



Community Profile

Rings: 3, 5, 10 mile radii

3455 Peachtree Industrial Blvd, Duluth, GA

Latitude: 34.01
Longitude: -84.17

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	54,836	141,623	606,290
2010 Total Population	62,412	177,469	750,488
2017 Total Population	67,687	199,590	846,654
2017 Group Quarters	30	33	1,009
2022 Total Population	72,162	216,103	919,146
2017-2022 Annual Rate	1.29%	1.60%	1.66%
2017 Total Daytime Population	66,469	237,531	919,553
Workers	33,165	137,218	494,839
Residents	33,304	100,313	424,714
Household Summary			
2000 Households	20,023	50,118	219,304
2000 Average Household Size	2.73	2.82	2.75
2010 Households	23,027	63,100	264,679
2010 Average Household Size	2.71	2.81	2.83
2017 Households	24,952	70,604	296,095
2017 Average Household Size	2.71	2.83	2.86
2022 Households	26,568	76,265	320,260
2022 Average Household Size	2.71	2.83	2.87
2017-2022 Annual Rate	1.26%	1.55%	1.58%
2010 Families	16,817	47,185	189,100
2010 Average Family Size	3.18	3.27	3.33
2017 Families	18,039	52,411	210,340
2017 Average Family Size	3.20	3.30	3.37
2022 Families	19,114	56,411	226,946
2022 Average Family Size	3.21	3.31	3.39
2017-2022 Annual Rate	1.16%	1.48%	1.53%
Housing Unit Summary			
2000 Housing Units	20,675	51,896	228,008
Owner Occupied Housing Units	70.1%	71.1%	62.5%
Renter Occupied Housing Units	26.7%	25.5%	33.6%
Vacant Housing Units	3.1%	3.4%	3.8%
2010 Housing Units	24,459	67,494	286,344
Owner Occupied Housing Units	63.4%	64.0%	58.1%
Renter Occupied Housing Units	30.7%	29.5%	34.4%
Vacant Housing Units	5.9%	6.5%	7.6%
2017 Housing Units	26,044	74,039	314,388
Owner Occupied Housing Units	60.2%	61.2%	55.8%
Renter Occupied Housing Units	35.6%	34.2%	38.4%
Vacant Housing Units	4.2%	4.6%	5.8%
2022 Housing Units	27,754	80,051	340,218
Owner Occupied Housing Units	60.0%	61.0%	55.9%
Renter Occupied Housing Units	35.7%	34.3%	38.3%
Vacant Housing Units	4.3%	4.7%	5.9%
Median Household Income			
2017	\$82,213	\$84,006	\$70,224
2022	\$90,303	\$92,404	\$79,185
Median Home Value			
2017	\$290,518	\$312,312	\$267,929
2022	\$336,109	\$356,002	\$308,906
Per Capita Income			
2017	\$41,146	\$40,697	\$34,712
2022	\$45,725	\$45,166	\$38,845
Median Age			
2010	37.4	36.4	33.8
2017	38.7	37.5	35.1
2022	39.5	38.3	35.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	24,952	70,604	296,095
<\$15,000	6.8%	6.2%	7.3%
\$15,000 - \$24,999	6.3%	6.7%	8.0%
\$25,000 - \$34,999	5.9%	6.4%	8.4%
\$35,000 - \$49,999	9.7%	9.6%	11.2%
\$50,000 - \$74,999	16.9%	16.2%	17.6%
\$75,000 - \$99,999	12.5%	11.8%	11.9%
\$100,000 - \$149,999	19.4%	19.5%	17.7%
\$150,000 - \$199,999	9.9%	10.3%	8.2%
\$200,000+	12.6%	13.4%	9.7%
Average Household Income	\$111,648	\$114,501	\$99,161
2022 Households by Income			
Household Income Base	26,568	76,265	320,260
<\$15,000	6.5%	6.0%	7.0%
\$15,000 - \$24,999	5.7%	6.0%	7.2%
\$25,000 - \$34,999	5.0%	5.5%	7.2%
\$35,000 - \$49,999	8.2%	8.1%	9.5%
\$50,000 - \$74,999	15.5%	14.8%	16.4%
\$75,000 - \$99,999	13.6%	13.0%	13.3%
\$100,000 - \$149,999	21.0%	20.9%	19.5%
\$150,000 - \$199,999	10.6%	11.0%	8.9%
\$200,000+	14.0%	14.8%	11.1%
Average Household Income	\$124,226	\$127,366	\$111,401
2017 Owner Occupied Housing Units by Value			
Total	15,681	45,291	175,315
<\$50,000	1.3%	1.3%	1.7%
\$50,000 - \$99,999	2.2%	2.3%	4.6%
\$100,000 - \$149,999	9.2%	7.1%	12.1%
\$150,000 - \$199,999	16.5%	12.4%	15.2%
\$200,000 - \$249,999	12.0%	12.2%	12.4%
\$250,000 - \$299,999	11.0%	12.3%	11.4%
\$300,000 - \$399,999	16.7%	19.9%	17.3%
\$400,000 - \$499,999	12.3%	12.2%	10.1%
\$500,000 - \$749,999	12.6%	13.3%	10.2%
\$750,000 - \$999,999	4.3%	4.7%	3.3%
\$1,000,000 +	2.1%	2.3%	1.7%
Average Home Value	\$355,474	\$371,556	\$325,518
2022 Owner Occupied Housing Units by Value			
Total	16,665	48,802	189,995
<\$50,000	0.7%	0.6%	0.9%
\$50,000 - \$99,999	1.4%	1.5%	3.3%
\$100,000 - \$149,999	7.5%	5.5%	10.0%
\$150,000 - \$199,999	14.1%	9.9%	12.8%
\$200,000 - \$249,999	10.0%	9.7%	10.5%
\$250,000 - \$299,999	10.2%	11.2%	10.9%
\$300,000 - \$399,999	17.4%	20.7%	18.8%
\$400,000 - \$499,999	14.7%	14.8%	12.6%
\$500,000 - \$749,999	17.0%	18.2%	14.3%
\$750,000 - \$999,999	5.2%	5.9%	4.3%
\$1,000,000 +	1.9%	2.0%	1.6%
Average Home Value	\$388,771	\$407,542	\$360,996

