Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2022)	5,547		30,730		60,622	
Projected Population (2027)	5,806		32,494		63,776	
Census Population (2020)	5,457		30,260		59,957	
Census Population (2010)	5,082		26,589		53,825	
Projected Annual Growth (2022-2027)	259	0.9%	1,764	1.1%	3,154	1.0%
Historical Annual Growth (2020-2022)	90	-	470	0.8%	665	0.6%
Historical Annual Growth (2010-2020)	376	0.7%	3,670	1.4%	6,132	1.1%
Estimated Population Density (2022)	1,767	psm	1,087	psm	772	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2022)	2,177		11,484		22,064	
Projected Households (2027)	2,351		12,471		23,738	
Census Households (2020)	2,177		11,339		21,828	
Census Households (2010)	1,971		9,777		19,353	
Projected Annual Growth (2022-2027)	175	1.6%	987	1.7%	1,674	1.5%
Historical Annual Change (2010-2022)	206	0.9%	1,707	1.5%	2,711	1.2%
Average Household Income						
Estimated Average Household Income (2022)	$153,378		$130,836		$137,901	
Projected Average Household Income (2027)	$169,473		$142,329		$152,963	
Census Average Household Income (2010)	$110,842		$104,318		$98,060	
Census Average Household Income (2000)	$99,260		$92,895		$87,463	
Projected Annual Change (2022-2027)	$16,095	2.1%	$11,493	1.8%	$15,062	2.2%
Historical Annual Change (2000-2022)	$54,118	2.5%	$37,941	1.9%	$50,438	2.6%
Median Household Income						
Estimated Median Household Income (2022)	$112,094		$108,933		$109,068	
Projected Median Household Income (2027)	$135,153		$131,056		$131,174	
Census Median Household Income (2010)	$91,743		$82,945		$80,623	
Census Median Household Income (2000)	$81,920		$75,635		$73,636	
Projected Annual Change (2022-2027)	$23,059	4.1%	$22,122	4.1%	$22,106	4.1%
Historical Annual Change (2000-2022)	$30,174	1.7%	$33,299	2.0%	$35,432	2.2%
Per Capita Income						
Estimated Per Capita Income (2022)	$60,192		$48,941		$50,216	
Projected Per Capita Income (2027)	$68,637		$54,669		$56,958	
Census Per Capita Income (2010)	$42,989		$38,365		$35,261	
Census Per Capita Income (2000)	$34,327		$32,405		$30,022	
Projected Annual Change (2022-2027)	$8,445	2.8%	$5,728	2.3%	$6,743	2.7%
Historical Annual Change (2000-2022)	$25,865	3.4%	$16,536	2.3%	$20,193	3.1%
Estimated Average Household Net Worth (2022)	$1.1 M		$1 M		$983,669	

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2022)	5,547		30,730		60,622	
White (2022)	3,860	69.6%	21,266	69.2%	42,289	69.8%
Black or African American (2022)	572	10.3%	3,343	10.9%	7,700	12.7%
American Indian or Alaska Native (2022)	15	0.3%	85	0.3%	195	0.3%
Asian (2022)	457	8.2%	2,585	8.4%	3,733	6.2%
Hawaiian or Pacific Islander (2022)	4	-	18	-	40	-
Other Race (2022)	110	2.0%	802	2.6%	2,007	3.3%
