



# Community Profile

Rings: 3, 5, 10 mile radii

8560 Main St, Woodstock, GA 30188, USA

Latitude: 34.1015  
Longitude: -84.5194

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2010 Total Population	49,249	140,229	452,428
2020 Total Population	62,332	163,867	515,617
2020 Group Quarters	572	811	6,122
2022 Total Population	65,195	169,577	526,617
2022 Group Quarters	572	811	6,122
2027 Total Population	68,588	177,247	541,212
2022-2027 Annual Rate	1.02%	0.89%	0.55%
2022 Total Daytime Population	61,070	136,878	481,462
Workers	29,930	57,146	228,217
Residents	31,140	79,732	253,245
<b>Household Summary</b>			
2010 Households	18,422	50,112	163,571
2010 Average Household Size	2.67	2.79	2.74
2020 Total Households	23,816	59,853	186,910
2020 Average Household Size	2.59	2.72	2.73
2022 Total Households	25,020	62,152	191,234
2022 Average Household Size	2.58	2.72	2.72
2027 Total Households	26,433	65,184	196,834
2027 Average Household Size	2.57	2.71	2.72
2022-2027 Annual Rate	1.10%	0.96%	0.58%
2010 Families	12,877	37,502	120,606
2010 Average Family Size	3.17	3.21	3.18
2022 Total Families	16,801	44,991	137,739
2022 Average Family Size	3.15	3.19	3.21
2027 Total Families	17,652	46,997	141,390
2027 Average Family Size	3.15	3.18	3.21
2022-2027 Annual Rate	0.99%	0.88%	0.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	14,456	42,158	133,546
Owner Occupied Housing Units	77.2%	81.8%	79.8%
Renter Occupied Housing Units	18.1%	14.7%	16.6%
Vacant Housing Units	4.8%	3.5%	3.7%
2010 Housing Units	19,812	53,308	174,839
Owner Occupied Housing Units	68.0%	74.9%	72.3%
Renter Occupied Housing Units	25.0%	19.1%	21.3%
Vacant Housing Units	7.0%	6.0%	6.4%
2020 Housing Units	25,071	62,448	195,849
Vacant Housing Units	5.0%	4.2%	4.6%
2022 Housing Units	26,323	64,890	200,181
Owner Occupied Housing Units	64.5%	71.1%	71.5%
Renter Occupied Housing Units	30.6%	24.7%	24.0%
Vacant Housing Units	5.0%	4.2%	4.5%
2027 Housing Units	27,977	68,498	207,297
Owner Occupied Housing Units	65.0%	71.2%	71.6%
Renter Occupied Housing Units	29.4%	23.9%	23.3%
Vacant Housing Units	5.5%	4.8%	5.0%
<b>Median Household Income</b>			
2022	\$84,734	\$94,392	\$99,015
2027	\$99,961	\$107,688	\$111,984
<b>Median Home Value</b>			
2022	\$279,143	\$294,134	\$326,382
2027	\$303,786	\$321,152	\$352,524
<b>Per Capita Income</b>			
2022	\$42,010	\$44,106	\$47,558
2027	\$48,466	\$50,815	\$54,974
<b>Median Age</b>			
2010	35.1	36.2	36.5
2022	37.3	38.1	38.4
2027	37.9	38.8	39.0