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	62,413	177,468	750,488
0 - 4	6.3%	6.8%	7.9%
5 - 9	7.3%	8.0%	8.2%
10 - 14	7.9%	8.4%	7.9%
15 - 24	12.3%	12.3%	12.6%
25 - 34	12.5%	12.3%	15.2%
35 - 44	16.4%	17.1%	17.0%
45 - 54	18.0%	17.8%	15.2%
55 - 64	11.5%	10.5%	9.3%
65 - 74	4.8%	4.3%	4.2%
75 - 84	2.2%	1.9%	1.9%
85 +	0.8%	0.6%	0.6%
18 +	73.4%	71.7%	71.4%
2017 Population by Age			
Total	67,686	199,590	846,656
0 - 4	5.7%	6.1%	7.1%
5 - 9	6.4%	7.0%	7.6%
10 - 14	7.1%	7.9%	7.8%
15 - 24	12.7%	12.9%	13.0%
25 - 34	13.0%	12.6%	14.3%
35 - 44	13.8%	14.4%	15.2%
45 - 54	16.0%	16.3%	14.6%
55 - 64	14.2%	13.1%	11.2%
65 - 74	7.3%	6.6%	6.1%
75 - 84	2.7%	2.3%	2.2%
85 +	1.0%	0.8%	0.8%
18 +	76.6%	74.6%	73.3%
2022 Population by Age			
Total	72,161	216,104	919,145
0 - 4	5.7%	6.1%	7.0%
5 - 9	5.7%	6.4%	7.2%
10 - 14	6.4%	7.2%	7.4%
15 - 24	12.1%	12.3%	12.8%
25 - 34	13.9%	13.4%	14.6%
35 - 44	13.4%	14.0%	14.8%
45 - 54	14.2%	14.7%	13.6%
55 - 64	14.6%	13.6%	11.6%
65 - 74	9.4%	8.3%	7.2%
75 - 84	3.6%	3.1%	2.9%
85 +	1.1%	0.9%	0.8%
18 +	78.2%	76.1%	74.2%
2010 Population by Sex			
Males	30,318	86,727	371,390
Females	32,094	90,742	379,098
2017 Population by Sex			
Males	32,897	97,573	419,317
Females	34,790	102,017	427,337
2022 Population by Sex			
Males	35,097	105,590	454,619
Females	37,065	110,513	464,527

