Complete Profile

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

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	6,344		55,884		155,407	
Projected Population (2029)	7,019		62,242		170,830	
Census Population (2020)	5,415		52,617		147,809	
Census Population (2010)	2,944		31,312		99,959	
Projected Annual Growth (2024-2029)	675	2.1%	6,359	2.3%	15,422	2.0%
Historical Annual Growth (2020-2024)	928	-	3,266	1.6%	7,598	1.3%
Historical Annual Growth (2010-2020)	2,471	8.4%	21,305	6.8%	47,850	4.8%
Estimated Population Density (2024)	2,020	psm	1,977	psm	1,979	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	2,403		18,836		52,443	
Projected Households (2029)	2,731		21,535		59,035	
Census Households (2020)	2,100		17,173		48,086	
Census Households (2010)	1,108		10,389		32,919	
Projected Annual Growth (2024-2029)	327	2.7%	2,699	2.9%	6,592	2.5%
Historical Annual Change (2010-2024)	1,295	8.3%	8,447	5.8%	19,524	4.2%
Average Household Income						
Estimated Average Household Income (2024)	$186,569		$201,127		$200,222	
Projected Average Household Income (2029)	$195,492		$211,780		$210,380	
Census Average Household Income (2010)	$110,708		$111,640		$117,329	
Census Average Household Income (2000)	$86,149		$93,873		$104,306	
Projected Annual Change (2024-2029)	$8,923	1.0%	$10,653	1.1%	$10,158	1.0%
Historical Annual Change (2000-2024)	$100,420	4.9%	$107,255	4.8%	$95,916	3.8%
Median Household Income						
Estimated Median Household Income (2024)	$164,430		$165,260		$165,973	
Projected Median Household Income (2029)	$175,749		$172,797		$172,690	
Census Median Household Income (2010)	$83,982		$94,348		$98,074	
Census Median Household Income (2000)	$74,616		$80,855		$87,938	
Projected Annual Change (2024-2029)	$11,319	1.4%	$7,538	0.9%	$6,717	0.8%
Historical Annual Change (2000-2024)	$89,815	5.0%	$84,405	4.3%	$78,035	3.7%
Per Capita Income						
Estimated Per Capita Income (2024)	$70,754		$67,817		$67,597	
Projected Per Capita Income (2029)	$76,121		$73,297		$72,732	
Census Per Capita Income (2010)	$41,674		$37,026		$38,644	
Census Per Capita Income (2000)	$29,033		$31,869		$35,450	
Projected Annual Change (2024-2029)	$5,367	1.5%	$5,480	1.6%	$5,134	1.5%
Historical Annual Change (2000-2024)	$41,721	6.0%	$35,948	4.7%	$32,147	3.8%
Estimated Average Household Net Worth (2024)	$2.19 M		$1.89 M		$1.84 M	

