



# Community Profile

Rings: 1, 3, 5 mile radii

3455 Peachtree Industrial Blvd, Duluth, GA

Latitude: 34.0064  
Longitude: -84.17180

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	8,387	61,249	175,300
2020 Total Population	9,648	68,773	197,849
2020 Group Quarters	6	95	263
2022 Total Population	10,040	70,513	203,582
2022 Group Quarters	6	95	263
2027 Total Population	10,630	73,688	209,446
2022-2027 Annual Rate	1.15%	0.88%	0.57%
2022 Total Daytime Population	14,911	73,869	243,071
Workers	10,018	39,968	144,203
Residents	4,893	33,901	98,868
<b>Household Summary</b>			
2010 Households	3,426	22,479	62,251
2010 Average Household Size	2.45	2.72	2.82
2020 Total Households	3,946	25,054	70,505
2020 Average Household Size	2.44	2.74	2.80
2022 Total Households	4,105	25,714	72,555
2022 Average Household Size	2.44	2.74	2.80
2027 Total Households	4,351	26,880	74,770
2027 Average Household Size	2.44	2.74	2.80
2022-2027 Annual Rate	1.17%	0.89%	0.60%
2010 Families	2,153	16,477	46,442
2010 Average Family Size	3.06	3.19	3.27
2022 Total Families	2,515	18,538	53,083
2022 Average Family Size	3.10	3.24	3.30
2027 Total Families	2,642	19,353	54,562
2027 Average Family Size	3.11	3.24	3.29
2022-2027 Annual Rate	0.99%	0.86%	0.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,073	20,391	51,356
Owner Occupied Housing Units	44.2%	69.8%	70.5%
Renter Occupied Housing Units	50.2%	26.8%	26.2%
Vacant Housing Units	5.6%	3.3%	3.3%
2010 Housing Units	3,715	23,943	66,613
Owner Occupied Housing Units	37.8%	64.1%	63.2%
Renter Occupied Housing Units	54.7%	29.8%	30.2%
Vacant Housing Units	7.8%	6.1%	6.5%
2020 Housing Units	4,223	26,304	74,154
Vacant Housing Units	6.6%	4.8%	4.9%
2022 Housing Units	4,378	26,982	76,258
Owner Occupied Housing Units	42.7%	64.6%	62.6%
Renter Occupied Housing Units	51.1%	30.7%	32.6%
Vacant Housing Units	6.2%	4.7%	4.9%
2027 Housing Units	4,669	28,477	79,410
Owner Occupied Housing Units	42.9%	64.7%	62.6%
Renter Occupied Housing Units	50.3%	29.7%	31.6%
Vacant Housing Units	6.8%	5.6%	5.8%
<b>Median Household Income</b>			
2022	\$74,792	\$101,548	\$103,047
2027	\$93,816	\$117,529	\$120,126
<b>Median Home Value</b>			
2022	\$330,172	\$357,503	\$381,167
2027	\$370,352	\$383,464	\$403,881
<b>Per Capita Income</b>			
2022	\$45,339	\$51,724	\$51,498
2027	\$52,165	\$59,612	\$59,190
<b>Median Age</b>			
2010	34.0	37.6	36.1
2022	37.1	39.1	37.8
2027	36.8	39.7	38.4