Two or More Races (2022)	530	9.6%	2,632	8.6%	4,658	7.7%
Population < 18 (2022)	1,313	23.7%	7,321	23.8%	14,589	24.1%
White Not Hispanic	775	59.0%	4,200	57.4%	8,458	58.0%
Black or African American	143	10.9%	839	11.5%	2,084	14.3%
Asian	136	10.4%	810	11.1%	1,116	7.6%
Other Race Not Hispanic	129	9.9%	649	8.9%	1,290	8.8%
Hispanic	130	9.9%	822	11.2%	1,642	11.3%
Not Hispanic or Latino Population (2022)	5,130	92.5%	28,173	91.7%	55,700	91.9%
Not Hispanic White	3,819	74.4%	20,483	72.7%	40,470	72.7%
Not Hispanic Black or African American	565	11.0%	3,241	11.5%	7,530	13.5%
Not Hispanic American Indian or Alaska Native	12	0.2%	40	0.1%	116	0.2%
Not Hispanic Asian	429	8.4%	2,464	8.7%	3,516	6.3%
Not Hispanic Hawaiian or Pacific Islander	2	-	12	-	26	-
Not Hispanic Other Race	41	0.8%	352	1.2%	1,013	1.8%
Not Hispanic Two or More Races	262	5.1%	1,581	5.6%	3,030	5.4%
Hispanic or Latino Population (2022)	417	7.5%	2,557	8.3%	4,922	8.1%
Hispanic White	41	9.8%	782	30.6%	1,819	37.0%
Hispanic Black or African American	7	1.7%	102	4.0%	170	3.5%
Hispanic American Indian or Alaska Native	3	0.7%	45	1.8%	79	1.6%
Hispanic Asian	28	6.6%	121	4.7%	217	4.4%
Hispanic Hawaiian or Pacific Islander	2	0.4%	7	0.3%	14	0.3%
Hispanic Other Race	69	16.5%	449	17.6%	994	20.2%
Hispanic Two or More Races	268	64.3%	1,051	41.1%	1,628	33.1%
Not Hispanic or Latino Population (2020)	5,055	92.6%	27,735	91.7%	55,101	91.9%
Hispanic or Latino Population (2020)	402	7.4%	2,525	8.3%	4,856	8.1%
Not Hispanic or Latino Population (2010)	4,804	94.5%	24,934	93.8%	50,649	94.1%
Hispanic or Latino Population (2010)	278	5.5%	1,655	6.2%	3,176	5.9%
Not Hispanic or Latino Population (2027)	5,363	92.4%	29,764	91.6%	58,564	91.8%
Hispanic or Latino Population (2027)	443	7.6%	2,730	8.4%	5,212	8.2%
Projected Annual Growth (2022-2027)	26	1.3%	174	1.4%	290	1.2%
Historical Annual Growth (2010-2020)	125	4.5%	870	5.3%	1,680	5.3%

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Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2022)						
Total Population	5,547		30,730		60,622	
Age Under 5 Years	212	3.8%	1,371	4.5%	2,697	4.4%
Age 5 to 9 Years	379	6.8%	2,056	6.7%	4,132	6.8%
Age 10 to 14 Years	440	7.9%	2,374	7.7%	4,822	8.0%
Age 15 to 19 Years	371	6.7%	2,103	6.8%	4,135	6.8%
Age 20 to 24 Years	219	4.0%	1,196	3.9%	2,384	3.9%
Age 25 to 29 Years	241	4.3%	1,346	4.4%	2,480	4.1%
Age 30 to 34 Years	263	4.7%	1,671	5.4%	3,204	5.3%
Age 35 to 39 Years	378	6.8%	2,179	7.1%	4,163	6.9%
Age 40 to 44 Years	429	7.7%	2,380	7.7%	4,835	8.0%
Age 45 to 49 Years	465	8.4%	2,330	7.6%	4,581	7.6%
Age 50 to 54 Years	446	8.0%	2,226	7.2%	4,495	7.4%
Age 55 to 59 Years	420	7.6%	2,249	7.3%	4,463	7.4%
Age 60 to 64 Years	424	7.6%	2,278	7.4%	4,520	7.5%
