

# LIVABLE BUCKHEAD

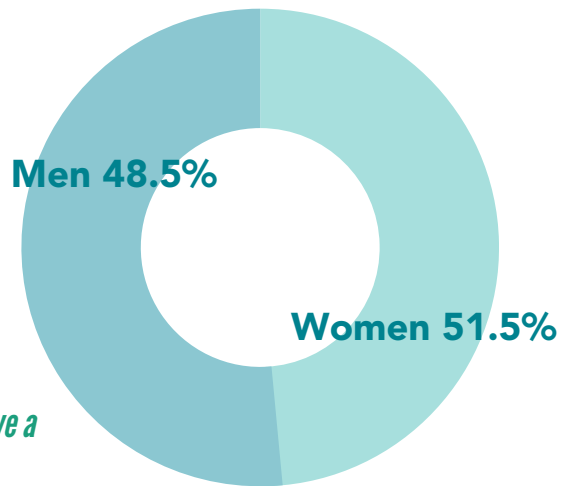
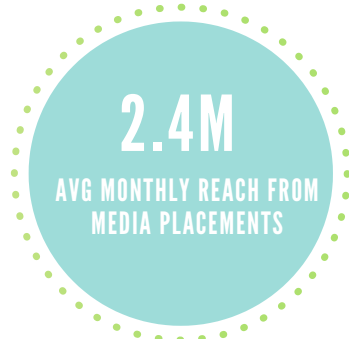
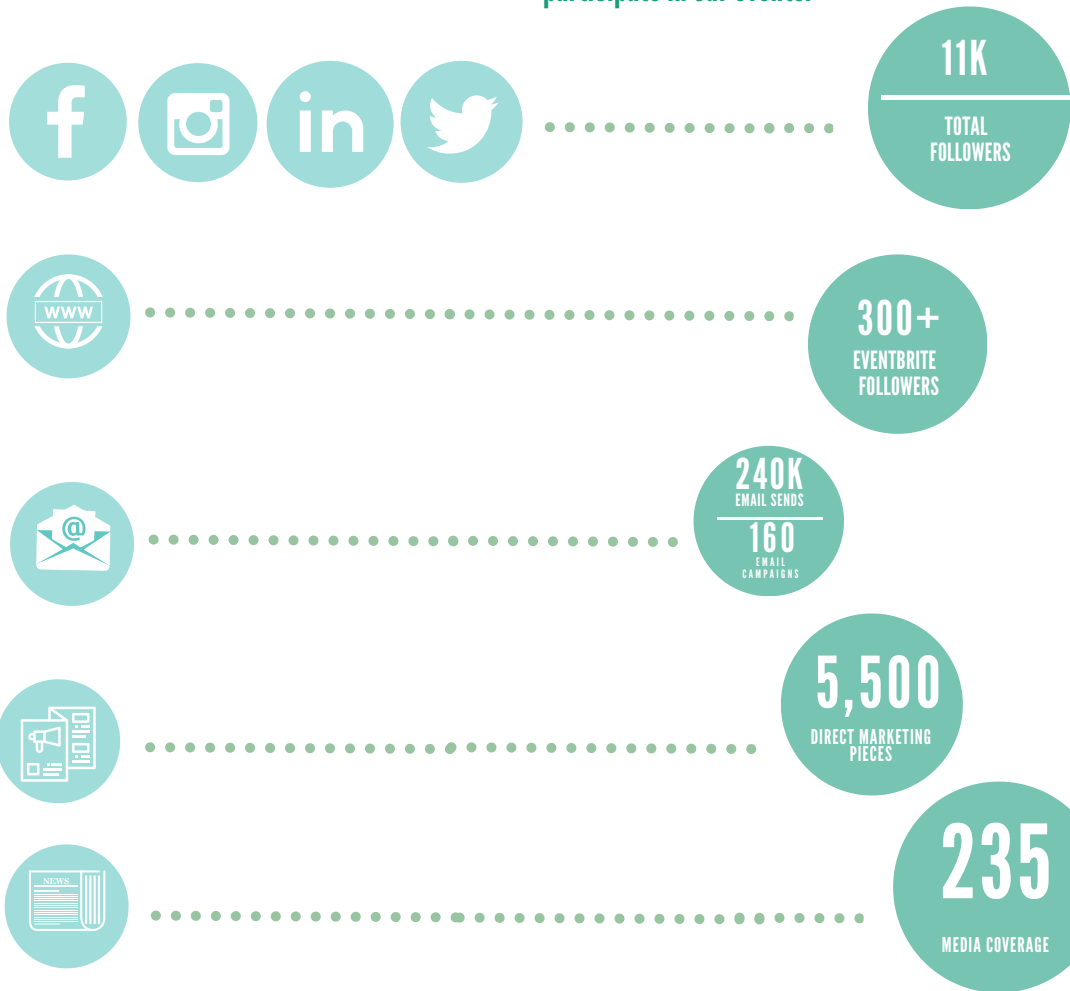
## 2024 PROGRAMMING & EVENT SPONSORSHIP



