

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | | | | | | |
|--|-------------|-------|-------------|-------|-------------|-------|
| | 1 mi radius | | 3 mi radius | | 5 mi radius | |
| Population | | | | | | |
| Estimated Population (2023) | 8,932 | | 25,811 | | 54,888 | |
| Projected Population (2028) | 11,461 | | 30,823 | | 62,681 | |
| Census Population (2020) | 7,235 | | 23,807 | | 51,338 | |
| Census Population (2010) | 4,991 | | 17,134 | | 39,785 | |
| Projected Annual Growth (2023-2028) | 2,529 | 5.7% | 5,012 | 3.9% | 7,793 | 2.8% |
| Historical Annual Growth (2020-2023) | 1,697 | - | 2,004 | 2.8% | 3,550 | 2.3% |
| Historical Annual Growth (2010-2020) | 2,245 | 4.5% | 6,673 | 3.9% | 11,553 | 2.9% |
| Estimated Population Density (2023) | 2,845 | psm | 913 | psm | 699 | psm |
| Trade Area Size | 3.1 | sq mi | 28.3 | sq mi | 78.5 | sq mi |
| Households | | | | | | |
| Estimated Households (2023) | 3,297 | | 9,595 | | 19,641 | |
| Projected Households (2028) | 4,407 | | 11,957 | | 23,535 | |
| Census Households (2020) | 2,615 | | 8,654 | | 18,040 | |
| Census Households (2010) | 1,871 | | 5,974 | | 13,805 | |
| Projected Annual Growth (2023-2028) | 1,110 | 6.7% | 2,362 | 4.9% | 3,894 | 4.0% |
| Historical Annual Change (2010-2023) | 1,426 | 5.9% | 3,621 | 4.7% | 5,836 | 3.3% |
| Average Household Income | | | | | | |
| Estimated Average Household Income (2023) | \$65,091 | | \$82,850 | | \$101,209 | |
| Projected Average Household Income (2028) | \$48,033 | | \$67,519 | | \$86,945 | |
| Census Average Household Income (2010) | \$42,270 | | \$53,903 | | \$66,209 | |
| Census Average Household Income (2000) | \$41,326 | | \$49,674 | | \$54,050 | |
| Projected Annual Change (2023-2028) | -\$17,059 | -5.2% | -\$15,331 | -3.7% | -\$14,264 | -2.8% |
| Historical Annual Change (2000-2023) | \$23,765 | 2.5% | \$33,175 | 2.9% | \$47,160 | 3.8% |
| Median Household Income | | | | | | |
| Estimated Median Household Income (2023) | \$60,952 | | \$76,182 | | \$88,291 | |
| Projected Median Household Income (2028) | \$57,738 | | \$72,993 | | \$84,275 | |
| Census Median Household Income (2010) | \$31,343 | | \$40,094 | | \$50,553 | |
| Census Median Household Income (2000) | \$32,049 | | \$39,847 | | \$44,756 | |
| Projected Annual Change (2023-2028) | -\$3,214 | -1.1% | -\$3,188 | -0.8% | -\$4,016 | -0.9% |
| Historical Annual Change (2000-2023) | \$28,902 | 3.9% | \$36,335 | 4.0% | \$43,535 | 4.2% |
| Per Capita Income | | | | | | |
| Estimated Per Capita Income (2023) | \$24,257 | | \$30,926 | | \$36,400 | |
| Projected Per Capita Income (2028) | \$18,649 | | \$26,299 | | \$32,805 | |
| Census Per Capita Income (2010) | \$15,842 | | \$18,792 | | \$22,969 | |
| Census Per Capita Income (2000) | \$14,308 | | \$17,017 | | \$19,019 | |
| Projected Annual Change (2023-2028) | -\$5,607 | -4.6% | -\$4,626 | -3.0% | -\$3,594 | -2.0% |
| Historical Annual Change (2000-2023) | \$9,948 | 3.0% | \$13,909 | 3.6% | \$17,381 | 4.0% |
| Estimated Average Household Net Worth (2023) | \$380,823 | | \$481,585 | | \$582,604 | |

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|---|-------------|-------|--------------|-------|--------------|-------|
| Race and Ethnicity | | | | | | |
| Total Population (2023) | 8,932 | | 25,811 | | 54,888 | |
| White (2023) | 6,041 | 67.6% | 18,643 | 72.2% | 41,736 | 76.0% |
| Black or African American (2023) | 1,095 | 12.3% | 2,438 | 9.4% | 5,123 | 9.3% |
| American Indian or Alaska Native (2023) | 131 | 1.5% | 298 | 1.2% | 411 | 0.7% |
| Asian (2023) | 102 | 1.1% | 308 | 1.2% | 821 | 1.5% |
| Hawaiian or Pacific Islander (2023) | 3 | - | 6 | - | 20 | - |
