Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

RPC
Retail Planning Corporation

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	5,909		33,641		80,143	
Projected Population (2029)	6,020		35,708		84,130	
Census Population (2020)	5,629		32,842		77,711	
Census Population (2010)	5,269		29,425		68,831	
Projected Annual Growth (2024-2029)	110	0.4%	2,066	1.2%	3,987	1.0%
Historical Annual Growth (2020-2024)	280	-	799	0.6%	2,432	0.8%
Historical Annual Growth (2010-2020)	360	0.7%	3,417	1.2%	8,880	1.3%
Estimated Population Density (2024)	1,882	psm	1,190	psm	1,021	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	2,193		12,269		29,382	
Projected Households (2029)	2,263		13,216		31,125	
Census Households (2020)	2,087		11,713		27,987	
Census Households (2010)	1,927		10,272		24,690	
Projected Annual Growth (2024-2029)	69	0.6%	947	1.5%	1,743	1.2%
Historical Annual Change (2010-2024)	266	1.0%	1,997	1.4%	4,692	1.4%
Average Household Income						
Estimated Average Household Income (2024)	$94,067		$84,534		$91,445	
Projected Average Household Income (2029)	$95,308		$81,491		$89,835	
Census Average Household Income (2010)	$47,743		$51,392		$58,537	
Census Average Household Income (2000)	$40,670		$51,054		$59,105	
Projected Annual Change (2024-2029)	$1,241	0.3%	-$3,043	-0.7%	-$1,610	-0.4%
Historical Annual Change (2000-2024)	$53,397	5.5%	$33,481	2.7%	$32,340	2.3%
Median Household Income						
Estimated Median Household Income (2024)	$50,587		$60,669		$76,777	
Projected Median Household Income (2029)	$50,650		$60,619		$76,662	
Census Median Household Income (2010)	$34,209		$42,711		$48,751	
Census Median Household Income (2000)	$34,485		$42,011		$49,693	
Projected Annual Change (2024-2029)	$63	-	-$51	-	-$115	-
Historical Annual Change (2000-2024)	$16,102	1.9%	$18,659	1.9%	$27,084	2.3%
Per Capita Income						
Estimated Per Capita Income (2024)	$35,179		$30,987		$33,599	
Projected Per Capita Income (2029)	$36,083		$30,309		$33,306	
Census Per Capita Income (2010)	$17,448		$17,935		$20,992	
Census Per Capita Income (2000)	$15,071		$17,711		$20,451	
Projected Annual Change (2024-2029)	$904	0.5%	-$678	-0.4%	-$293	-0.2%
Historical Annual Change (2000-2024)	$20,108	5.6%	$13,276	3.1%	$13,148	2.7%
Estimated Average Household Net Worth (2024)	$570,217		$676,765		$870,579	

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2024)	5,909		33,641		80,143	
White (2024)	1,861	*31.5%*	9,173	*27.3%*	21,311	*26.6%*
Black or African American (2024)	3,438	*58.2%*	20,646	*61.4%*	49,104	*61.3%*
American Indian or Alaska Native (2024)	19	*0.3%*	79	*0.2%*	206	*0.3%*
Asian (2024)	64	*1.1%*	683	*2.0%*	2,044	*2.6%*
Hawaiian or Pacific Islander (2024)	2	*-*	16	*-*	62	*-*
Other Race (2024)	287	*4.9%*	1,389	*4.1%*	2,984	*3.7%*