Complete Profile

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

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2024)	6,344		55,884		155,407	
White (2024)	3,661	57.7%	28,517	51.0%	84,313	54.3%
Black or African American (2024)	225	3.5%	2,760	4.9%	11,107	7.1%
American Indian or Alaska Native (2024)	13	0.2%	121	0.2%	364	0.2%
Asian (2024)	2,075	32.7%	20,668	37.0%	47,289	30.4%
Hawaiian or Pacific Islander (2024)	7	0.1%	12	-	37	-
Other Race (2024)	77	1.2%	1,080	1.9%	3,806	2.4%
Two or More Races (2024)	286	4.5%	2,725	4.9%	8,492	5.5%
Population < 18 (2024)	1,528	24.1%	15,169	27.1%	40,838	26.3%
White Not Hispanic	663	43.4%	6,204	40.9%	18,407	45.1%
Black or African American	62	4.1%	744	4.9%	2,839	7.0%
Asian	649	42.5%	6,612	43.6%	14,466	35.4%
Other Race Not Hispanic	56	3.7%	480	3.2%	1,463	3.6%
Hispanic	98	6.4%	1,129	7.4%	3,662	9.0%
Not Hispanic or Latino Population (2024)	5,983	94.3%	52,055	93.1%	143,014	92.0%
Not Hispanic White	3,572	59.7%	27,727	53.3%	81,948	57.3%
Not Hispanic Black or African American	218	3.6%	2,701	5.2%	10,791	7.5%
Not Hispanic American Indian or Alaska Native	8	0.1%	63	0.1%	139	-
Not Hispanic Asian	2,074	34.7%	20,629	39.6%	47,212	33.0%
Not Hispanic Hawaiian or Pacific Islander	5	-	9	-	26	-
Not Hispanic Other Race	17	0.3%	113	0.2%	299	0.2%
Not Hispanic Two or More Races	88	1.5%	813	1.6%	2,598	1.8%
Hispanic or Latino Population (2024)	361	5.7%	3,828	6.9%	12,394	8.0%
Hispanic White	89	24.5%	790	20.6%	2,364	19.1%
Hispanic Black or African American	7	2.0%	59	1.5%	316	2.5%
Hispanic American Indian or Alaska Native	5	1.4%	59	1.5%	225	1.8%
Hispanic Asian	1	0.3%	39	1.0%	77	0.6%
Hispanic Hawaiian or Pacific Islander	2	0.6%	3	-	12	-
Hispanic Other Race	60	16.5%	967	25.3%	3,507	28.3%
Hispanic Two or More Races	198	54.7%	1,912	49.9%	5,893	47.6%
Not Hispanic or Latino Population (2020)	5,129	94.7%	48,621	92.4%	134,655	91.1%
Hispanic or Latino Population (2020)	286	5.3%	3,997	7.6%	13,154	8.9%
Not Hispanic or Latino Population (2010)	2,811	95.5%	28,800	92.0%	91,366	91.4%
Hispanic or Latino Population (2010)	133	4.5%	2,512	8.0%	8,593	8.6%
Not Hispanic or Latino Population (2029)	6,468	92.1%	56,816	91.3%	154,324	90.3%
Hispanic or Latino Population (2029)	551	7.9%	5,427	8.7%	16,506	9.7%
Projected Annual Growth (2024-2029)	190	10.5%	1,598	8.4%	4,112	6.6%
Historical Annual Growth (2010-2020)	153	11.5%	1,484	5.9%	4,561	5.3%

