



Community Profile

Rings: 1, 3, 5 mile radii

Unnamed Road, Duluth, GA 30096, USA

Latitude: 34.01
Longitude: -84.17

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,861	54,937	143,092
2010 Total Population	8,977	62,623	177,906
2018 Total Population	9,628	68,138	201,427
2018 Group Quarters	4	29	30
2023 Total Population	10,110	72,998	217,245
2018-2023 Annual Rate	0.98%	1.39%	1.52%
2018 Total Daytime Population	16,712	66,727	238,816
Workers	12,223	34,281	140,649
Residents	4,489	32,446	98,167
Household Summary			
2000 Households	3,615	20,065	50,425
2000 Average Household Size	2.43	2.73	2.83
2010 Households	3,688	23,108	63,161
2010 Average Household Size	2.43	2.71	2.82
2018 Households	3,948	25,132	70,851
2018 Average Household Size	2.44	2.71	2.84
2023 Households	4,136	26,813	76,105
2023 Average Household Size	2.44	2.72	2.85
2018-2023 Annual Rate	0.93%	1.30%	1.44%
2010 Families	2,421	16,878	47,139
2010 Average Family Size	3.00	3.18	3.28
2018 Families	2,555	18,195	52,609
2018 Average Family Size	3.02	3.19	3.31
2023 Families	2,662	19,346	56,368
2023 Average Family Size	3.03	3.20	3.32
2018-2023 Annual Rate	0.82%	1.23%	1.39%
Housing Unit Summary			
2000 Housing Units	3,770	20,721	52,226
Owner Occupied Housing Units	47.9%	70.1%	70.3%
Renter Occupied Housing Units	48.0%	26.7%	26.2%
Vacant Housing Units	4.1%	3.2%	3.4%
2010 Housing Units	3,996	24,545	67,645
Owner Occupied Housing Units	50.5%	63.4%	63.4%
Renter Occupied Housing Units	41.8%	30.8%	30.0%
Vacant Housing Units	7.7%	5.9%	6.6%
2018 Housing Units	4,207	26,137	74,207
Owner Occupied Housing Units	48.9%	61.9%	62.2%
Renter Occupied Housing Units	44.9%	34.3%	33.3%
Vacant Housing Units	6.2%	3.8%	4.5%
2023 Housing Units	4,401	27,912	79,697
Owner Occupied Housing Units	50.7%	62.6%	63.0%
Renter Occupied Housing Units	43.3%	33.5%	32.5%
Vacant Housing Units	6.0%	3.9%	4.5%
Median Household Income			
2018	\$70,634	\$85,643	\$87,312
2023	\$77,056	\$91,140	\$92,874
Median Home Value			
2018	\$251,304	\$297,794	\$318,121
2023	\$261,145	\$333,356	\$353,155
Per Capita Income			
2018	\$40,362	\$43,102	\$42,400
2023	\$45,650	\$47,417	\$46,613
Median Age			
2010	36.5	37.4	36.2
2018	38.2	38.8	37.4
2023	38.5	39.4	38.1