Two or More Races (2024)	239	*4.0%*	1,655	*4.9%*	4,432	*5.5%*
Population < 18 (2024)	1,378	*23.3%*	6,923	*20.6%*	18,611	*23.2%*
White Not Hispanic	210	*15.2%*	1,220	*17.6%*	2,925	*15.7%*
Black or African American	904	*65.6%*	4,204	*60.7%*	11,869	*63.8%*
Asian	7	*0.5%*	117	*1.7%*	426	*2.3%*
Other Race Not Hispanic	93	*6.8%*	385	*5.6%*	869	*4.7%*
Hispanic	164	*11.9%*	997	*14.4%*	2,522	*13.6%*
Not Hispanic or Latino Population (2024)	5,418	*91.7%*	29,861	*88.8%*	71,894	*89.7%*
Not Hispanic White	1,795	*33.1%*	8,711	*29.2%*	20,166	*28.0%*
Not Hispanic Black or African American	3,397	*62.7%*	19,647	*65.8%*	47,786	*66.5%*
Not Hispanic American Indian or Alaska Native	13	*0.2%*	37	*0.1%*	79	*0.1%*
Not Hispanic Asian	62	*1.1%*	663	*2.2%*	2,006	*2.8%*
Not Hispanic Hawaiian or Pacific Islander	1	*-*	11	*-*	35	*-*
Not Hispanic Other Race	15	*0.3%*	111	*0.4%*	234	*0.3%*
Not Hispanic Two or More Races	134	*2.5%*	681	*2.3%*	1,590	*2.2%*
Hispanic or Latino Population (2024)	491	*8.3%*	3,780	*11.2%*	8,249	*10.3%*
Hispanic White	66	*13.4%*	461	*12.2%*	1,145	*13.9%*
Hispanic Black or African American	41	*8.3%*	1,000	*26.4%*	1,318	*16.0%*
Hispanic American Indian or Alaska Native	5	*1.1%*	42	*1.1%*	128	*1.5%*
Hispanic Asian	2	*0.4%*	21	*0.5%*	38	*0.5%*
Hispanic Hawaiian or Pacific Islander	1	*0.2%*	6	*0.2%*	27	*0.3%*
Hispanic Other Race	272	*55.4%*	1,278	*33.8%*	2,750	*33.3%*
Hispanic Two or More Races	105	*21.3%*	974	*25.8%*	2,843	*34.5%*
Not Hispanic or Latino Population (2020)	4,558	*81.0%*	26,619	*81.1%*	69,038	*88.8%*
Hispanic or Latino Population (2020)	1,071	*19.0%*	6,223	*18.9%*	8,673	*11.2%*
Not Hispanic or Latino Population (2010)	4,299	*81.6%*	23,735	*80.7%*	61,134	*88.8%*
Hispanic or Latino Population (2010)	970	*18.4%*	5,691	*19.3%*	7,696	*11.2%*
Not Hispanic or Latino Population (2029)	5,425	*90.1%*	31,231	*87.5%*	74,454	*88.5%*
Hispanic or Latino Population (2029)	595	*9.9%*	4,477	*12.5%*	9,676	*11.5%*
Projected Annual Growth (2024-2029)	103	*4.2%*	696	*3.7%*	1,427	*3.5%*
Historical Annual Growth (2010-2020)	101	*1.0%*	532	*0.9%*	977	*1.3%*

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2024)						
Total Population	5,909		33,641		80,143	
Age Under 5 Years	337	5.7%	1,684	5.0%	4,440	5.5%
Age 5 to 9 Years	364	6.2%	1,898	5.6%	4,937	6.2%
Age 10 to 14 Years	426	7.2%	2,054	6.1%	5,599	7.0%
Age 15 to 19 Years	413	7.0%	2,373	7.1%	5,969	7.4%
Age 20 to 24 Years	383	6.5%	2,372	7.0%	5,242	6.5%
Age 25 to 29 Years	403	6.8%	2,443	7.3%	5,302	6.6%
Age 30 to 34 Years	452	7.6%	2,517	7.5%	5,419	6.8%
Age 35 to 39 Years	460	7.8%	2,333	6.9%	4,999	6.2%
Age 40 to 44 Years	354	6.0%	2,255	6.7%	5,261	6.6%
Age 45 to 49 Years	313	5.3%	2,108	6.3%	5,185	6.5%
Age 50 to 54 Years	323	5.5%	2,264	6.7%	5,621	7.0%