Complete Profile

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

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2024)						
Total Population	6,344		55,884		155,407	
Age Under 5 Years	287	4.5%	2,875	5.1%	8,046	5.2%
Age 5 to 9 Years	436	6.9%	4,349	7.8%	11,319	7.3%
Age 10 to 14 Years	494	7.8%	4,950	8.9%	13,179	8.5%
Age 15 to 19 Years	475	7.5%	4,417	7.9%	12,520	8.1%
Age 20 to 24 Years	257	4.1%	2,526	4.5%	7,812	5.0%
Age 25 to 29 Years	190	3.0%	1,734	3.1%	5,816	3.7%
Age 30 to 34 Years	268	4.2%	2,635	4.7%	7,827	5.0%
Age 35 to 39 Years	515	8.1%	5,368	9.6%	13,413	8.6%
Age 40 to 44 Years	627	9.9%	6,699	12.0%	15,940	10.3%
Age 45 to 49 Years	547	8.6%	5,378	9.6%	14,150	9.1%
Age 50 to 54 Years	398	6.3%	3,997	7.2%	12,265	7.9%
Age 55 to 59 Years	283	4.5%	2,761	4.9%	9,068	5.8%
Age 60 to 64 Years	268	4.2%	2,100	3.8%	6,944	4.5%
Age 65 to 69 Years	249	3.9%	1,658	3.0%	5,159	3.3%
Age 70 to 74 Years	345	5.4%	1,572	2.8%	4,456	2.9%
Age 75 to 79 Years	363	5.7%	1,350	2.4%	3,608	2.3%
Age 80 to 84 Years	192	3.0%	856	1.5%	2,231	1.4%
Age 85 Years or Over	148	2.3%	658	1.2%	1,653	1.1%
Median Age	41.4		38.3		38.7	
Age 19 Years or Less	1,694	26.7%	16,591	29.7%	45,064	29.0%
Age 20 to 64 Years	3,353	52.9%	33,198	59.4%	93,236	60.0%
Age 65 Years or Over	1,297	20.4%	6,094	10.9%	17,108	11.0%
Female Age Distribution (2024)						
Female Population	3,312	52.2%	28,456	50.9%	78,849	50.7%
Age Under 5 Years	144	4.4%	1,411	5.0%	3,932	5.0%
Age 5 to 9 Years	205	6.2%	2,109	7.4%	5,590	7.1%
Age 10 to 14 Years	228	6.9%	2,451	8.6%	6,486	8.2%
Age 15 to 19 Years	244	7.4%	2,124	7.5%	6,124	7.8%
Age 20 to 24 Years	141	4.2%	1,276	4.5%	3,907	5.0%
Age 25 to 29 Years	97	2.9%	877	3.1%	2,929	3.7%
Age 30 to 34 Years	162	4.9%	1,578	5.5%	4,386	5.6%
Age 35 to 39 Years	294	8.9%	3,059	10.7%	7,358	9.3%
Age 40 to 44 Years	334	10.1%	3,457	12.1%	8,177	10.4%
Age 45 to 49 Years	260	7.8%	2,434	8.6%	6,822	8.7%
Age 50 to 54 Years	175	5.3%	1,845	6.5%	5,983	7.6%
Age 55 to 59 Years	145	4.4%	1,318	4.6%	4,341	5.5%
Age 60 to 64 Years	147	4.4%	1,130	4.0%	3,557	4.5%
Age 65 to 69 Years	142	4.3%	893	3.1%	2,721	3.5%
Age 70 to 74 Years	208	6.3%	915	3.2%	2,468	3.1%
Age 75 to 79 Years	224	6.8%	766	2.7%	2,009	2.5%
Age 80 to 84 Years	100	3.0%	483	1.7%	1,246	1.6%
Age 85 Years or Over	64	1.9%	332	1.2%	813	1.0%
Female Median Age	41.6		38.2		38.7	
Age 19 Years or Less	821	24.8%	8,094	28.4%	22,132	28.1%
Age 20 to 64 Years	1,754	53.0%	16,973	59.6%	47,460	60.2%
Age 65 Years or Over	736	22.2%	3,389	11.9%	9,257	11.7%

