

EXPANDED PROFILE

2000-2010 Census, 2021 Estimates with 2026 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.0772/-84.3558

RF5

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2021)	7,820	48,263	136,331
Projected Population (2026)	8,509	52,723	147,687
Census Population (2010)	7,550	42,226	118,786
Census Population (2000)	6,402	34,752	101,075
Projected Annual Growth (2021 to 2026)	689 1.8%	4,459 1.8%	11,357 1.7%
Historical Annual Growth (2010 to 2021)	270 0.3%	6,037 1.3%	17,545 1.3%
Historical Annual Growth (2000 to 2010)	1,148 1.8%	7,474 2.2%	17,711 1.8%
Estimated Population Density (2021)	2,490 psm	1,708 psm	1,736 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2021)	2,872	18,462	52,440
Projected Households (2026)	3,108	19,979	56,737
Census Households (2010)	2,647	15,876	44,399
Census Households (2000)	2,305	12,902	37,250
Estimated Households with Children (2021)	1,265 44.1%	7,045 38.2%	18,951 36.1%
Estimated Average Household Size (2021)	2.69	2.60	2.59
Average Household Income			
Estimated Average Household Income (2021)	\$170,189	\$161,935	\$153,005
Projected Average Household Income (2026)	\$187,942	\$179,089	\$170,128
Estimated Average Family Income (2021)	\$184,578	\$187,374	\$184,012
Median Household Income			
Estimated Median Household Income (2021)	\$137,562	\$130,254	\$119,055
Projected Median Household Income (2026)	\$160,835	\$150,752	\$137,881
Estimated Median Family Income (2021)	\$157,306	\$156,741	\$145,088
Per Capita Income			
Estimated Per Capita Income (2021)	\$62,599	\$61,982	\$58,889
Projected Per Capita Income (2026)	\$68,729	\$67,898	\$65,391
Estimated Per Capita Income 5 Year Growth	\$6,130 9.8%	\$5,916 9.5%	\$6,502 11.0%
Estimated Average Household Net Worth (2021)	\$1,530,642	\$1,500,421	\$1,307,627
Daytime Demos (2021)			
Total Businesses	504	5,074	12,134
Total Employees	2,394	44,660	121,683
Company Headquarter Businesses	13 2.5%	209 4.1%	491 4.0%
Company Headquarter Employees	190 7.9%	7,935 17.8%	30,322 24.9%
Employee Population per Business	4.8	8.8	10.0
Residential Population per Business	15.5	9.5	11.2

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Race & Ethnicity						
White (2021)	5,955	76.2%	36,562	75.8%	97,252	71.3%
Black or African American (2021)	929	11.9%	5,891	12.2%	20,192	14.8%
American Indian or Alaska Native (2021)	12	0.2%	81	0.2%	284	0.2%
Asian (2021)	708	9.1%	3,847	8.0%	10,071	7.4%
Hawaiian or Pacific Islander (2021)	-	-	15	-	57	-
Other Race (2021)	63	0.8%	960	2.0%	5,428	4.0%
Two or More Races (2021)	152	1.9%	907	1.9%	3,045	2.2%
Not Hispanic or Latino Population (2021)	7,478	95.6%	45,089	93.4%	121,243	88.9%
Hispanic or Latino Population (2021)	341	4.4%	3,174	6.6%	15,087	11.1%
Not Hispanic or Latino Population (2026)	8,114	95.4%	49,212	93.3%	131,597	89.1%
Hispanic or Latino Population (2026)	394	4.6%	3,511	6.7%	16,090	10.9%
Not Hispanic or Latino Population (2010)	7,257	96.1%	38,591	91.4%	101,982	85.9%
Hispanic or Latino Population (2010)	293	3.9%	3,635	8.6%	16,804	14.1%
Not Hispanic or Latino Population (2000)	6,252	97.6%	33,079	95.2%	91,254	90.3%
Hispanic or Latino Population (2000)	150	2.4%	1,673	4.8%	9,821	9.7%
Projected Hispanic Annual Growth (2021 to 2026)	53	3.1%	337	2.1%	1,003	1.3%
Historic Hispanic Annual Growth (2000 to 2021)	191	6.0%	1,501	4.3%	5,266	2.6%
Age Distribution (2021)						
Age Under 5	398	5.1%	2,418	5.0%	7,513	5.5%
Age 5 to 9 Years	559	7.2%	3,225	6.7%	8,942	6.6%
Age 10 to 14 Years	664	8.5%	3,644	7.5%	9,788	7.2%
Age 15 to 19 Years	588	7.5%	3,401	7.0%	9,043	6.6%
Age 20 to 24 Years	256	3.3%	1,762	3.7%	6,098	4.5%
Age 25 to 29 Years	277	3.5%	2,019	4.2%	7,675	5.6%
Age 30 to 34 Years	362	4.6%	2,669	5.5%	9,369	6.9%
Age 35 to 39 Years	494	6.3%	3,267	6.8%	9,798	7.2%
Age 40 to 44 Years	642	8.2%	3,650	7.6%	9,958	7.3%
Age 45 to 49 Years	705	9.0%	4,011	8.3%	10,466	7.7%
Age 50 to 54 Years	708	9.1%	4,073	8.4%	10,833	7.9%
Age 55 to 59 Years	593	7.6%	3,677	7.6%	10,233	7.5%
Age 60 to 64 Years	440	5.6%	3,021	6.3%	8,518	6.2%
Age 65 to 74 Years	672	8.6%	4,483	9.3%	11,287	8.3%
Age 75 to 84 Years	339	4.3%	2,101	4.4%	4,936	3.6%
Age 85 Years or Over	122	1.6%	845	1.8%	1,873	1.4%
Median Age	41.5		41.6		39.5	
Gender Age Distribution (2021)						
Female Population	3,994	51.1%	24,654	51.1%	69,151	50.7%
Age 0 to 19 Years	1,095	27.4%	6,186	25.1%	17,141	24.8%
Age 20 to 64 Years	2,282	57.1%	14,338	58.2%	42,054	60.8%
Age 65 Years or Over	617	15.5%	4,129	16.7%	9,956	14.4%
Female Median Age	42.0		42.5		40.3	
Male Population	3,825	48.9%	23,609	48.9%	67,180	49.3%
Age 0 to 19 Years	1,115	29.1%	6,501	27.5%	18,145	27.0%
Age 20 to 64 Years	2,195	57.4%	13,809	58.5%	40,894	60.9%
Age 65 Years or Over	516	13.5%	3,299	14.0%	8,141	12.1%
Male Median Age	41.1		40.7		38.7	