**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	4,105	25,714	72,555
<\$15,000	4.8%	4.1%	4.4%
\$15,000 - \$24,999	5.2%	3.9%	4.2%
\$25,000 - \$34,999	8.7%	5.2%	5.3%
\$35,000 - \$49,999	10.0%	8.1%	8.9%
\$50,000 - \$74,999	21.3%	15.6%	14.4%
\$75,000 - \$99,999	13.4%	12.2%	11.1%
\$100,000 - \$149,999	17.1%	19.0%	18.5%
\$150,000 - \$199,999	7.2%	12.8%	12.7%
\$200,000+	12.2%	19.1%	20.4%
Average Household Income	\$110,392	\$140,865	\$144,130
<b>2027 Households by Income</b>			
Household Income Base	4,351	26,880	74,770
<\$15,000	3.2%	2.7%	2.9%
\$15,000 - \$24,999	3.1%	2.6%	2.9%
\$25,000 - \$34,999	6.8%	3.9%	4.4%
\$35,000 - \$49,999	9.1%	5.8%	7.0%
\$50,000 - \$74,999	17.7%	13.3%	12.2%
\$75,000 - \$99,999	12.8%	11.8%	10.1%
\$100,000 - \$149,999	23.5%	21.7%	20.9%
\$150,000 - \$199,999	11.1%	16.3%	16.5%
\$200,000+	12.8%	21.8%	23.2%
Average Household Income	\$127,049	\$162,256	\$165,429
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,870	17,443	47,729
<\$50,000	0.2%	0.5%	0.4%
\$50,000 - \$99,999	0.9%	0.9%	0.6%
\$100,000 - \$149,999	4.0%	1.6%	1.3%
\$150,000 - \$199,999	14.4%	6.4%	4.6%
\$200,000 - \$249,999	14.2%	16.6%	12.2%
\$250,000 - \$299,999	13.5%	12.7%	11.7%
\$300,000 - \$399,999	9.3%	19.8%	23.7%
\$400,000 - \$499,999	5.2%	16.8%	19.2%
\$500,000 - \$749,999	17.9%	17.0%	18.3%
\$750,000 - \$999,999	15.0%	5.4%	5.1%
\$1,000,000 - \$1,499,999	4.9%	1.7%	2.3%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.4%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$470,318	\$419,366	\$439,900
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,001	18,417	49,714
<\$50,000	0.0%	0.2%	0.1%
\$50,000 - \$99,999	0.2%	0.2%	0.2%
\$100,000 - \$149,999	1.7%	0.6%	0.5%
\$150,000 - \$199,999	11.8%	4.4%	3.1%
\$200,000 - \$249,999	13.8%	15.1%	10.5%
\$250,000 - \$299,999	15.3%	12.8%	11.1%
\$300,000 - \$399,999	9.9%	20.0%	23.7%
\$400,000 - \$499,999	5.6%	17.7%	20.2%
\$500,000 - \$749,999	20.0%	20.5%	21.6%
\$750,000 - \$999,999	16.2%	6.1%	5.9%
\$1,000,000 - \$1,499,999	4.7%	1.7%	2.5%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.3%
\$2,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$492,950	\$444,402	\$463,958

**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	8,388	61,247	175,301
0 - 4	7.9%	6.3%	6.8%
5 - 9	6.9%	7.2%	8.0%
10 - 14	6.2%	8.0%	8.4%
15 - 24	12.4%	12.3%	12.3%
25 - 34	18.6%	12.2%	12.6%
35 - 44	15.6%	16.3%	17.1%
45 - 54	14.8%	18.2%	17.7%
55 - 64	10.5%	11.6%	10.4%
65 - 74	4.5%	4.8%	4.2%
75 - 84	1.9%	2.2%	1.9%
85 +	0.7%	0.8%	0.6%
18 +	75.2%	73.3%	71.7%
<b>2022 Population by Age</b>			
Total	10,040	70,514	203,582
0 - 4	6.3%	5.6%	6.0%
5 - 9	6.2%	6.0%	6.6%
10 - 14	6.2%	6.6%	7.3%
15 - 24	12.0%	12.4%	12.8%
25 - 34	15.7%	13.9%	13.4%
35 - 44	15.8%	13.3%	14.0%
45 - 54	12.1%	14.2%	14.7%
55 - 64	12.9%	14.7%	13.5%
65 - 74	8.6%	8.9%	7.8%
75 - 84	3.2%	3.4%	2.9%
85 +	0.9%	1.0%	0.8%
18 +	77.8%	77.8%	75.7%
<b>2027 Population by Age</b>			
Total	10,631	73,688	209,446
0 - 4	6.4%	5.6%	6.0%
5 - 9	6.0%	5.7%	6.3%
10 - 14	5.9%	6.2%	6.7%
15 - 24	12.9%	11.5%	12.0%
25 - 34	16.1%	14.0%	14.0%
35 - 44	14.5%	14.1%	14.3%
45 - 54	12.3%	13.0%	13.7%
55 - 64	11.1%	13.5%	12.8%
65 - 74	9.5%	10.5%	9.2%
75 - 84	4.3%	4.7%	4.0%
85 +	1.0%	1.2%	1.0%
18 +	78.2%	78.8%	76.9%
<b>2010 Population by Sex</b>			
Males	3,946	29,770	85,729
Females	4,441	31,479	89,571
<b>2022 Population by Sex</b>			
Males	4,811	34,364	99,656
Females	5,229	36,150	103,927
<b>2027 Population by Sex</b>			
Males	5,107	35,965	102,441
Females	5,523	37,722	107,005

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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Rings: 1, 3, 5 mile radii