Complete Profile

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

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2024)						
Male Population	3,032	*47.8%*	27,428	*49.1%*	76,558	*49.3%*
Age Under 5 Years	143	*4.7%*	1,464	*5.3%*	4,114	*5.4%*
Age 5 to 9 Years	232	*7.7%*	2,240	*8.2%*	5,729	*7.5%*
Age 10 to 14 Years	266	*8.8%*	2,500	*9.1%*	6,693	*8.7%*
Age 15 to 19 Years	231	*7.6%*	2,293	*8.4%*	6,395	*8.4%*
Age 20 to 24 Years	117	*3.9%*	1,250	*4.6%*	3,905	*5.1%*
Age 25 to 29 Years	93	*3.1%*	856	*3.1%*	2,887	*3.8%*
Age 30 to 34 Years	106	*3.5%*	1,057	*3.9%*	3,441	*4.5%*
Age 35 to 39 Years	221	*7.3%*	2,309	*8.4%*	6,054	*7.9%*
Age 40 to 44 Years	293	*9.6%*	3,242	*11.8%*	7,763	*10.1%*
Age 45 to 49 Years	287	*9.5%*	2,945	*10.7%*	7,328	*9.6%*
Age 50 to 54 Years	224	*7.4%*	2,152	*7.8%*	6,283	*8.2%*
Age 55 to 59 Years	137	*4.5%*	1,443	*5.3%*	4,728	*6.2%*
Age 60 to 64 Years	121	*4.0%*	970	*3.5%*	3,387	*4.4%*
Age 65 to 69 Years	107	*3.5%*	765	*2.8%*	2,438	*3.2%*
Age 70 to 74 Years	137	*4.5%*	657	*2.4%*	1,988	*2.6%*
Age 75 to 79 Years	139	*4.6%*	584	*2.1%*	1,599	*2.1%*
Age 80 to 84 Years	93	*3.1%*	373	*1.4%*	985	*1.3%*
Age 85 Years or Over	84	*2.8%*	326	*1.2%*	840	*1.1%*
Male Median Age	41.2		38.7		38.8	
Age 19 Years or Less	873	*28.8%*	8,497	*31.0%*	22,932	*30.0%*
Age 20 to 64 Years	1,599	*52.7%*	16,225	*59.2%*	45,776	*59.8%*
Age 65 Years or Over	560	*18.5%*	2,705	*9.9%*	7,851	*10.3%*
Males per 100 Females (2024)						
Overall Comparison	92		96		97	
Age Under 5 Years	99	*49.8%*	104	*50.9%*	105	*51.1%*
Age 5 to 9 Years	113	*53.1%*	106	*51.5%*	102	*50.6%*
Age 10 to 14 Years	117	*53.9%*	102	*50.5%*	103	*50.8%*
Age 15 to 19 Years	95	*48.7%*	108	*51.9%*	104	*51.1%*
Age 20 to 24 Years	83	*45.4%*	98	*49.5%*	100	*50.0%*
Age 25 to 29 Years	95	*48.8%*	98	*49.4%*	99	*49.6%*
Age 30 to 34 Years	66	*39.6%*	67	*40.1%*	78	*44.0%*
Age 35 to 39 Years	75	*43.0%*	76	*43.0%*	82	*45.1%*
Age 40 to 44 Years	88	*46.7%*	94	*48.4%*	95	*48.7%*
Age 45 to 49 Years	111	*52.6%*	121	*54.7%*	107	*51.8%*
Age 50 to 54 Years	128	*56.1%*	117	*53.8%*	105	*51.2%*
Age 55 to 59 Years	94	*48.5%*	110	*52.3%*	109	*52.1%*
Age 60 to 64 Years	82	*45.1%*	86	*46.2%*	95	*48.8%*
Age 65 to 69 Years	76	*43.1%*	86	*46.2%*	90	*47.3%*
Age 70 to 74 Years	66	*39.7%*	72	*41.8%*	81	*44.6%*
Age 75 to 79 Years	62	*38.4%*	76	*43.3%*	80	*44.3%*
Age 80 to 84 Years	93	*48.2%*	77	*43.6%*	79	*44.1%*
Age 85 Years or Over	132	*56.9%*	98	*49.5%*	103	*50.8%*
Age 19 Years or Less	106	*51.5%*	105	*51.2%*	104	*50.9%*
Age 20 to 39 Years	77	*43.7%*	81	*44.6%*	88	*46.7%*
Age 40 to 64 Years	100	*50.0%*	106	*51.4%*	102	*50.5%*
Age 65 Years or Over	76	*43.2%*	80	*44.4%*	85	*45.9%*

