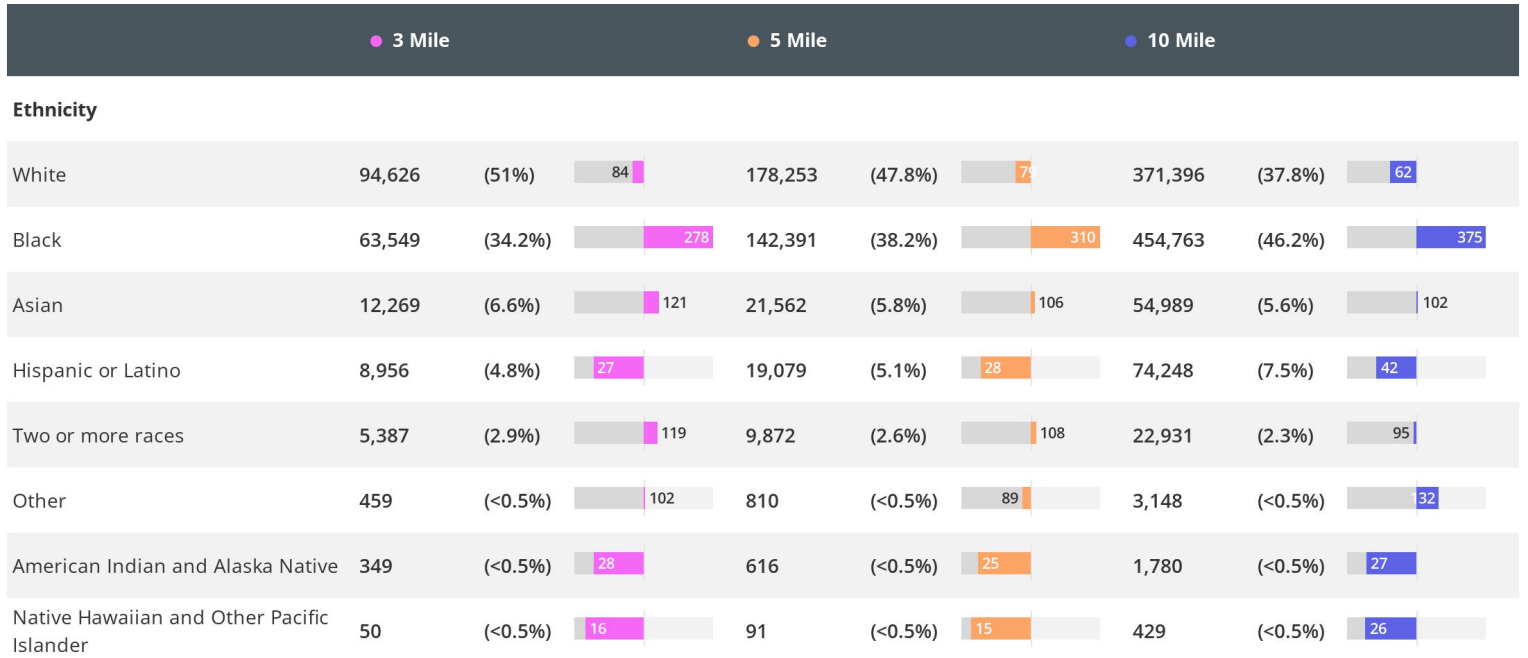
Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

● 3 Mile ● 5 Mile ● 10 Mile

### Hispanic or Latino

Demographic	3 Mile	5 Mile	10 Mile
White	5,429 (60.6%)	12,037 (63.1%)	43,469 (58.5%)
Other	1,252 (14%)	2,659 (13.9%)	13,088 (17.6%)
Two or more races	1,101 (12.3%)	1,847 (9.7%)	5,800 (7.8%)
Black	895 (10%)	1,441 (7.6%)	5,031 (6.8%)
American Indian and Alaska Native	180 (2%)	854 (4.5%)	6,403 (8.6%)
Asian	51 (0.6%)	158 (0.8%)	364 (<0.5%)
Native Hawaiian and Other Pacific Islander	48 (0.5%)	83 (<0.5%)	93 (<0.5%)