# LIVABLE BUCKHEAD SPONSORSHIP RECAP

## REACH

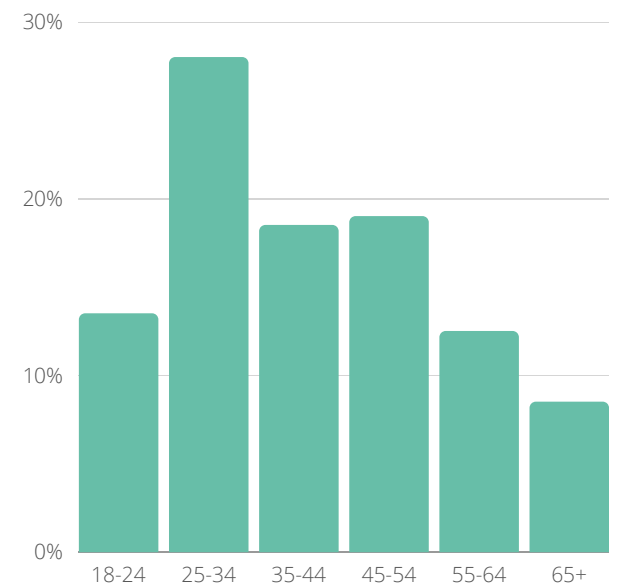
Livable Buckhead's reach continues to grow each year as we connect with residents and commuters who support our mission and participate in our events.



*While women are more likely to be our user, we have a fairly even distribution of gender*



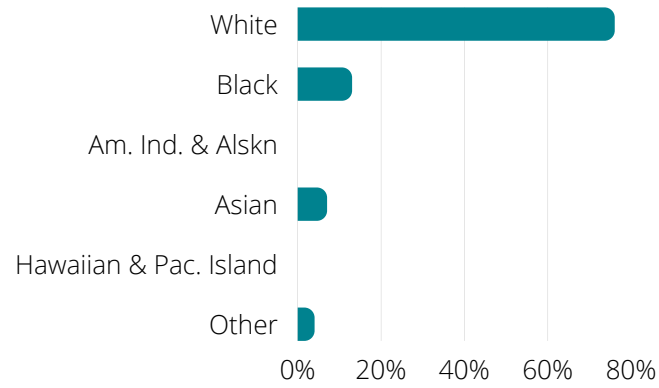
*A majority of Event Attendees are Buckhead residents.*



*Nearly a third of Livable Buckhead's website traffic is coming from 25-34 year old's*

# Livable Buckhead Audience Data

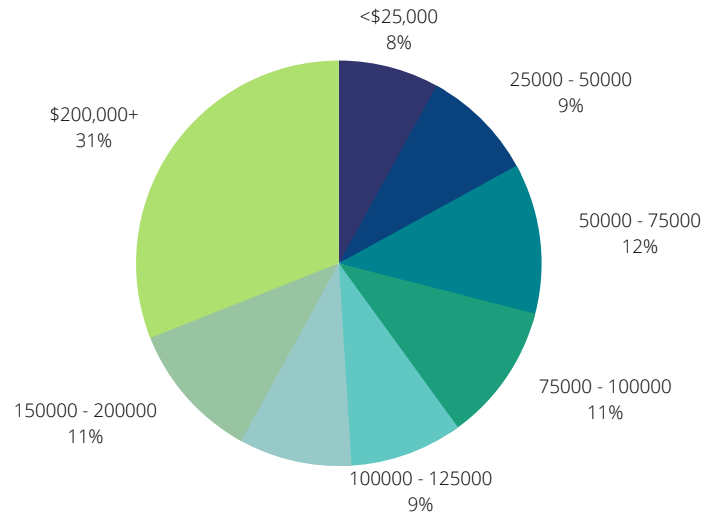
## 2023 POPULATION BY RACE



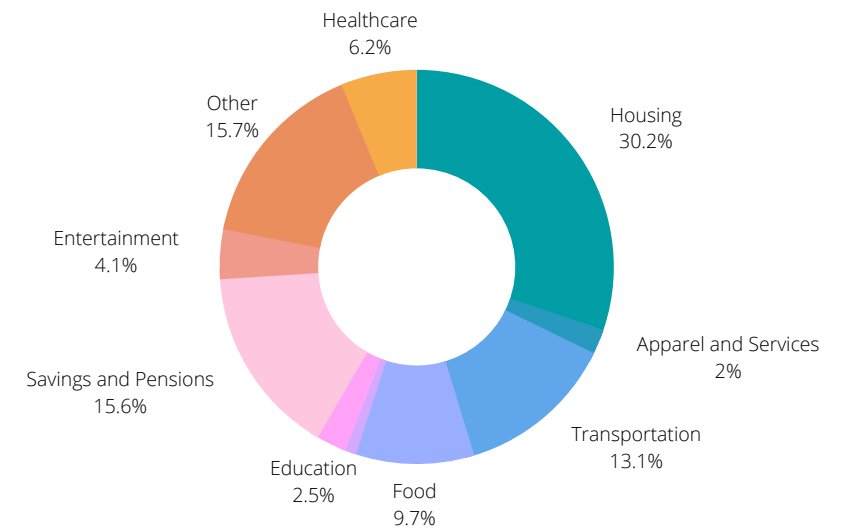
86% of Buckhead residents are of non-Hispanic origin