Age 55 to 59 Years	354	6.0%	2,177	6.5%	5,370	6.7%
Age 60 to 64 Years	358	6.1%	2,013	6.0%	4,965	6.2%
Age 65 to 69 Years	292	4.9%	1,653	4.9%	4,098	5.1%
Age 70 to 74 Years	253	4.3%	1,354	4.0%	3,236	4.0%
Age 75 to 79 Years	179	3.0%	968	2.9%	2,224	2.8%
Age 80 to 84 Years	125	2.1%	568	1.7%	1,193	1.5%
Age 85 Years or Over	119	2.0%	608	1.8%	1,083	1.4%
Median Age	36.4		37.6		37.6	
Age 19 Years or Less	1,541	26.1%	8,009	23.8%	20,944	26.1%
Age 20 to 64 Years	3,400	57.5%	20,482	60.9%	47,364	59.1%
Age 65 Years or Over	968	16.4%	5,151	15.3%	11,835	14.8%
Female Age Distribution (2024)						
Female Population	3,163	53.5%	17,867	53.1%	42,644	53.2%
Age Under 5 Years	180	5.7%	853	4.8%	2,245	5.3%
Age 5 to 9 Years	172	5.4%	967	5.4%	2,468	5.8%
Age 10 to 14 Years	214	6.8%	1,050	5.9%	2,824	6.6%
Age 15 to 19 Years	208	6.6%	1,182	6.6%	2,929	6.9%
Age 20 to 24 Years	205	6.5%	1,193	6.7%	2,658	6.2%
Age 25 to 29 Years	216	6.8%	1,263	7.1%	2,787	6.5%
Age 30 to 34 Years	254	8.0%	1,372	7.7%	2,953	6.9%
Age 35 to 39 Years	252	8.0%	1,297	7.3%	2,782	6.5%
Age 40 to 44 Years	216	6.8%	1,287	7.2%	2,991	7.0%
Age 45 to 49 Years	184	5.8%	1,225	6.9%	2,930	6.9%
Age 50 to 54 Years	169	5.3%	1,211	6.8%	3,025	7.1%
Age 55 to 59 Years	187	5.9%	1,162	6.5%	2,939	6.9%
Age 60 to 64 Years	184	5.8%	1,079	6.0%	2,636	6.2%
Age 65 to 69 Years	153	4.8%	896	5.0%	2,194	5.1%
Age 70 to 74 Years	142	4.5%	742	4.2%	1,825	4.3%
Age 75 to 79 Years	99	3.1%	528	3.0%	1,254	2.9%
Age 80 to 84 Years	64	2.0%	285	1.6%	640	1.5%
Age 85 Years or Over	61	1.9%	277	1.5%	564	1.3%
Female Median Age	36.9		38.3		38.7	
Age 19 Years or Less	775	24.5%	4,051	22.7%	10,466	24.5%
Age 20 to 64 Years	1,869	59.1%	11,088	62.1%	25,702	60.3%
Age 65 Years or Over	519	16.4%	2,727	15.3%	6,476	15.2%

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2024)						
Male Population	2,746	46.5%	15,775	46.9%	37,499	46.8%
Age Under 5 Years	157	5.7%	831	5.3%	2,195	5.9%
Age 5 to 9 Years	192	7.0%	931	5.9%	2,469	6.6%
Age 10 to 14 Years	212	7.7%	1,005	6.4%	2,775	7.4%
Age 15 to 19 Years	205	7.5%	1,191	7.5%	3,040	8.1%
Age 20 to 24 Years	178	6.5%	1,178	7.5%	2,585	6.9%
Age 25 to 29 Years	187	6.8%	1,180	7.5%	2,514	6.7%
Age 30 to 34 Years	197	7.2%	1,145	7.3%	2,466	6.6%
Age 35 to 39 Years	208	7.6%	1,036	6.6%	2,217	5.9%
Age 40 to 44 Years	138	5.0%	968	6.1%	2,270	6.1%
Age 45 to 49 Years	128	4.7%	883	5.6%	2,255	6.0%
Age 50 to 54 Years	154	5.6%	1,053	6.7%	2,595	6.9%
Age 55 to 59 Years	167	6.1%	1,014	6.4%	2,431	6.5%
Age 60 to 64 Years	174	6.3%	935	5.9%	2,329	6.2%
Age 65 to 69 Years	139	5.1%	757	4.8%	1,904	5.1%
Age 70 to 74 Years	110	4.0%	612	3.9%	1,411	3.8%
Age 75 to 79 Years	80	2.9%	440	2.8%	971	2.6%
Age 80 to 84 Years	61	2.2%	284	1.8%	553	1.5%
Age 85 Years or Over	59	2.1%	331	2.1%	519	1.4%
