COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

RFULL9

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2018)	5,923		19,449		45,998	
Projected Population (2023)	6,854		22,206		52,054	
Census Population (2010)	5,370		16,961		39,477	
Census Population (2000)	2,639		9,888		20,272	
Projected Annual Growth (2018-2023)	931	3.1%	2,757	2.8%	6,056	2.6%
Historical Annual Growth (2010-2018)	553	1.3%	2,489	1.8%	6,520	2.1%
Historical Annual Growth (2000-2010)	2,731	10.3%	7,072	7.2%	19,206	9.5%
Estimated Population Density (2018)	1,886 *psm*		688 *psm*		586 *psm*	
Trade Area Size	3.1 *sq mi*		28.3 *sq mi*		78.5 *sq mi*	
Households						
Estimated Households (2018)	2,212		6,750		15,811	
Projected Households (2023)	2,492		7,505		17,414	
Census Households (2010)	2,010		5,922		13,699	
Census Households (2000)	938		3,431		7,102	
Projected Annual Growth (2018-2023)	280	2.5%	755	2.2%	1,603	2.0%
Historical Annual Change (2000-2018)	1,274	7.5%	3,319	5.4%	8,709	6.8%
Average Household Income						
Estimated Average Household Income (2018)	$54,654		$73,862		$89,856	
Projected Average Household Income (2023)	$57,508		$80,217		$98,323	
Census Average Household Income (2010)	$42,990		$53,723		$66,042	
Census Average Household Income (2000)	$41,601		$49,724		$54,084	
Projected Annual Change (2018-2023)	$2,854	1.0%	$6,355	1.7%	$8,466	1.9%
Historical Annual Change (2000-2018)	$13,053	1.7%	$24,138	2.7%	$35,773	3.7%
Median Household Income						
Estimated Median Household Income (2018)	$42,375		$52,894		$67,581	
Projected Median Household Income (2023)	$48,134		$60,119		$76,836	
Census Median Household Income (2010)	$32,032		$39,915		$50,354	
Census Median Household Income (2000)	$32,057		$39,677		$44,644	
Projected Annual Change (2018-2023)	$5,759	2.7%	$7,225	2.7%	$9,255	2.7%
Historical Annual Change (2000-2018)	$10,319	1.8%	$13,218	1.9%	$22,937	2.9%
Per Capita Income						
Estimated Per Capita Income (2018)	$20,504		$25,891		$31,131	
Projected Per Capita Income (2023)	$20,991		$27,334		$33,109	
Census Per Capita Income (2010)	$16,089		$18,758		$22,917	
Census Per Capita Income (2000)	$14,406		$17,037		$18,996	
Projected Annual Change (2018-2023)	$486	0.5%	$1,444	1.1%	$1,978	1.3%
Historical Annual Change (2000-2018)	$6,099	2.4%	$8,853	2.9%	$12,135	3.5%
Estimated Average Household Net Worth (2018)	$281,225		$437,179		$576,115	