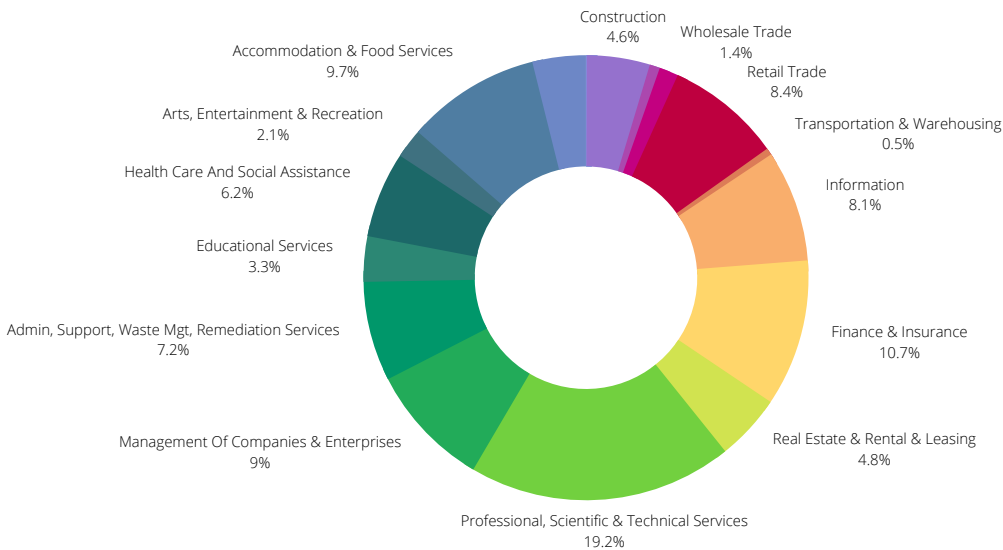
## 2023 HOUSEHOLDS BY HH INCOME



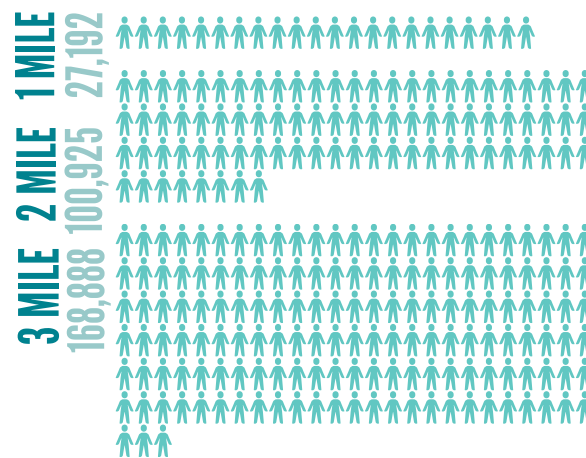
## 2023 CONSUMER SPENDING



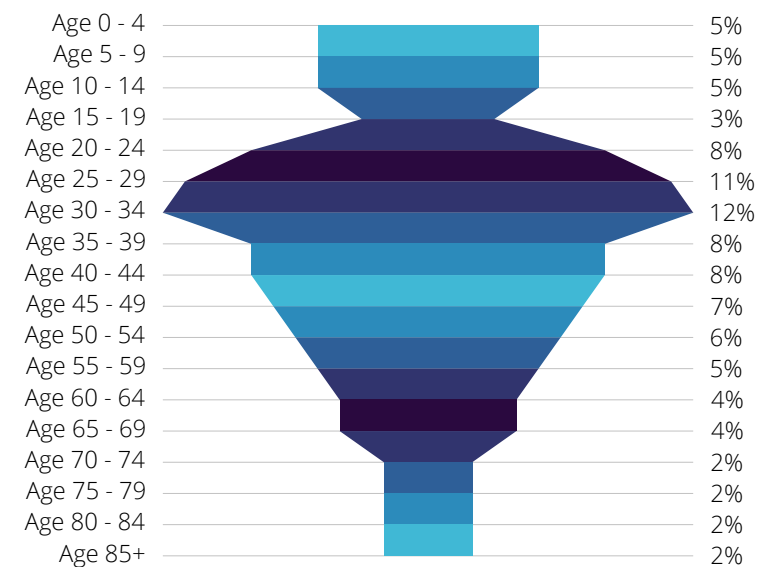
## 2023 POPULATION BY OCCUPATION



## 2023 BUCKHEAD CORE POPULATION SIZE



## 2023 AGE DISTRIBUTION IN BUCKHEAD CORE



Nearly 40% of the City of Atlanta's high-wage & professional jobs are located in Buckhead