| Other Race (2023) | 852 | 9.5% | 2,231 | 8.6% | 3,137 | 5.7% |
| Two or More Races (2023) | 709 | 7.9% | 1,886 | 7.3% | 3,639 | 6.6% |
| Population < 18 (2023) | 1,848 20.7% | | 5,419 21.0% | | 12,492 22.8% | |
| White Not Hispanic | 825 | 44.6% | 2,745 | 50.7% | 7,786 | 62.3% |
| Black or African American | 223 | 12.0% | 586 | 10.8% | 1,216 | 9.7% |
| Asian | 15 | 0.8% | 45 | 0.8% | 152 | 1.2% |
| Other Race Not Hispanic | 58 | 3.1% | 184 | 3.4% | 467 | 3.7% |
| Hispanic | 728 | 39.4% | 1,860 | 34.3% | 2,871 | 23.0% |
| Not Hispanic or Latino Population (2023) | 6,768 75.8% | | 20,421 79.1% | | 46,547 84.8% | |
| Not Hispanic White | 5,412 | 80.0% | 17,245 | 84.4% | 39,614 | 85.1% |
| Not Hispanic Black or African American | 1,067 | 15.8% | 2,375 | 11.6% | 4,976 | 10.7% |
| Not Hispanic American Indian or Alaska Native | 18 | 0.3% | 34 | 0.2% | 65 | 0.1% |
| Not Hispanic Asian | 95 | 1.4% | 296 | 1.5% | 801 | 1.7% |
| Not Hispanic Hawaiian or Pacific Islander | 2 | - | 5 | - | 12 | - |
| Not Hispanic Other Race | 11 | 0.2% | 21 | 0.1% | 57 | 0.1% |
| Not Hispanic Two or More Races | 162 | 2.4% | 445 | 2.2% | 1,022 | 2.2% |
| Hispanic or Latino Population (2023) | 2,164 24.2% | | 5,390 20.9% | | 8,341 15.2% | |
| Hispanic White | 629 | 29.1% | 1,398 | 25.9% | 2,123 | 25.4% |
| Hispanic Black or African American | 28 | 1.3% | 63 | 1.2% | 147 | 1.8% |
| Hispanic American Indian or Alaska Native | 113 | 5.2% | 265 | 4.9% | 346 | 4.1% |
| Hispanic Asian | 6 | 0.3% | 12 | 0.2% | 20 | 0.2% |
| Hispanic Hawaiian or Pacific Islander | - | - | 2 | - | 8 | - |
| Hispanic Other Race | 841 | 38.9% | 2,210 | 41.0% | 3,080 | 36.9% |
| Hispanic Two or More Races | 546 | 25.2% | 1,441 | 26.7% | 2,617 | 31.4% |
| Not Hispanic or Latino Population (2020) | 4,903 67.8% | | 17,180 72.2% | | 41,664 81.2% | |
| Hispanic or Latino Population (2020) | 2,333 32.2% | | 6,627 27.8% | | 9,673 18.8% | |
| Not Hispanic or Latino Population (2010) | 3,699 74.1% | | 13,042 76.1% | | 33,777 84.9% | |
| Hispanic or Latino Population (2010) | 1,292 25.9% | | 4,092 23.9% | | 6,008 15.1% | |
| Not Hispanic or Latino Population (2028) | 8,778 76.6% | | 24,569 79.7% | | 53,172 84.8% | |
| Hispanic or Latino Population (2028) | 2,682 23.4% | | 6,253 20.3% | | 9,509 15.2% | |
| Projected Annual Growth (2023-2028) | 518 | 4.8% | 863 | 3.2% | 1,169 | 2.8% |
| Historical Annual Growth (2010-2020) | 1,041 | 8.1% | 2,534 | 6.2% | 3,665 | 6.1% |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | | | | | | |
|---------------------------------------|-------------|-------|-------------|-------|-------------|-------|
| | 1 mi radius | | 3 mi radius | | 5 mi radius | |
| Total Age Distribution (2023) | | | | | | |
| Total Population | 8,932 | | 25,811 | | 54,888 | |
| Age Under 5 Years | 570 | 6.4% | 1,456 | 5.6% | 3,153 | 5.7% |
| Age 5 to 9 Years | 512 | 5.7% | 1,505 | 5.8% | 3,533 | 6.4% |
| Age 10 to 14 Years | 469 | 5.3% | 1,505 | 5.8% | 3,598 | 6.6% |
| Age 15 to 19 Years | 526 | 5.9% | 1,567 | 6.1% | 3,484 | 6.3% |
| Age 20 to 24 Years | 916 | 10.3% | 1,953 | 7.6% | 3,502 | 6.4% |
| Age 25 to 29 Years | 757 | 8.5% | 1,799 | 7.0% | 3,431 | 6.3% |
| Age 30 to 34 Years | 562 | 6.3% | 1,503 | 5.8% | 3,416 | 6.2% |
| Age 35 to 39 Years | 504 | 5.6% | 1,461 | 5.7% | 3,769 | 6.9% |
| Age 40 to 44 Years | 532 | 6.0% | 1,470 | 5.7% | 3,619 | 6.6% |
| Age 45 to 49 Years | 546 | 6.1% | 1,476 | 5.7% | 3,408 | 6.2% |
| Age 50 to 54 Years | 476 | 5.3% | 1,508 | 5.8% | 3,420 | 6.2% |
| Age 55 to 59 Years | 507 | 5.7% | 1,563 | 6.1% | 3,287 | 6.0% |