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Complete Profile

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

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Household Type (2024)						
Total Households	2,403		18,836		52,443	
Households with Children	929	38.6%	10,111	53.7%	26,064	49.7%
Average Household Size	2.6		3.0		2.9	
Household Density per Square Mile	765		667		668	
Population Family	5,213	82.2%	51,245	91.7%	140,411	90.4%
Population Non-Family	1,096	17.3%	4,490	8.0%	14,258	9.2%
Population Group Quarters	34	0.5%	149	0.3%	739	0.5%
Family Households	1,471	61.2%	14,997	79.6%	41,278	78.7%
Married Couple Households	1,307	88.8%	13,123	87.5%	35,472	85.9%
Other Family Households with Children	164	11.2%	1,874	12.5%	5,806	14.1%
Family Households with Children	929	63.1%	10,107	67.4%	26,043	63.1%
Married Couple with Children	850	91.5%	9,090	89.9%	22,898	87.9%
Other Family Households with Children	79	8.5%	1,016	10.1%	3,145	12.1%
Family Households No Children	542	36.9%	4,891	32.6%	15,235	36.9%
Married Couple No Children	457	84.3%	4,033	82.5%	12,574	82.5%
Other Family Households No Children	85	15.7%	858	17.5%	2,661	17.5%
Non-Family Households	932	38.8%	3,838	20.4%	11,165	21.3%
Non-Family Households with Children	-	-	4	0.1%	21	0.2%
Non-Family Households No Children	932	100.0%	3,834	99.9%	11,144	99.8%
Average Family Household Size	3.5		3.4		3.4	
Average Family Income	$236,920		$219,979		$218,342	
Median Family Income	$202,026		$182,780		$183,480	
Average Non-Family Household Size	1.2		1.2		1.3	
Marital Status (2024)						
Population Age 15 Years or Over	5,125		43,710		122,863	
Never Married	1,171	22.9%	9,945	22.8%	30,156	24.5%
Currently Married	3,240	63.2%	28,056	64.2%	77,548	63.1%
Previously Married	714	13.9%	5,709	13.1%	15,159	12.3%
Separated	70	9.7%	888	15.6%	2,439	16.1%
Widowed	379	53.1%	1,634	28.6%	3,930	25.9%
Divorced	265	37.2%	3,186	55.8%	8,791	58.0%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	4,393		36,766		102,531	
Elementary (Grade Level 0 to 8)	67	1.5%	892	2.4%	2,155	2.1%
Some High School (Grade Level 9 to 11)	55	1.2%	698	1.9%	2,097	2.0%
High School Graduate	734	16.7%	3,616	9.8%	10,018	9.8%
Some College	470	10.7%	4,632	12.6%	13,355	13.0%
Associate Degree Only	203	4.6%	2,310	6.3%	5,584	5.4%
Bachelor Degree Only	1,681	38.3%	14,117	38.4%	41,079	40.1%
Graduate Degree	1,183	26.9%	10,502	28.6%	28,243	27.5%
Any College (Some College or Higher)	3,537	80.5%	31,560	85.8%	88,261	86.1%
College Degree + (Bachelor Degree or Higher)	2,864	65.2%	24,619	67.0%	69,322	67.6%

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Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.1355/-84.1735

, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2024)	2,442		19,134		53,578	
Total Housing Units (2020)	2,251		17,624		49,615	
Historical Annual Growth (2020-2024)	190	-	1,509	-	3,964	-
Housing Units Occupied (2024)	2,403	98.4%	18,836	98.4%	52,443	97.9%
Housing Units Owner-Occupied	1,935	80.5%	15,362	81.6%	41,443	79.0%
Housing Units Renter-Occupied	468	19.5%	3,474	18.4%	11,000	21.0%
Housing Units Vacant (2024)	38	1.6%	298	1.6%	1,136	2.1%
Household Size (2024)						
Total Households	2,403		18,836		52,443	
1 Person Households	897	37.3%	3,435	18.2%	9,694	18.5%
2 Person Households	610	25.4%	5,426	28.8%	15,851	30.2%
3 Person Households	259	10.8%	3,952	21.0%	10,666	20.3%
4 Person Households	454	18.9%	4,351	23.1%	11,114	21.2%
5 Person Households	108	4.5%	1,064	5.6%	3,350	6.4%
6 Person Households	57	2.4%	434	2.3%	1,222	2.3%
7 or More Person Households	18	0.8%	173	0.9%	546	1.0%
Household Income Distribution (2024)						
HH Income $200,000 or More	939	39.1%	6,729	35.7%	18,929	36.1%
HH Income $150,000 to $199,999	326	13.6%	3,570	19.0%	9,243	17.6%
HH Income $125,000 to $149,999	177	7.4%	1,848	9.8%	4,982	9.5%
HH Income $100,000 to $124,999	332	13.8%	1,991	10.6%	5,252	10.0%
HH Income $75,000 to $99,999	194	8.1%	1,516	8.0%	4,874	9.3%
HH Income $50,000 to $74,999	245	10.2%	1,371	7.3%	3,821	7.3%
HH Income $35,000 to $49,999	88	3.7%	747	4.0%	2,062	3.9%
HH Income $25,000 to $34,999	44	1.8%	309	1.6%	922	1.8%
HH Income $15,000 to $24,999	44	1.8%	310	1.6%	909	1.7%
HH Income $10,000 to $14,999	7	0.3%	102	0.5%	359	0.7%
HH Income Under $10,000	8	0.3%	342	1.8%	1,090	2.1%
Household Vehicles (2024)						
Households 0 Vehicles Available	60	2.5%	400	2.1%	1,021	1.9%
Households 1 Vehicle Available	666	27.7%	4,321	22.9%	12,544	23.9%
Households 2 Vehicles Available	1,175	48.9%	9,770	51.9%	26,201	50.0%
Households 3 or More Vehicles Available	502	20.9%	4,344	23.1%	12,676	24.2%
Total Vehicles Available	4,848		38,569		107,946	
Average Vehicles per Household	2.0		2.0		2.1	
Owner-Occupied Household Vehicles	4,097	84.5%	32,796	85.0%	90,840	84.2%
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.2	
Renter-Occupied Household Vehicles	752	15.5%	5,773	15.0%	17,106	15.8%
Average Vehicles per Renter-Occupied Household	1.6		1.7		1.6	
Travel Time (2024)						
Worker Base Age 16 years or Over	2,927		30,435		86,354	
Travel to Work in 14 Minutes or Less	365	12.5%	3,486	11.5%	10,763	12.5%
Travel to Work in 15 to 29 Minutes	507	17.3%	6,326	20.8%	18,244	21.1%
Travel to Work in 30 to 59 Minutes	399	13.6%	5,183	17.0%	15,630	18.1%
Travel to Work in 60 Minutes or More	173	5.9%	2,026	6.7%	5,426	6.3%
Work at Home	1,482	50.6%	13,413	44.1%	36,291	42.0%
Average Minutes Travel to Work	20.6		24.7		24.4	