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Household Income Distribution (2021)						
HH Income \$200,000 or More	831	28.9%	5,200	28.2%	12,101	23.1%
HH Income \$150,000 to \$199,999	316	11.0%	2,070	11.2%	5,925	11.3%
HH Income \$100,000 to \$149,999	651	22.7%	3,533	19.1%	9,762	18.6%
HH Income \$75,000 to \$99,999	312	10.9%	2,101	11.4%	6,251	11.9%
HH Income \$50,000 to \$74,999	308	10.7%	2,167	11.7%	7,615	14.5%
HH Income \$35,000 to \$49,999	179	6.2%	1,330	7.2%	4,193	8.0%
HH Income \$25,000 to \$34,999	84	2.9%	952	5.2%	2,681	5.1%
HH Income \$15,000 to \$24,999	95	3.3%	597	3.2%	1,856	3.5%
HH Income Under \$15,000	96	3.3%	511	2.8%	2,056	3.9%
HH Income \$35,000 or More	2,596	90.4%	16,402	88.8%	45,847	87.4%
HH Income \$75,000 or More	2,110	73.5%	12,905	69.9%	34,039	64.9%
Housing (2021)						
Total Housing Units	3,014		19,541		55,446	
Housing Units Occupied	2,872	95.3%	18,462	94.5%	52,440	94.6%
Housing Units Owner-Occupied	2,731	95.1%	14,630	79.2%	37,230	71.0%
Housing Units, Renter-Occupied	140	4.9%	3,832	20.8%	15,210	29.0%
Housing Units, Vacant	142	4.9%	1,079	5.8%	3,006	5.7%
Marital Status (2021)						
Never Married	1,609	26.0%	9,670	24.8%	30,925	28.1%
Currently Married	3,776	60.9%	22,918	58.8%	61,517	55.9%
Separated	133	2.1%	1,019	2.6%	3,212	2.9%
Widowed	214	3.5%	1,774	4.6%	3,931	3.6%
Divorced	467	7.5%	3,596	9.2%	10,502	9.5%
Household Type (2021)						
Population Family	7,151	91.5%	42,522	88.1%	116,969	85.8%
Population Non-Family	586	7.5%	5,527	11.5%	18,783	13.8%
Population Group Quarters	82	1.1%	215	0.4%	579	0.4%
Family Households	2,343	81.6%	13,628	73.8%	36,971	70.5%
Non-Family Households	529	18.4%	4,834	26.2%	15,469	29.5%
Married Couple with Children	1,122	29.7%	5,781	25.2%	14,681	23.9%
Average Family Household Size	3.1		3.1		3.2	
Household Size (2021)						
1 Person Households	479	16.7%	4,207	22.8%	12,818	24.4%
2 Person Households	1,085	37.8%	6,303	34.1%	17,547	33.5%
3 Person Households	487	17.0%	2,879	15.6%	8,270	15.8%
4 Person Households	541	18.8%	3,178	17.2%	8,339	15.9%
5 Person Households	195	6.8%	1,285	7.0%	3,508	6.7%
6 or More Person Households	84	2.9%	611	3.3%	1,958	3.7%
Household Vehicles (2021)						
Households with 0 Vehicles Available	54	1.9%	866	4.7%	2,332	4.4%
Households with 1 Vehicles Available	632	22.0%	5,048	27.3%	15,254	29.1%
Households with 2 or More Vehicles Available	2,185	76.1%	12,548	68.0%	34,854	66.5%
Total Vehicles Available	5,856		35,131		99,649	
Average Vehicles Per Household	2.0		1.9		1.9	

