



Community Profile

Rings: 1, 3, 5 mile radii

WVVF+88 Gwinnett Place, GA, USA

Latitude: 33.9433

Longitude: -84.12663

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	13,199	89,992	221,538
2020 Total Population	16,092	103,820	257,105
2020 Group Quarters	17	222	735
2022 Total Population	16,651	107,072	264,836
2022 Group Quarters	17	222	734
2027 Total Population	17,108	110,206	273,401
2022-2027 Annual Rate	0.54%	0.58%	0.64%
2022 Total Daytime Population	18,215	117,540	274,981
Workers	10,112	63,302	140,605
Residents	8,103	54,238	134,376
Household Summary			
2010 Households	5,100	31,725	75,396
2010 Average Household Size	2.59	2.83	2.93
2020 Total Households	6,709	36,948	88,445
2020 Average Household Size	2.40	2.80	2.90
2022 Households	6,767	38,148	91,386
2022 Average Household Size	2.46	2.80	2.89
2027 Households	6,934	39,263	94,430
2027 Average Household Size	2.46	2.80	2.89
2022-2027 Annual Rate	0.49%	0.58%	0.66%
2010 Families	2,927	20,883	52,822
2010 Average Family Size	3.32	3.45	3.46
2022 Families	3,712	24,196	62,265
2022 Average Family Size	3.24	3.48	3.46
2027 Families	3,783	24,798	64,107
2027 Average Family Size	3.25	3.48	3.46
2022-2027 Annual Rate	0.38%	0.49%	0.58%
Housing Unit Summary			
2000 Housing Units	5,121	29,129	68,078
Owner Occupied Housing Units	21.2%	47.3%	58.5%
Renter Occupied Housing Units	72.3%	48.1%	37.8%
Vacant Housing Units	6.4%	4.5%	3.6%
2010 Housing Units	5,629	34,740	82,513
Owner Occupied Housing Units	19.0%	38.4%	50.0%
Renter Occupied Housing Units	71.9%	52.9%	41.3%
Vacant Housing Units	9.4%	8.7%	8.6%
2020 Housing Units	7,106	39,354	93,043
Vacant Housing Units	5.6%	6.1%	4.9%
2022 Housing Units	7,152	40,557	96,003
Owner Occupied Housing Units	19.8%	35.5%	48.8%
Renter Occupied Housing Units	74.8%	58.5%	46.4%
Vacant Housing Units	5.4%	5.9%	4.8%
2027 Housing Units	7,384	42,016	99,871
Owner Occupied Housing Units	20.7%	36.0%	49.1%
Renter Occupied Housing Units	73.2%	57.5%	45.5%
Vacant Housing Units	6.1%	6.6%	5.4%
Median Household Income			
2022	\$50,987	\$54,118	\$61,675
2027	\$57,009	\$61,244	\$74,252
Median Home Value			
2022	\$189,101	\$221,707	\$245,170
2027	\$230,216	\$238,967	\$267,687
Per Capita Income			
2022	\$26,633	\$26,111	\$30,239
2027	\$31,563	\$31,025	\$35,696
Median Age			
2010	28.5	30.2	31.7
2022	29.7	32.1	33.6
2027	29.4	32.3	34.0