COMPLETE PROFILE

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Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2018)	5,923		19,449		45,998	
White (2018)	4,347	*73.4%*	14,929	*76.8%*	38,309	*83.3%*
Black or African American (2018)	573	*9.7%*	1,493	*7.7%*	2,902	*6.3%*
American Indian or Alaska Native (2018)	80	*1.3%*	183	*0.9%*	280	*0.6%*
Asian (2018)	44	*0.7%*	156	*0.8%*	473	*1.0%*
Hawaiian or Pacific Islander (2018)	13	*0.2%*	50	*0.3%*	64	*0.1%*
Other Race (2018)	674	*11.4%*	2,137	*11.0%*	2,926	*6.4%*
Two or More Races (2018)	193	*3.3%*	501	*2.6%*	1,044	*2.3%*
Population < 18 (2018)	1,408	*23.8%*	4,598	*23.6%*	11,119	*24.2%*
White Not Hispanic	655	*46.5%*	2,474	*53.8%*	7,429	*66.8%*
Black or African American	138	*9.8%*	382	*8.3%*	800	*7.2%*
Asian	8	*0.6%*	37	*0.8%*	123	*1.1%*
Other Race Not Hispanic	81	*5.8%*	201	*4.4%*	431	*3.9%*
Hispanic	525	*37.3%*	1,505	*32.7%*	2,337	*21.0%*
Not Hispanic or Latino Population (2018)	4,483	*75.7%*	15,103	*77.7%*	39,242	*85.3%*
Not Hispanic White	3,674	*82.0%*	12,990	*86.0%*	34,963	*89.1%*
Not Hispanic Black or African American	565	*12.6%*	1,461	*9.7%*	2,816	*7.2%*
Not Hispanic American Indian or Alaska Native	24	*0.5%*	69	*0.5%*	135	*0.3%*
Not Hispanic Asian	44	*1.0%*	149	*1.0%*	456	*1.2%*
Not Hispanic Hawaiian or Pacific Islander	9	*0.2%*	18	*0.1%*	27	*0.1%*
Not Hispanic Other Race	37	*0.8%*	89	*0.6%*	114	*0.3%*
Not Hispanic Two or More Races	130	*2.9%*	327	*2.2%*	731	*1.9%*
Hispanic or Latino Population (2018)	1,440	*24.3%*	4,347	*22.3%*	6,756	*14.7%*
Hispanic White	673	*46.7%*	1,939	*44.6%*	3,346	*49.5%*
Hispanic Black or African American	8	*0.5%*	32	*0.7%*	86	*1.3%*
Hispanic American Indian or Alaska Native	56	*3.9%*	114	*2.6%*	146	*2.2%*
Hispanic Asian	-	*-*	7	*0.2%*	17	*0.3%*
Hispanic Hawaiian or Pacific Islander	4	*0.3%*	32	*0.7%*	37	*0.5%*
Hispanic Other Race	637	*44.2%*	2,048	*47.1%*	2,811	*41.6%*
Hispanic Two or More Races	63	*4.3%*	175	*4.0%*	313	*4.6%*
Not Hispanic or Latino Population (2010)	4,002	*74.5%*	12,899	*76.1%*	33,503	*84.9%*
Hispanic or Latino Population (2010)	1,368	*25.5%*	4,061	*23.9%*	5,974	*15.1%*
Not Hispanic or Latino Population (2000)	2,096	*79.4%*	8,063	*81.5%*	17,857	*88.1%*
Hispanic or Latino Population (2000)	543	*20.6%*	1,826	*18.5%*	2,414	*11.9%*
Not Hispanic or Latino Population (2023)	5,114	*74.6%*	17,011	*76.6%*	43,946	*84.4%*
Hispanic or Latino Population (2023)	1,740	*25.4%*	5,194	*23.4%*	8,108	*15.6%*
Projected Annual Growth (2018-2023)	300	*4.2%*	848	*3.9%*	1,352	*4.0%*
Historical Annual Growth (2000-2010)	824	*15.2%*	2,236	*12.2%*	3,560	*14.7%*

COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING
C O R P O R A T I O N
RPC