### Household Income

Income Category	3 Mile	5 Mile	10 Mile
Household Average Income	\$113,962.72	\$110,742.67	\$104,276.47
Average Income per Person	\$52,744.72	\$50,389.33	\$45,088.67
Household Median Income	\$73,226.22	\$68,132.15	\$62,987.12
<\$10K	7,509 (9.2%)	14,910 (9.3%)	31,383 (7.7%)
\$10K - \$15K	3,623 (4.4%)	7,262 (4.5%)	18,141 (4.5%)
\$15K - \$20K	3,016 (3.7%)	6,188 (3.8%)	18,111 (4.5%)
\$20K - \$25K	3,077 (3.8%)	6,637 (4.1%)	18,524 (4.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)



# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile				
\$25K - \$30K	2,383	(2.9%)	67	6,349	(3.9%)	90	17,508	(4.3%)	99
\$30K - \$35K	2,695	(3.3%)	72	5,690	(3.5%)	76	16,557	(4.1%)	90
\$35K - \$40K	2,395	(2.9%)	69	4,879	(3%)	72	14,897	(3.7%)	87
\$40K - \$45K	2,100	(2.6%)	61	4,889	(3%)	72	16,361	(4%)	96
\$45K - \$50K	3,122	(3.8%)	99	5,849	(3.6%)	94	15,448	(3.8%)	99
\$50K - \$60K	5,236	(6.4%)	85	10,642	(6.6%)	88	28,374	(7%)	93
\$60K - \$75K	6,465	(7.9%)	88	13,193	(8.2%)	85	36,228	(8.9%)	92
\$75K - \$100K	9,730	(11.9%)	94	18,187	(11.3%)	89	44,980	(11.1%)	87
\$100K - \$125K	7,522	(9.2%)	101	13,074	(8.1%)	89	31,770	(7.8%)	86
\$125K - \$150K	5,148	(6.3%)	105	9,614	(6%)	99	22,349	(5.5%)	92
\$150K - \$200K	6,150	(7.5%)	111	11,593	(7.2%)	106	25,913	(6.4%)	95
>\$200K	11,542	(14.1%)	184	21,939	(13.6%)	178	48,493	(12%)	156

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Family Size

Family Size	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
2 Persons	15,685	(57.2%)	131	32,305	(51.5%)	118	91,088	(46.9%)	108
3 Persons	5,796	(21.1%)	94	14,353	(22.9%)	101	47,056	(24.3%)	107
4 Persons	4,124	(15%)	74	10,467	(16.7%)	87	33,083	(17.1%)	89
5 Persons	1,268	(4.6%)	52	3,741	(6%)	66	13,878	(7.2%)	8
6 Persons	296	(1.1%)	31	1,221	(1.9%)	56	5,331	(2.7%)	7
7+ Persons	242	(0.9%)	41	696	(1.1%)	51	3,575	(1.8%)	85

### Education

Education	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Elementary	7,396	(6%)	50	19,424	(7.6%)	64	67,517	(10%)	83
High School Graduate	15,778	(12.7%)	47	38,605	(15.1%)	56	127,090	(18.8%)	70
College / Associate Degree	21,074	(17%)	59	45,740	(17.9%)	62	139,014	(20.5%)	71
Bachelor Degree	41,592	(33.6%)	170	81,323	(31.9%)	161	193,542	(28.6%)	144
Advanced Degree	38,085	(30.7%)	249	70,154	(27.5%)	222	150,153	(22.2%)	179

### Labor Force

Labor Force	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Employed	107,148	(95.3%)	101	205,057	(94.9%)	100	514,500	(94.1%)	99
Unemployed	5,325	(4.7%)	89	11,067	(5.1%)	96	32,171	(5.9%)	110