| Age 60 to 64 Years | 451 | 5.1% | 1,668 | 6.5% | 3,363 | 6.1% |
| Age 65 to 69 Years | 425 | 4.8% | 1,711 | 6.6% | 3,202 | 5.8% |
| Age 70 to 74 Years | 408 | 4.6% | 1,580 | 6.1% | 2,978 | 5.4% |
| Age 75 to 79 Years | 306 | 3.4% | 986 | 3.8% | 1,880 | 3.4% |
| Age 80 to 84 Years | 225 | 2.5% | 587 | 2.3% | 1,021 | 1.9% |
| Age 85 Years or Over | 240 | 2.7% | 515 | 2.0% | 823 | 1.5% |
| Median Age | 35.4 | | 39.9 | | 39.0 | |
| Age 19 Years or Less | 2,077 | 23.3% | 6,033 | 23.4% | 13,768 | 25.1% |
| Age 20 to 64 Years | 5,251 | 58.8% | 14,400 | 55.8% | 31,215 | 56.9% |
| Age 65 Years or Over | 1,604 | 18.0% | 5,378 | 20.8% | 9,904 | 18.0% |
| Female Age Distribution (2023) | | | | | | |
| Female Population | 4,605 | 51.6% | 13,101 | 50.8% | 27,560 | 50.2% |
| Age Under 5 Years | 248 | 5.4% | 688 | 5.3% | 1,518 | 5.5% |
| Age 5 to 9 Years | 219 | 4.8% | 695 | 5.3% | 1,686 | 6.1% |
| Age 10 to 14 Years | 209 | 4.5% | 710 | 5.4% | 1,733 | 6.3% |
| Age 15 to 19 Years | 263 | 5.7% | 758 | 5.8% | 1,620 | 5.9% |
| Age 20 to 24 Years | 472 | 10.3% | 961 | 7.3% | 1,664 | 6.0% |
| Age 25 to 29 Years | 371 | 8.1% | 866 | 6.6% | 1,668 | 6.1% |
| Age 30 to 34 Years | 290 | 6.3% | 751 | 5.7% | 1,713 | 6.2% |
| Age 35 to 39 Years | 229 | 5.0% | 706 | 5.4% | 1,874 | 6.8% |
| Age 40 to 44 Years | 282 | 6.1% | 751 | 5.7% | 1,804 | 6.5% |
| Age 45 to 49 Years | 250 | 5.4% | 709 | 5.4% | 1,630 | 5.9% |
| Age 50 to 54 Years | 212 | 4.6% | 711 | 5.4% | 1,675 | 6.1% |
| Age 55 to 59 Years | 332 | 7.2% | 872 | 6.7% | 1,731 | 6.3% |
| Age 60 to 64 Years | 250 | 5.4% | 911 | 7.0% | 1,787 | 6.5% |
| Age 65 to 69 Years | 241 | 5.2% | 930 | 7.1% | 1,707 | 6.2% |
| Age 70 to 74 Years | 236 | 5.1% | 862 | 6.6% | 1,626 | 5.9% |
| Age 75 to 79 Years | 183 | 4.0% | 520 | 4.0% | 1,007 | 3.7% |
| Age 80 to 84 Years | 137 | 3.0% | 326 | 2.5% | 574 | 2.1% |
| Age 85 Years or Over | 181 | 3.9% | 374 | 2.9% | 543 | 2.0% |
| Female Median Age | 38.4 | | 41.9 | | 40.4 | |
| Age 19 Years or Less | 939 | 20.4% | 2,852 | 21.8% | 6,557 | 23.8% |
| Age 20 to 64 Years | 2,688 | 58.4% | 7,237 | 55.2% | 15,546 | 56.4% |
| Age 65 Years or Over | 977 | 21.2% | 3,012 | 23.0% | 5,457 | 19.8% |

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| , GA 30114 | | | | | | |
|-------------------------------------|-------------|-------|-------------|-------|-------------|-------|
| | 1 mi radius | | 3 mi radius | | 5 mi radius | |
| Male Age Distribution (2023) | | | | | | |
| Male Population | 4,327 | 48.4% | 12,710 | 49.2% | 27,328 | 49.8% |
| Age Under 5 Years | 322 | 7.4% | 768 | 6.0% | 1,635 | 6.0% |
| Age 5 to 9 Years | 293 | 6.8% | 810 | 6.4% | 1,847 | 6.8% |
| Age 10 to 14 Years | 260 | 6.0% | 795 | 6.3% | 1,865 | 6.8% |
| Age 15 to 19 Years | 262 | 6.1% | 808 | 6.4% | 1,865 | 6.8% |
| Age 20 to 24 Years | 444 | 10.3% | 992 | 7.8% | 1,838 | 6.7% |
| Age 25 to 29 Years | 386 | 8.9% | 933 | 7.3% | 1,763 | 6.5% |
| Age 30 to 34 Years | 272 | 6.3% | 752 | 5.9% | 1,702 | 6.2% |
| Age 35 to 39 Years | 275 | 6.3% | 755 | 5.9% | 1,895 | 6.9% |
| Age 40 to 44 Years | 250 | 5.8% | 719 | 5.7% | 1,815 | 6.6% |
| Age 45 to 49 Years | 296 | 6.8% | 767 | 6.0% | 1,778 | 6.5% |
| Age 50 to 54 Years | 264 | 6.1% | 797 | 6.3% | 1,745 | 6.4% |
| Age 55 to 59 Years | 175 | 4.0% | 690 | 5.4% | 1,556 | 5.7% |
| Age 60 to 64 Years | 201 | 4.6% | 757 | 6.0% | 1,576 | 5.8% |
| Age 65 to 69 Years | 184 | 4.3% | 781 | 6.1% | 1,495 | 5.5% |
| Age 70 to 74 Years | 172 | 4.0% | 718 | 5.6% | 1,352 | 4.9% |
| Age 75 to 79 Years | 123 | 2.8% | 466 | 3.7% | 873 | 3.2% |
| Age 80 to 84 Years | 89 | 2.0% | 261 | 2.1% | 447 | 1.6% |
