



Community Profile

Rings: 1, 3, 5 mile radii

3659 Sweetwater Rd, Duluth, GA 30096,

Latitude: 33.94
Longitude: -84.13

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	10,946	74,084	183,180
2010 Total Population	13,550	90,484	222,089
2018 Total Population	15,715	101,463	250,081
2018 Group Quarters	2	66	370
2023 Total Population	16,980	108,703	269,426
2018-2023 Annual Rate	1.56%	1.39%	1.50%
2018 Total Daytime Population	18,927	114,214	261,612
Workers	10,954	63,598	135,948
Residents	7,973	50,616	125,664
Household Summary			
2000 Households	4,753	28,230	65,646
2000 Average Household Size	2.27	2.61	2.77
2010 Households	5,465	31,811	75,571
2010 Average Household Size	2.48	2.84	2.93
2018 Households	6,187	34,896	83,980
2018 Average Household Size	2.54	2.91	2.97
2023 Households	6,642	37,159	90,069
2023 Average Household Size	2.56	2.92	2.99
2018-2023 Annual Rate	1.43%	1.26%	1.41%
2010 Families	3,101	21,044	52,924
2010 Average Family Size	3.20	3.45	3.46
2018 Families	3,447	22,721	58,077
2018 Average Family Size	3.30	3.54	3.52
2023 Families	3,669	24,036	61,959
2023 Average Family Size	3.33	3.57	3.54
2018-2023 Annual Rate	1.26%	1.13%	1.30%
Housing Unit Summary			
2000 Housing Units	5,099	29,557	68,163
Owner Occupied Housing Units	22.5%	47.4%	58.4%
Renter Occupied Housing Units	70.7%	48.1%	37.9%
Vacant Housing Units	6.8%	4.5%	3.7%
2010 Housing Units	6,034	34,833	82,754
Owner Occupied Housing Units	21.9%	39.0%	49.9%
Renter Occupied Housing Units	68.7%	52.3%	41.4%
Vacant Housing Units	9.4%	8.7%	8.7%
2018 Housing Units	6,724	37,665	90,293
Owner Occupied Housing Units	20.9%	36.4%	47.4%
Renter Occupied Housing Units	71.1%	56.2%	45.6%
Vacant Housing Units	8.0%	7.4%	7.0%
2023 Housing Units	7,206	40,046	96,645
Owner Occupied Housing Units	22.7%	37.9%	49.0%
Renter Occupied Housing Units	69.4%	54.9%	44.2%
Vacant Housing Units	7.8%	7.2%	6.8%
Median Household Income			
2018	\$45,548	\$48,708	\$55,142
2023	\$52,163	\$52,560	\$59,564
Median Home Value			
2018	\$147,062	\$164,099	\$179,353
2023	\$154,565	\$174,494	\$191,717
Per Capita Income			
2018	\$22,353	\$21,970	\$25,548
2023	\$25,692	\$24,611	\$28,660
Median Age			
2010	29.0	30.3	31.7
2018	29.5	31.4	33.0
2023	29.2	31.8	33.5