Lat/Lon: 34.2578/-84.4936

RFULL9

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2018)						
Total Population	5,923		19,449		45,998	
Age Under 5 Years	440	7.4%	1,301	6.7%	2,911	6.3%
Age 5 to 9 Years	413	7.0%	1,322	6.8%	3,163	6.9%
Age 10 to 14 Years	362	6.1%	1,273	6.5%	3,247	7.1%
Age 15 to 19 Years	356	6.0%	1,240	6.4%	2,978	6.5%
Age 20 to 24 Years	549	9.3%	1,511	7.8%	2,962	6.4%
Age 25 to 29 Years	510	8.6%	1,420	7.3%	2,963	6.4%
Age 30 to 34 Years	373	6.3%	1,204	6.2%	2,789	6.1%
Age 35 to 39 Years	335	5.7%	1,230	6.3%	3,130	6.8%
Age 40 to 44 Years	343	5.8%	1,201	6.2%	3,043	6.6%
Age 45 to 49 Years	346	5.8%	1,223	6.3%	3,105	6.7%
Age 50 to 54 Years	290	4.9%	1,123	5.8%	2,872	6.2%
Age 55 to 59 Years	301	5.1%	1,118	5.7%	2,828	6.1%
Age 60 to 64 Years	298	5.0%	1,042	5.4%	2,573	5.6%
Age 65 to 69 Years	270	4.6%	984	5.1%	2,461	5.4%
Age 70 to 74 Years	230	3.9%	843	4.3%	2,045	4.4%
Age 75 to 79 Years	179	3.0%	577	3.0%	1,346	2.9%
Age 80 to 84 Years	133	2.2%	383	2.0%	783	1.7%
Age 85 Years or Over	197	3.3%	454	2.3%	800	1.7%
Median Age	33.5		35.8		37.3	
Age 19 Years or Less	1,571	26.5%	5,136	26.4%	12,298	26.7%
Age 20 to 64 Years	3,344	56.5%	11,073	56.9%	26,265	57.1%
Age 65 Years or Over	1,008	17.0%	3,241	16.7%	7,435	16.2%
Female Age Distribution (2018)						
Female Population	3,025	51.1%	9,654	49.6%	23,013	50.0%
Age Under 5 Years	196	6.5%	611	6.3%	1,396	6.1%
Age 5 to 9 Years	185	6.1%	616	6.4%	1,522	6.6%
Age 10 to 14 Years	171	5.7%	610	6.3%	1,583	6.9%
Age 15 to 19 Years	178	5.9%	576	6.0%	1,403	6.1%
Age 20 to 24 Years	286	9.5%	705	7.3%	1,373	6.0%
Age 25 to 29 Years	231	7.6%	654	6.8%	1,419	6.2%
Age 30 to 34 Years	180	6.0%	569	5.9%	1,370	6.0%
Age 35 to 39 Years	153	5.1%	561	5.8%	1,522	6.6%
Age 40 to 44 Years	167	5.5%	583	6.0%	1,509	6.6%
Age 45 to 49 Years	169	5.6%	577	6.0%	1,484	6.5%
Age 50 to 54 Years	126	4.2%	524	5.4%	1,406	6.1%
Age 55 to 59 Years	179	5.9%	615	6.4%	1,517	6.6%
Age 60 to 64 Years	171	5.6%	565	5.9%	1,383	6.0%
Age 65 to 69 Years	153	5.0%	531	5.5%	1,296	5.6%
Age 70 to 74 Years	133	4.4%	463	4.8%	1,078	4.7%
Age 75 to 79 Years	104	3.4%	313	3.2%	723	3.1%
Age 80 to 84 Years	87	2.9%	240	2.5%	474	2.1%
Age 85 Years or Over	155	5.1%	343	3.6%	555	2.4%
Female Median Age	36.5		38.0		38.7	
Age 19 Years or Less	731	24.2%	2,413	25.0%	5,904	25.7%
Age 20 to 64 Years	1,663	55.0%	5,352	55.4%	12,983	56.4%
Age 65 Years or Over	631	20.9%	1,889	19.6%	4,126	17.9%