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Marital Status

Marital Status	Count	Percentage	3 Mile	5 Mile	10 Mile
Never Married	101,170	(61.1%)	183	179,824 (56%)	147
Married	44,503	(26.9%)	54	96,416 (30%)	71
Divorced	15,211	(9.2%)	85	31,509 (9.8%)	99
Widowed	4,590	(2.8%)	48	13,190 (4.1%)	84

### Family Households

Family Household Type	Count	Percentage	3 Mile	5 Mile	10 Mile
Married-couple Family	19,118	(69.7%)	95	41,550 (66.2%)	85
Female Householder	6,386	(23.3%)	123	16,716 (26.6%)	155
Male Householder	1,907	(7%)	93	4,517 (7.2%)	106

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Transport to Work

Mode	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Drove alone	68,589	(65%)	85	135,407	(67%)	88	349,822	(69.3%)	91
Worked from home	10,186	(9.7%)	187	17,961	(8.9%)	172	39,557	(7.8%)	152
Walked	9,098	(8.6%)	323	12,048	(6%)	224	16,353	(3.2%)	121
Public transportation	7,949	(7.5%)	151	17,865	(8.8%)	177	46,214	(9.2%)	183
Carpooled	5,440	(5.2%)	57	11,670	(5.8%)	64	40,533	(8%)	89
Bicycle	2,150	(2%)	371	2,988	(1.5%)	270	3,521	(0.7%)	127
Other	1,206	(1.1%)	124	2,625	(1.3%)	141	5,701	(1.1%)	123
Taxicab	749	(0.7%)	378	1,062	(0.5%)	280	2,575	(0.5%)	272
Motorcycle	180	(<0.5%)	107	374	(<0.5%)	117	559	(<0.5%)	70

### Travel Time to Work

Travel Time	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Median travel time to work	22		96	22		99	24		106
Less than 10 minutes	8,711	(9.1%)	75	14,404	(7.8%)	64	29,785	(6.4%)	52
10-15 minutes	13,823	(14.5%)	109	23,851	(13%)	98	49,676	(10.7%)	8
15-20 minutes	17,714	(18.6%)	123	31,193	(16.9%)	112	69,141	(14.9%)	98
20-25 minutes	18,245	(19.1%)	133	36,381	(19.8%)	138	85,202	(18.3%)	128

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	● 3 Mile		● 5 Mile		● 10 Mile	
25-30 minutes	6,371	(6.7%)	13,064	(7.1%)	34,016	(7.3%)
30-35 minutes	12,328	(12.9%)	27,300	(14.8%)	78,281	(16.8%)
35-45 minutes	6,401	(6.7%)	13,219	(7.2%)	37,151	(8%)
45-60 minutes	7,220	(7.6%)	13,796	(7.5%)	39,678	(8.5%)
60 or more minutes	4,548	(4.8%)	10,831	(5.9%)	42,348	(9.1%)

## Housing Units

Occupied	81,713	(84.2%)	160,895	(84.7%)	405,037	(86.3%)
Vacant	15,287	(15.8%)	29,160	(15.3%)	64,475	(13.7%)

## Occupied Housing Units

Renter occupied	48,617	(59.5%)	89,592	(55.7%)	216,332	(53.4%)
Owner occupied	33,096	(40.5%)	71,303	(44.3%)	188,705	(46.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Vacant Housing Units

Category	Count	Percentage	3 Mile	Count	Percentage	5 Mile	Count	Percentage	10 Mile
Other	5,481	(35.9%)	102	11,992	(41.1%)	117	29,277	(45.4%)	129
For rent	3,574	(23.4%)	140	6,353	(21.8%)	130	15,903	(24.7%)	147
For seasonal, recreational or occasional use	3,259	(21.3%)	65	4,857	(16.7%)	51	7,299	(11.3%)	35
Rented, not occupied	1,235	(8.1%)	223	2,241	(7.7%)	212	4,520	(7%)	193
Sold, not occupied	874	(5.7%)	146	1,758	(6%)	153	2,924	(4.5%)	115
For sale only	863	(5.6%)	75	1,916	(6.6%)	87	4,442	(6.9%)	91
For migrant workers	1	(<0.5%)	3	43	(<0.5%)	65	110	(<0.5%)	75