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	6,187	34,896	83,980
<\$15,000	10.6%	9.5%	8.3%
\$15,000 - \$24,999	14.0%	11.8%	10.4%
\$25,000 - \$34,999	14.1%	13.4%	11.2%
\$35,000 - \$49,999	14.8%	16.3%	14.5%
\$50,000 - \$74,999	21.6%	20.3%	20.0%
\$75,000 - \$99,999	14.7%	12.3%	13.0%
\$100,000 - \$149,999	6.8%	10.5%	12.7%
\$150,000 - \$199,999	1.2%	2.8%	4.6%
\$200,000+	2.1%	3.1%	5.2%
Average Household Income	\$57,171	\$64,086	\$75,984
2023 Households by Income			
Household Income Base	6,642	37,159	90,069
<\$15,000	8.5%	8.3%	7.1%
\$15,000 - \$24,999	12.1%	10.8%	9.4%
\$25,000 - \$34,999	12.4%	12.4%	10.3%
\$35,000 - \$49,999	13.9%	15.4%	13.6%
\$50,000 - \$74,999	23.0%	20.6%	19.9%
\$75,000 - \$99,999	17.2%	13.4%	13.8%
\$100,000 - \$149,999	8.2%	11.7%	13.9%
\$150,000 - \$199,999	1.6%	3.3%	5.3%
\$200,000+	3.1%	4.2%	6.7%
Average Household Income	\$66,147	\$72,256	\$85,668
2018 Owner Occupied Housing Units by Value			
Total	1,399	13,701	42,770
<\$50,000	4.5%	4.0%	3.2%
\$50,000 - \$99,999	17.4%	11.1%	9.3%
\$100,000 - \$149,999	29.8%	25.8%	21.6%
\$150,000 - \$199,999	39.0%	32.4%	27.1%
\$200,000 - \$249,999	8.6%	13.1%	12.8%
\$250,000 - \$299,999	0.7%	5.4%	8.3%
\$300,000 - \$399,999	0.0%	4.8%	8.1%
\$400,000 - \$499,999	0.0%	0.7%	3.1%
\$500,000 - \$749,999	0.0%	1.2%	3.3%
\$750,000 - \$999,999	0.0%	0.5%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$140,904	\$191,993	\$238,549
2023 Owner Occupied Housing Units by Value			
Total	1,630	15,167	47,374
<\$50,000	4.2%	3.5%	2.8%
\$50,000 - \$99,999	14.7%	8.9%	7.4%
\$100,000 - \$149,999	27.3%	22.0%	18.2%
\$150,000 - \$199,999	42.3%	31.9%	26.0%
\$200,000 - \$249,999	10.6%	13.9%	12.9%
\$250,000 - \$299,999	1.0%	6.3%	9.1%
\$300,000 - \$399,999	0.0%	6.5%	9.4%
\$400,000 - \$499,999	0.0%	1.4%	4.6%
\$500,000 - \$749,999	0.0%	2.8%	5.4%
\$750,000 - \$999,999	0.0%	0.8%	2.0%
\$1,000,000 - \$1,499,999	0.0%	1.1%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.7%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$146,687	\$226,310	\$272,414

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	13,551	90,484	222,090
0 - 4	10.5%	9.5%	8.8%
5 - 9	7.5%	8.2%	8.1%
10 - 14	5.9%	7.1%	7.3%
15 - 24	15.8%	14.5%	13.9%
25 - 34	24.3%	20.0%	17.8%
35 - 44	16.4%	16.4%	16.2%
45 - 54	10.1%	12.0%	13.3%
55 - 64	5.8%	7.4%	8.6%
65 - 74	2.3%	3.0%	3.7%
75 - 84	1.0%	1.3%	1.6%
85 +	0.3%	0.5%	0.6%
18 +	72.8%	71.1%	71.5%
2018 Population by Age			
Total	15,715	101,463	250,080
0 - 4	9.4%	8.4%	7.8%
5 - 9	7.7%	8.0%	7.6%
10 - 14	6.2%	7.4%	7.4%
15 - 24	16.2%	14.7%	13.9%
25 - 34	21.5%	17.6%	16.5%
35 - 44	15.9%	15.5%	14.9%
45 - 54	11.0%	12.4%	13.1%
55 - 64	6.9%	9.0%	10.3%
65 - 74	3.6%	4.8%	5.8%
75 - 84	1.2%	1.7%	2.1%
85 +	0.4%	0.6%	0.7%
18 +	73.4%	72.3%	73.1%
2023 Population by Age			
Total	16,980	108,703	269,425
0 - 4	9.2%	8.3%	7.7%
5 - 9	7.5%	7.6%	7.3%
10 - 14	6.4%	7.4%	7.3%
15 - 24	16.8%	14.7%	13.8%
25 - 34	21.3%	17.4%	16.3%
35 - 44	14.5%	14.6%	14.7%
45 - 54	10.9%	12.3%	12.5%
55 - 64	7.4%	9.1%	10.3%
65 - 74	4.1%	5.7%	6.7%
75 - 84	1.5%	2.2%	2.7%
85 +	0.4%	0.6%	0.7%
18 +	73.4%	72.6%	73.6%
2010 Population by Sex			
Males	6,549	44,599	110,178
Females	7,001	45,885	111,911
2018 Population by Sex			
Males	7,622	50,108	124,136
Females	8,093	51,355	125,945
2023 Population by Sex			
Males	8,207	53,590	133,702
Females	8,773	55,113	135,725