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	3,948	25,132	70,851
<\$15,000	6.1%	6.0%	5.4%
\$15,000 - \$24,999	7.4%	5.7%	6.0%
\$25,000 - \$34,999	8.5%	5.6%	6.3%
\$35,000 - \$49,999	11.8%	9.6%	9.5%
\$50,000 - \$74,999	18.5%	16.4%	15.5%
\$75,000 - \$99,999	15.0%	13.6%	12.9%
\$100,000 - \$149,999	15.7%	18.5%	18.7%
\$150,000 - \$199,999	5.3%	10.4%	10.6%
\$200,000+	11.6%	14.3%	15.0%
Average Household Income	\$100,843	\$117,370	\$119,950
2023 Households by Income			
Household Income Base	4,136	26,813	76,105
<\$15,000	5.2%	5.3%	4.8%
\$15,000 - \$24,999	6.6%	5.2%	5.6%
\$25,000 - \$34,999	7.8%	5.2%	5.8%
\$35,000 - \$49,999	10.9%	9.0%	8.9%
\$50,000 - \$74,999	17.9%	15.8%	15.0%
\$75,000 - \$99,999	15.1%	13.6%	12.9%
\$100,000 - \$149,999	16.4%	18.5%	18.5%
\$150,000 - \$199,999	5.8%	11.0%	11.1%
\$200,000+	14.3%	16.6%	17.4%
Average Household Income	\$114,229	\$129,715	\$132,354
2018 Owner Occupied Housing Units by Value			
Total	2,057	16,167	46,116
<\$50,000	1.1%	1.3%	1.2%
\$50,000 - \$99,999	2.7%	1.8%	2.0%
\$100,000 - \$149,999	13.6%	7.0%	5.7%
\$150,000 - \$199,999	20.8%	16.4%	12.0%
\$200,000 - \$249,999	11.5%	12.9%	13.1%
\$250,000 - \$299,999	11.2%	11.0%	12.4%
\$300,000 - \$399,999	2.6%	16.8%	20.0%
\$400,000 - \$499,999	2.8%	12.1%	11.7%
\$500,000 - \$749,999	14.5%	12.9%	13.4%
\$750,000 - \$999,999	11.9%	5.0%	5.6%
\$1,000,000 - \$1,499,999	6.3%	2.3%	1.7%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.8%
\$2,000,000 +	0.6%	0.1%	0.4%
Average Home Value	\$429,106	\$371,858	\$393,257
2023 Owner Occupied Housing Units by Value			
Total	2,233	17,464	50,175
<\$50,000	1.2%	0.9%	0.9%
\$50,000 - \$99,999	2.3%	1.2%	1.3%
\$100,000 - \$149,999	13.0%	5.5%	4.3%
\$150,000 - \$199,999	19.6%	14.8%	10.2%
\$200,000 - \$249,999	11.4%	11.5%	11.2%
\$250,000 - \$299,999	11.2%	10.3%	11.3%
\$300,000 - \$399,999	2.8%	17.1%	20.3%
\$400,000 - \$499,999	2.4%	13.4%	13.4%
\$500,000 - \$749,999	14.3%	15.5%	16.7%
\$750,000 - \$999,999	13.7%	6.4%	6.8%
\$1,000,000 - \$1,499,999	7.0%	2.9%	2.2%
\$1,500,000 - \$1,999,999	0.5%	0.3%	1.0%
\$2,000,000 +	0.7%	0.1%	0.4%
Average Home Value	\$450,011	\$405,125	\$429,874

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	8,976	62,625	177,906
0 - 4	6.8%	6.3%	6.8%
5 - 9	6.6%	7.3%	8.0%
10 - 14	6.6%	7.9%	8.4%
15 - 24	11.8%	12.3%	12.3%
25 - 34	15.9%	12.5%	12.5%
35 - 44	15.3%	16.4%	17.1%
45 - 54	17.0%	18.0%	17.7%
55 - 64	11.8%	11.5%	10.4%
65 - 74	5.0%	4.8%	4.2%
75 - 84	2.3%	2.2%	1.9%
85 +	1.0%	0.8%	0.6%
18 +	75.9%	73.3%	71.7%
2018 Population by Age			
Total	9,628	68,137	201,427
0 - 4	6.1%	5.7%	6.1%
5 - 9	6.4%	6.2%	7.0%
10 - 14	6.2%	7.0%	7.7%
15 - 24	11.2%	12.6%	13.0%
25 - 34	15.0%	13.4%	12.8%
35 - 44	15.3%	13.5%	14.2%
45 - 54	13.9%	15.6%	15.9%
55 - 64	13.9%	14.5%	13.3%
65 - 74	7.9%	7.7%	6.8%
75 - 84	2.9%	2.8%	2.4%
85 +	1.2%	1.0%	0.8%
18 +	78.0%	76.9%	74.7%
2023 Population by Age			
Total	10,110	72,998	217,246
0 - 4	6.1%	5.7%	6.1%
5 - 9	6.1%	5.7%	6.5%
10 - 14	6.1%	6.3%	7.1%
15 - 24	10.9%	11.9%	12.3%
25 - 34	15.4%	14.4%	13.7%
35 - 44	15.1%	13.4%	14.0%
45 - 54	12.9%	13.7%	14.4%
55 - 64	12.6%	14.3%	13.3%
65 - 74	9.5%	9.7%	8.5%
75 - 84	3.9%	3.9%	3.3%
85 +	1.3%	1.1%	0.9%
18 +	78.3%	78.4%	76.1%
2010 Population by Sex			
Males	4,244	30,420	87,023
Females	4,733	32,203	90,883
2018 Population by Sex			
Males	4,583	33,098	98,497
Females	5,046	35,040	102,930
2023 Population by Sex			
Males	4,835	35,518	106,231
Females	5,275	37,480	111,014