| Age 85 Years or Over | 59 | 1.4% | 141 | 1.1% | 280 | 1.0% |
| Male Median Age | 33.2 | | 38.4 | | 37.8 | |
| Age 19 Years or Less | 1,137 | 26.3% | 3,181 | 25.0% | 7,212 | 26.4% |
| Age 20 to 64 Years | 2,563 | 59.2% | 7,163 | 56.4% | 15,669 | 57.3% |
| Age 65 Years or Over | 628 | 14.5% | 2,366 | 18.6% | 4,447 | 16.3% |
| Males per 100 Females (2023) | | | | | | |
| Overall Comparison | 94 | | 97 | | 99 | |
| Age Under 5 Years | 130 | 56.4% | 112 | 52.7% | 108 | 51.9% |
| Age 5 to 9 Years | 134 | 57.3% | 117 | 53.8% | 110 | 52.3% |
| Age 10 to 14 Years | 125 | 55.5% | 112 | 52.8% | 108 | 51.8% |
| Age 15 to 19 Years | 99 | 49.9% | 107 | 51.6% | 115 | 53.5% |
| Age 20 to 24 Years | 94 | 48.5% | 103 | 50.8% | 110 | 52.5% |
| Age 25 to 29 Years | 104 | 51.0% | 108 | 51.9% | 106 | 51.4% |
| Age 30 to 34 Years | 94 | 48.5% | 100 | 50.1% | 99 | 49.8% |
| Age 35 to 39 Years | 120 | 54.5% | 107 | 51.7% | 101 | 50.3% |
| Age 40 to 44 Years | 89 | 47.0% | 96 | 48.9% | 101 | 50.2% |
| Age 45 to 49 Years | 118 | 54.2% | 108 | 52.0% | 109 | 52.2% |
| Age 50 to 54 Years | 125 | 55.5% | 112 | 52.9% | 104 | 51.0% |
| Age 55 to 59 Years | 53 | 34.4% | 79 | 44.2% | 90 | 47.3% |
| Age 60 to 64 Years | 80 | 44.5% | 83 | 45.4% | 88 | 46.9% |
| Age 65 to 69 Years | 77 | 43.4% | 84 | 45.7% | 88 | 46.7% |
| Age 70 to 74 Years | 73 | 42.2% | 83 | 45.4% | 83 | 45.4% |
| Age 75 to 79 Years | 67 | 40.2% | 90 | 47.3% | 87 | 46.4% |
| Age 80 to 84 Years | 65 | 39.3% | 80 | 44.4% | 78 | 43.8% |
| Age 85 Years or Over | 33 | 24.8% | 38 | 27.3% | 52 | 34.0% |
| Age 19 Years or Less | 121 | 54.8% | 112 | 52.7% | 110 | 52.4% |
| Age 20 to 39 Years | 101 | 50.3% | 105 | 51.1% | 104 | 51.0% |
| Age 40 to 64 Years | 89 | 47.2% | 94 | 48.5% | 98 | 49.5% |
| Age 65 Years or Over | 64 | 39.1% | 79 | 44.0% | 81 | 44.9% |

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| , GA 30114 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|-------------|-------|-------------|-------|-------------|-------|
| Household Type (2023) | | | | | | |
| Total Households | 3,297 | | 9,595 | | 19,641 | |
| Households with Children | 946 | 28.7% | 2,996 | 31.2% | 6,914 | 35.2% |
| Average Household Size | 2.6 | | 2.7 | | 2.8 | |
| Household Density per Square Mile | 1,050 | | 339 | | 250 | |
| Population Family | 6,721 | 75.2% | 21,139 | 81.9% | 46,807 | 85.3% |
| Population Non-Family | 2,016 | 22.6% | 4,342 | 16.8% | 7,257 | 13.2% |
| Population Group Quarters | 196 | 2.2% | 330 | 1.3% | 824 | 1.5% |
| Family Households | 1,771 | 53.7% | 6,369 | 66.4% | 14,140 | 72.0% |
| Married Couple Households | 1,070 | 60.4% | 4,614 | 72.4% | 10,838 | 76.6% |
| Other Family Households with Children | 701 | 39.6% | 1,755 | 27.6% | 3,302 | 23.4% |
| Family Households with Children | 943 | 53.2% | 2,987 | 46.9% | 6,898 | 48.8% |
| Married Couple with Children | 508 | 53.8% | 1,924 | 64.4% | 4,876 | 70.7% |
| Other Family Households with Children | 435 | 46.2% | 1,063 | 35.6% | 2,022 | 29.3% |
| Family Households No Children | 828 | 46.8% | 3,382 | 53.1% | 7,242 | 51.2% |
| Married Couple No Children | 562 | 67.9% | 2,690 | 79.5% | 5,962 | 82.3% |
| Other Family Households No Children | 266 | 32.1% | 692 | 20.5% | 1,280 | 17.7% |
| Non-Family Households | 1,526 | 46.3% | 3,226 | 33.6% | 5,501 | 28.0% |
| Non-Family Households with Children | 3 | 0.2% | 9 | 0.3% | 16 | 0.3% |
| Non-Family Households No Children | 1,522 | 99.8% | 3,217 | 99.7% | 5,485 | 99.7% |
| Average Family Household Size | 3.8 | | 3.3 | | 3.3 | |
| Average Family Income | \$81,739 | | \$97,813 | | \$115,229 | |
| Median Family Income | \$80,129 | | \$97,964 | | \$105,739 | |