Complete Profile

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, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2024)						
Worker Base Age 16 years or Over	2,927		30,435		86,354	
Drive to Work Alone	1,307	*44.6%*	14,701	*48.3%*	43,515	*50.4%*
Drive to Work in Carpool	83	*2.8%*	1,722	*5.7%*	4,672	*5.4%*
Travel to Work by Public Transportation	5	*0.2%*	165	*0.5%*	449	*0.5%*
Drive to Work on Motorcycle	-	*-*	35	*0.1%*	76	*-*
Bicycle to Work	-	*-*	1	*-*	12	*-*
Walk to Work	16	*0.6%*	156	*0.5%*	611	*0.7%*
Other Means	34	*1.2%*	241	*0.8%*	729	*0.8%*
Work at Home	1,482	*50.6%*	13,413	*44.1%*	36,291	*42.0%*
Daytime Demographics (2024)						
Total Businesses	288		3,468		11,190	
Total Employees	1,555		23,776		82,478	
Company Headquarter Businesses	4	*1.5%*	96	*2.8%*	320	*2.9%*
Company Headquarter Employees	44	*2.8%*	2,682	*11.3%*	11,859	*14.4%*
Employee Population per Business	5.4	to 1	6.9	to 1	7.4	to 1
Residential Population per Business	22.1	to 1	16.1	to 1	13.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,733		37,134		118,274	
Labor Force						
Labor Population Age 16 Years or Over (2024)	5,016		42,678		120,089	
Labor Force Total Males (2024)	2,338	*46.6%*	20,677	*48.4%*	58,586	*48.8%*
Male Civilian Employed	1,624	*69.5%*	16,248	*78.6%*	46,429	*79.3%*
Male Civilian Unemployed	6	*0.3%*	255	*1.2%*	834	*1.4%*
Males in Armed Forces	8	*0.3%*	21	*0.1%*	103	*0.2%*
Males Not in Labor Force	700	*29.9%*	4,153	*20.1%*	11,219	*19.1%*
Labor Force Total Females (2024)	2,679	*53.4%*	22,001	*51.6%*	61,504	*51.2%*
Female Civilian Employed	1,207	*45.1%*	13,050	*59.3%*	37,761	*61.4%*
Female Civilian Unemployed	39	*1.4%*	404	*1.8%*	1,124	*1.8%*
Females in Armed Forces	-	*-*	-	*-*	-	*-*
Females Not in Labor Force	1,433	*53.5%*	8,547	*38.8%*	22,619	*36.8%*
Unemployment Rate	45	*0.9%*	658	*1.5%*	1,958	*1.6%*
Occupation (2024)						
Occupation Population Age 16 Years or Over	2,927		30,435		86,354	
Occupation Total Males	1,688	*57.7%*	16,882	*55.5%*	47,604	*55.1%*
Occupation Total Females	1,239	*42.3%*	13,552	*44.5%*	38,750	*44.9%*
Management, Business, Financial Operations	711	*-*	8,842	*29.1%*	25,494	*29.5%*
Professional, Related	1,293	*44.2%*	12,213	*40.1%*	30,563	*35.4%*
Service	143	*4.9%*	2,120	*7.0%*	6,656	*7.7%*
Sales, Office	543	*18.6%*	4,880	*16.0%*	16,687	*19.3%*
Farming, Fishing, Forestry	-	*-*	2	*-*	19	*-*
Construction, Extraction, Maintenance	63	*2.1%*	809	*2.7%*	2,157	*2.5%*
Production, Transport, Material Moving	174	*6.0%*	1,568	*5.2%*	4,780	*5.5%*
White Collar Workers	2,547	*87.0%*	25,935	*85.2%*	72,743	*84.2%*
Blue Collar Workers	380	*13.0%*	4,500	*14.8%*	13,611	*15.8%*