Age 65 to 69 Years	310	5.6%	1,854	6.0%	3,650	6.0%
Age 70 to 74 Years	252	4.5%	1,306	4.3%	2,660	4.4%
Age 75 to 79 Years	133	2.4%	754	2.5%	1,549	2.6%
Age 80 to 84 Years	84	1.5%	491	1.6%	935	1.5%
Age 85 Years or Over	80	1.4%	568	1.8%	917	1.5%
Median Age	42.7		42.0		41.9	
Age 19 Years or Less	1,403	25.3%	7,903	25.7%	15,785	26.0%
Age 20 to 64 Years	3,284	59.2%	17,853	58.1%	35,126	57.9%
Age 65 Years or Over	860	15.5%	4,974	16.2%	9,711	16.0%
Female Age Distribution (2022)						
Female Population	2,836	51.1%	15,721	51.2%	30,864	50.9%
Age Under 5 Years	97	3.4%	684	4.4%	1,363	4.4%
Age 5 to 9 Years	213	7.5%	1,052	6.7%	2,063	6.7%
Age 10 to 14 Years	220	7.8%	1,173	7.5%	2,361	7.7%
Age 15 to 19 Years	171	6.0%	985	6.3%	1,939	6.3%
Age 20 to 24 Years	115	4.0%	587	3.7%	1,146	3.7%
Age 25 to 29 Years	120	4.2%	651	4.1%	1,251	4.1%
Age 30 to 34 Years	141	5.0%	882	5.6%	1,671	5.4%
Age 35 to 39 Years	207	7.3%	1,157	7.4%	2,202	7.1%
Age 40 to 44 Years	228	8.0%	1,260	8.0%	2,545	8.2%
Age 45 to 49 Years	235	8.3%	1,191	7.6%	2,342	7.6%
Age 50 to 54 Years	226	8.0%	1,150	7.3%	2,295	7.4%
Age 55 to 59 Years	210	7.4%	1,136	7.2%	2,245	7.3%
Age 60 to 64 Years	214	7.6%	1,145	7.3%	2,290	7.4%
Age 65 to 69 Years	147	5.2%	922	5.9%	1,829	5.9%
Age 70 to 74 Years	130	4.6%	674	4.3%	1,356	4.4%
Age 75 to 79 Years	68	2.4%	400	2.5%	822	2.7%
Age 80 to 84 Years	51	1.8%	286	1.8%	554	1.8%
Age 85 Years or Over	45	1.6%	383	2.4%	590	1.9%
Female Median Age	42.3		42.5		42.4	
Age 19 Years or Less	701	24.7%	3,895	24.8%	7,726	25.0%
Age 20 to 64 Years	1,694	59.7%	9,159	58.3%	17,987	58.3%
Age 65 Years or Over	440	15.5%	2,667	17.0%	5,151	16.7%

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2022)						
Male Population	2,711	48.9%	15,009	48.8%	29,758	49.1%
Age Under 5 Years	115	4.2%	687	4.6%	1,334	4.5%
Age 5 to 9 Years	167	6.1%	1,004	6.7%	2,070	7.0%
Age 10 to 14 Years	221	8.1%	1,200	8.0%	2,460	8.3%
Age 15 to 19 Years	200	7.4%	1,117	7.4%	2,196	7.4%
Age 20 to 24 Years	105	3.9%	609	4.1%	1,238	4.2%
Age 25 to 29 Years	121	4.4%	695	4.6%	1,229	4.1%
Age 30 to 34 Years	122	4.5%	788	5.3%	1,533	5.2%
Age 35 to 39 Years	171	6.3%	1,022	6.8%	1,962	6.6%
Age 40 to 44 Years	201	7.4%	1,120	7.5%	2,291	7.7%
Age 45 to 49 Years	230	8.5%	1,139	7.6%	2,238	7.5%
Age 50 to 54 Years	220	8.1%	1,075	7.2%	2,200	7.4%
Age 55 to 59 Years	210	7.8%	1,113	7.4%	2,218	7.5%
Age 60 to 64 Years	209	7.7%	1,133	7.5%	2,230	7.5%
Age 65 to 69 Years	163	6.0%	932	6.2%	1,821	6.1%
Age 70 to 74 Years	122	4.5%	632	4.2%	1,304	4.4%
Age 75 to 79 Years	65	2.4%	354	2.4%	726	2.4%
Age 80 to 84 Years	34	1.2%	206	1.4%	381	1.3%
Age 85 Years or Over	35	1.3%	184	1.2%	328	1.1%
Male Median Age	43.1		41.5		41.4	
Age 19 Years or Less	702	25.9%	4,008	26.7%	8,059	27.1%