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

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	13,549	90,484	222,088
White Alone	31.2%	35.8%	41.8%
Black Alone	37.4%	27.6%	23.5%
American Indian Alone	0.7%	0.9%	0.7%
Asian Alone	9.4%	15.4%	15.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.3%	16.5%	14.9%
Two or More Races	3.9%	3.9%	3.6%
Hispanic Origin	37.0%	36.2%	32.5%
Diversity Index	86.9	87.7	85.8
2018 Population by Race/Ethnicity			
Total	15,715	101,464	250,080
White Alone	26.4%	30.4%	35.5%
Black Alone	41.3%	30.8%	26.7%
American Indian Alone	0.6%	0.7%	0.6%
Asian Alone	10.1%	16.9%	17.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.3%	16.8%	15.2%
Two or More Races	4.1%	4.2%	4.1%
Hispanic Origin	36.7%	36.6%	32.8%
Diversity Index	86.6	88.4	87.2
2023 Population by Race/Ethnicity			
Total	16,981	108,703	269,426
White Alone	23.7%	27.4%	31.6%
Black Alone	44.3%	33.3%	29.3%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	10.5%	17.9%	19.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.6%	16.4%	14.8%
Two or More Races	4.3%	4.4%	4.4%
Hispanic Origin	35.9%	36.3%	32.7%
Diversity Index	85.8	88.3	87.5
2010 Population by Relationship and Household Type			
Total	13,550	90,484	222,089
In Households	100.0%	99.9%	99.8%
In Family Households	77.7%	84.4%	86.3%
Householder	22.7%	23.2%	23.8%
Spouse	11.7%	14.4%	16.1%
Child	30.4%	33.6%	34.0%
Other relative	8.5%	9.0%	8.5%
Nonrelative	4.4%	4.2%	3.9%
In Nonfamily Households	22.3%	15.5%	13.5%
In Group Quarters	0.0%	0.1%	0.2%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.0%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	9,523	62,510	158,232
Less than 9th Grade	7.2%	8.9%	8.6%
9th - 12th Grade, No Diploma	10.2%	8.8%	8.4%
High School Graduate	27.4%	23.5%	22.1%
GED/Alternative Credential	5.3%	3.9%	3.1%
Some College, No Degree	20.5%	18.6%	18.1%
Associate Degree	6.5%	9.8%	8.9%
Bachelor's Degree	15.3%	18.4%	20.5%
Graduate/Professional Degree	7.5%	8.0%	10.3%
2018 Population 15+ by Marital Status			
Total	12,065	77,380	192,874
Never Married	40.6%	39.3%	37.0%
Married	45.2%	45.8%	48.8%
Widowed	3.0%	3.6%	3.9%
Divorced	11.3%	11.3%	10.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	94.8%	95.3%
Civilian Unemployed (Unemployment Rate)	5.6%	5.2%	4.7%
2018 Employed Population 16+ by Industry			
Total	7,891	51,892	126,875
Agriculture/Mining	0.9%	0.3%	0.2%
Construction	10.2%	11.5%	11.9%
Manufacturing	6.8%	7.5%	7.9%
Wholesale Trade	2.6%	2.5%	3.1%
Retail Trade	16.0%	13.3%	12.7%
Transportation/Utilities	2.1%	5.5%	4.8%
Information	3.2%	2.3%	2.3%
Finance/Insurance/Real Estate	8.6%	5.8%	6.4%
Services	47.6%	49.4%	48.5%
Public Administration	2.0%	1.9%	2.1%
2018 Employed Population 16+ by Occupation			
Total	7,891	51,889	126,875
White Collar	54.6%	51.6%	55.9%
Management/Business/Financial	11.3%	11.8%	13.3%
Professional	13.7%	14.5%	18.1%
Sales	13.5%	12.8%	12.2%
Administrative Support	16.2%	12.5%	12.3%
Services	16.6%	21.3%	18.3%
Blue Collar	28.8%	27.2%	25.8%
Farming/Forestry/Fishing	1.1%	0.3%	0.2%
Construction/Extraction	8.4%	9.7%	10.1%
Installation/Maintenance/Repair	6.8%	4.0%	3.6%
Production	7.1%	5.5%	5.7%
Transportation/Material Moving	5.3%	7.7%	6.3%
2010 Population By Urban/ Rural Status			
Total Population	13,550	90,484	222,089
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	5,466	31,811	75,571
Households with 1 Person	33.5%	26.2%	23.1%