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Labor Force (2021)						
Estimated Labor Population Age 16 Years or Over	6,067		38,262		108,187	
Estimated Civilian Employed	3,717	61.3%	23,288	60.9%	69,326	64.1%
Estimated Civilian Unemployed	226	3.7%	1,431	3.7%	4,206	3.9%
Estimated in Armed Forces	-	-	-	-	54	-
Estimated Not in Labor Force	2,123	35.0%	13,543	35.4%	34,601	32.0%
Unemployment Rate	3.7%		3.7%		3.9%	
Occupation (2021)						
Occupation: Population Age 16 Years or Over	3,717		23,288		69,326	
Management, Business, Financial Operations	1,292	34.8%	8,087	34.7%	22,282	32.1%
Professional, Related	1,058	28.5%	6,623	28.4%	18,791	27.1%
Service	266	7.2%	2,010	8.6%	7,580	10.9%
Sales, Office	823	22.1%	4,771	20.5%	13,417	19.4%
Farming, Fishing, Forestry	2	-	36	0.2%	80	0.1%
Construct, Extraction, Maintenance	85	2.3%	621	2.7%	2,911	4.2%
Production, Transport Material Moving	191	5.1%	1,140	4.9%	4,264	6.2%
White Collar Workers	3,174	85.4%	19,481	83.7%	54,490	78.6%
Blue Collar Workers	544	14.6%	3,807	16.3%	14,836	21.4%
Consumer Expenditure (2021)						
Total Household Expenditure	\$298.05 M		\$1.84 B		\$5.04 B	
Total Non-Retail Expenditure	\$158.4 M	53.1%	\$982.47 M	53.3%	\$2.68 B	53.2%
Total Retail Expenditure	\$139.65 M	46.9%	\$862.37 M	46.7%	\$2.36 B	46.8%
Apparel	\$10.82 M	3.6%	\$67.03 M	3.6%	\$182.49 M	3.6%
Contributions	\$10.91 M	3.7%	\$67.4 M	3.7%	\$180.42 M	3.6%
Education	\$10.82 M	3.6%	\$67.06 M	3.6%	\$178.79 M	3.6%
Entertainment	\$17.62 M	5.9%	\$108.58 M	5.9%	\$294.66 M	5.9%
Food and Beverages	\$42.69 M	14.3%	\$264.25 M	14.3%	\$724.63 M	14.4%
Furnishings and Equipment	\$10.85 M	3.6%	\$66.89 M	3.6%	\$181.77 M	3.6%
Gifts	\$8.4 M	2.8%	\$52.38 M	2.8%	\$139.87 M	2.8%
Health Care	\$23.96 M	8.0%	\$147.9 M	8.0%	\$405.19 M	8.0%
Household Operations	\$12.17 M	4.1%	\$75.21 M	4.1%	\$203.81 M	4.0%
Miscellaneous Expenses	\$5.71 M	1.9%	\$35.32 M	1.9%	\$96.15 M	1.9%
Personal Care	\$3.99 M	1.3%	\$24.68 M	1.3%	\$67.37 M	1.3%
Personal Insurance	\$2.35 M	0.8%	\$14.44 M	0.8%	\$38.74 M	0.8%
Reading	\$661.85 K	0.2%	\$4.1 M	0.2%	\$11.13 M	0.2%
Shelter	\$61.97 M	20.8%	\$385.73 M	20.9%	\$1.06 B	21.0%
Tobacco	\$1.41 M	0.5%	\$8.86 M	0.5%	\$25.1 M	0.5%
Transportation	\$53.62 M	18.0%	\$330.46 M	17.9%	\$905.23 M	18.0%
Utilities	\$20.1 M	6.7%	\$124.54 M	6.8%	\$343.87 M	6.8%
Educational Attainment (2021)						
Adult Population Age 25 Years or Over	5,354		33,814		94,947	
Elementary (Grade Level 0 to 8)	46	0.9%	603	1.8%	2,557	2.7%
Some High School (Grade Level 9 to 11)	125	2.3%	671	2.0%	2,571	2.7%
High School Graduate	446	8.3%	3,177	9.4%	11,729	12.4%
Some College	711	13.3%	4,723	14.0%	13,775	14.5%
Associate Degree Only	393	7.3%	1,893	5.6%	5,444	5.7%
Bachelor Degree Only	2,173	40.6%	13,841	40.9%	36,444	38.4%
Graduate Degree	1,459	27.3%	8,906	26.3%	22,428	23.6%