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



Community Profile

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2010 Population by Race/Ethnicity			
Total	8,977	62,622	177,906
White Alone	56.5%	56.3%	54.9%
Black Alone	16.4%	13.3%	13.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	18.1%	23.0%	22.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	4.2%	5.4%
Two or More Races	3.0%	2.9%	2.8%
Hispanic Origin	14.1%	11.0%	12.9%
Diversity Index	71.3	68.8	71.1
2018 Population by Race/Ethnicity			
Total	9,627	68,138	201,428
White Alone	48.1%	48.1%	47.6%
Black Alone	19.6%	15.3%	15.7%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	21.9%	28.4%	27.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	4.5%	5.5%
Two or More Races	3.6%	3.4%	3.3%
Hispanic Origin	15.6%	11.6%	13.1%
Diversity Index	76.6	73.3	74.7
2023 Population by Race/Ethnicity			
Total	10,109	72,999	217,245
White Alone	42.1%	42.2%	42.4%
Black Alone	22.1%	16.9%	17.0%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	24.7%	32.2%	31.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.7%	4.7%	5.5%
Two or More Races	4.0%	3.8%	3.6%
Hispanic Origin	16.6%	12.4%	13.3%
Diversity Index	79.3	75.7	76.4
2010 Population by Relationship and Household Type			
Total	8,977	62,623	177,906
In Households	100.0%	99.9%	100.0%
In Family Households	83.0%	87.6%	88.7%
Householder	26.5%	26.9%	26.5%
Spouse	19.7%	21.4%	21.1%
Child	29.9%	32.7%	34.1%
Other relative	4.7%	4.6%	5.1%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	16.9%	12.4%	11.3%
In Group Quarters	0.0%	0.1%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	6,744	46,612	133,354
Less than 9th Grade	2.6%	3.4%	3.5%
9th - 12th Grade, No Diploma	3.1%	3.4%	3.8%
High School Graduate	15.1%	13.9%	13.9%
GED/Alternative Credential	1.7%	1.8%	1.7%
Some College, No Degree	18.1%	14.4%	14.7%
Associate Degree	8.1%	8.0%	8.1%
Bachelor's Degree	31.7%	33.1%	33.0%
Graduate/Professional Degree	19.5%	21.9%	21.5%
2018 Population 15+ by Marital Status			
Total	7,827	55,220	159,452
Never Married	29.7%	27.9%	29.2%
Married	54.4%	58.3%	58.4%
Widowed	4.3%	3.4%	3.2%
Divorced	11.6%	10.4%	9.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.1%	96.1%
Civilian Unemployed (Unemployment Rate)	3.5%	3.9%	3.9%
2018 Employed Population 16+ by Industry			
Total	5,180	36,319	105,099
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	7.7%	6.2%	6.2%
Manufacturing	5.3%	8.4%	8.5%
Wholesale Trade	4.9%	4.7%	4.6%
Retail Trade	9.7%	10.2%	10.8%
Transportation/Utilities	1.9%	3.1%	3.2%
Information	3.4%	3.7%	3.5%
Finance/Insurance/Real Estate	10.1%	9.5%	9.1%
Services	54.1%	51.4%	51.6%
Public Administration	2.9%	2.5%	2.2%
2018 Employed Population 16+ by Occupation			
Total	5,181	36,320	105,098
White Collar	67.6%	74.3%	73.5%
Management/Business/Financial	16.5%	23.4%	23.7%
Professional	26.0%	27.2%	26.5%
Sales	13.5%	13.7%	13.9%
Administrative Support	11.7%	10.0%	9.4%
Services	18.0%	12.2%	13.5%
Blue Collar	14.4%	13.5%	13.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.4%	4.2%	4.1%
Installation/Maintenance/Repair	2.2%	1.9%	2.4%
Production	4.0%	3.6%	3.2%
Transportation/Material Moving	3.8%	3.7%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	8,977	62,623	177,906
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,688	23,108	63,162
Households with 1 Person	28.0%	21.8%	20.4%
Households with 2+ People	72.0%	78.2%	79.6%