Male Median Age	35.9		36.8		36.2	
Age 19 Years or Less	766	27.9%	3,958	25.1%	10,478	27.9%
Age 20 to 64 Years	1,531	55.7%	9,394	59.5%	21,662	57.8%
Age 65 Years or Over	449	16.3%	2,424	15.4%	5,359	14.3%
Males per 100 Females (2024)						
Overall Comparison	87		88		88	
Age Under 5 Years	87	46.6%	97	49.3%	98	49.4%
Age 5 to 9 Years	112	52.7%	96	49.1%	100	50.0%
Age 10 to 14 Years	99	49.7%	96	48.9%	98	49.6%
Age 15 to 19 Years	99	49.7%	101	50.2%	104	50.9%
Age 20 to 24 Years	87	46.4%	99	49.7%	97	49.3%
Age 25 to 29 Years	86	46.3%	93	48.3%	90	47.4%
Age 30 to 34 Years	78	43.7%	83	45.5%	83	45.5%
Age 35 to 39 Years	82	45.1%	80	44.4%	80	44.3%
Age 40 to 44 Years	64	39.0%	75	42.9%	76	43.1%
Age 45 to 49 Years	69	41.0%	72	41.9%	77	43.5%
Age 50 to 54 Years	91	47.6%	87	46.5%	86	46.2%
Age 55 to 59 Years	90	47.3%	87	46.6%	83	45.3%
Age 60 to 64 Years	94	48.6%	87	46.4%	88	46.9%
Age 65 to 69 Years	91	47.7%	84	45.8%	87	46.5%
Age 70 to 74 Years	78	43.7%	82	45.2%	77	43.6%
Age 75 to 79 Years	81	44.6%	83	45.5%	77	43.6%
Age 80 to 84 Years	95	48.6%	100	49.9%	87	46.4%
Age 85 Years or Over	96	49.1%	120	54.5%	92	47.9%
Age 19 Years or Less	99	49.7%	98	49.4%	100	50.0%
Age 20 to 39 Years	83	45.3%	89	47.0%	87	46.7%
Age 40 to 64 Years	81	44.7%	81	44.9%	82	45.0%
Age 65 Years or Over	86	46.4%	89	47.1%	83	45.3%

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Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Household Type (2024)						
Total Households	2,193		12,269		29,382	
Households with Children	735	33.5%	4,301	35.1%	9,852	33.5%
Average Household Size	2.6		2.7		2.7	
Household Density per Square Mile	698		434		374	
Population Family	4,512	76.4%	27,511	81.8%	66,556	83.0%
Population Non-Family	1,253	21.2%	5,355	15.9%	12,717	15.9%
Population Group Quarters	144	2.4%	775	2.3%	870	1.1%
Family Households	1,300	59.3%	8,041	65.5%	19,572	66.6%
Married Couple Households	568	43.7%	4,088	50.8%	10,930	55.8%
Other Family Households with Children	732	56.3%	3,953	49.2%	8,642	44.2%
Family Households with Children	734	56.5%	4,294	53.4%	9,838	50.3%
Married Couple with Children	275	37.5%	1,920	44.7%	5,000	50.8%
Other Family Households with Children	459	62.5%	2,373	55.3%	4,838	49.2%
Family Households No Children	566	43.5%	3,748	46.6%	9,733	49.7%
Married Couple No Children	293	51.8%	2,167	57.8%	5,930	60.9%
Other Family Households No Children	273	48.2%	1,580	42.2%	3,803	39.1%
Non-Family Households	893	40.7%	4,228	34.5%	9,810	33.4%
Non-Family Households with Children	1	0.1%	7	0.2%	14	0.1%
Non-Family Households No Children	892	99.9%	4,221	99.8%	9,797	99.9%
Average Family Household Size	3.5		3.4		3.4	
Average Family Income	$87,585		$89,468		$104,825	
Median Family Income	$63,845		$69,181		$85,138	
Average Non-Family Household Size	1.4		1.3		1.3	