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	25,020	62,152	191,234
<\$15,000	5.3%	4.2%	4.1%
\$15,000 - \$24,999	6.2%	4.8%	4.1%
\$25,000 - \$34,999	6.1%	5.2%	4.9%
\$35,000 - \$49,999	6.2%	6.2%	7.1%
\$50,000 - \$74,999	19.5%	17.8%	16.0%
\$75,000 - \$99,999	14.6%	14.4%	14.2%
\$100,000 - \$149,999	21.6%	23.0%	21.4%
\$150,000 - \$199,999	11.8%	13.5%	13.5%
\$200,000+	8.7%	10.9%	14.7%
Average Household Income	\$109,745	\$120,145	\$130,828
<b>2027 Households by Income</b>			
Household Income Base	26,433	65,184	196,834
<\$15,000	3.5%	2.7%	2.7%
\$15,000 - \$24,999	4.0%	3.1%	2.7%
\$25,000 - \$34,999	4.2%	3.8%	3.6%
\$35,000 - \$49,999	4.8%	4.5%	5.2%
\$50,000 - \$74,999	19.3%	15.9%	14.4%
\$75,000 - \$99,999	14.3%	13.8%	13.6%
\$100,000 - \$149,999	24.3%	26.3%	23.8%
\$150,000 - \$199,999	15.9%	17.3%	16.9%
\$200,000+	9.8%	12.5%	17.3%
Average Household Income	\$126,131	\$137,958	\$151,030
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	16,978	46,123	143,110
<\$50,000	0.8%	1.1%	0.9%
\$50,000 - \$99,999	0.8%	0.6%	0.5%
\$100,000 - \$149,999	3.7%	2.5%	2.3%
\$150,000 - \$199,999	13.1%	11.1%	10.2%
\$200,000 - \$249,999	21.1%	17.5%	13.8%
\$250,000 - \$299,999	17.7%	19.6%	15.9%
\$300,000 - \$399,999	20.7%	24.6%	24.4%
\$400,000 - \$499,999	12.6%	12.0%	15.3%
\$500,000 - \$749,999	8.5%	8.9%	12.4%
\$750,000 - \$999,999	0.7%	1.8%	3.2%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$315,065	\$334,635	\$376,633
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	18,199	48,801	148,433
<\$50,000	0.4%	0.5%	0.3%
\$50,000 - \$99,999	0.3%	0.2%	0.3%
\$100,000 - \$149,999	1.6%	1.0%	0.9%
\$150,000 - \$199,999	8.5%	6.8%	6.5%
\$200,000 - \$249,999	19.3%	15.5%	12.1%
\$250,000 - \$299,999	19.0%	20.1%	16.0%
\$300,000 - \$399,999	23.7%	27.8%	26.5%
\$400,000 - \$499,999	15.4%	14.0%	16.9%
\$500,000 - \$749,999	10.6%	11.1%	15.0%
\$750,000 - \$999,999	0.9%	2.5%	4.2%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$342,656	\$362,927	\$407,110

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	49,247	140,227	452,426
0 - 4	7.2%	6.8%	6.7%
5 - 9	7.5%	7.5%	7.6%
10 - 14	7.0%	7.8%	7.6%
15 - 24	13.2%	13.3%	13.3%
25 - 34	15.0%	12.8%	12.4%
35 - 44	16.1%	15.9%	15.9%
45 - 54	15.2%	16.3%	15.9%
55 - 64	10.6%	11.6%	11.7%
65 - 74	5.2%	5.3%	5.5%
75 - 84	2.2%	2.2%	2.5%
85 +	0.8%	0.7%	0.9%
18 +	73.9%	73.2%	73.5%
<b>2022 Population by Age</b>			
Total	65,195	169,579	526,617
0 - 4	6.3%	6.0%	5.8%
5 - 9	6.7%	6.5%	6.5%
10 - 14	6.8%	6.8%	6.9%
15 - 24	11.9%	11.8%	12.3%
25 - 34	15.2%	14.7%	13.8%
35 - 44	14.0%	13.6%	13.5%
45 - 54	13.4%	13.5%	13.7%
55 - 64	12.2%	13.1%	13.0%
65 - 74	8.6%	9.2%	9.3%
75 - 84	3.7%	3.7%	3.9%
85 +	1.2%	1.0%	1.2%
18 +	76.4%	76.9%	76.6%
<b>2027 Population by Age</b>			
Total	68,586	177,247	541,213
0 - 4	6.4%	6.0%	5.9%
5 - 9	6.4%	6.3%	6.3%
10 - 14	6.7%	6.7%	6.7%
15 - 24	11.6%	11.1%	11.8%
25 - 34	14.1%	13.6%	13.0%
35 - 44	15.0%	15.2%	14.8%
45 - 54	12.6%	12.5%	12.7%
55 - 64	11.5%	12.1%	12.2%
65 - 74	9.2%	10.0%	9.9%
75 - 84	5.0%	5.2%	5.4%
85 +	1.4%	1.2%	1.4%
18 +	76.8%	77.3%	77.3%
<b>2010 Population by Sex</b>			
Males	23,869	68,853	221,067
Females	25,380	71,376	231,361
<b>2022 Population by Sex</b>			
Males	31,776	82,995	257,612
Females	33,419	86,583	269,006
<b>2027 Population by Sex</b>			
Males	33,446	86,718	264,758
Females	35,141	90,528	276,454