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Units In Structure (2021)						
1 Detached Unit	2,367	89.4%	12,712	80.1%	32,130	72.4%
1 Attached Unit	342	12.9%	2,517	15.9%	6,460	14.6%
2 to 4 Units	11	0.4%	378	2.4%	1,910	4.3%
5 to 9 Units	12	0.5%	504	3.2%	2,744	6.2%
10 to 19 Units	12	0.5%	587	3.7%	3,374	7.6%
20 to 49 Units	17	0.6%	305	1.9%	1,573	3.5%
50 or More Units	85	3.2%	1,281	8.1%	3,717	8.4%
Mobile Home or Trailer	26	1.0%	170	1.1%	447	1.0%
Other Structure	-	-	9	-	86	0.2%
Homes Built By Year (2021)						
Homes Built 2010 or later	215	8.1%	1,824	11.5%	6,153	13.9%
Homes Built 2000 to 2009	501	18.9%	4,132	26.0%	10,205	23.0%
Homes Built 1990 to 1999	1,066	40.3%	4,965	31.3%	12,365	27.8%
Homes Built 1980 to 1989	638	24.1%	4,259	26.8%	12,697	28.6%
Homes Built 1970 to 1979	251	9.5%	1,623	10.2%	5,903	13.3%
Homes Built 1960 to 1969	52	2.0%	700	4.4%	2,413	5.4%
Homes Built 1950 to 1959	46	1.7%	407	2.6%	1,134	2.6%
Homes Built Before 1949	102	3.8%	552	3.5%	1,569	3.5%
Home Values (2021)						
Home Values \$1,000,000 or More	48	1.8%	373	2.6%	1,018	2.7%
Home Values \$500,000 to \$999,999	806	29.5%	4,183	28.6%	10,092	27.1%
Home Values \$400,000 to \$499,999	766	28.1%	3,440	23.5%	7,237	19.4%
Home Values \$300,000 to \$399,999	728	26.7%	3,552	24.3%	8,591	23.1%
Home Values \$200,000 to \$299,999	310	11.4%	1,967	13.4%	6,304	16.9%
Home Values \$150,000 to \$199,999	49	1.8%	516	3.5%	2,098	5.6%
Home Values \$100,000 to \$149,999	10	0.4%	421	2.9%	1,303	3.5%
Home Values \$70,000 to \$99,999	5	0.2%	56	0.4%	197	0.5%
Home Values \$50,000 to \$69,999	2	-	12	-	66	0.2%
Home Values \$25,000 to \$49,999	5	0.2%	30	0.2%	166	0.4%
Home Values Under \$25,000	2	-	79	0.5%	158	0.4%
Owner-Occupied Median Home Value	\$441,590		\$424,648		\$406,048	
Renter-Occupied Median Rent	\$1,980		\$1,443		\$1,272	
Transportation To Work (2021)						
Drive to Work Alone	3,000	74.9%	18,330	74.4%	50,994	72.7%
Drive to Work in Carpool	84	2.1%	961	3.9%	3,770	5.4%
Travel to Work by Public Transportation	23	0.6%	415	1.7%	1,726	2.5%
Drive to Work on Motorcycle	-	-	-	-	31	-
Walk or Bicycle to Work	38	0.9%	298	1.2%	1,323	1.9%
Other Means	22	0.6%	524	2.1%	1,454	2.1%
Work at Home	841	21.0%	4,102	16.7%	10,862	15.5%
Travel Time (2021)						
Travel to Work in 14 Minutes or Less	534	13.3%	4,009	16.3%	11,379	16.2%
Travel to Work in 15 to 29 Minutes	815	20.3%	5,371	21.8%	17,390	24.8%
Travel to Work in 30 to 59 Minutes	1,178	29.4%	6,965	28.3%	21,729	31.0%
Travel to Work in 60 Minutes or More	408	10.2%	3,061	12.4%	8,155	11.6%
Average Minutes Travel to Work	30.3		28.9		28.4	

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