Age 20 to 64 Years	1,590	58.6%	8,694	57.9%	17,138	57.6%
Age 65 Years or Over	420	15.5%	2,307	15.4%	4,561	15.3%
Males per 100 Females (2022)						
Overall Comparison	96		95		96	
Age Under 5 Years	118	54.1%	100	50.1%	98	49.4%
Age 5 to 9 Years	78	43.9%	95	48.8%	100	50.1%
Age 10 to 14 Years	100	50.1%	102	50.6%	104	51.0%
Age 15 to 19 Years	117	53.8%	113	53.1%	113	53.1%
Age 20 to 24 Years	91	47.7%	104	50.9%	108	51.9%
Age 25 to 29 Years	100	50.1%	107	51.6%	98	49.5%
Age 30 to 34 Years	87	46.6%	89	47.2%	92	47.8%
Age 35 to 39 Years	83	45.3%	88	46.9%	89	47.1%
Age 40 to 44 Years	88	46.9%	89	47.1%	90	47.4%
Age 45 to 49 Years	98	49.5%	96	48.9%	96	48.9%
Age 50 to 54 Years	97	49.3%	94	48.3%	96	48.9%
Age 55 to 59 Years	100	50.1%	98	49.5%	99	49.7%
Age 60 to 64 Years	98	49.4%	99	49.7%	97	49.3%
Age 65 to 69 Years	111	52.6%	101	50.2%	100	49.9%
Age 70 to 74 Years	94	48.6%	94	48.4%	96	49.0%
Age 75 to 79 Years	95	48.8%	88	46.9%	88	46.9%
Age 80 to 84 Years	66	39.9%	72	41.8%	69	40.7%
Age 85 Years or Over	79	44.3%	48	32.5%	56	35.7%
Age 19 Years or Less	100	50.0%	103	50.7%	104	51.1%
Age 20 to 39 Years	89	47.1%	95	48.7%	95	48.7%
Age 40 to 64 Years	96	49.0%	95	48.7%	95	48.8%
Age 65 Years or Over	95	48.8%	87	46.4%	89	47.0%

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Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Household Type (2022)						
Total Households	2,177		11,484		22,064	
Households with Children	845	38.8%	4,577	39.9%	8,717	39.5%
Average Household Size	2.5		2.7		2.7	
Household Density per Square Mile	693		406		281	
Population Family	5,062	91.2%	27,870	90.7%	55,342	91.3%
Population Non-Family	482	8.7%	2,648	8.6%	5,067	8.4%
Population Group Quarters	3	-	212	0.7%	212	0.4%
Family Households	1,741	80.0%	9,228	80.4%	17,782	80.6%
Married Couple Households	1,468	84.3%	7,902	85.6%	15,164	85.3%
Other Family Households with Children	273	15.7%	1,326	14.4%	2,617	14.7%
Family Households with Children	845	48.5%	4,576	49.6%	8,714	49.0%
Married Couple with Children	664	78.6%	3,712	81.1%	7,053	80.9%
Other Family Households with Children	180	21.4%	864	18.9%	1,661	19.1%
Family Households No Children	896	51.5%	4,653	50.4%	9,068	51.0%
Married Couple No Children	803	89.6%	4,190	90.1%	8,112	89.5%
Other Family Households No Children	93	10.4%	462	9.9%	956	10.5%
Non-Family Households	436	20.0%	2,255	19.6%	4,282	19.4%
Non-Family Households with Children	-	-	2	-	3	-
Non-Family Households No Children	435	99.8%	2,254	99.9%	4,279	99.9%
Average Family Household Size	2.9		3.0		3.1	
Average Family Income	$141,564		$140,279		$150,540	
Median Family Income	$130,173		$124,475		$123,105	
Average Non-Family Household Size	1.1		1.2		1.2	
Marital Status (2022)						