Households with 2+ People	66.5%	73.8%	76.9%
Family Households	56.7%	66.2%	70.0%
Husband-wife Families	29.4%	41.2%	47.4%
With Related Children	17.8%	24.7%	27.1%
Other Family (No Spouse Present)	27.3%	24.9%	22.7%
Other Family with Male Householder	7.1%	6.9%	6.4%
With Related Children	4.0%	3.9%	3.6%
Other Family with Female Householder	20.2%	18.0%	16.2%
With Related Children	15.5%	13.5%	11.9%
Nonfamily Households	9.8%	7.7%	6.8%
All Households with Children	37.9%	42.8%	43.2%
Multigenerational Households	4.3%	5.8%	6.0%
Unmarried Partner Households	9.9%	7.8%	6.9%
Male-female	9.0%	6.8%	6.0%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	5,464	31,811	75,571
1 Person Household	33.5%	26.2%	23.1%
2 Person Household	26.9%	25.9%	26.7%
3 Person Household	16.5%	17.1%	17.5%
4 Person Household	12.0%	14.4%	15.5%
5 Person Household	5.9%	8.5%	8.8%
6 Person Household	2.9%	4.1%	4.3%
7 + Person Household	2.2%	3.8%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	5,465	31,811	75,571
Owner Occupied	24.2%	42.8%	54.7%
Owned with a Mortgage/Loan	22.2%	37.4%	47.1%
Owned Free and Clear	2.0%	5.3%	7.5%
Renter Occupied	75.8%	57.2%	45.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,034	34,833	82,754
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.	Young and Restless (11B)	American Dreamers (7C)	American Dreamers (7C)
2.	American Dreamers (7C)	Metro Fusion (11C)	Metro Fusion (11C)
3.	NeWest Residents (13C)	Young and Restless (11B)	NeWest Residents (13C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$10,104,575	\$62,131,874	\$175,160,044
Average Spent	\$1,633.19	\$1,780.49	\$2,085.74
Spending Potential Index	75	82	96
Education: Total \$	\$6,215,783	\$38,038,727	\$108,720,754
Average Spent	\$1,004.65	\$1,090.06	\$1,294.60
Spending Potential Index	69	75	89
Entertainment/Recreation: Total \$	\$13,515,259	\$85,130,134	\$242,332,241
Average Spent	\$2,184.46	\$2,439.54	\$2,885.59
Spending Potential Index	68	76	90
Food at Home: Total \$	\$23,203,183	\$141,574,047	\$395,379,942
Average Spent	\$3,750.31	\$4,057.03	\$4,708.03
Spending Potential Index	75	81	94
Food Away from Home: Total \$	\$16,641,906	\$100,729,511	\$282,689,740
Average Spent	\$2,689.82	\$2,886.56	\$3,366.16
Spending Potential Index	77	82	96
Health Care: Total \$	\$22,260,913	\$144,058,183	\$412,923,146
Average Spent	\$3,598.01	\$4,128.21	\$4,916.92
Spending Potential Index	63	72	86
HH Furnishings & Equipment: Total \$	\$9,034,123	\$56,779,246	\$161,989,264
Average Spent	\$1,460.18	\$1,627.10	\$1,928.90
Spending Potential Index	70	78	92
Personal Care Products & Services: Total \$	\$3,706,983	\$23,003,692	\$65,159,508
Average Spent	\$599.16	\$659.21	\$775.89
Spending Potential Index	72	80	94
Shelter: Total \$	\$77,276,285	\$475,611,649	\$1,330,749,365
Average Spent	\$12,490.11	\$13,629.40	\$15,846.03
Spending Potential Index	74	81	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,408,701	\$61,542,682	\$177,468,222
Average Spent	\$1,520.72	\$1,763.60	\$2,113.22
Spending Potential Index	61	71	85
Travel: Total \$	\$8,349,751	\$55,331,336	\$161,053,338
Average Spent	\$1,349.56	\$1,585.61	\$1,917.76
Spending Potential Index	63	74	89
Vehicle Maintenance & Repairs: Total \$	\$4,790,884	\$29,652,091	\$83,656,876
Average Spent	\$774.35	\$849.73	\$996.15
Spending Potential Index	72	79	93

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.