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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2022 Households by Income			
Household Income Base	6,767	38,148	91,386
<\$15,000	8.6%	7.8%	6.5%
\$15,000 - \$24,999	8.8%	8.4%	7.3%
\$25,000 - \$34,999	12.3%	10.9%	9.5%
\$35,000 - \$49,999	18.5%	17.1%	14.3%
\$50,000 - \$74,999	27.0%	24.0%	21.7%
\$75,000 - \$99,999	11.3%	12.4%	13.1%
\$100,000 - \$149,999	9.1%	12.4%	15.5%
\$150,000 - \$199,999	2.2%	3.9%	6.2%
\$200,000+	2.1%	3.2%	5.9%
Average Household Income	\$64,896	\$73,180	\$87,653
2027 Households by Income			
Household Income Base	6,934	39,263	94,430
<\$15,000	6.3%	5.6%	4.5%
\$15,000 - \$24,999	7.6%	6.4%	5.2%
\$25,000 - \$34,999	10.9%	10.4%	8.1%
\$35,000 - \$49,999	15.4%	15.7%	12.1%
\$50,000 - \$74,999	25.3%	21.4%	20.6%
\$75,000 - \$99,999	13.8%	12.3%	13.5%
\$100,000 - \$149,999	14.4%	17.9%	20.2%
\$150,000 - \$199,999	3.6%	6.2%	8.7%
\$200,000+	2.6%	4.0%	7.1%
Average Household Income	\$77,151	\$86,952	\$103,383
2022 Owner Occupied Housing Units by Value			
Total	1,416	14,406	46,855
<\$50,000	5.5%	2.8%	2.4%
\$50,000 - \$99,999	2.9%	3.3%	2.5%
\$100,000 - \$149,999	14.9%	8.7%	5.8%
\$150,000 - \$199,999	34.2%	22.8%	17.2%
\$200,000 - \$249,999	15.5%	28.6%	24.6%
\$250,000 - \$299,999	8.3%	14.4%	16.2%
\$300,000 - \$399,999	8.7%	9.7%	16.3%
\$400,000 - \$499,999	1.8%	2.7%	6.0%
\$500,000 - \$749,999	0.8%	1.1%	3.9%
\$750,000 - \$999,999	3.9%	1.3%	2.2%
\$1,000,000 - \$1,499,999	2.2%	1.6%	1.7%
\$1,500,000 - \$1,999,999	0.7%	1.9%	0.8%
\$2,000,000 +	0.8%	1.1%	0.6%
Average Home Value	\$274,153	\$299,905	\$315,939
2027 Owner Occupied Housing Units by Value			
Total	1,529	15,120	49,034
<\$50,000	2.5%	1.4%	1.3%
\$50,000 - \$99,999	0.9%	1.5%	1.0%
\$100,000 - \$149,999	7.0%	4.9%	2.9%
\$150,000 - \$199,999	28.6%	18.5%	13.4%
\$200,000 - \$249,999	18.2%	30.5%	24.9%
\$250,000 - \$299,999	10.5%	16.5%	18.2%
\$300,000 - \$399,999	12.0%	12.6%	19.1%
\$400,000 - \$499,999	3.4%	3.9%	7.4%
\$500,000 - \$749,999	2.0%	2.2%	5.0%
\$750,000 - \$999,999	8.2%	2.2%	3.0%
\$1,000,000 - \$1,499,999	4.3%	2.4%	2.2%
\$1,500,000 - \$1,999,999	1.0%	2.1%	0.9%
\$2,000,000 +	1.4%	1.3%	0.7%
Average Home Value	\$374,706	\$345,422	\$350,599

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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2010 Population by Age			
Total	13,198	89,994	221,537
0 - 4	11.0%	9.5%	8.8%
5 - 9	7.8%	8.2%	8.1%
10 - 14	6.1%	7.1%	7.4%
15 - 24	16.1%	14.6%	13.9%
25 - 34	24.5%	20.1%	17.8%
35 - 44	16.1%	16.4%	16.2%
45 - 54	9.8%	12.0%	13.3%
55 - 64	5.3%	7.3%	8.6%
65 - 74	2.1%	3.0%	3.7%
75 - 84	1.0%	1.3%	1.6%
85 +	0.3%	0.5%	0.6%
18 +	71.8%	71.2%	71.5%
2022 Population by Age			
Total	16,652	107,073	264,836
0 - 4	9.2%	8.0%	7.5%
5 - 9	7.8%	7.8%	7.4%
10 - 14	6.2%	7.3%	7.3%
15 - 24	15.6%	14.5%	13.8%
25 - 34	22.1%	17.3%	16.3%
35 - 44	15.9%	15.4%	14.8%
45 - 54	10.6%	12.2%	12.6%
55 - 64	6.8%	9.2%	10.4%
65 - 74	4.0%	5.6%	6.6%
75 - 84	1.5%	2.1%	2.5%
85 +	0.4%	0.6%	0.7%
18 +	73.5%	72.9%	73.7%
2027 Population by Age			
Total	17,109	110,206	273,401
0 - 4	9.2%	8.0%	7.5%
5 - 9	7.5%	7.5%	7.2%
10 - 14	6.4%	7.3%	7.2%
15 - 24	16.4%	14.6%	13.8%
25 - 34	21.5%	17.0%	15.9%
35 - 44	14.8%	14.6%	14.7%
45 - 54	10.6%	12.4%	12.4%
55 - 64	7.1%	9.0%	10.0%
65 - 74	4.2%	6.2%	7.2%
75 - 84	1.8%	2.7%	3.3%
85 +	0.5%	0.7%	0.8%
18 +	73.5%	73.3%	74.1%
2010 Population by Sex			
Males	6,417	44,285	109,859
Females	6,782	45,707	111,679
2022 Population by Sex			
Males	8,111	52,837	131,428
Females	8,540	54,235	133,408
2027 Population by Sex			
Males	8,299	54,260	135,543
Females	8,809	55,945	137,858