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

RFULL9

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2018)						
Male Population	2,898	48.9%	9,795	50.4%	22,985	50.0%
Age Under 5 Years	244	8.4%	689	7.0%	1,515	6.6%
Age 5 to 9 Years	227	7.8%	706	7.2%	1,641	7.1%
Age 10 to 14 Years	190	6.6%	663	6.8%	1,663	7.2%
Age 15 to 19 Years	178	6.1%	664	6.8%	1,575	6.9%
Age 20 to 24 Years	263	9.1%	806	8.2%	1,589	6.9%
Age 25 to 29 Years	279	9.6%	766	7.8%	1,543	6.7%
Age 30 to 34 Years	193	6.7%	635	6.5%	1,419	6.2%
Age 35 to 39 Years	181	6.3%	669	6.8%	1,608	7.0%
Age 40 to 44 Years	176	6.1%	618	6.3%	1,534	6.7%
Age 45 to 49 Years	176	6.1%	647	6.6%	1,620	7.0%
Age 50 to 54 Years	163	5.6%	599	6.1%	1,466	6.4%
Age 55 to 59 Years	122	4.2%	504	5.1%	1,311	5.7%
Age 60 to 64 Years	127	4.4%	477	4.9%	1,190	5.2%
Age 65 to 69 Years	117	4.0%	453	4.6%	1,165	5.1%
Age 70 to 74 Years	97	3.3%	380	3.9%	967	4.2%
Age 75 to 79 Years	75	2.6%	264	2.7%	623	2.7%
Age 80 to 84 Years	46	1.6%	143	1.5%	309	1.3%
Age 85 Years or Over	42	1.4%	111	1.1%	246	1.1%
Male Median Age	31.0		33.9		35.9	
Age 19 Years or Less	840	29.0%	2,723	27.8%	6,394	27.8%
Age 20 to 64 Years	1,681	58.0%	5,721	58.4%	13,281	57.8%
Age 65 Years or Over	377	13.0%	1,352	13.8%	3,310	14.4%
Males per 100 Females (2018)						
Overall Comparison	96		101		100	
Age Under 5 Years	124	55.5%	113	53.0%	109	52.0%
Age 5 to 9 Years	123	55.1%	115	53.4%	108	51.9%
Age 10 to 14 Years	111	52.7%	109	52.1%	105	51.2%
Age 15 to 19 Years	100	49.9%	115	53.5%	112	52.9%
Age 20 to 24 Years	92	47.8%	114	53.3%	116	53.6%
Age 25 to 29 Years	121	54.7%	117	53.9%	109	52.1%
Age 30 to 34 Years	107	51.8%	112	52.8%	104	50.9%
Age 35 to 39 Years	118	54.2%	119	54.4%	106	51.4%
Age 40 to 44 Years	105	51.3%	106	51.5%	102	50.4%
Age 45 to 49 Years	104	51.0%	112	52.9%	109	52.2%
Age 50 to 54 Years	129	56.4%	114	53.4%	104	51.1%
Age 55 to 59 Years	68	40.6%	82	45.0%	86	46.4%
Age 60 to 64 Years	74	42.7%	84	45.7%	86	46.2%
Age 65 to 69 Years	77	43.4%	85	46.1%	90	47.3%
Age 70 to 74 Years	72	42.0%	82	45.1%	90	47.3%
Age 75 to 79 Years	73	42.1%	85	45.8%	86	46.3%
Age 80 to 84 Years	53	34.7%	59	37.3%	65	39.5%
Age 85 Years or Over	27	21.1%	33	24.5%	44	30.7%
Age 19 Years or Less	115	53.5%	113	53.0%	108	52.0%
Age 20 to 39 Years	108	51.8%	116	53.6%	108	52.0%
Age 40 to 64 Years	94	48.5%	99	49.8%	98	49.4%
Age 65 Years or Over	60	37.4%	72	41.7%	80	44.5%

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COMPLETE PROFILE

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RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

34.257752 -84.493575

	1 mi radius		3 mi radius		5 mi radius	
Household Type (2018)						
Total Households	2,212		6,750		15,811	
Households with Children	741	33.5%	2,348	34.8%	5,764	36.5%
Average Household Size	2.6		2.8		2.8	
Household Density per Square Mile	704		239		201	
Population Family	4,704	79.4%	16,065	82.6%	39,602	86.1%
Population Non-Family	1,126	19.0%	2,882	14.8%	5,396	11.7%
Population Group Quarters	92	1.6%	502	2.6%	1,000	2.2%
Family Households	1,329	60.1%	4,598	68.1%	11,661	73.8%
Married Couple Households	827	62.2%	3,257	70.8%	9,037	77.5%
Other Family Households	502	37.8%	1,341	29.2%	2,624	22.5%
Family Households with Children	727	54.7%	2,312	50.3%	5,694	48.8%
Married Couple with Children	383	52.7%	1,437	62.2%	4,024	70.7%
Other Family Households with Children	344	47.3%	874	37.8%	1,670	29.3%
Family Households No Children	603	45.3%	2,287	49.7%	5,966	51.2%
Married Couple No Children	444	73.7%	1,819	79.6%	5,013	84.0%
Other Family Households No Children	158	26.3%	467	20.4%	954	16.0%
Non-Family Households	883	39.9%	2,152	31.9%	4,150	26.2%
Non-Family Households with Children	14	1.6%	37	1.7%	70	1.7%
Non-Family Households No Children	869	98.4%	2,115	98.3%	4,080	98.3%
Average Family Household Size	3.5		3.5		3.4	
Average Family Income	$64,844		$86,633		$102,445	
Median Family Income	$43,941		$60,319		$78,017	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2018)						
Population Age 15 Years or Over	4,708		15,554		36,678	
Never Married	1,587	33.7%	4,862	31.3%	9,476	25.8%
Currently Married	1,596	33.9%	6,522	41.9%	19,116	52.1%
Previously Married	1,525	32.4%	4,169	26.8%	8,086	22.0%
Separated	413	27.1%	997	23.9%	1,529	18.9%
Widowed	369	24.2%	958	23.0%	1,988	24.6%
Divorced	744	48.8%	2,213	53.1%	4,570	56.5%
Educational Attainment (2018)						
Adult Population Age 25 Years or Over	3,803		12,802		30,738	
Elementary (Grade Level 0 to 8)	738	19.4%	2,245	17.5%	2,889	9.4%
Some High School (Grade Level 9 to 11)	509	13.4%	1,301	10.2%	2,502	8.1%
High School Graduate	958	25.2%	3,249	25.4%	7,946	25.9%
Some College	697	18.3%	2,354	18.4%	6,492	21.1%
Associate Degree Only	169	4.5%	694	5.4%	1,953	6.4%
Bachelor Degree Only	591	15.5%	2,202	17.2%	6,457	21.0%
Graduate Degree	141	3.7%	758	5.9%	2,499	8.1%
Any College (Some College or Higher)	1,598	42.0%	6,007	46.9%	17,401	56.6%
College Degree + (Bachelor Degree or Higher)	732	19.2%	2,959	23.1%	8,956	29.1%