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide



### Value of Owner-Occupied Housing Units

	3 Mile	5 Mile	10 Mile
Median house value	\$366,788.41	\$343,117.06	\$279,925.85
<\$100K	1,607 (4.9%)	6,294 (8.8%)	26,605 (14.1%)
\$100K - \$200K	5,406 (16.3%)	12,299 (17.2%)	42,003 (22.3%)
\$200K - \$300K	6,261 (18.9%)	12,504 (17.5%)	31,504 (16.7%)
\$300K - \$400K	4,902 (14.8%)	10,563 (14.8%)	24,900 (13.2%)
\$400K - \$500K	3,440 (10.4%)	7,271 (10.2%)	16,078 (8.5%)
\$500K - \$1000K	9,079 (27.4%)	17,429 (24.4%)	35,755 (18.9%)
>\$1000K	2,401 (7.3%)	4,943 (6.9%)	11,860 (6.3%)

### Types of Housing Units Structure

Multi-unit	66,876 (68.9%)	110,945 (58.4%)	234,261 (49.9%)
Single Unit	29,787 (30.7%)	78,393 (41.2%)	232,039 (49.4%)
Mobile home	298 (<0.5%)	640 (<0.5%)	2,964 (0.6%)
Boat, RV, van, etc.	39 (<0.5%)	77 (<0.5%)	248 (<0.5%)

### Health Insurance

Employer based health insurance only	110,674 (61%)	205,139 (56.2%)	483,084 (49.8%)
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Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)

# Demographics (Publix Piedmont)

Jun 1, 2022 - May 31, 2023



## Publix at Piedmont

595 Piedmont Ave NE, Atlanta, GA 30308-2478

Benchmark: Nationwide

	3 Mile			5 Mile			10 Mile		
Direct purchase health insurance only	19,420	(10.7%)	162	36,814	(10.1%)	153	78,748	(8.1%)	123
No health insurance coverage	14,620	(8.1%)	91	33,321	(9.1%)	103	119,308	(12.3%)	139
Medicaid/means-tested public coverage only	13,242	(7.3%)	49	32,399	(8.9%)	59	121,476	(12.5%)	83
Other coverage combinations	4,533	(2.5%)	45	10,878	(3%)	53	35,125	(3.6%)	65
Medicare coverage only	4,312	(2.4%)	46	12,738	(3.5%)	67	41,681	(4.3%)	8
Employer based and direct purchase coverage	3,630	(2%)	148	7,733	(2.1%)	156	15,859	(1.6%)	121
Medicare and medicaid/means-tested public coverage	3,538	(1.9%)	87	8,156	(2.2%)	99	21,964	(2.3%)	100
Employer based and medicare coverage	2,881	(1.6%)	51	8,022	(2.2%)	71	24,553	(2.5%)	8
With direct purchase and medicare coverage	1,775	(1%)	31	4,710	(1.3%)	41	15,289	(1.6%)	50
TRICARE/military health coverage only	1,127	(0.6%)	63	1,760	(<0.5%)	49	4,373	(<0.5%)	46
VA Health Care only	700	(<0.5%)	140	1,283	(<0.5%)	128	3,581	(<0.5%)	134
Other private only combinations	610	(<0.5%)	86	987	(<0.5%)	69	2,038	(<0.5%)	54
Other public only combinations	379	(<0.5%)	44	1,169	(<0.5%)	67	3,234	(<0.5%)	70

## SNAP Households

Non-snap Households	74,040	(90.6%)	103	143,843	(89.4%)	101	351,518	(86.8%)	98
Snap Households	7,673	(9.4%)	8	17,052	(10.6%)	90	53,519	(13.2%)	113

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2019 (ACS)