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022



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<b>2010 Population by Race/Ethnicity</b>			
Total	49,250	140,229	452,428
White Alone	81.9%	82.5%	78.6%
Black Alone	8.7%	8.3%	11.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.6%	3.1%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.7%	3.4%	3.3%
Two or More Races	2.7%	2.4%	2.4%
Hispanic Origin	10.7%	9.8%	9.0%
Diversity Index	44.9	43.2	47.1
<b>2020 Population by Race/Ethnicity</b>			
Total	62,332	163,867	515,617
White Alone	70.4%	71.1%	68.1%
Black Alone	10.0%	9.8%	12.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.1%	3.7%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	4.7%	4.6%
Two or More Races	10.8%	10.3%	9.6%
Hispanic Origin	13.3%	12.2%	11.4%
Diversity Index	59.8	58.4	60.7
<b>2022 Population by Race/Ethnicity</b>			
Total	65,195	169,578	526,618
White Alone	70.2%	70.7%	67.6%
Black Alone	9.7%	9.5%	12.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.2%	3.8%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	4.8%	4.7%
Two or More Races	11.3%	10.8%	10.0%
Hispanic Origin	13.4%	12.5%	11.6%
Diversity Index	60.2	59.1	61.3
<b>2027 Population by Race/Ethnicity</b>			
Total	68,586	177,246	541,211
White Alone	69.0%	69.3%	66.1%
Black Alone	9.3%	9.3%	12.0%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	3.3%	3.9%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	5.2%	5.0%
Two or More Races	12.4%	11.8%	10.9%
Hispanic Origin	13.8%	13.0%	12.0%
Diversity Index	61.5	60.7	63.0
<b>2010 Population by Relationship and Household Type</b>			
Total	49,249	140,228	452,428
In Households	99.7%	99.9%	98.9%
In Family Households	85.3%	88.0%	86.6%
Householder	26.1%	26.8%	26.7%
Spouse	20.1%	21.4%	21.4%
Child	32.9%	33.9%	33.0%
Other relative	3.9%	3.8%	3.7%
Nonrelative	2.3%	2.1%	1.9%
In Nonfamily Households	14.4%	11.8%	12.3%
In Group Quarters	0.3%	0.1%	1.1%
Institutionalized Population	0.3%	0.1%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.8%

**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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	44,565	116,920	360,032
Less than 9th Grade	1.7%	1.5%	1.9%
9th - 12th Grade, No Diploma	3.3%	2.9%	3.0%
High School Graduate	15.7%	16.1%	14.9%
GED/Alternative Credential	3.1%	3.0%	2.6%
Some College, No Degree	21.8%	20.8%	18.5%
Associate Degree	8.8%	8.4%	8.2%
Bachelor's Degree	31.6%	33.0%	33.8%
Graduate/Professional Degree	14.0%	14.3%	17.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	52,294	136,881	425,069
Never Married	26.2%	27.4%	28.5%
Married	58.0%	58.2%	58.0%
Widowed	4.8%	4.0%	3.9%
Divorced	11.0%	10.3%	9.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	35,320	93,071	282,767
Population 16+ Employed	97.9%	97.9%	97.8%
Population 16+ Unemployment rate	2.1%	2.1%	2.2%
Population 16-24 Employed	12.1%	12.4%	12.2%
Population 16-24 Unemployment rate	5.2%	4.0%	4.6%
Population 25-54 Employed	67.3%	65.6%	64.9%
Population 25-54 Unemployment rate	1.5%	1.6%	1.8%
Population 55-64 Employed	15.9%	16.8%	17.2%
Population 55-64 Unemployment rate	2.3%	2.4%	2.0%
Population 65+ Employed	4.7%	5.3%	5.7%
Population 65+ Unemployment rate	2.2%	1.6%	1.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	34,577	91,160	276,654
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	8.2%	7.9%	6.8%
Manufacturing	7.5%	7.8%	8.0%
Wholesale Trade	3.3%	3.5%	3.3%
Retail Trade	12.3%	11.0%	11.1%
Transportation/Utilities	5.5%	5.4%	5.4%
Information	3.7%	3.5%	3.3%
Finance/Insurance/Real Estate	8.9%	9.0%	9.4%
Services	48.3%	49.5%	50.0%
Public Administration	2.2%	2.2%	2.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	34,574	91,162	276,655
White Collar	70.9%	71.9%	73.8%
Management/Business/Financial	24.2%	25.2%	26.3%
Professional	23.2%	24.0%	25.7%
Sales	11.4%	11.0%	11.4%
Administrative Support	12.0%	11.7%	10.4%
Services	13.1%	12.8%	12.2%
Blue Collar	16.0%	15.3%	14.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.9%	4.3%	3.7%
Installation/Maintenance/Repair	1.9%	2.6%	2.1%
Production	2.4%	2.6%	2.9%
Transportation/Material Moving	6.7%	5.8%	5.2%