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	8,388	61,249	175,301
White Alone	51.2%	56.9%	54.7%
Black Alone	21.6%	13.3%	14.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	16.5%	22.3%	22.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.0%	4.3%	5.4%
Two or More Races	3.3%	2.8%	2.8%
Hispanic Origin	16.0%	10.9%	12.8%
Diversity Index	75.0	68.3	70.9
<b>2020 Population by Race/Ethnicity</b>			
Total	9,648	68,773	197,849
White Alone	37.3%	42.1%	39.8%
Black Alone	23.2%	15.1%	15.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	21.4%	26.7%	27.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.7%	6.8%	7.7%
Two or More Races	9.8%	8.9%	8.9%
Hispanic Origin	15.7%	13.7%	15.0%
Diversity Index	81.2	78.4	79.7
<b>2022 Population by Race/Ethnicity</b>			
Total	10,039	70,514	203,581
White Alone	36.0%	41.0%	38.7%
Black Alone	23.9%	15.1%	16.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	21.4%	27.0%	27.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.1%	7.2%	8.0%
Two or More Races	10.2%	9.3%	9.1%
Hispanic Origin	16.1%	14.3%	15.2%
Diversity Index	81.8	79.0	80.2
<b>2027 Population by Race/Ethnicity</b>			
Total	10,629	73,687	209,447
White Alone	33.0%	38.7%	36.5%
Black Alone	24.9%	15.2%	16.1%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	21.8%	28.1%	28.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.0%	7.8%	8.4%
Two or More Races	11.0%	9.8%	9.5%
Hispanic Origin	17.0%	14.8%	15.5%
Diversity Index	82.9	80.0	80.9
<b>2010 Population by Relationship and Household Type</b>			
Total	8,387	61,249	175,300
In Households	100.0%	99.9%	100.0%
In Family Households	81.2%	87.7%	88.6%
Householder	25.8%	27.0%	26.5%
Spouse	17.9%	21.5%	21.1%
Child	30.0%	32.8%	34.1%
Other relative	4.9%	4.6%	5.1%
Nonrelative	2.6%	1.9%	1.9%
In Nonfamily Households	18.8%	12.3%	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:** 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 Population 25+ by Educational Attainment</b>			
Total	6,946	48,971	136,822
Less than 9th Grade	3.5%	3.3%	3.4%
9th - 12th Grade, No Diploma	3.3%	2.9%	2.7%
High School Graduate	11.3%	12.1%	12.9%
GED/Alternative Credential	1.2%	1.5%	1.4%
Some College, No Degree	14.1%	11.9%	11.6%
Associate Degree	13.2%	10.2%	9.3%
Bachelor's Degree	32.7%	35.2%	36.7%
Graduate/Professional Degree	20.6%	23.0%	21.9%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,155	57,686	162,953
Never Married	31.6%	28.9%	29.5%
Married	52.9%	57.7%	58.7%
Widowed	4.2%	3.7%	3.4%
Divorced	11.3%	9.7%	8.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,349	38,294	109,214
Population 16+ Employed	97.1%	97.0%	97.2%
Population 16+ Unemployment rate	2.9%	3.0%	2.8%
Population 16-24 Employed	9.7%	9.8%	10.6%
Population 16-24 Unemployment rate	4.5%	5.1%	4.8%
Population 25-54 Employed	68.4%	65.0%	66.2%
Population 25-54 Unemployment rate	3.3%	3.0%	2.6%
Population 55-64 Employed	16.9%	19.6%	18.2%
Population 55-64 Unemployment rate	0.7%	1.5%	1.4%
Population 65+ Employed	5.0%	5.6%	5.0%
Population 65+ Unemployment rate	0.4%	4.7%	6.2%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,195	37,132	106,158
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.5%	6.0%	5.8%
Manufacturing	5.1%	8.3%	8.4%
Wholesale Trade	3.7%	4.0%	4.2%
Retail Trade	11.5%	8.7%	9.8%
Transportation/Utilities	2.9%	4.0%	4.7%
Information	2.7%	3.3%	3.7%
Finance/Insurance/Real Estate	12.4%	9.8%	9.8%
Services	53.0%	53.2%	51.4%
Public Administration	3.3%	2.5%	2.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,196	37,131	106,159
White Collar	75.8%	76.2%	75.3%
Management/Business/Financial	22.5%	27.2%	27.2%
Professional	28.0%	28.9%	27.5%
Sales	13.9%	10.3%	11.4%
Administrative Support	11.4%	9.9%	9.1%
Services	13.2%	10.8%	11.6%
Blue Collar	11.0%	13.0%	13.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.7%	3.4%	3.6%
Installation/Maintenance/Repair	2.8%	2.5%	2.3%
Production	2.8%	2.8%	2.7%
Transportation/Material Moving	2.8%	4.3%	4.5%

