



Community Profile

Rings: 3, 5, 10 mile radii

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	74,084	182,884	642,658
2010 Total Population	90,484	220,647	753,212
2017 Total Population	101,255	245,706	831,634
2017 Group Quarters	70	390	3,540
2022 Total Population	108,946	264,408	892,628
2017-2022 Annual Rate	1.47%	1.48%	1.43%
2017 Total Daytime Population	114,444	258,222	855,159
Workers	62,505	130,793	435,693
Residents	51,939	127,429	419,466
Household Summary			
2000 Households	28,230	65,557	227,290
2000 Average Household Size	2.61	2.77	2.81
2010 Households	31,811	75,135	261,195
2010 Average Household Size	2.84	2.93	2.87
2017 Households	34,938	82,835	286,810
2017 Average Household Size	2.90	2.96	2.89
2022 Households	37,386	88,797	306,965
2022 Average Household Size	2.91	2.97	2.90
2017-2022 Annual Rate	1.36%	1.40%	1.37%
2010 Families	21,044	52,574	189,065
2010 Average Family Size	3.45	3.46	3.35
2017 Families	22,783	57,283	205,925
2017 Average Family Size	3.54	3.51	3.38
2022 Families	24,200	61,028	219,534
2022 Average Family Size	3.57	3.53	3.40
2017-2022 Annual Rate	1.21%	1.27%	1.29%
Housing Unit Summary			
2000 Housing Units	29,557	68,071	235,258
Owner Occupied Housing Units	47.4%	58.4%	64.7%
Renter Occupied Housing Units	48.1%	38.0%	31.9%
Vacant Housing Units	4.5%	3.7%	3.4%
2010 Housing Units	34,833	82,292	284,468
Owner Occupied Housing Units	39.0%	49.8%	59.2%
Renter Occupied Housing Units	52.3%	41.5%	32.6%
Vacant Housing Units	8.7%	8.7%	8.2%
2017 Housing Units	37,670	89,165	306,847
Owner Occupied Housing Units	35.0%	45.8%	56.4%
Renter Occupied Housing Units	57.7%	47.1%	37.1%
Vacant Housing Units	7.3%	7.1%	6.5%
2022 Housing Units	40,383	95,710	328,743
Owner Occupied Housing Units	34.5%	45.4%	56.2%
Renter Occupied Housing Units	58.1%	47.4%	37.1%
Vacant Housing Units	7.4%	7.2%	6.6%
Median Household Income			
2017	\$45,514	\$51,869	\$63,563
2022	\$50,835	\$56,697	\$71,857
Median Home Value			
2017	\$154,085	\$169,699	\$225,537
2022	\$166,859	\$184,278	\$262,549
Per Capita Income			
2017	\$20,684	\$23,531	\$31,073
2022	\$23,454	\$26,614	\$34,722
Median Age			
2010	30.3	31.6	34.2
2017	31.3	32.8	35.3
2022	31.7	33.3	36.0

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.