Population Age 15 Years or Over	4,515		24,930		48,971	
Never Married	1,221	27.1%	5,441	21.8%	11,793	24.1%
Currently Married	2,355	52.2%	15,660	62.8%	29,634	60.5%
Previously Married	938	20.8%	3,829	15.4%	7,544	15.4%
Separated	135	14.4%	651	17.0%	1,216	16.1%
Widowed	261	27.8%	1,206	31.5%	1,893	25.1%
Divorced	542	57.8%	1,972	51.5%	4,435	58.8%
Educational Attainment (2022)						
Adult Population Age 25 Years or Over	3,924		21,631		42,452	
Elementary (Grade Level 0 to 8)	37	0.9%	243	1.1%	646	1.5%
Some High School (Grade Level 9 to 11)	80	2.0%	511	2.4%	1,281	3.0%
High School Graduate	734	18.7%	3,388	15.7%	7,328	17.3%
Some College	493	12.6%	3,931	18.2%	8,172	19.2%
Associate Degree Only	254	6.5%	1,413	6.5%	3,038	7.2%
Bachelor Degree Only	1,224	31.2%	7,238	33.5%	13,533	31.9%
Graduate Degree	1,104	28.1%	4,906	22.7%	8,455	19.9%
Any College (Some College or Higher)	3,074	78.3%	17,489	80.9%	33,198	78.2%
College Degree + (Bachelor Degree or Higher)	2,328	59.3%	12,144	56.1%	21,988	51.8%

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Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2022)	2,256		11,969		23,017	
Total Housing Units (2020)	2,256		11,822		22,733	
Historical Annual Growth (2020-2022)	-	-	147	-	284	-
Housing Units Occupied (2022)	2,177	96.5%	11,484	95.9%	22,064	95.9%
Housing Units Owner-Occupied	1,795	82.5%	9,868	85.9%	19,006	86.1%
Housing Units Renter-Occupied	381	17.5%	1,615	14.1%	3,059	13.9%
Housing Units Vacant (2022)	79	3.5%	485	4.1%	953	4.1%
Household Size (2022)						
Total Households	2,177		11,484		22,064	
1 Person Households	385	17.7%	1,953	17.0%	3,703	16.8%
2 Person Households	929	42.7%	4,520	39.4%	8,309	37.7%
3 Person Households	339	15.6%	2,167	18.9%	4,177	18.9%
4 Person Households	340	15.6%	1,809	15.8%	3,707	16.8%
5 Person Households	133	6.1%	717	6.2%	1,486	6.7%
6 Person Households	39	1.8%	233	2.0%	499	2.3%
7 or More Person Households	11	0.5%	85	0.7%	183	0.8%
Household Income Distribution (2022)						
HH Income $200,000 or More	493	22.7%	2,209	19.2%	4,106	18.6%
HH Income $150,000 to $199,999	218	10.0%	1,326	11.5%	2,577	11.7%
HH Income $125,000 to $149,999	206	9.5%	1,191	10.4%	2,574	11.7%
HH Income $100,000 to $124,999	248	11.4%	1,468	12.8%	2,712	12.3%
HH Income $75,000 to $99,999	368	16.9%	1,732	15.1%	3,151	14.3%
HH Income $50,000 to $74,999	198	9.1%	1,615	14.1%	3,269	14.8%
HH Income $35,000 to $49,999	146	6.7%	693	6.0%	1,293	5.9%
HH Income $25,000 to $34,999	52	2.4%	355	3.1%	735	3.3%
HH Income $15,000 to $24,999	94	4.3%	414	3.6%	751	3.4%
HH Income $10,000 to $14,999	50	2.3%	197	1.7%	413	1.9%
HH Income Under $10,000	102	4.7%	283	2.5%	484	2.2%
Household Vehicles (2022)						