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RFULL9

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2018)	2,348		7,075		16,435	
Total Housing Units (2010)	2,396		6,742		15,271	
Historical Annual Growth (2010-2018)	-48	-0.2%	333	0.6%	1,165	1.0%
Housing Units Occupied (2018)	2,212	94.2%	6,750	95.4%	15,811	96.2%
Housing Units Owner-Occupied	717	32.4%	3,634	53.8%	10,981	69.4%
Housing Units Renter-Occupied	1,495	67.6%	3,116	46.2%	4,830	30.6%
Housing Units Vacant (2018)	136	6.1%	325	4.8%	625	4.0%
Household Size (2018)						
Total Households	2,212		6,750		15,811	
1 Person Households	715	32.3%	1,729	25.6%	3,333	21.1%
2 Person Households	581	26.3%	1,930	28.6%	4,875	30.8%
3 Person Households	323	14.6%	1,067	15.8%	2,692	17.0%
4 Person Households	271	12.2%	957	14.2%	2,586	16.4%
5 Person Households	170	7.7%	532	7.9%	1,308	8.3%
6 Person Households	70	3.2%	263	3.9%	586	3.7%
7 or More Person Households	84	3.8%	272	4.0%	431	2.7%
Household Income Distribution (2018)						
HH Income $200,000 or More	39	1.8%	343	5.1%	1,251	7.9%
HH Income $150,000 to $199,999	49	2.2%	272	4.0%	853	5.4%
HH Income $125,000 to $149,999	93	4.2%	376	5.6%	973	6.2%
HH Income $100,000 to $124,999	114	5.1%	446	6.6%	1,484	9.4%
HH Income $75,000 to $99,999	192	8.7%	771	11.4%	2,431	15.4%
HH Income $50,000 to $74,999	333	15.1%	1,240	18.4%	3,135	19.8%
HH Income $35,000 to $49,999	463	20.9%	972	14.4%	1,837	11.6%
HH Income $25,000 to $34,999	286	12.9%	652	9.7%	1,168	7.4%
HH Income $15,000 to $24,999	408	18.4%	1,027	15.2%	1,618	10.2%
HH Income $10,000 to $14,999	122	5.5%	249	3.7%	370	2.3%
HH Income Under $10,000	112	5.1%	402	6.0%	690	4.4%
Household Vehicles (2018)						
Households 0 Vehicles Available	301	13.6%	631	9.3%	858	5.4%
Households 1 Vehicle Available	847	38.3%	2,167	32.1%	4,023	25.4%
Households 2 Vehicles Available	714	32.3%	2,457	36.4%	6,708	42.4%
Households 3 or More Vehicles Available	351	15.8%	1,496	22.2%	4,223	26.7%
Total Vehicles Available	3,571		12,468		32,281	
Average Vehicles per Household	1.6		1.8		2.0	
Owner-Occupied Household Vehicles	1,464	41.0%	7,965	63.9%	24,716	76.6%
Average Vehicles per Owner-Occupied Household	2.0		2.2		2.3	
Renter-Occupied Household Vehicles	2,107	59.0%	4,503	36.1%	7,564	23.4%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.6	
Travel Time (2015)						
Worker Base Age 16 years or Over	3,063		9,726		23,197	
Travel to Work in 14 Minutes or Less	598	19.5%	1,805	18.6%	3,384	14.6%
Travel to Work in 15 to 29 Minutes	772	25.2%	2,147	22.1%	5,438	23.4%
Travel to Work in 30 to 59 Minutes	1,073	35.0%	2,912	29.9%	7,386	31.8%
Travel to Work in 60 Minutes or More	316	10.3%	1,542	15.9%	3,919	16.9%
Work at Home	125	4.1%	671	6.9%	1,865	8.0%
Average Minutes Travel to Work	25.6		29.8		30.5	