Community Profile

Rings: 3, 5, 10 mile radii

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
2017 Households by Income			
Household Income Base	34,938	82,835	286,810
<\$15,000	10.9%	9.6%	7.8%
\$15,000 - \$24,999	12.9%	11.5%	8.9%
\$25,000 - \$34,999	13.6%	11.6%	9.3%
\$35,000 - \$49,999	16.6%	15.1%	12.3%
\$50,000 - \$74,999	19.9%	20.1%	18.4%
\$75,000 - \$99,999	10.8%	11.5%	12.2%
\$100,000 - \$149,999	10.8%	12.7%	16.5%
\$150,000 - \$199,999	2.4%	4.0%	7.1%
\$200,000+	2.2%	3.9%	7.5%
Average Household Income	\$60,120	\$70,062	\$89,655
2022 Households by Income			
Household Income Base	37,386	88,797	306,965
<\$15,000	10.7%	9.4%	7.5%
\$15,000 - \$24,999	11.9%	10.5%	8.1%
\$25,000 - \$34,999	12.0%	10.2%	8.1%
\$35,000 - \$49,999	14.5%	13.1%	10.6%
\$50,000 - \$74,999	19.2%	19.1%	17.3%
\$75,000 - \$99,999	13.1%	13.5%	13.8%
\$100,000 - \$149,999	12.9%	14.8%	18.3%
\$150,000 - \$199,999	3.0%	4.6%	7.8%
\$200,000+	2.8%	4.8%	8.5%
Average Household Income	\$68,572	\$79,620	\$100,530
2017 Owner Occupied Housing Units by Value			
Total	13,167	40,790	173,066
<\$50,000	3.7%	3.2%	1.9%
\$50,000 - \$99,999	11.9%	10.2%	6.2%
\$100,000 - \$149,999	32.1%	26.3%	16.0%
\$150,000 - \$199,999	28.6%	25.9%	19.1%
\$200,000 - \$249,999	11.5%	11.0%	13.2%
\$250,000 - \$299,999	4.9%	7.6%	10.8%
\$300,000 - \$399,999	4.3%	7.4%	15.4%
\$400,000 - \$499,999	0.7%	3.1%	7.4%
\$500,000 - \$749,999	1.1%	3.0%	6.6%
\$750,000 - \$999,999	0.4%	1.2%	2.0%
\$1,000,000 +	0.8%	1.0%	1.3%
Average Home Value	\$177,967	\$214,428	\$280,481
2022 Owner Occupied Housing Units by Value			
Total	13,902	43,414	184,821
<\$50,000	2.5%	2.1%	1.2%
\$50,000 - \$99,999	9.3%	7.8%	4.5%
\$100,000 - \$149,999	29.0%	23.4%	13.4%
\$150,000 - \$199,999	27.4%	24.2%	16.4%
\$200,000 - \$249,999	12.5%	10.8%	11.8%
\$250,000 - \$299,999	6.0%	8.4%	10.9%
\$300,000 - \$399,999	6.7%	9.4%	18.0%
\$400,000 - \$499,999	1.6%	4.9%	10.1%
\$500,000 - \$749,999	3.0%	5.6%	9.8%
\$750,000 - \$999,999	0.8%	1.9%	2.6%
\$1,000,000 +	1.2%	1.3%	1.3%
Average Home Value	\$207,695	\$248,305	\$314,964

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.



Community Profile

Rings: 3, 5, 10 mile radii

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
2010 Population by Age			
Total	90,484	220,649	753,212
0 - 4	9.5%	8.8%	7.6%
5 - 9	8.2%	8.1%	7.9%
10 - 14	7.1%	7.3%	7.8%
15 - 24	14.5%	13.9%	13.3%
25 - 34	20.0%	17.8%	14.6%
35 - 44	16.4%	16.2%	16.1%
45 - 54	12.0%	13.3%	15.4%
55 - 64	7.4%	8.6%	9.9%
65 - 74	3.0%	3.7%	4.4%
75 - 84	1.3%	1.6%	2.2%
85 +	0.5%	0.6%	0.7%
18 +	71.1%	71.5%	72.0%
2017 Population by Age			
Total	101,255	245,705	831,633
0 - 4	8.7%	8.0%	6.9%
5 - 9	7.9%	7.8%	7.2%
10 - 14	7.3%	7.4%	7.4%
15 - 24	14.5%	13.8%	13.5%
25 - 34	18.1%	16.7%	14.6%
35 - 44	15.7%	15.2%	14.3%
45 - 54	12.2%	13.0%	14.4%
55 - 64	8.8%	10.1%	11.8%
65 - 74	4.6%	5.5%	6.6%
75 - 84	1.6%	1.9%	2.5%
85 +	0.5%	0.7%	0.9%
18 +	72.2%	72.9%	74.2%
2022 Population by Age			
Total	108,945	264,407	892,629
0 - 4	8.5%	7.9%	6.8%
5 - 9	7.7%	7.4%	6.8%
10 - 14	7.4%	7.4%	7.1%
15 - 24	14.5%	13.8%	13.0%
25 - 34	17.7%	16.4%	14.8%
35 - 44	15.0%	14.9%	14.2%
45 - 54	12.2%	12.4%	13.2%
55 - 64	9.0%	10.2%	12.0%
65 - 74	5.5%	6.5%	7.9%
75 - 84	2.1%	2.5%	3.2%
85 +	0.6%	0.7%	1.0%
18 +	72.4%	73.2%	75.1%
2010 Population by Sex			
Males	44,599	109,462	372,257
Females	45,885	111,185	380,955
2017 Population by Sex			
Males	50,037	122,065	411,261
Females	51,218	123,641	420,373
2022 Population by Sex			
Males	53,737	131,252	441,160
Females	55,209	133,156	451,467