| Average Non-Family Household Size | 1.3 | | 1.3 | | 1.3 | |
| Marital Status (2023) | | | | | | |
| Population Age 15 Years or Over | 7,381 | | 21,344 | | 44,604 | |
| Never Married | 3,065 | 41.5% | 6,620 | 31.0% | 12,001 | 26.9% |
| Currently Married | 2,647 | 35.9% | 10,240 | 48.0% | 23,546 | 52.8% |
| Previously Married | 1,670 | 22.6% | 4,485 | 21.0% | 9,057 | 20.3% |
| Separated | 302 | 18.1% | 704 | 15.7% | 1,513 | 16.7% |
| Widowed | 322 | 19.3% | 1,206 | 26.9% | 2,429 | 26.8% |
| Divorced | 1,045 | 62.6% | 2,576 | 57.4% | 5,115 | 56.5% |
| Educational Attainment (2023) | | | | | | |
| Adult Population Age 25 Years or Over | 5,939 | | 17,825 | | 37,617 | |
| Elementary (Grade Level 0 to 8) | 500 | 8.4% | 1,986 | 11.1% | 2,838 | 7.5% |
| Some High School (Grade Level 9 to 11) | 503 | 8.5% | 1,080 | 6.1% | 2,432 | 6.5% |
| High School Graduate | 1,426 | 24.0% | 3,994 | 22.4% | 8,578 | 22.8% |
| Some College | 1,627 | 27.4% | 4,429 | 24.8% | 8,472 | 22.5% |
| Associate Degree Only | 423 | 7.1% | 1,100 | 6.2% | 2,551 | 6.8% |
| Bachelor Degree Only | 923 | 15.5% | 3,443 | 19.3% | 8,513 | 22.6% |
| Graduate Degree | 537 | 9.0% | 1,794 | 10.1% | 4,233 | 11.3% |
| Any College (Some College or Higher) | 3,511 | 59.1% | 10,764 | 60.4% | 23,769 | 63.2% |
| College Degree + (Bachelor Degree or Higher) | 1,460 | 24.6% | 5,236 | 29.4% | 12,746 | 33.9% |

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| , GA 30114 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|-------------|-------|-------------|-------|-------------|-------|
| Housing | | | | | | |
| Total Housing Units (2023) | 3,991 | | 10,795 | | 21,436 | |
| Total Housing Units (2020) | 2,897 | | 9,345 | | 19,163 | |
| Historical Annual Growth (2020-2023) | 1,094 | - | 1,451 | - | 2,273 | - |
| Housing Units Occupied (2023) | 3,297 | 82.6% | 9,595 | 88.9% | 19,641 | 91.6% |
| Housing Units Owner-Occupied | 1,347 | 40.9% | 5,862 | 61.1% | 13,607 | 69.3% |
| Housing Units Renter-Occupied | 1,950 | 59.1% | 3,733 | 38.9% | 6,034 | 30.7% |
| Housing Units Vacant (2023) | 695 | 17.4% | 1,200 | 11.1% | 1,795 | 8.4% |
| Household Size (2023) | | | | | | |
| Total Households | 3,297 | | 9,595 | | 19,641 | |
| 1 Person Households | 1,335 | 40.5% | 2,737 | 28.5% | 4,579 | 23.3% |
| 2 Person Households | 968 | 29.4% | 3,482 | 36.3% | 6,861 | 34.9% |
| 3 Person Households | 448 | 13.6% | 1,345 | 14.0% | 3,023 | 15.4% |
| 4 Person Households | 274 | 8.3% | 976 | 10.2% | 2,815 | 14.3% |
| 5 Person Households | 151 | 4.6% | 551 | 5.7% | 1,374 | 7.0% |
| 6 Person Households | 62 | 1.9% | 277 | 2.9% | 617 | 3.1% |
| 7 or More Person Households | 59 | 1.8% | 227 | 2.4% | 372 | 1.9% |
| Household Income Distribution (2023) | | | | | | |
| HH Income \$200,000 or More | 244 | 7.4% | 952 | 9.9% | 2,536 | 12.9% |
| HH Income \$150,000 to \$199,999 | 163 | 4.9% | 874 | 9.1% | 2,237 | 11.4% |
| HH Income \$125,000 to \$149,999 | 190 | 5.8% | 693 | 7.2% | 1,689 | 8.6% |
| HH Income \$100,000 to \$124,999 | 133 | 4.0% | 699 | 7.3% | 1,707 | 8.7% |
| HH Income \$75,000 to \$99,999 | 492 | 14.9% | 1,332 | 13.9% | 2,732 | 13.9% |
| HH Income \$50,000 to \$74,999 | 690 | 20.9% | 1,902 | 19.8% | 3,085 | 15.7% |
| HH Income \$35,000 to \$49,999 | 492 | 14.9% | 1,133 | 11.8% | 1,855 | 9.4% |
| HH Income \$25,000 to \$34,999 | 164 | 5.0% | 509 | 5.3% | 1,264 | 6.4% |
| HH Income \$15,000 to \$24,999 | 284 | 8.6% | 551 | 5.7% | 871 | 4.4% |
| HH Income \$10,000 to \$14,999 | 198 | 6.0% | 355 | 3.7% | 646 | 3.3% |
| HH Income Under \$10,000 | 245 | 7.4% | 595 | 6.2% | 1,018 | 5.2% |
| Household Vehicles (2023) | | | | | | |