Households 0 Vehicles Available	83	3.8%	373	3.3%	653	3.0%
Households 1 Vehicle Available	555	25.5%	2,557	22.3%	4,503	20.4%
Households 2 Vehicles Available	991	45.5%	4,926	42.9%	9,216	41.8%
Households 3 or More Vehicles Available	548	25.2%	3,626	31.6%	7,693	34.9%
Total Vehicles Available	4,403		24,833		49,649	
Average Vehicles per Household	2.0		2.2		2.3	
Owner-Occupied Household Vehicles	3,801	86.3%	22,388	90.2%	44,786	90.2%
Average Vehicles per Owner-Occupied Household	2.1		2.3		2.4	
Renter-Occupied Household Vehicles	602	13.7%	2,444	9.8%	4,863	9.8%
Average Vehicles per Renter-Occupied Household	1.6		1.5		1.6	
Travel Time (2022)						
Worker Base Age 16 years or Over	2,674		14,406		29,600	
Travel to Work in 14 Minutes or Less	506	18.9%	2,412	16.7%	5,017	17.0%
Travel to Work in 15 to 29 Minutes	684	25.6%	3,546	24.6%	7,490	25.3%
Travel to Work in 30 to 59 Minutes	839	31.4%	4,449	30.9%	9,489	32.1%
Travel to Work in 60 Minutes or More	377	14.1%	1,858	12.9%	3,889	13.1%
Work at Home	267	10.0%	2,140	14.9%	3,715	12.6%
Average Minutes Travel to Work	30.4		28.4		28.4	

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Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2022)						
Worker Base Age 16 years or Over	2,674		14,406		29,600	
Drive to Work Alone	2,070	77.4%	10,515	73.0%	22,308	75.4%
Drive to Work in Carpool	210	7.8%	981	6.8%	2,106	7.1%
Travel to Work by Public Transportation	5	0.2%	134	0.9%	414	1.4%
Drive to Work on Motorcycle	-	-	5	-	18	-
Bicycle to Work	18	0.7%	26	0.2%	29	-
Walk to Work	14	0.5%	49	0.3%	91	0.3%
Other Means	88	3.3%	556	3.9%	920	3.1%
Work at Home	267	10.0%	2,140	14.9%	3,715	12.6%
Daytime Demographics (2022)						
Total Businesses	495		2,272		3,783	
Total Employees	2,304		15,861		27,373	
Company Headquarter Businesses	8	1.7%	65	2.9%	109	2.9%
Company Headquarter Employees	78	3.4%	2,819	17.8%	4,731	17.3%
Employee Population per Business	4.7	to 1	7.0	to 1	7.2	to 1
Residential Population per Business	11.2	to 1	13.5	to 1	16.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	4,047		25,835		45,723	
Labor Force						
Labor Population Age 16 Years or Over (2022)	4,417		24,381		47,955	
Labor Force Total Males (2022)	2,158	48.9%	11,829	48.5%	23,376	48.7%
Male Civilian Employed	1,521	70.5%	8,167	69.0%	16,460	70.4%
Male Civilian Unemployed	24	1.1%	134	1.1%	287	1.2%
Males in Armed Forces	-	-	2	-	4	-
Males Not in Labor Force	613	28.4%	3,526	29.8%	6,624	28.3%
Labor Force Total Females (2022)	2,259	51.1%	12,552	51.5%	24,579	51.3%
Female Civilian Employed	1,153	51.0%	6,238	49.7%	13,140	53.5%
Female Civilian Unemployed	14	0.6%	95	0.8%	198	0.8%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,092	48.4%	6,219	49.5%	11,240	45.7%