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

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
2010 Population by Race/Ethnicity			
Total	90,484	220,648	753,212
White Alone	35.8%	41.8%	51.7%
Black Alone	27.6%	23.5%	21.9%
American Indian Alone	0.9%	0.7%	0.5%
Asian Alone	15.4%	15.2%	13.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.5%	15.0%	9.4%
Two or More Races	3.9%	3.7%	3.2%
Hispanic Origin	36.2%	32.7%	21.2%
Diversity Index	87.7	85.8	77.8
2017 Population by Race/Ethnicity			
Total	101,256	245,706	831,634
White Alone	31.3%	36.6%	46.3%
Black Alone	30.7%	26.7%	24.4%
American Indian Alone	0.7%	0.6%	0.4%
Asian Alone	16.4%	16.7%	15.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.6%	15.2%	9.4%
Two or More Races	4.2%	4.0%	3.6%
Hispanic Origin	36.3%	33.0%	21.2%
Diversity Index	88.2	87.0	80.1
2022 Population by Race/Ethnicity			
Total	108,947	264,408	892,628
White Alone	28.5%	33.2%	42.3%
Black Alone	33.2%	29.3%	26.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	17.1%	17.7%	17.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.1%	14.8%	9.2%
Two or More Races	4.4%	4.3%	3.9%
Hispanic Origin	36.0%	32.9%	21.3%
Diversity Index	88.1	87.3	81.4
2010 Population by Relationship and Household Type			
Total	90,484	220,647	753,212
In Households	99.9%	99.8%	99.5%
In Family Households	84.4%	86.3%	87.0%
Householder	23.2%	23.8%	25.1%
Spouse	14.4%	16.1%	18.5%
Child	33.6%	34.0%	33.9%
Other relative	9.0%	8.5%	6.5%
Nonrelative	4.2%	4.0%	3.0%
In Nonfamily Households	15.5%	13.5%	12.5%
In Group Quarters	0.1%	0.2%	0.5%
Institutionalized Population	0.1%	0.2%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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.



Community Profile

Rings: 3, 5, 10 mile radii

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
2017 Population 25+ by Educational Attainment			
Total	62,395	154,862	540,423
Less than 9th Grade	8.4%	8.2%	5.8%
9th - 12th Grade, No Diploma	9.1%	8.6%	6.1%
High School Graduate	23.4%	22.3%	17.8%
GED/Alternative Credential	4.0%	3.2%	2.6%
Some College, No Degree	18.2%	17.8%	17.7%
Associate Degree	10.8%	9.5%	8.6%
Bachelor's Degree	18.8%	20.6%	26.3%
Graduate/Professional Degree	7.4%	9.7%	15.1%
2017 Population 15+ by Marital Status			
Total	77,071	188,773	652,619
Never Married	40.6%	37.6%	34.0%
Married	45.2%	48.4%	53.0%
Widowed	3.8%	4.1%	4.1%
Divorced	10.5%	9.9%	9.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	94.3%	94.8%
Civilian Unemployed (Unemployment Rate)	6.2%	5.7%	5.2%
2017 Employed Population 16+ by Industry			
Total	50,315	120,608	418,211
Agriculture/Mining	0.3%	0.2%	0.3%
Construction	11.1%	11.8%	8.7%
Manufacturing	7.9%	8.3%	8.2%
Wholesale Trade	2.6%	3.1%	3.8%
Retail Trade	13.3%	12.7%	11.6%
Transportation/Utilities	5.2%	4.6%	4.2%
Information	2.4%	2.4%	3.1%
Finance/Insurance/Real Estate	5.6%	5.9%	7.0%
Services	49.7%	49.0%	50.3%
Public Administration	1.9%	2.1%	2.7%
2017 Employed Population 16+ by Occupation			
Total	50,315	120,609	418,209
White Collar	51.7%	55.5%	64.5%
Management/Business/Financial	12.0%	13.0%	17.8%
Professional	14.6%	18.1%	22.6%
Sales	12.8%	12.2%	12.5%
Administrative Support	12.2%	12.2%	11.7%
Services	21.1%	18.3%	16.0%
Blue Collar	27.3%	26.2%	19.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	9.9%	10.5%	7.3%
Installation/Maintenance/Repair	3.8%	3.4%	2.8%
Production	5.6%	5.8%	4.3%
Transportation/Material Moving	7.7%	6.3%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	90,484	220,647	753,212
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.