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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2010 Population by Race/Ethnicity			
Total	13,199	89,993	221,538
White Alone	31.2%	35.7%	41.8%
Black Alone	36.0%	28.0%	23.5%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	7.5%	15.4%	15.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.4%	16.2%	14.8%
Two or More Races	4.0%	3.9%	3.6%
Hispanic Origin	41.9%	35.8%	32.4%
Diversity Index	85.8	86.1	84.4
2020 Population by Race/Ethnicity			
Total	16,092	103,820	257,105
White Alone	16.2%	19.1%	24.4%
Black Alone	33.8%	27.2%	23.5%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	8.9%	16.0%	17.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	25.1%	23.4%	21.1%
Two or More Races	14.8%	13.1%	12.5%
Hispanic Origin	42.7%	39.7%	36.2%
Diversity Index	88.1	89.2	89.0
2022 Population by Race/Ethnicity			
Total	16,651	107,072	264,835
White Alone	15.6%	18.3%	23.5%
Black Alone	33.9%	27.5%	23.8%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	9.1%	16.0%	17.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	25.3%	23.6%	21.3%
Two or More Races	14.9%	13.3%	12.7%
Hispanic Origin	42.6%	39.7%	36.3%
Diversity Index	88.1	89.1	89.1
2027 Population by Race/Ethnicity			
Total	17,108	110,206	273,401
White Alone	13.8%	16.1%	21.2%
Black Alone	33.5%	27.5%	23.9%
American Indian Alone	1.2%	1.2%	1.3%
Asian Alone	9.4%	16.5%	18.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	26.7%	24.8%	22.3%
Two or More Races	15.4%	13.8%	13.2%
Hispanic Origin	43.7%	40.4%	36.9%
Diversity Index	88.0	89.1	89.2
2010 Population by Relationship and Household Type			
Total	13,199	89,992	221,538
In Households	100.0%	99.9%	99.8%
In Family Households	78.4%	84.2%	86.3%
Householder	22.5%	23.2%	23.8%
Spouse	11.4%	14.4%	16.1%
Child	31.4%	33.5%	34.0%
Other relative	8.4%	8.9%	8.5%
Nonrelative	4.8%	4.2%	3.9%
In Nonfamily Households	21.6%	15.7%	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: 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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2022 Population 25+ by Educational Attainment			
Total	10,202	66,878	169,505
Less than 9th Grade	10.7%	9.7%	9.1%
9th - 12th Grade, No Diploma	5.9%	7.0%	6.3%
High School Graduate	21.8%	24.0%	22.2%
GED/Alternative Credential	3.7%	2.4%	2.4%
Some College, No Degree	19.9%	15.5%	15.3%
Associate Degree	7.8%	9.6%	10.1%
Bachelor's Degree	20.5%	21.9%	23.3%
Graduate/Professional Degree	9.6%	9.9%	11.2%
2022 Population 15+ by Marital Status			
Total	12,806	82,350	206,032
Never Married	43.7%	40.7%	37.8%
Married	41.1%	46.4%	49.4%
Widowed	2.9%	3.2%	3.7%
Divorced	12.3%	9.7%	9.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,009	55,514	136,531
Population 16+ Employed	96.7%	96.9%	97.2%
Population 16+ Unemployment rate	3.3%	3.1%	2.8%
Population 16-24 Employed	15.8%	13.3%	12.5%
Population 16-24 Unemployment rate	2.3%	4.6%	4.3%
Population 25-54 Employed	73.5%	71.5%	70.0%
Population 25-54 Unemployment rate	3.6%	2.6%	2.4%
Population 55-64 Employed	8.3%	11.3%	13.6%
Population 55-64 Unemployment rate	2.0%	2.4%	1.9%
Population 65+ Employed	2.4%	3.9%	3.9%
Population 65+ Unemployment rate	7.4%	7.8%	7.0%
2022 Employed Population 16+ by Industry			
Total	8,708	53,820	132,759
Agriculture/Mining	0.4%	0.1%	0.1%
Construction	13.6%	13.8%	13.6%
Manufacturing	10.3%	8.1%	8.1%
Wholesale Trade	2.9%	2.8%	3.4%
Retail Trade	15.6%	12.9%	11.3%
Transportation/Utilities	5.6%	7.6%	6.4%
Information	2.9%	2.7%	2.6%
Finance/Insurance/Real Estate	6.2%	6.4%	6.9%
Services	40.8%	43.5%	45.5%
Public Administration	1.6%	2.0%	2.1%
2022 Employed Population 16+ by Occupation			
Total	8,707	53,819	132,759
White Collar	53.7%	52.5%	55.3%
Management/Business/Financial	15.6%	14.7%	16.3%
Professional	14.0%	15.9%	17.7%
Sales	10.9%	10.8%	10.2%
Administrative Support	13.1%	11.1%	11.0%
Services	14.8%	17.5%	16.4%
Blue Collar	31.5%	30.0%	28.3%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	11.5%	10.8%	11.0%
Installation/Maintenance/Repair	2.8%	3.0%	3.2%
Production	7.0%	5.2%	5.3%
Transportation/Material Moving	9.7%	10.8%	8.7%