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, GA 30041	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2024)						
Total Units	2,403		18,836		52,443	
1 Detached Unit	1,720	71.6%	15,399	81.8%	40,277	76.8%
1 Attached Unit	370	15.4%	1,683	8.9%	5,270	10.0%
2 Units	-	-	5	-	118	0.2%
3 to 4 Units	41	1.7%	123	0.7%	282	0.5%
5 to 9 Units	15	0.6%	115	0.6%	660	1.3%
10 to 19 Units	18	0.7%	312	1.7%	1,728	3.3%
20 to 49 Units	80	3.3%	573	3.0%	1,585	3.0%
50 or More Units	151	6.3%	454	2.4%	2,042	3.9%
Mobile Home or Trailer	7	0.3%	133	0.7%	436	0.8%
Other Structure	-	-	37	0.2%	45	-
Homes Built By Year (2024)						
Homes Built 2020 or later	25	1.0%	664	3.5%	1,721	3.2%
Homes Built 2010 to 2019	1,269	52.0%	7,040	36.8%	16,946	31.6%
Homes Built 2000 to 2009	877	35.9%	6,758	35.3%	16,434	30.7%
Homes Built 1990 to 1999	66	2.7%	3,326	17.4%	12,867	24.0%
Homes Built 1980 to 1989	133	5.4%	634	3.3%	2,829	5.3%
Homes Built 1970 to 1979	13	0.5%	228	1.2%	937	1.7%
Homes Built 1960 to 1969	14	0.6%	55	0.3%	325	0.6%
Homes Built 1950 to 1959	5	0.2%	55	0.3%	136	0.3%
Homes Built 1940 to 1949	-	-	41	0.2%	125	0.2%
Homes Built Before 1939	-	-	36	0.2%	122	0.2%
Median Age of Homes	16.5	yrs	19.0	yrs	20.9	yrs
Home Values (2024)						
Owner Specified Housing Units	1,935		15,362		41,443	
Home Values $1,000,000 or More	80	4.2%	598	3.9%	1,672	4.0%
Home Values $750,000 to $999,999	257	13.3%	1,733	11.3%	5,238	12.6%
Home Values $500,000 to $749,999	818	42.3%	7,160	46.6%	19,296	46.6%
Home Values $400,000 to $499,999	505	26.1%	3,224	21.0%	8,068	19.5%
Home Values $300,000 to $399,999	241	12.5%	1,792	11.7%	4,675	11.3%
Home Values $250,000 to $299,999	20	1.0%	485	3.2%	1,384	3.3%
Home Values $200,000 to $249,999	5	0.2%	103	0.7%	289	0.7%
Home Values $175,000 to $199,999	-	-	62	0.4%	120	0.3%
Home Values $150,000 to $174,999	-	-	12	-	73	0.2%
Home Values $125,000 to $149,999	-	-	4	-	16	-
Home Values $100,000 to $124,999	1	-	21	0.1%	108	0.3%
Home Values $90,000 to $99,999	-	-	10	-	20	-
Home Values $80,000 to $89,999	-	-	5	-	29	-
Home Values $70,000 to $79,999	-	-	2	-	8	-
Home Values $60,000 to $69,999	-	-	13	-	38	-
Home Values $50,000 to $59,999	1	-	5	-	29	-
Home Values $35,000 to $49,999	-	-	32	0.2%	95	0.2%
Home Values $25,000 to $34,999	-	-	15	-	52	0.1%
Home Values $10,000 to $24,999	1	-	28	0.2%	47	0.1%
Home Values Under $10,000	-	-	58	0.4%	185	0.4%
Owner-Occupied Median Home Value	$549,445		$559,737		$567,625	
Renter-Occupied Median Rent	$1,921		$1,835		$1,736	