Marital Status (2024)						
Population Age 15 Years or Over	4,782		28,005		65,168	
Never Married	2,160	45.2%	12,266	43.8%	26,323	40.4%
Currently Married	1,329	27.8%	8,451	30.2%	24,001	36.8%
Previously Married	1,292	27.0%	7,287	26.0%	14,845	22.8%
Separated	145	11.2%	1,623	22.3%	3,740	25.2%
Widowed	319	24.7%	1,834	25.2%	3,613	24.3%
Divorced	829	64.2%	3,830	52.6%	7,491	50.5%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	3,986		23,261		53,957	
Elementary (Grade Level 0 to 8)	233	5.9%	1,128	4.8%	2,188	4.1%
Some High School (Grade Level 9 to 11)	454	11.4%	2,097	9.0%	3,402	6.3%
High School Graduate	816	20.5%	6,797	29.2%	15,006	27.8%
Some College	1,297	32.5%	5,593	24.0%	11,938	22.1%
Associate Degree Only	218	5.5%	2,103	9.0%	5,208	9.7%
Bachelor Degree Only	380	9.5%	3,507	15.1%	10,026	18.6%
Graduate Degree	588	14.8%	2,036	8.8%	6,188	11.5%
Any College (Some College or Higher)	2,483	62.3%	13,240	56.9%	33,361	61.8%
College Degree + (Bachelor Degree or Higher)	968	24.3%	5,543	23.8%	16,214	30.1%

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2024)	2,334		12,970		30,928	
Total Housing Units (2020)	2,340		12,797		30,063	
Historical Annual Growth (2020-2024)	-7	-	173	-	865	-
Housing Units Occupied (2024)	2,193	94.0%	12,269	94.6%	29,382	95.0%
Housing Units Owner-Occupied	828	37.8%	5,765	47.0%	17,133	58.3%
Housing Units Renter-Occupied	1,365	62.2%	6,504	53.0%	12,249	41.7%
Housing Units Vacant (2024)	140	6.0%	701	5.4%	1,546	5.0%
Household Size (2024)						
Total Households	2,193		12,269		29,382	
1 Person Households	816	37.2%	3,716	30.3%	8,592	29.2%
2 Person Households	691	31.5%	3,707	30.2%	10,431	35.5%
3 Person Households	322	14.7%	2,115	17.2%	4,379	14.9%
4 Person Households	162	7.4%	1,339	10.9%	2,985	10.2%
5 Person Households	114	5.2%	817	6.7%	1,734	5.9%
6 Person Households	55	2.5%	373	3.0%	797	2.7%
7 or More Person Households	33	1.5%	203	1.7%	464	1.6%
Household Income Distribution (2024)						
HH Income $200,000 or More	97	4.4%	611	5.0%	2,251	7.7%
HH Income $150,000 to $199,999	42	1.9%	507	4.1%	2,314	7.9%
HH Income $125,000 to $149,999	31	1.4%	626	5.1%	1,639	5.6%
HH Income $100,000 to $124,999	124	5.7%	857	7.0%	3,014	10.3%
HH Income $75,000 to $99,999	284	13.0%	1,631	13.3%	4,331	14.7%
HH Income $50,000 to $74,999	576	26.3%	2,932	23.9%	5,700	19.4%
HH Income $35,000 to $49,999	263	12.0%	1,897	15.5%	3,671	12.5%
HH Income $25,000 to $34,999	343	15.7%	1,386	11.3%	2,868	9.8%
HH Income $15,000 to $24,999	144	6.6%	776	6.3%	1,523	5.2%
HH Income $10,000 to $14,999	169	7.7%	357	2.9%	788	2.7%
HH Income Under $10,000	120	5.5%	689	5.6%	1,283	4.4%
Household Vehicles (2024)						
Households 0 Vehicles Available	97	4.4%	526	4.3%	1,074	3.7%
Households 1 Vehicle Available	1,281	58.4%	5,658	46.1%	11,204	38.1%