Family Households	65.6%	73.0%	74.6%
Husband-wife Families	49.0%	58.1%	59.5%
With Related Children	24.2%	31.0%	33.7%
Other Family (No Spouse Present)	16.7%	14.9%	15.1%
Other Family with Male Householder	4.0%	3.7%	4.0%
With Related Children	2.4%	2.1%	2.3%
Other Family with Female Householder	12.7%	11.2%	11.1%
With Related Children	8.5%	7.8%	7.8%
Nonfamily Households	6.3%	5.1%	5.0%
All Households with Children	35.4%	41.1%	44.1%
Multigenerational Households	3.4%	4.1%	4.3%
Unmarried Partner Households	5.1%	4.3%	4.3%
Male-female	4.7%	3.7%	3.6%
Same-sex	0.4%	0.6%	0.7%
2010 Households by Size			
Total	3,688	23,109	63,161
1 Person Household	28.0%	21.8%	20.4%
2 Person Household	32.4%	30.6%	28.9%
3 Person Household	16.8%	19.0%	19.2%
4 Person Household	14.4%	17.8%	19.2%
5 Person Household	5.6%	6.9%	7.8%
6 Person Household	1.8%	2.5%	2.9%
7 + Person Household	1.0%	1.3%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	3,688	23,108	63,161
Owner Occupied	54.7%	67.3%	67.9%
Owned with a Mortgage/Loan	45.9%	56.9%	58.2%
Owned Free and Clear	8.8%	10.4%	9.6%
Renter Occupied	45.3%	32.7%	32.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,996	24,545	67,645
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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)	Soccer Moms (4A)	Professional Pride (1B)
2.	Middleburg (4C)	Enterprising Professionals	Enterprising Professionals
3.	Bright Young Professionals	Professional Pride (1B)	Soccer Moms (4A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$10,653,383	\$77,738,805	\$225,275,818
Average Spent	\$2,698.43	\$3,093.22	\$3,179.57
Spending Potential Index	124	142	146
Education: Total \$	\$6,826,571	\$52,608,730	\$153,475,637
Average Spent	\$1,729.12	\$2,093.30	\$2,166.17
Spending Potential Index	119	145	150
Entertainment/Recreation: Total \$	\$15,169,563	\$111,508,980	\$320,155,907
Average Spent	\$3,842.34	\$4,436.93	\$4,518.72
Spending Potential Index	119	138	140
Food at Home: Total \$	\$23,729,688	\$170,836,634	\$492,372,258
Average Spent	\$6,010.56	\$6,797.57	\$6,949.40
Spending Potential Index	120	135	138
Food Away from Home: Total \$	\$17,316,633	\$125,388,482	\$361,701,275
Average Spent	\$4,386.18	\$4,989.20	\$5,105.10
Spending Potential Index	125	142	145
Health Care: Total \$	\$26,118,505	\$191,263,245	\$544,426,272
Average Spent	\$6,615.63	\$7,610.35	\$7,684.10
Spending Potential Index	116	133	134
HH Furnishings & Equipment: Total \$	\$10,093,786	\$74,096,458	\$212,752,040
Average Spent	\$2,556.68	\$2,948.29	\$3,002.81
Spending Potential Index	122	141	144
Personal Care Products & Services: Total \$	\$4,052,628	\$29,679,281	\$85,396,003
Average Spent	\$1,026.50	\$1,180.94	\$1,205.29
Spending Potential Index	124	143	146
Shelter: Total \$	\$79,743,579	\$584,293,784	\$1,688,137,185
Average Spent	\$20,198.47	\$23,249.00	\$23,826.58
Spending Potential Index	120	139	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,243,665	\$84,821,765	\$243,724,423
Average Spent	\$2,847.94	\$3,375.05	\$3,439.96
Spending Potential Index	115	136	138
Travel: Total \$	\$10,254,435	\$77,820,375	\$224,035,302
Average Spent	\$2,597.37	\$3,096.47	\$3,162.06
Spending Potential Index	121	144	147
Vehicle Maintenance & Repairs: Total \$	\$5,104,813	\$37,016,708	\$106,160,847
Average Spent	\$1,293.01	\$1,472.89	\$1,498.37
Spending Potential Index	120	137	139

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.