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

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Latitude: 34.01
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2010 Population by Race/Ethnicity			
Total	62,412	177,469	750,489
White Alone	56.4%	55.4%	56.0%
Black Alone	13.3%	13.8%	17.0%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	22.9%	22.7%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.2%	5.0%	9.3%
Two or More Races	2.9%	2.7%	3.1%
Hispanic Origin	11.0%	12.1%	21.5%
Diversity Index	68.8	70.3	76.0
2017 Population by Race/Ethnicity			
Total	67,686	199,590	846,653
White Alone	49.9%	49.0%	50.9%
Black Alone	15.0%	15.3%	18.6%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	27.0%	27.1%	17.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.4%	5.1%	9.2%
Two or More Races	3.3%	3.2%	3.5%
Hispanic Origin	11.5%	12.4%	21.1%
Diversity Index	72.5	73.6	78.4
2022 Population by Race/Ethnicity			
Total	72,162	216,101	919,146
White Alone	44.8%	44.3%	47.3%
Black Alone	16.4%	16.4%	19.9%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	30.4%	30.5%	19.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.4%	5.1%	8.9%
Two or More Races	3.7%	3.4%	3.7%
Hispanic Origin	11.9%	12.5%	20.9%
Diversity Index	74.7	75.3	79.8
2010 Population by Relationship and Household Type			
Total	62,412	177,469	750,488
In Households	99.9%	100.0%	99.9%
In Family Households	87.6%	88.8%	86.8%
Householder	26.9%	26.6%	25.2%
Spouse	21.4%	21.3%	19.0%
Child	32.7%	34.1%	33.7%
Other relative	4.6%	4.9%	6.1%
Nonrelative	1.9%	1.8%	2.8%
In Nonfamily Households	12.4%	11.2%	13.1%
In Group Quarters	0.1%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.1%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	46,042	131,855	545,769
Less than 9th Grade	3.0%	2.9%	5.3%
9th - 12th Grade, No Diploma	4.1%	3.7%	5.3%
High School Graduate	14.8%	13.8%	16.2%
GED/Alternative Credential	2.0%	1.8%	2.1%
Some College, No Degree	13.9%	14.5%	16.3%
Associate Degree	8.6%	8.3%	8.2%
Bachelor's Degree	31.7%	33.7%	29.6%
Graduate/Professional Degree	21.9%	21.3%	17.0%
2017 Population 15+ by Marital Status			
Total	54,667	157,670	656,100
Never Married	29.4%	29.8%	33.1%
Married	57.5%	58.0%	54.3%
Widowed	4.0%	3.5%	3.6%
Divorced	9.1%	8.6%	9.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.4%	95.3%	95.5%
Civilian Unemployed (Unemployment Rate)	4.6%	4.7%	4.5%
2017 Employed Population 16+ by Industry			
Total	34,998	101,039	429,732
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	6.1%	6.0%	8.2%
Manufacturing	8.8%	8.8%	8.2%
Wholesale Trade	4.9%	4.7%	3.9%
Retail Trade	10.1%	10.8%	11.2%
Transportation/Utilities	3.0%	3.1%	3.9%
Information	3.9%	3.7%	3.6%
Finance/Insurance/Real Estate	9.2%	8.9%	8.1%
Services	51.4%	51.6%	50.6%
Public Administration	2.5%	2.1%	2.1%
2017 Employed Population 16+ by Occupation			
Total	35,000	101,039	429,734
White Collar	74.4%	74.1%	67.5%
Management/Business/Financial	23.4%	24.0%	20.1%
Professional	27.3%	26.7%	23.3%
Sales	13.7%	14.1%	13.2%
Administrative Support	9.9%	9.3%	10.9%
Services	12.0%	13.1%	15.0%
Blue Collar	13.6%	12.9%	17.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.3%	4.1%	6.7%
Installation/Maintenance/Repair	1.9%	2.3%	2.4%
Production	3.6%	3.1%	3.8%
Transportation/Material Moving	3.8%	3.2%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	62,412	177,469	750,488
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	23,027	63,100	264,679