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2010 Households by Type			
Total	5,095	31,733	75,407
Households with 1 Person	32.7%	26.4%	23.1%
Households with 2+ People	67.3%	73.6%	76.9%
Family Households	57.4%	65.8%	70.0%
Husband-wife Families	29.3%	40.8%	47.4%
With Related Children	18.7%	24.3%	27.1%
Other Family (No Spouse Present)	28.2%	25.0%	22.7%
Other Family with Male Householder	7.1%	6.9%	6.4%
With Related Children	4.1%	3.9%	3.6%
Other Family with Female Householder	21.0%	18.1%	16.3%
With Related Children	16.4%	13.6%	11.9%
Nonfamily Households	9.9%	7.8%	6.8%
All Households with Children	39.7%	42.4%	43.2%
Multigenerational Households	4.5%	5.7%	6.1%
Unmarried Partner Households	9.9%	7.8%	6.9%
Male-female	9.0%	6.9%	6.0%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	5,101	31,726	75,396
1 Person Household	32.5%	26.5%	23.1%
2 Person Household	26.1%	26.0%	26.8%
3 Person Household	16.3%	17.1%	17.6%
4 Person Household	12.6%	14.3%	15.4%
5 Person Household	6.7%	8.3%	8.8%
6 Person Household	3.2%	4.1%	4.3%
7 + Person Household	2.5%	3.7%	4.0%
2010 Households by Tenure and Mortgage Status			
Total	5,113	31,736	75,393
Owner Occupied	20.9%	42.0%	54.7%
Owned with a Mortgage/Loan	18.9%	36.9%	47.2%
Owned Free and Clear	1.8%	5.1%	7.6%
Renter Occupied	79.1%	58.0%	45.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	109	111
Percent of Income for Mortgage	19.5%	21.6%	21.0%
Wealth Index	36	48	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,629	34,740	82,513
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%
2010 Population By Urban/ Rural Status			
Total Population	13,199	89,992	221,538
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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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Urban Edge Families (7C)	Urban Edge Families (7C)
2.	Urban Edge Families (7C)	Metro Fusion (11C)	Metro Fusion (11C)
3.	NeWest Residents (13C)	Young and Restless (11B)	NeWest Residents (13C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$11,189,882	\$67,577,366	\$190,919,809
Average Spent	\$1,653.60	\$1,771.45	\$2,089.16
Spending Potential Index	69	74	87
Education: Total \$	\$8,453,849	\$51,767,761	\$146,849,788
Average Spent	\$1,249.28	\$1,357.02	\$1,606.92
Spending Potential Index	64	69	82
Entertainment/Recreation: Total \$	\$14,849,697	\$94,327,669	\$270,530,646
Average Spent	\$2,194.43	\$2,472.68	\$2,960.31
Spending Potential Index	60	67	81
Food at Home: Total \$	\$27,875,828	\$171,232,554	\$483,041,441
Average Spent	\$4,119.38	\$4,488.64	\$5,285.73
Spending Potential Index	67	73	85
Food Away from Home: Total \$	\$20,215,765	\$123,003,776	\$347,287,058
Average Spent	\$2,987.40	\$3,224.38	\$3,800.22
Spending Potential Index	69	75	88
Health Care: Total \$	\$27,923,859	\$178,876,745	\$514,566,191
Average Spent	\$4,126.48	\$4,689.02	\$5,630.69
Spending Potential Index	58	66	79
HH Furnishings & Equipment: Total \$	\$10,693,585	\$67,942,393	\$196,000,834
Average Spent	\$1,580.25	\$1,781.02	\$2,144.76
Spending Potential Index	62	70	84
Personal Care Products & Services: Total \$	\$4,488,031	\$27,834,305	\$79,069,761
Average Spent	\$663.22	\$729.64	\$865.23
Spending Potential Index	65	72	85
Shelter: Total \$	\$101,733,129	\$637,300,667	\$1,804,967,833
Average Spent	\$15,033.71	\$16,706.00	\$19,751.03
Spending Potential Index	66	73	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,431,292	\$68,447,264	\$200,829,827
Average Spent	\$1,541.49	\$1,794.26	\$2,197.60
Spending Potential Index	57	66	81
Travel: Total \$	\$11,061,637	\$73,859,714	\$215,140,312
Average Spent	\$1,634.64	\$1,936.14	\$2,354.19
Spending Potential Index	57	67	82
Vehicle Maintenance & Repairs: Total \$	\$5,685,098	\$34,523,942	\$97,739,637
Average Spent	\$840.12	\$905.00	\$1,069.53
Spending Potential Index	67	72	85

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.

July 28, 2022