Households 2 Vehicles Available	499	22.8%	4,062	33.1%	10,367	35.3%
Households 3 or More Vehicles Available	316	14.4%	2,023	16.5%	6,736	22.9%
Total Vehicles Available	3,290		20,580		54,927	
Average Vehicles per Household	1.5		1.7		1.9	
Owner-Occupied Household Vehicles	1,506	45.8%	11,613	56.4%	37,078	67.5%
Average Vehicles per Owner-Occupied Household	1.8		2.0		2.2	
Renter-Occupied Household Vehicles	1,784	54.2%	8,967	43.6%	17,849	32.5%
Average Vehicles per Renter-Occupied Household	1.3		1.4		1.5	
Travel Time (2024)						
Worker Base Age 16 years or Over	3,159		16,340		39,618	
Travel to Work in 14 Minutes or Less	630	20.0%	2,955	18.1%	5,685	14.3%
Travel to Work in 15 to 29 Minutes	910	28.8%	4,301	26.3%	9,414	23.8%
Travel to Work in 30 to 59 Minutes	1,024	32.4%	5,484	33.6%	14,387	36.3%
Travel to Work in 60 Minutes or More	357	11.3%	1,700	10.4%	4,970	12.5%
Work at Home	237	7.5%	1,900	11.6%	5,162	13.0%
Average Minutes Travel to Work	26.4		28.7		31.7	

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RPC
Retail Planning Corporation

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2024)						
Worker Base Age 16 years or Over	3,159		16,340		39,618	
Drive to Work Alone	2,346	74.3%	11,585	70.9%	28,987	73.2%
Drive to Work in Carpool	450	14.2%	2,241	13.7%	4,090	10.3%
Travel to Work by Public Transportation	74	2.3%	166	1.0%	359	0.9%
Drive to Work on Motorcycle	32	1.0%	44	0.3%	47	0.1%
Bicycle to Work	-	-	-	-	7	-
Walk to Work	7	0.2%	196	1.2%	319	0.8%
Other Means	13	0.4%	207	1.3%	648	1.6%
Work at Home	237	7.5%	1,900	11.6%	5,162	13.0%
Daytime Demographics (2024)						
Total Businesses	681		3,663		6,869	
Total Employees	6,342		30,600		43,958	
Company Headquarter Businesses	16	2.3%	86	2.4%	119	1.7%
Company Headquarter Employees	448	7.1%	5,494	18.0%	6,210	14.1%
Employee Population per Business	9.3	to 1	8.4	to 1	6.4	to 1
Residential Population per Business	8.7	to 1	9.2	to 1	11.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	7,880		41,784		68,212	
Labor Force						
Labor Population Age 16 Years or Over (2024)	4,696		27,563		63,960	
Labor Force Total Males (2024)	2,142	45.6%	12,803	46.4%	29,462	46.1%
Male Civilian Employed	1,468	68.5%	7,982	62.3%	18,915	64.2%
Male Civilian Unemployed	50	2.3%	465	3.6%	838	2.8%
Males in Armed Forces	-	-	19	0.1%	41	0.1%
Males Not in Labor Force	624	29.1%	4,336	33.9%	9,668	32.8%
Labor Force Total Females (2024)	2,554	54.4%	14,760	53.6%	34,498	53.9%
Female Civilian Employed	1,691	66.2%	8,361	56.6%	20,708	60.0%
Female Civilian Unemployed	31	1.2%	391	2.6%	724	2.1%
Females in Armed Forces	-	-	17	0.1%	42	0.1%
Females Not in Labor Force	833	32.6%	5,991	40.6%	13,025	37.8%
Unemployment Rate	80	1.7%	857	3.1%	1,562	2.4%
Occupation (2024)						