Households with 1 Person	21.8%	20.3%	22.4%
Households with 2+ People	78.2%	79.7%	77.6%
Family Households	73.0%	74.8%	71.4%
Husband-wife Families	58.1%	59.8%	53.8%
With Related Children	31.0%	33.8%	30.7%
Other Family (No Spouse Present)	14.9%	14.9%	17.6%
Other Family with Male Householder	3.7%	4.0%	5.0%
With Related Children	2.1%	2.2%	2.9%
Other Family with Female Householder	11.2%	11.0%	12.6%
With Related Children	7.8%	7.7%	9.0%
Nonfamily Households	5.1%	4.9%	6.2%
All Households with Children	41.1%	44.1%	43.1%
Multigenerational Households	4.1%	4.2%	4.4%
Unmarried Partner Households	4.3%	4.2%	5.5%
Male-female	3.7%	3.5%	4.7%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	23,027	63,101	264,679
1 Person Household	21.8%	20.3%	22.4%
2 Person Household	30.6%	29.0%	28.1%
3 Person Household	19.0%	19.3%	18.0%
4 Person Household	17.8%	19.3%	17.6%
5 Person Household	6.9%	7.7%	8.1%
6 Person Household	2.5%	2.8%	3.3%
7 + Person Household	1.3%	1.5%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	23,027	63,100	264,679
Owner Occupied	67.4%	68.4%	62.8%
Owned with a Mortgage/Loan	56.9%	58.7%	54.0%
Owned Free and Clear	10.5%	9.7%	8.8%
Renter Occupied	32.6%	31.6%	37.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	24,459	67,494	286,344
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Professional Pride (1B)	Professional Pride (1B)
2.	Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
3.	Professional Pride (1B)	Soccer Moms (4A)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$75,956,853	\$221,549,782	\$816,530,722
Average Spent	\$3,044.12	\$3,137.92	\$2,757.66
Spending Potential Index	141	145	128
Education: Total \$	\$52,011,204	\$153,273,694	\$546,779,205
Average Spent	\$2,084.45	\$2,170.89	\$1,846.63
Spending Potential Index	143	149	127
Entertainment/Recreation: Total \$	\$106,090,353	\$307,025,851	\$1,117,454,979
Average Spent	\$4,251.78	\$4,348.56	\$3,773.97
Spending Potential Index	136	139	121
Food at Home: Total \$	\$166,885,546	\$483,967,495	\$1,809,470,392
Average Spent	\$6,688.26	\$6,854.68	\$6,111.11
Spending Potential Index	133	136	121
Food Away from Home: Total \$	\$116,628,092	\$338,572,819	\$1,252,512,273
Average Spent	\$4,674.10	\$4,795.38	\$4,230.10
Spending Potential Index	140	144	127
Health Care: Total \$	\$182,569,217	\$523,986,261	\$1,895,112,868
Average Spent	\$7,316.82	\$7,421.48	\$6,400.35
Spending Potential Index	131	133	114
HH Furnishings & Equipment: Total \$	\$67,474,022	\$195,148,661	\$710,413,652
Average Spent	\$2,704.15	\$2,763.99	\$2,399.28
Spending Potential Index	139	142	123
Personal Care Products & Services: Total \$	\$27,637,476	\$80,028,929	\$292,392,730
Average Spent	\$1,107.63	\$1,133.49	\$987.50
Spending Potential Index	139	142	124
Shelter: Total \$	\$557,092,675	\$1,619,324,715	\$6,009,048,397
Average Spent	\$22,326.57	\$22,935.31	\$20,294.33
Spending Potential Index	138	141	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$79,959,253	\$230,829,691	\$829,191,933
Average Spent	\$3,204.52	\$3,269.36	\$2,800.43
Spending Potential Index	137	140	120
Travel: Total \$	\$73,333,545	\$212,813,641	\$757,558,139
Average Spent	\$2,938.98	\$3,014.19	\$2,558.50
Spending Potential Index	142	145	123
Vehicle Maintenance & Repairs: Total \$	\$35,925,698	\$103,763,745	\$381,285,608
Average Spent	\$1,439.79	\$1,469.66	\$1,287.71
Spending Potential Index	134	137	120

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.