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RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

RFULL9

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2015)						
Worker Base Age 16 years or Over	3,063		9,726		23,197	
Drive to Work Alone	2,393	*78.1%*	7,395	*76.0%*	18,478	*79.7%*
Drive to Work in Carpool	442	*14.4%*	1,304	*13.4%*	2,370	*10.2%*
Travel to Work by Public Transportation	2	*0.1%*	15	*0.2%*	39	*0.2%*
Drive to Work on Motorcycle	3	*0.1%*	6	*0.1%*	21	*0.1%*
Bicycle to Work	1	*-*	5	*0.1%*	13	*0.1%*
Walk to Work	86	*2.8%*	300	*3.1%*	358	*1.5%*
Other Means	10	*0.3%*	30	*0.3%*	53	*0.2%*
Work at Home	125	*4.1%*	671	*6.9%*	1,865	*8.0%*
Daytime Demographics (2018)						
Total Businesses	392		1,255		1,936	
Total Employees	3,468		13,853		20,453	
Company Headquarter Businesses	1	*0.2%*	4	*0.3%*	5	*0.3%*
Company Headquarter Employees	42	*1.2%*	1,171	*8.5%*	1,286	*6.3%*
Employee Population per Business	8.8 to 1		11.0 to 1		10.6 to 1	
Residential Population per Business	15.1 to 1		15.5 to 1		23.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,310		20,047		34,499	
Labor Force						
Labor Population Age 16 Years or Over (2018)	4,639		15,306		36,038	
Labor Force Total Males (2018)	2,202	*47.5%*	7,613	*49.7%*	17,840	*49.5%*
Male Civilian Employed	1,479	*67.2%*	5,030	*66.1%*	12,144	*68.1%*
Male Civilian Unemployed	59	*2.7%*	175	*2.3%*	324	*1.8%*
Males in Armed Forces	-	*-*	-	*-*	-	*-*
Males Not in Labor Force	664	*30.1%*	2,408	*31.6%*	5,372	*30.1%*
Labor Force Total Females (2018)	2,437	*52.5%*	7,693	*50.3%*	18,198	*50.5%*
Female Civilian Employed	1,318	*54.1%*	4,083	*53.1%*	9,848	*54.1%*
Female Civilian Unemployed	110	*4.5%*	330	*4.3%*	561	*3.1%*
Females in Armed Forces	-	*-*	-	*-*	-	*-*
Females Not in Labor Force	1,010	*41.4%*	3,280	*42.6%*	7,789	*42.8%*
Unemployment Rate		*3.6%*		*3.3%*		*2.5%*
Labor Force Growth (2010-2018)	-74	*-2.6%*	101	*1.1%*	152	*0.7%*
Male Labor Force Growth (2010-2018)	-39	*-2.6%*	63	*1.3%*	96	*0.8%*
Female Labor Force Growth (2010-2018)	-35	*-2.6%*	38	*0.9%*	56	*0.6%*
Occupation (2015)						
Occupation Population Age 16 Years or Over	2,871		9,011		21,840	
Occupation Total Males	1,518	*52.9%*	4,967	*55.1%*	12,048	*55.2%*
Occupation Total Females	1,353	*47.1%*	4,044	*44.9%*	9,792	*44.8%*
Management, Business, Financial Operations	430	*15.0%*	1,605	*17.8%*	4,594	*21.0%*
Professional, Related	402	*14.0%*	1,237	*13.7%*	3,389	*15.5%*
Service	772	*26.9%*	2,074	*23.0%*	3,705	*17.0%*
Sales, Office	557	*19.4%*	1,835	*20.4%*	5,554	*25.4%*
Farming, Fishing, Forestry	1	*-*	53	*0.6%*	78	*0.4%*
Construction, Extraction, Maintenance	270	*9.4%*	1,047	*11.6%*	2,294	*10.5%*
Production, Transport, Material Moving	439	*15.3%*	1,160	*12.9%*	2,226	*10.2%*
White Collar Workers	1,389	*48.4%*	4,677	*51.9%*	13,536	*62.0%*
Blue Collar Workers	1,482	*51.6%*	4,334	*48.1%*	8,304	*38.0%*