Unemployment Rate	38	0.9%	229	0.9%	485	1.0%
Occupation (2022)						
Occupation Population Age 16 Years or Over	2,674		14,406		29,600	
Occupation Total Males	1,521	56.9%	8,167	56.7%	16,460	55.6%
Occupation Total Females	1,153	43.1%	6,238	43.3%	13,140	44.4%
Management, Business, Financial Operations	624	23.3%	3,332	23.1%	6,582	22.2%
Professional, Related	722	27.0%	3,674	25.5%	7,489	25.3%
Service	240	9.0%	1,901	13.2%	4,184	14.1%
Sales, Office	529	19.8%	2,742	19.0%	5,334	18.0%
Farming, Fishing, Forestry	1	-	7	-	31	0.1%
Construction, Extraction, Maintenance	168	6.3%	825	5.7%	2,073	7.0%
Production, Transport, Material Moving	389	14.6%	1,924	13.4%	3,907	13.2%
White Collar Workers	1,875	70.1%	9,749	67.7%	19,405	65.6%
Blue Collar Workers	798	29.9%	4,657	32.3%	10,196	34.4%

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Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2022)						
Total Units	2,177		11,484		22,064	
1 Detached Unit	1,795	82.4%	9,760	85.0%	19,316	87.5%
1 Attached Unit	94	4.3%	484	4.2%	601	2.7%
2 Units	-	-	83	0.7%	100	0.5%
3 to 4 Units	16	0.7%	113	1.0%	194	0.9%
5 to 9 Units	95	4.4%	228	2.0%	349	1.6%
10 to 19 Units	73	3.4%	242	2.1%	353	1.6%
20 to 49 Units	13	0.6%	76	0.7%	104	0.5%
50 or More Units	58	2.7%	244	2.1%	342	1.5%
Mobile Home or Trailer	32	1.5%	254	2.2%	702	3.2%
Other Structure	-	-	-	-	3	-
Homes Built By Year (2022)						
Homes Built 2014 or later	81	3.6%	1,003	8.4%	1,527	6.6%
Homes Built 2010 to 2013	39	1.7%	299	2.5%	683	3.0%
Homes Built 2000 to 2009	511	22.7%	2,755	23.0%	5,169	22.5%
Homes Built 1990 to 1999	1,085	48.1%	3,462	28.9%	6,659	28.9%
Homes Built 1980 to 1989	223	9.9%	2,120	17.7%	4,561	19.8%
Homes Built 1970 to 1979	207	9.2%	1,442	12.0%	2,644	11.5%
Homes Built 1960 to 1969	18	0.8%	283	2.4%	517	2.2%
Homes Built 1950 to 1959	9	0.4%	53	0.4%	111	0.5%
Homes Built 1940 to 1949	-	-	13	0.1%	50	0.2%
Homes Built Before 1939	3	0.1%	54	0.5%	143	0.6%
Median Age of Homes	20.5	yrs	22.0	yrs	22.6	yrs
Home Values (2022)						
Owner Specified Housing Units	1,795		9,868		19,006	
Home Values $1,000,000 or More	59	3.3%	294	3.0%	383	2.0%
Home Values $750,000 to $999,999	93	5.2%	169	1.7%	239	1.3%
Home Values $500,000 to $749,999	425	23.7%	1,753	17.8%	2,390	12.6%
Home Values $400,000 to $499,999	285	15.9%	1,651	16.7%	3,424	18.0%
Home Values $300,000 to $399,999	508	28.3%	2,574	26.1%	4,571	24.1%
Home Values $250,000 to $299,999	80	4.5%	909	9.2%	2,489	13.1%
Home Values $200,000 to $249,999	164	9.2%	1,028	10.4%	2,378	12.5%
Home Values $175,000 to $199,999	57	3.2%	392	4.0%	770	4.1%
Home Values $150,000 to $174,999	14	0.8%	268	2.7%	739	3.9%
Home Values $125,000 to $149,999	24	1.3%	242	2.5%	482	2.5%
Home Values $100,000 to $124,999	47	2.6%	140	1.4%	229	1.2%