Occupation Population Age 16 Years or Over	3,159		16,340		39,618	
Occupation Total Males	1,468	46.5%	7,979	48.8%	18,910	47.7%
Occupation Total Females	1,691	53.5%	8,361	51.2%	20,708	52.3%
Management, Business, Financial Operations	303	9.6%	1,583	9.7%	5,244	13.2%
Professional, Related	746	23.6%	3,288	20.1%	8,439	21.3%
Service	438	13.9%	2,143	13.1%	4,926	12.4%
Sales, Office	707	22.4%	4,505	27.6%	10,517	26.5%
Farming, Fishing, Forestry	10	0.3%	18	0.1%	38	-
Construction, Extraction, Maintenance	62	2.0%	567	3.5%	1,544	3.9%
Production, Transport, Material Moving	892	28.2%	4,236	25.9%	8,910	22.5%
White Collar Workers	1,756	55.6%	9,375	57.4%	24,201	61.1%
Blue Collar Workers	1,403	44.4%	6,965	42.6%	15,417	38.9%

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2024)						
Total Units	2,193		12,269		29,382	
1 Detached Unit	1,134	*51.7%*	7,080	*57.7%*	19,698	*67.0%*
1 Attached Unit	93	*4.2%*	594	*4.8%*	1,170	*4.0%*
2 Units	406	*18.5%*	615	*5.0%*	1,045	*3.6%*
3 to 4 Units	165	*7.5%*	706	*5.8%*	1,157	*3.9%*
5 to 9 Units	227	*10.3%*	1,186	*9.7%*	1,914	*6.5%*
10 to 19 Units	119	*5.4%*	692	*5.6%*	1,425	*4.8%*
20 to 49 Units	11	*0.5%*	371	*3.0%*	660	*2.2%*
50 or More Units	15	*0.7%*	293	*2.4%*	1,081	*3.7%*
Mobile Home or Trailer	24	*1.1%*	733	*6.0%*	1,233	*4.2%*
Other Structure	-	-	-	-	-	-
Homes Built By Year (2024)						
Homes Built 2020 or later	76	*3.3%*	406	*3.1%*	811	*2.6%*
Homes Built 2010 to 2019	178	*7.6%*	1,434	*11.1%*	3,889	*12.6%*
Homes Built 2000 to 2009	277	*11.9%*	1,723	*13.3%*	6,113	*19.8%*
Homes Built 1990 to 1999	181	*7.8%*	1,648	*12.7%*	4,086	*13.2%*
Homes Built 1980 to 1989	472	*20.2%*	2,738	*21.1%*	5,807	*18.8%*
Homes Built 1970 to 1979	380	*16.3%*	2,313	*17.8%*	4,778	*15.4%*
Homes Built 1960 to 1969	378	*16.2%*	1,044	*8.1%*	1,972	*6.4%*
Homes Built 1950 to 1959	105	*4.5%*	412	*3.2%*	920	*3.0%*
Homes Built 1940 to 1949	83	*3.5%*	174	*1.3%*	273	*0.9%*
Homes Built Before 1939	62	*2.7%*	377	*2.9%*	734	*2.4%*
Median Age of Homes	42.4	*yrs*	37.8	*yrs*	35.0	*yrs*
Home Values (2024)						
Owner Specified Housing Units	828		5,765		17,133	
Home Values $1,000,000 or More	72	*8.7%*	103	*1.8%*	180	*1.1%*
Home Values $750,000 to $999,999	-	-	16	*0.3%*	133	*0.8%*
Home Values $500,000 to $749,999	18	*2.1%*	251	*4.4%*	833	*4.9%*
Home Values $400,000 to $499,999	2	*0.3%*	121	*2.1%*	1,025	*6.0%*
Home Values $300,000 to $399,999	46	*5.5%*	521	*9.0%*	2,790	*16.3%*
Home Values $250,000 to $299,999	56	*6.8%*	999	*17.3%*	3,155	*18.4%*
Home Values $200,000 to $249,999	24	*2.8%*	634	*11.0%*	2,118	*12.4%*
Home Values $175,000 to $199,999	64	*7.7%*	320	*5.6%*	1,216	*7.1%*
Home Values $150,000 to $174,999	206	*24.9%*	731	*12.7%*	1,830	*10.7%*
Home Values $125,000 to $149,999	88	*10.6%*	527	*9.1%*	835	*4.9%*