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2015)						
Total Units	2,010		5,922		13,699	
1 Detached Unit	1,023	*50.9%*	4,325	*73.0%*	12,042	*87.9%*
1 Attached Unit	62	*3.1%*	153	*2.6%*	368	*2.7%*
2 Units	122	*6.1%*	248	*4.2%*	320	*2.3%*
3 to 4 Units	54	*2.7%*	235	*4.0%*	397	*2.9%*
5 to 9 Units	55	*2.8%*	103	*1.7%*	149	*1.1%*
10 to 19 Units	404	*20.1%*	549	*9.3%*	711	*5.2%*
20 to 49 Units	265	*13.2%*	414	*7.0%*	596	*4.3%*
50 or More Units	196	*9.8%*	291	*4.9%*	344	*2.5%*
Mobile Home or Trailer	90	*4.5%*	314	*5.3%*	768	*5.6%*
Other Structure	-	-	-	-	1	-
Homes Built By Year (2015)						
Homes Built 2014 or later	29	*1.4%*	327	*5.5%*	857	*6.3%*
Homes Built 2010 to 2013	53	*2.6%*	181	*3.1%*	514	*3.8%*
Homes Built 2000 to 2009	1,059	*52.7%*	2,549	*43.0%*	6,960	*50.8%*
Homes Built 1990 to 1999	497	*24.7%*	1,482	*25.0%*	3,336	*24.4%*
Homes Built 1980 to 1989	143	*7.1%*	634	*10.7%*	1,467	*10.7%*
Homes Built 1970 to 1979	140	*7.0%*	464	*7.8%*	1,047	*7.6%*
Homes Built 1960 to 1969	76	*3.8%*	200	*3.4%*	388	*2.8%*
Homes Built 1950 to 1959	44	*2.2%*	174	*2.9%*	371	*2.7%*
Homes Built 1940 to 1949	108	*5.4%*	243	*4.1%*	289	*2.1%*
Homes Built Before 1939	123	*6.1%*	377	*6.4%*	468	*3.4%*
Median Age of Homes	24.5 *yrs*		25.1 *yrs*		21.5 *yrs*	
Home Values (2015)						
Owner Specified Housing Units	673		3,111		9,328	
Home Values $1,000,000 or More	4	*0.6%*	37	*1.2%*	218	*2.3%*
Home Values $750,000 to $999,999	1	*0.2%*	9	*0.3%*	25	*0.3%*
Home Values $500,000 to $749,999	31	*4.7%*	192	*6.2%*	573	*6.1%*
Home Values $400,000 to $499,999	50	*7.5%*	228	*7.3%*	1,096	*11.8%*
Home Values $300,000 to $399,999	170	*25.2%*	789	*25.4%*	2,353	*25.2%*
Home Values $250,000 to $299,999	123	*18.3%*	472	*15.2%*	1,335	*14.3%*
Home Values $200,000 to $249,999	145	*21.5%*	574	*18.5%*	1,663	*17.8%*
Home Values $175,000 to $199,999	14	*2.1%*	174	*5.6%*	686	*7.4%*
Home Values $150,000 to $174,999	35	*5.2%*	315	*10.1%*	1,101	*11.8%*
Home Values $125,000 to $149,999	45	*6.7%*	232	*7.4%*	696	*7.5%*
Home Values $100,000 to $124,999	18	*2.7%*	93	*3.0%*	294	*3.2%*
Home Values $90,000 to $99,999	16	*2.4%*	80	*2.6%*	163	*1.7%*
Home Values $80,000 to $89,999	2	*0.3%*	15	*0.5%*	47	*0.5%*
Home Values $70,000 to $79,999	6	*0.9%*	38	*1.2%*	102	*1.1%*
Home Values $60,000 to $69,999	10	*1.6%*	24	*0.8%*	45	*0.5%*
Home Values $50,000 to $59,999	24	*3.5%*	39	*1.2%*	56	*0.6%*
Home Values $35,000 to $49,999	35	*5.1%*	110	*3.5%*	167	*1.8%*
Home Values $25,000 to $34,999	1	*0.2%*	57	*1.8%*	153	*1.6%*
Home Values $10,000 to $24,999	2	*0.2%*	15	*0.5%*	47	*0.5%*
Home Values Under $10,000	4	*0.6%*	17	*0.6%*	43	*0.5%*
Owner-Occupied Median Home Value	$241,202		$244,627		$258,259	
Renter-Occupied Median Rent	$738		$708		$776	