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Total Annual Consumer Expenditure (2024)						
Total Household Expenditure	$236.21 M		$2.12 B		$5.89 B	
Total Non-Retail Expenditure	$126.39 M		$1.13 B		$3.15 B	
Total Retail Expenditure	$109.82 M		$988.72 M		$2.74 B	
Apparel	$8.64 M		$78.32 M		$217.1 M	
Contributions	$8.99 M		$79.67 M		$221.48 M	
Education	$9.04 M		$82.71 M		$229.73 M	
Entertainment	$14.07 M		$126.84 M		$351.5 M	
Food and Beverages	$33.46 M		$301.34 M		$835.44 M	
Furnishings and Equipment	$8.63 M		$77.86 M		$215.77 M	
Gifts	$6.98 M		$61.91 M		$172.96 M	
Health Care	$18.63 M		$165.7 M		$459.04 M	
Household Operations	$9.77 M		$87.6 M		$242.83 M	
Miscellaneous Expenses	$4.56 M		$40.84 M		$113.14 M	
Personal Care	$3.15 M		$28.38 M		$78.65 M	
Personal Insurance	$1.9 M		$17.21 M		$47.67 M	
Reading	$532.45 K		$4.73 M		$13.1 M	
Shelter	$49.45 M		$444.3 M		$1.23 B	
Tobacco	$1.03 M		$9.19 M		$25.59 M	
Transportation	$41.94 M		$378.39 M		$1.05 B	
Utilities	$15.44 M		$138.07 M		$382.85 M	
Monthly Household Consumer Expenditure (2024)						
Total Household Expenditure	$8,191		$9,393		$9,356	
Total Non-Retail Expenditure	$4,383	*53.5%*	$5,019	*53.4%*	$5,000	*53.4%*
Total Retail Expenditures	$3,808	*46.5%*	$4,374	*46.6%*	$4,355	*46.6%*
Apparel	$299	*3.7%*	$346	*3.7%*	$345	*3.7%*
Contributions	$312	*3.8%*	$352	*3.8%*	$352	*3.8%*
Education	$313	*3.8%*	$366	*3.9%*	$365	*3.9%*
Entertainment	$488	*6.0%*	$561	*6.0%*	$559	*6.0%*
Food and Beverages	$1,160	*14.2%*	$1,333	*14.2%*	$1,328	*14.2%*
Furnishings and Equipment	$299	*3.7%*	$344	*3.7%*	$343	*3.7%*
Gifts	$242	*3.0%*	$274	*2.9%*	$275	*2.9%*
Health Care	$646	*7.9%*	$733	*7.8%*	$729	*7.8%*
Household Operations	$339	*4.1%*	$388	*4.1%*	$386	*4.1%*
Miscellaneous Expenses	$158	*1.9%*	$181	*1.9%*	$180	*1.9%*
Personal Care	$109	*1.3%*	$126	*1.3%*	$125	*1.3%*
Personal Insurance	$66	*0.8%*	$76	*0.8%*	$76	*0.8%*
Reading	$18	*0.2%*	$21	*0.2%*	$21	*0.2%*
Shelter	$1,715	*20.9%*	$1,966	*20.9%*	$1,959	*20.9%*
Tobacco	$36	*0.4%*	$41	*0.4%*	$41	*0.4%*
Transportation	$1,454	*17.8%*	$1,674	*17.8%*	$1,666	*17.8%*
Utilities	$535	*6.5%*	$611	*6.5%*	$608	*6.5%*