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<b>2010 Households by Type</b>			
Total	18,420	50,112	163,570
Households with 1 Person	23.5%	19.3%	20.3%
Households with 2+ People	76.5%	80.7%	79.7%
Family Households	69.9%	74.8%	73.7%
Husband-wife Families	53.7%	59.9%	59.1%
With Related Children	27.9%	30.9%	30.2%
Other Family (No Spouse Present)	16.2%	15.0%	14.6%
Other Family with Male Householder	4.3%	4.1%	3.9%
With Related Children	2.5%	2.4%	2.2%
Other Family with Female Householder	11.9%	10.8%	10.8%
With Related Children	7.9%	7.0%	6.9%
Nonfamily Households	6.6%	5.9%	6.0%
All Households with Children	38.8%	40.7%	39.7%
Multigenerational Households	3.8%	4.0%	3.8%
Unmarried Partner Households	5.7%	5.1%	4.9%
Male-female	5.0%	4.4%	4.1%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	18,421	50,113	163,570
1 Person Household	23.6%	19.3%	20.3%
2 Person Household	30.7%	31.6%	32.4%
3 Person Household	18.5%	19.2%	18.6%
4 Person Household	16.4%	18.0%	17.6%
5 Person Household	7.0%	7.7%	7.3%
6 Person Household	2.4%	2.7%	2.5%
7 + Person Household	1.5%	1.6%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	18,425	50,112	163,571
Owner Occupied	73.2%	79.7%	77.3%
Owned with a Mortgage/Loan	63.7%	68.8%	65.2%
Owned Free and Clear	9.4%	10.8%	12.1%
Renter Occupied	26.8%	20.3%	22.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	141	149	140
Percent of Income for Mortgage	17.4%	16.4%	17.4%
Wealth Index	99	120	141
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	19,812	53,308	174,839
Housing Units Inside Urbanized Area	100.0%	100.0%	98.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	49,249	140,229	452,428
Population Inside Urbanized Area	100.0%	100.0%	98.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Home Improvement (4B)	Home Improvement (4B)	Workday Drive (4A)
2.	Bright Young Professionals (8C)	Workday Drive (4A)	Home Improvement (4B)
3.	Up and Coming Families (7A)	Bright Young Professionals (8C)	Professional Pride (1B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$63,047,699	\$170,276,945	\$570,467,905
Average Spent	\$2,519.89	\$2,739.69	\$2,983.09
Spending Potential Index	105	114	124
Education: Total \$	\$48,833,120	\$134,080,928	\$462,844,948
Average Spent	\$1,951.76	\$2,157.31	\$2,420.31
Spending Potential Index	100	110	123
Entertainment/Recreation: Total \$	\$94,846,398	\$258,027,636	\$861,841,800
Average Spent	\$3,790.82	\$4,151.56	\$4,506.74
Spending Potential Index	103	113	123
Food at Home: Total \$	\$159,017,187	\$427,302,135	\$1,425,357,063
Average Spent	\$6,355.60	\$6,875.11	\$7,453.47
Spending Potential Index	103	111	120
Food Away from Home: Total \$	\$113,478,700	\$305,190,043	\$1,019,107,896
Average Spent	\$4,535.52	\$4,910.38	\$5,329.11
Spending Potential Index	105	114	124
Health Care: Total \$	\$182,785,057	\$497,077,043	\$1,650,375,759
Average Spent	\$7,305.56	\$7,997.76	\$8,630.14
Spending Potential Index	103	113	122
HH Furnishings & Equipment: Total \$	\$68,372,947	\$186,331,225	\$621,548,387
Average Spent	\$2,732.73	\$2,997.99	\$3,250.20
Spending Potential Index	107	117	127
Personal Care Products & Services: Total \$	\$26,858,273	\$72,680,340	\$242,498,749
Average Spent	\$1,073.47	\$1,169.40	\$1,268.07
Spending Potential Index	105	115	124
Shelter: Total \$	\$594,082,200	\$1,600,060,870	\$5,361,139,962
Average Spent	\$23,744.29	\$25,744.32	\$28,034.45
Spending Potential Index	104	112	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$73,972,930	\$201,894,721	\$669,312,176
Average Spent	\$2,956.55	\$3,248.40	\$3,499.96
Spending Potential Index	109	120	129
Travel: Total \$	\$76,495,599	\$209,591,156	\$701,927,424
Average Spent	\$3,057.38	\$3,372.24	\$3,670.52
Spending Potential Index	106	117	128
Vehicle Maintenance & Repairs: Total \$	\$33,338,393	\$89,926,477	\$298,453,990
Average Spent	\$1,332.47	\$1,446.88	\$1,560.67
Spending Potential Index	106	115	124

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.