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July 28, 2022



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<b>2010 Households by Type</b>			
Total	3,421	22,479	62,248
Households with 1 Person	29.6%	21.7%	20.4%
Households with 2+ People	70.4%	78.3%	79.6%
Family Households	62.9%	73.3%	74.6%
Husband-wife Families	42.9%	58.4%	59.4%
With Related Children	22.1%	31.1%	33.6%
Other Family (No Spouse Present)	20.1%	14.9%	15.2%
Other Family with Male Householder	4.2%	3.7%	4.0%
With Related Children	2.7%	2.0%	2.2%
Other Family with Female Householder	15.9%	11.2%	11.2%
With Related Children	10.9%	7.8%	7.9%
Nonfamily Households	7.5%	5.0%	5.0%
All Households with Children	36.7%	41.2%	44.0%
Multigenerational Households	3.3%	4.1%	4.3%
Unmarried Partner Households	5.8%	4.2%	4.3%
Male-female	5.4%	3.6%	3.6%
Same-sex	0.5%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	3,426	22,480	62,250
1 Person Household	29.4%	21.7%	20.4%
2 Person Household	32.0%	30.7%	29.0%
3 Person Household	17.3%	19.0%	19.2%
4 Person Household	13.3%	17.8%	19.2%
5 Person Household	5.2%	7.0%	7.7%
6 Person Household	1.9%	2.5%	2.9%
7 + Person Household	1.0%	1.3%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,437	22,479	62,240
Owner Occupied	40.9%	68.3%	67.7%
Owned with a Mortgage/Loan	33.9%	57.4%	58.1%
Owned Free and Clear	6.7%	10.8%	9.6%
Renter Occupied	59.1%	31.7%	32.3%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	100	125	120
Percent of Income for Mortgage	23.3%	18.6%	19.5%
Wealth Index	103	157	156
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,715	23,943	66,613
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,387	61,249	175,300
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%

**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.	Bright Young Professionals (8C)	Workday Drive (4A)	Professional Pride (1B)
2.	Middleburg (4C)	Professional Pride (1B)	Enterprising Professionals (2D)
3.	Young and Restless (11B)	Enterprising Professionals (2D)	Workday Drive (4A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,718,963	\$82,748,698	\$240,250,207
Average Spent	\$2,611.20	\$3,218.04	\$3,311.28
Spending Potential Index	108	134	137
Education: Total \$	\$8,325,395	\$68,847,742	\$201,458,289
Average Spent	\$2,028.11	\$2,677.44	\$2,776.63
Spending Potential Index	103	137	142
Entertainment/Recreation: Total \$	\$15,576,345	\$123,461,245	\$354,298,501
Average Spent	\$3,794.48	\$4,801.32	\$4,883.17
Spending Potential Index	103	131	133
Food at Home: Total \$	\$26,702,487	\$205,661,864	\$594,933,832
Average Spent	\$6,504.87	\$7,998.05	\$8,199.76
Spending Potential Index	105	129	132
Food Away from Home: Total \$	\$19,277,495	\$148,455,852	\$431,325,558
Average Spent	\$4,696.10	\$5,773.35	\$5,944.81
Spending Potential Index	109	134	138
Health Care: Total \$	\$29,447,647	\$232,409,405	\$660,549,077
Average Spent	\$7,173.60	\$9,038.24	\$9,104.12
Spending Potential Index	101	128	128
HH Furnishings & Equipment: Total \$	\$11,132,445	\$88,834,392	\$255,002,449
Average Spent	\$2,711.92	\$3,454.71	\$3,514.61
Spending Potential Index	106	135	137
Personal Care Products & Services: Total \$	\$4,466,283	\$34,951,989	\$100,738,566
Average Spent	\$1,088.01	\$1,359.26	\$1,388.44
Spending Potential Index	107	133	136
Shelter: Total \$	\$99,663,961	\$784,576,093	\$2,279,427,184
Average Spent	\$24,278.68	\$30,511.63	\$31,416.54
Spending Potential Index	106	133	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,523,716	\$93,379,187	\$265,641,353
Average Spent	\$2,807.24	\$3,631.45	\$3,661.24
Spending Potential Index	103	134	135
Travel: Total \$	\$12,366,479	\$101,844,789	\$292,411,715
Average Spent	\$3,012.54	\$3,960.67	\$4,030.21
Spending Potential Index	105	138	140
Vehicle Maintenance & Repairs: Total \$	\$5,522,490	\$42,221,253	\$120,928,476
Average Spent	\$1,345.31	\$1,641.96	\$1,666.71
Spending Potential Index	107	130	132

**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.