| Households 0 Vehicles Available | 168 | 5.1% | 406 | 4.2% | 554 | 2.8% |
| Households 1 Vehicle Available | 1,478 | 44.8% | 3,277 | 34.2% | 5,892 | 30.0% |
| Households 2 Vehicles Available | 1,035 | 31.4% | 3,724 | 38.8% | 7,992 | 40.7% |
| Households 3 or More Vehicles Available | 616 | 18.7% | 2,188 | 22.8% | 5,203 | 26.5% |
| Total Vehicles Available | 5,674 | | 18,271 | | 39,649 | |
| Average Vehicles per Household | 1.7 | | 1.9 | | 2.0 | |
| Owner-Occupied Household Vehicles | 2,587 | 45.6% | 12,509 | 68.5% | 29,794 | 75.1% |
| Average Vehicles per Owner-Occupied Household | 1.9 | | 2.1 | | 2.2 | |
| Renter-Occupied Household Vehicles | 3,087 | 54.4% | 5,762 | 31.5% | 9,855 | 24.9% |
| Average Vehicles per Renter-Occupied Household | 1.6 | | 1.5 | | 1.6 | |
| Travel Time (2023) | | | | | | |
| Worker Base Age 16 years or Over | 5,300 | | 13,262 | | 27,743 | |
| Travel to Work in 14 Minutes or Less | 1,418 | 26.8% | 3,435 | 25.9% | 5,990 | 21.6% |
| Travel to Work in 15 to 29 Minutes | 1,759 | 33.2% | 4,064 | 30.6% | 8,030 | 28.9% |
| Travel to Work in 30 to 59 Minutes | 1,384 | 26.1% | 3,563 | 26.9% | 7,649 | 27.6% |
| Travel to Work in 60 Minutes or More | 259 | 4.9% | 705 | 5.3% | 1,432 | 5.2% |
| Work at Home | 479 | 9.0% | 1,495 | 11.3% | 4,642 | 16.7% |
| Average Minutes Travel to Work | 20.3 | | 22.2 | | 24.6 | |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|-------------|-------|-------------|-------|-------------|-------|
| Transportation To Work (2023) | | | | | | |
| Worker Base Age 16 years or Over | 5,300 | | 13,262 | | 27,743 | |
| Drive to Work Alone | 3,615 | 68.2% | 8,951 | 67.5% | 18,836 | 67.9% |
| Drive to Work in Carpool | 1,098 | 20.7% | 2,363 | 17.8% | 3,564 | 12.8% |
| Travel to Work by Public Transportation | 11 | 0.2% | 188 | 1.4% | 198 | 0.7% |
| Drive to Work on Motorcycle | - | - | - | - | 2 | - |
| Bicycle to Work | - | - | - | - | - | - |
| Walk to Work | 38 | 0.7% | 144 | 1.1% | 342 | 1.2% |
| Other Means | 59 | 1.1% | 121 | 0.9% | 160 | 0.6% |
| Work at Home | 479 | 9.0% | 1,495 | 11.3% | 4,642 | 16.7% |
| Daytime Demographics (2023) | | | | | | |
| Total Businesses | 329 | | 1,373 | | 2,402 | |
| Total Employees | 2,480 | | 13,332 | | 20,321 | |
| Company Headquarter Businesses | 7 | 2.1% | 30 | 2.2% | 52 | 2.2% |
| Company Headquarter Employees | 61 | 2.5% | 691 | 5.2% | 1,234 | 6.1% |
| Employee Population per Business | 7.5 to 1 | | 9.7 to 1 | | 8.5 to 1 | |
| Residential Population per Business | 27.2 to 1 | | 18.8 to 1 | | 22.8 to 1 | |
| Adj. Daytime Demographics Age 16 Years or Over | 4,464 | | 21,074 | | 36,373 | |
| Labor Force | | | | | | |
| Labor Population Age 16 Years or Over (2023) | 7,283 | | 21,024 | | 43,845 | |
| Labor Force Total Males (2023) | 3,402 | 46.7% | 10,180 | 48.4% | 21,587 | 49.2% |
| Male Civilian Employed | 2,768 | 81.4% | 7,005 | 68.8% | 14,509 | 67.2% |
| Male Civilian Unemployed | 68 | 2.0% | 166 | 1.6% | 468 | 2.2% |
| Males in Armed Forces | - | - | 19 | 0.2% | 50 | 0.2% |
| Males Not in Labor Force | 566 | 16.6% | 2,989 | 29.4% | 6,560 | 30.4% |
| Labor Force Total Females (2023) | 3,881 | 53.3% | 10,844 | 51.6% | 22,258 | 50.8% |
| Female Civilian Employed | 2,532 | 65.2% | 6,257 | 57.7% | 13,234 | 59.5% |
| Female Civilian Unemployed | 88 | 2.3% | 252 | 2.3% | 585 | 2.6% |
| Females in Armed Forces | - | - | - | - | - | - |
| Females Not in Labor Force | 1,261 | 32.5% | 4,335 | 40.0% | 8,439 | 37.9% |
| Unemployment Rate | 157 | 2.1% | 419 | 2.0% | 1,053 | 2.4% |
| Occupation (2023) | | | | | | |
| Occupation Population Age 16 Years or Over | 5,300 | | 13,262 | | 27,743 | |