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

RETAIL PLANNING CORPORATION

Lat/Lon: 34.2578/-84.4936

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34.257752 -84.493575	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2018)						
Total Household Expenditure	$103 M		$381 M		$1.03 B	
Total Non-Retail Expenditure	$52.8 M		$198 M		$535 M	
Total Retail Expenditure	$49.7 M		$184 M		$494 M	
Apparel	$3.56 M		$13.3 M		$36.1 M	
Contributions	$3.95 M		$16.2 M		$46.0 M	
Education	$3.39 M		$13.7 M		$38.9 M	
Entertainment	$5.67 M		$21.3 M		$58.0 M	
Food and Beverages	$15.5 M		$56.4 M		$150 M	
Furnishings and Equipment	$3.35 M		$12.9 M		$35.9 M	
Gifts	$2.32 M		$9.22 M		$25.9 M	
Health Care	$8.63 M		$30.7 M		$80.6 M	
Household Operations	$2.72 M		$10.8 M		$30.1 M	
Miscellaneous Expenses	$1.55 M		$5.62 M		$15.0 M	
Personal Care	$1.34 M		$4.95 M		$13.3 M	
Personal Insurance	$698 K		$2.79 M		$7.84 M	
Reading	$226 K		$841 K		$2.27 M	
Shelter	$21.1 M		$78.6 M		$212 M	
Tobacco	$716 K		$2.40 M		$6.05 M	
Transportation	$19.6 M		$72.5 M		$195 M	
Utilities	$8.16 M		$29.0 M		$75.9 M	
Monthly Household Consumer Expenditure (2018)						
Total Household Expenditure	$3,862		$4,707		$5,422	
Total Non-Retail Expenditure	$1,989	51.5%	$2,440	51.8%	$2,820	52.0%
Total Retail Expenditures	$1,873	48.5%	$2,267	48.2%	$2,602	48.0%
Apparel	$134	3.5%	$165	3.5%	$190	3.5%
Contributions	$149	3.9%	$200	4.2%	$243	4.5%
Education	$128	3.3%	$170	3.6%	$205	3.8%
Entertainment	$214	5.5%	$263	5.6%	$306	5.6%
Food and Beverages	$583	15.1%	$696	14.8%	$790	14.6%
Furnishings and Equipment	$126	3.3%	$160	3.4%	$189	3.5%
Gifts	$87	2.3%	$114	2.4%	$136	2.5%
Health Care	$325	8.4%	$379	8.1%	$425	7.8%
Household Operations	$102	2.7%	$133	2.8%	$159	2.9%
Miscellaneous Expenses	$58	1.5%	$69	1.5%	$79	1.5%
Personal Care	$50	1.3%	$61	1.3%	$70	1.3%
Personal Insurance	$26	0.7%	$34	0.7%	$41	0.8%
Reading	$9	0.2%	$10	0.2%	$12	0.2%
Shelter	$795	20.6%	$971	20.6%	$1,118	20.6%
Tobacco	$27	0.7%	$30	0.6%	$32	0.6%
Transportation	$740	19.2%	$895	19.0%	$1,027	18.9%
Utilities	$308	8.0%	$358	7.6%	$400	7.4%

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