May 02, 2018



Community Profile

Rings: 3, 5, 10 mile radii

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
2010 Households by Type			
Total	31,811	75,134	261,195
Households with 1 Person	26.2%	23.2%	21.7%
Households with 2+ People	73.8%	76.8%	78.3%
Family Households	66.2%	70.0%	72.4%
Husband-wife Families	41.2%	47.2%	53.2%
With Related Children	24.7%	27.0%	29.3%
Other Family (No Spouse Present)	24.9%	22.7%	19.2%
Other Family with Male Householder	6.9%	6.4%	5.3%
With Related Children	3.9%	3.7%	3.0%
Other Family with Female Householder	18.0%	16.3%	13.9%
With Related Children	13.5%	12.0%	9.8%
Nonfamily Households	7.7%	6.8%	5.9%
All Households with Children	42.8%	43.2%	42.7%
Multigenerational Households	5.8%	6.0%	5.1%
Unmarried Partner Households	7.8%	6.9%	5.6%
Male-female	6.8%	6.0%	4.7%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	31,811	75,135	261,196
1 Person Household	26.2%	23.2%	21.7%
2 Person Household	25.9%	26.7%	28.3%
3 Person Household	17.1%	17.5%	18.2%
4 Person Household	14.4%	15.4%	17.1%
5 Person Household	8.5%	8.8%	8.4%
6 Person Household	4.1%	4.3%	3.5%
7 + Person Household	3.8%	4.0%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	31,811	75,135	261,195
Owner Occupied	42.8%	54.5%	64.5%
Owned with a Mortgage/Loan	37.4%	47.0%	54.5%
Owned Free and Clear	5.3%	7.5%	10.0%
Renter Occupied	57.2%	45.5%	35.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	34,833	82,292	284,468
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.

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

3637-3659 Sweetwater Rd, Duluth, GA

Latitude: 33.94
Longitude: -84.13

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
	1. American Dreamers (7C)	American Dreamers (7C)	Soccer Moms (4A)
	2. Metro Fusion (11C)	Metro Fusion (11C)	Professional Pride (1B)
	3. Young and Restless (11B)	NeWest Residents (13C)	American Dreamers (7C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$59,795,671	\$163,828,109	\$712,268,102
Average Spent	\$1,711.48	\$1,977.76	\$2,483.41
Spending Potential Index	79	92	115
Education: Total \$	\$37,623,295	\$103,110,526	\$474,105,252
Average Spent	\$1,076.86	\$1,244.77	\$1,653.03
Spending Potential Index	74	86	114
Entertainment/Recreation: Total \$	\$80,564,830	\$222,243,137	\$981,224,225
Average Spent	\$2,305.94	\$2,682.96	\$3,421.16
Spending Potential Index	74	86	110
Food at Home: Total \$	\$138,517,063	\$374,717,232	\$1,595,793,701
Average Spent	\$3,964.65	\$4,523.66	\$5,563.94
Spending Potential Index	79	90	110
Food Away from Home: Total \$	\$93,363,850	\$253,770,594	\$1,095,262,816
Average Spent	\$2,672.27	\$3,063.57	\$3,818.77
Spending Potential Index	80	92	115
Health Care: Total \$	\$136,241,960	\$379,313,290	\$1,682,496,825
Average Spent	\$3,899.54	\$4,579.14	\$5,866.24
Spending Potential Index	70	82	105
HH Furnishings & Equipment: Total \$	\$51,196,542	\$141,425,909	\$623,078,110
Average Spent	\$1,465.35	\$1,707.32	\$2,172.44
Spending Potential Index	75	88	112
Personal Care Products & Services: Total \$	\$21,242,763	\$58,317,161	\$256,197,249
Average Spent	\$608.01	\$704.02	\$893.26
Spending Potential Index	76	88	112
Shelter: Total \$	\$450,094,511	\$1,221,357,782	\$5,269,926,176
Average Spent	\$12,882.66	\$14,744.47	\$18,374.28
Spending Potential Index	79	91	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$58,096,520	\$162,419,053	\$729,388,571
Average Spent	\$1,662.85	\$1,960.75	\$2,543.11
Spending Potential Index	71	84	109
Travel: Total \$	\$51,161,443	\$144,316,758	\$660,301,381
Average Spent	\$1,464.35	\$1,742.22	\$2,302.23
Spending Potential Index	71	84	111
Vehicle Maintenance & Repairs: Total \$	\$28,270,625	\$77,456,254	\$336,737,898
Average Spent	\$809.17	\$935.07	\$1,174.08
Spending Potential Index	75	87	109

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.