| Occupation Total Males | 2,768 | 52.2% | 7,005 | 52.8% | 14,509 | 52.3% |
| Occupation Total Females | 2,532 | 47.8% | 6,257 | 47.2% | 13,234 | 47.7% |
| Management, Business, Financial Operations | 681 | - | 2,182 | 16.5% | 5,631 | 20.3% |
| Professional, Related | 959 | 18.1% | 2,444 | 18.4% | 6,037 | 21.8% |
| Service | 893 | 16.9% | 2,300 | 17.3% | 4,194 | 15.1% |
| Sales, Office | 1,262 | 23.8% | 3,097 | 23.3% | 6,370 | 23.0% |
| Farming, Fishing, Forestry | - | - | 1 | - | 3 | - |
| Construction, Extraction, Maintenance | 818 | 15.4% | 1,598 | 12.1% | 2,650 | 9.6% |
| Production, Transport, Material Moving | 687 | 13.0% | 1,641 | 12.4% | 2,858 | 10.3% |
| White Collar Workers | 2,902 | 54.8% | 7,722 | 58.2% | 18,038 | 65.0% |
| Blue Collar Workers | 2,398 | 45.2% | 5,540 | 41.8% | 9,705 | 35.0% |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|------------------------------------|-------------|-------|-------------|-------|-------------|-------|
| Units In Structure (2023) | | | | | | |
| Total Units | 3,297 | | 9,595 | | 19,641 | |
| 1 Detached Unit | 1,517 | 46.0% | 6,516 | 67.9% | 14,874 | 75.7% |
| 1 Attached Unit | 90 | 2.7% | 445 | 4.6% | 864 | 4.4% |
| 2 Units | 55 | 1.7% | 73 | 0.8% | 99 | 0.5% |
| 3 to 4 Units | 136 | 4.1% | 264 | 2.7% | 364 | 1.9% |
| 5 to 9 Units | 85 | 2.6% | 156 | 1.6% | 330 | 1.7% |
| 10 to 19 Units | 391 | 11.8% | 541 | 5.6% | 851 | 4.3% |
| 20 to 49 Units | 404 | 12.3% | 513 | 5.3% | 596 | 3.0% |
| 50 or More Units | 570 | 17.3% | 807 | 8.4% | 1,079 | 5.5% |
| Mobile Home or Trailer | 50 | 1.5% | 281 | 2.9% | 584 | 3.0% |
| Other Structure | - | - | - | - | - | - |
| Homes Built By Year (2023) | | | | | | |
| Homes Built 2020 or later | 36 | 0.9% | 228 | 2.1% | 331 | 1.5% |
| Homes Built 2010 to 2019 | 529 | 13.3% | 2,158 | 20.0% | 4,087 | 19.1% |
| Homes Built 2000 to 2009 | 1,059 | 26.5% | 2,916 | 27.0% | 7,046 | 32.9% |
| Homes Built 1990 to 1999 | 741 | 18.6% | 1,829 | 16.9% | 3,704 | 17.3% |
| Homes Built 1980 to 1989 | 285 | 7.2% | 1,058 | 9.8% | 2,100 | 9.8% |
| Homes Built 1970 to 1979 | 216 | 5.4% | 494 | 4.6% | 1,016 | 4.7% |
| Homes Built 1960 to 1969 | 12 | 0.3% | 107 | 1.0% | 228 | 1.1% |
| Homes Built 1950 to 1959 | 112 | 2.8% | 293 | 2.7% | 477 | 2.2% |
| Homes Built 1940 to 1949 | 3 | - | 4 | - | 11 | - |
| Homes Built Before 1939 | 303 | 7.6% | 508 | 4.7% | 642 | 3.0% |
| Median Age of Homes | 32.5 | yrs | 28.7 | yrs | 27.2 | yrs |
| Home Values (2023) | | | | | | |
| Owner Specified Housing Units | 1,347 | | 5,862 | | 13,607 | |
| Home Values \$1,000,000 or More | 22 | 1.6% | 90 | 1.5% | 535 | 3.9% |
| Home Values \$750,000 to \$999,999 | 22 | 1.6% | 152 | 2.6% | 298 | 2.2% |
| Home Values \$500,000 to \$749,999 | 198 | 14.7% | 1,008 | 17.2% | 2,246 | 16.5% |
| Home Values \$400,000 to \$499,999 | 133 | 9.9% | 916 | 15.6% | 2,244 | 16.5% |
| Home Values \$300,000 to \$399,999 | 393 | 29.1% | 1,792 | 30.6% | 3,552 | 26.1% |
| Home Values \$250,000 to \$299,999 | 168 | 12.5% | 693 | 11.8% | 2,001 | 14.7% |
| Home Values \$200,000 to \$249,999 | 151 | 11.2% | 533 | 9.1% | 1,267 | 9.3% |
| Home Values \$175,000 to \$199,999 | 35 | 2.6% | 131 | 2.2% | 338 | 2.5% |
| Home Values \$150,000 to \$174,999 | 40 | 3.0% | 94 | 1.6% | 171 | 1.3% |
| Home Values \$125,000 to \$149,999 | 12 | 0.9% | 31 | 0.5% | 53 | 0.4% |
| Home Values \$100,000 to \$124,999 | 51 | 3.8% | 122 | 2.1% | 183 | 1.3% |
| Home Values \$90,000 to \$99,999 | 21 | 1.6% | 47 | 0.8% | 100 | 0.7% |
| Home Values \$80,000 to \$89,999 | 3 | 0.2% | 7 | 0.1% | 28 | 0.2% |
| Home Values \$70,000 to \$79,999 | - | - | - | - | 2 | - |