Home Values $100,000 to $124,999	84	*10.2%*	578	*10.0%*	964	*5.6%*
Home Values $90,000 to $99,999	-	-	172	*3.0%*	335	*2.0%*
Home Values $80,000 to $89,999	-	-	55	*1.0%*	231	*1.3%*
Home Values $70,000 to $79,999	-	-	113	*2.0%*	192	*1.1%*
Home Values $60,000 to $69,999	140	*16.9%*	212	*3.7%*	253	*1.5%*
Home Values $50,000 to $59,999	6	*0.7%*	56	*1.0%*	124	*0.7%*
Home Values $35,000 to $49,999	-	-	159	*2.8%*	228	*1.3%*
Home Values $25,000 to $34,999	-	-	58	*1.0%*	248	*1.4%*
Home Values $10,000 to $24,999	2	*0.2%*	85	*1.5%*	235	*1.4%*
Home Values Under $10,000	21	*2.5%*	53	*0.9%*	209	*1.2%*
Owner-Occupied Median Home Value	$158,650		$192,320		$238,691	
Renter-Occupied Median Rent	$832		$1,011		$1,123	

RPC
Retail Planning Corporation

Lat/Lon: 33.6744/-84.0253

Main Street	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2024)						
Total Household Expenditure	$146.49 M		$762.93 M		$1.93 B	
Total Non-Retail Expenditure	$77.48 M		$402.62 M		$1.02 B	
Total Retail Expenditure	$69.01 M		$360.31 M		$912.9 M	
Apparel	$5.11 M		$26.76 M		$68.28 M	
Contributions	$4.6 M		$24.15 M		$63.68 M	
Education	$4.03 M		$21.65 M		$58.22 M	
Entertainment	$8.04 M		$42.4 M		$109.65 M	
Food and Beverages	$21.8 M		$113.27 M		$284.54 M	
Furnishings and Equipment	$5 M		$26.38 M		$68.06 M	
Gifts	$3.52 M		$18.39 M		$47.86 M	
Health Care	$12.63 M		$65.11 M		$163.36 M	
Household Operations	$5.69 M		$29.64 M		$76.07 M	
Miscellaneous Expenses	$2.76 M		$14.4 M		$36.64 M	
Personal Care	$1.96 M		$10.22 M		$25.95 M	
Personal Insurance	$959.75 K		$5.15 M		$13.69 M	
Reading	$319.47 K		$1.65 M		$4.23 M	
Shelter	$31.19 M		$161.66 M		$407.77 M	
Tobacco	$1 M		$4.98 M		$11.66 M	
Transportation	$26.57 M		$139.29 M		$352.77 M	
Utilities	$11.31 M		$57.82 M		$142.24 M	
Monthly Household Consumer Expenditure (2024)						
Total Household Expenditure	$5,566		$5,182		$5,487	
Total Non-Retail Expenditure	$2,944	52.9%	$2,735	52.8%	$2,898	52.8%
Total Retail Expenditures	$2,622	47.1%	$2,447	47.2%	$2,589	47.2%
Apparel	$194	3.5%	$182	3.5%	$194	3.5%
Contributions	$175	3.1%	$164	3.2%	$181	3.3%
Education	$153	2.7%	$147	2.8%	$165	3.0%
Entertainment	$306	5.5%	$288	5.6%	$311	5.7%
Food and Beverages	$828	14.9%	$769	14.8%	$807	14.7%
Furnishings and Equipment	$190	3.4%	$179	3.5%	$193	3.5%
Gifts	$134	2.4%	$125	2.4%	$136	2.5%
Health Care	$480	8.6%	$442	8.5%	$463	8.4%
Household Operations	$216	3.9%	$201	3.9%	$216	3.9%
Miscellaneous Expenses	$105	1.9%	$98	1.9%	$104	1.9%
Personal Care	$74	1.3%	$69	1.3%	$74	1.3%
Personal Insurance	$36	0.7%	$35	0.7%	$39	0.7%
Reading	$12	0.2%	$11	0.2%	$12	0.2%
Shelter	$1,185	21.3%	$1,098	21.2%	$1,157	21.1%
Tobacco	$38	0.7%	$34	0.7%	$33	0.6%
Transportation	$1,010	18.1%	$946	18.3%	$1,001	18.2%
Utilities	$430	7.7%	$393	7.6%	$403	7.4%