Home Values $90,000 to $99,999	-	-	40	0.4%	99	0.5%
Home Values $80,000 to $89,999	-	-	-	-	21	0.1%
Home Values $70,000 to $79,999	2	-	109	1.1%	184	1.0%
Home Values $60,000 to $69,999	1	-	66	0.7%	133	0.7%
Home Values $50,000 to $59,999	-	-	46	0.5%	81	0.4%
Home Values $35,000 to $49,999	22	1.2%	36	0.4%	78	0.4%
Home Values $25,000 to $34,999	2	0.1%	47	0.5%	120	0.6%
Home Values $10,000 to $24,999	4	0.2%	76	0.8%	143	0.7%
Home Values Under $10,000	8	0.4%	27	0.3%	54	0.3%
Owner-Occupied Median Home Value	$419,322		$381,108		$349,021	
Renter-Occupied Median Rent	$1,474		$1,268		$1,278	

Lat/Lon: 33.4387/-84.5905

,	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2022)						
Total Household Expenditure	$206.02 M		$973.54 M		$1.95 B	
Total Non-Retail Expenditure	$109.28 M		$515.34 M		$1.03 B	
Total Retail Expenditure	$96.74 M		$458.2 M		$917.83 M	
Apparel	$7.39 M		$34.9 M		$69.86 M	
Contributions	$7.33 M		$34.2 M		$68.1 M	
Education	$7.08 M		$32.88 M		$65.47 M	
Entertainment	$12.04 M		$56.86 M		$113.73 M	
Food and Beverages	$29.74 M		$140.83 M		$282.1 M	
Furnishings and Equipment	$7.44 M		$35.18 M		$70.41 M	
Gifts	$5.63 M		$26.12 M		$52.08 M	
Health Care	$16.9 M		$80.08 M		$160.26 M	
Household Operations	$8.32 M		$39.16 M		$78.24 M	
Miscellaneous Expenses	$3.93 M		$18.58 M		$37.16 M	
Personal Care	$2.76 M		$13.07 M		$26.16 M	
Personal Insurance	$1.58 M		$7.45 M		$14.89 M	
Reading	$457.22 K		$2.15 M		$4.29 M	
Shelter	$42.95 M		$202.79 M		$405.74 M	
Tobacco	$1.05 M		$5.01 M		$10.03 M	
Transportation	$37.15 M		$176.64 M		$354.29 M	
Utilities	$14.26 M		$67.67 M		$135.55 M	
Monthly Household Consumer Expenditure (2022)						
Total Household Expenditure	$7,887		$7,065		$7,359	
Total Non-Retail Expenditure	$4,184	53.0%	$3,740	52.9%	$3,892	52.9%
Total Retail Expenditures	$3,704	47.0%	$3,325	47.1%	$3,467	47.1%
Apparel	$283	3.6%	$253	3.6%	$264	3.6%
Contributions	$281	3.6%	$248	3.5%	$257	3.5%
Education	$271	3.4%	$239	3.4%	$247	3.4%
Entertainment	$461	5.8%	$413	5.8%	$430	5.8%
Food and Beverages	$1,138	14.4%	$1,022	14.5%	$1,065	14.5%
Furnishings and Equipment	$285	3.6%	$255	3.6%	$266	3.6%
Gifts	$215	2.7%	$190	2.7%	$197	2.7%
Health Care	$647	8.2%	$581	8.2%	$605	8.2%
Household Operations	$318	4.0%	$284	4.0%	$295	4.0%
Miscellaneous Expenses	$151	1.9%	$135	1.9%	$140	1.9%
Personal Care	$106	1.3%	$95	1.3%	$99	1.3%
Personal Insurance	$61	0.8%	$54	0.8%	$56	0.8%
Reading	$18	0.2%	$16	0.2%	$16	0.2%
Shelter	$1,644	20.8%	$1,472	20.8%	$1,532	20.8%
Tobacco	$40	0.5%	$36	0.5%	$38	0.5%
Transportation	$1,422	18.0%	$1,282	18.1%	$1,338	18.2%
Utilities	$546	6.9%	$491	7.0%	$512	7.0%

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