| Home Values \$60,000 to \$69,999 | 72 | 5.4% | 95 | 1.6% | 103 | 0.8% |
| Home Values \$50,000 to \$59,999 | 3 | 0.2% | 12 | 0.2% | 44 | 0.3% |
| Home Values \$35,000 to \$49,999 | 4 | 0.3% | 23 | 0.4% | 154 | 1.1% |
| Home Values \$25,000 to \$34,999 | 8 | 0.6% | 49 | 0.8% | 87 | 0.6% |
| Home Values \$10,000 to \$24,999 | 7 | 0.5% | 41 | 0.7% | 115 | 0.8% |
| Home Values Under \$10,000 | 6 | 0.4% | 26 | 0.4% | 87 | 0.6% |
| Owner-Occupied Median Home Value | \$312,828 | | \$351,304 | | \$369,778 | |
| Renter-Occupied Median Rent | \$1,196 | | \$1,119 | | \$1,156 | |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.257/-84.4944

| , GA 30114 | | | 1 mi radius | | 3 mi radius | | 5 mi radius | |
|--|--|--|---------------|--|---------------|--|---------------|--|
| Total Annual Consumer Expenditure (2023) | | | | | | | | |
| Total Household Expenditure | | | \$172.76 M | | \$592.61 M | | \$1.39 B | |
| Total Non-Retail Expenditure | | | \$91.62 M | | \$313.57 M | | \$736.34 M | |
| Total Retail Expenditure | | | \$81.14 M | | \$279.04 M | | \$654.96 M | |
| Apparel | | | \$6.05 M | | \$20.94 M | | \$49.69 M | |
| Contributions | | | \$5.53 M | | \$19.75 M | | \$47.33 M | |
| Education | | | \$5.03 M | | \$18.3 M | | \$45.03 M | |
| Entertainment | | | \$9.56 M | | \$33.69 M | | \$80.07 M | |
| Food and Beverages | | | \$25.6 M | | \$86.9 M | | \$202.97 M | |
| Furnishings and Equipment | | | \$5.95 M | | \$20.92 M | | \$49.59 M | |
| Gifts | | | \$4.24 M | | \$14.92 M | | \$35.79 M | |
| Health Care | | | \$14.65 M | | \$49.81 M | | \$115.31 M | |
| Household Operations | | | \$6.72 M | | \$23.41 M | | \$55.43 M | |
| Miscellaneous Expenses | | | \$3.26 M | | \$11.24 M | | \$26.41 M | |
| Personal Care | | | \$2.31 M | | \$7.94 M | | \$18.66 M | |
| Personal Insurance | | | \$1.16 M | | \$4.24 M | | \$10.26 M | |
| Reading | | | \$376.74 K | | \$1.3 M | | \$3.06 M | |
| Shelter | | | \$36.99 M | | \$125.02 M | | \$292.33 M | |
| Tobacco | | | \$1.13 M | | \$3.49 M | | \$7.71 M | |
| Transportation | | | \$31.17 M | | \$107.53 M | | \$252.44 M | |
| Utilities | | | \$13.04 M | | \$43.19 M | | \$99.23 M | |
| Monthly Household Consumer Expenditure (2023) | | | | | | | | |
| Total Household Expenditure | | | \$4,367 | | \$5,147 | | \$5,903 | |
| Total Non-Retail Expenditure | | | \$2,316 53.0% | | \$2,723 52.9% | | \$3,124 52.9% | |
| Total Retail Expenditures | | | \$2,051 47.0% | | \$2,423 47.1% | | \$2,779 47.1% | |
| Apparel | | | \$153 3.5% | | \$182 3.5% | | \$211 3.6% | |
| Contributions | | | \$140 3.2% | | \$172 3.3% | | \$201 3.4% | |
| Education | | | \$127 2.9% | | \$159 3.1% | | \$191 3.2% | |
| Entertainment | | | \$242 5.5% | | \$293 5.7% | | \$340 5.8% | |
| Food and Beverages | | | \$647 14.8% | | \$755 14.7% | | \$861 14.6% | |
| Furnishings and Equipment | | | \$150 3.4% | | \$182 3.5% | | \$210 3.6% | |
| Gifts | | | \$107 2.5% | | \$130 2.5% | | \$152 2.6% | |
| Health Care | | | \$370 8.5% | | \$433 8.4% | | \$489 8.3% | |
| Household Operations | | | \$170 3.9% | | \$203 4.0% | | \$235 4.0% | |
| Miscellaneous Expenses | | | \$82 1.9% | | \$98 1.9% | | \$112 1.9% | |
| Personal Care | | | \$58 1.3% | | \$69 1.3% | | \$79 1.3% | |
| Personal Insurance | | | \$29 0.7% | | \$37 0.7% | | \$44 0.7% | |
| Reading | | | \$10 0.2% | | \$11 0.2% | | \$13 0.2% | |
| Shelter | | | \$935 21.4% | | \$1,086 21.1% | | \$1,240 21.0% | |
| Tobacco | | | \$29 0.7% | | \$30 0.6% | | \$33 0.6% | |
| Transportation | | | \$788 18.0% | | \$934 18.1% | | \$1,071 18.1% | |
| Utilities | | | \$330 7.5% | | \$375 7.3% | | \$421 7.1% | |