

EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.966/-84.136

RF5

3527 Old Norcross Rd

Duluth, GA 30096

1 mi radius

3 mi radius

5 mi radius

Population

Estimated Population (2019)	8,849		91,331		237,231	
Projected Population (2024)	9,427		97,690		254,170	
Census Population (2010)	8,215		81,723		208,235	
Census Population (2000)	6,436		65,620		172,153	
Projected Annual Growth (2019 to 2024)	578	1.3%	6,359	1.4%	16,939	1.4%
Historical Annual Growth (2010 to 2019)	634	0.8%	9,608	1.2%	28,996	1.4%
Historical Annual Growth (2000 to 2010)	1,779	2.8%	16,102	2.5%	36,082	2.1%
Estimated Population Density (2019)	2,818	psm	3,232	psm	3,022	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi

Households

Estimated Households (2019)	3,353		33,358		79,776	
Projected Households (2024)	3,527		35,252		84,376	
Census Households (2010)	3,204		30,671		71,896	
Census Households (2000)	2,622		25,688		62,232	
Estimated Households with Children (2019)	1,128	33.6%	12,605	37.8%	32,979	41.3%
Estimated Average Household Size (2019)	2.64		2.74		2.97	

Average Household Income

Estimated Average Household Income (2019)	\$75,776		\$74,562		\$84,072	
Projected Average Household Income (2024)	\$85,192		\$85,179		\$95,877	
Estimated Average Family Income (2019)	\$89,798		\$85,110		\$95,125	

Median Household Income

Estimated Median Household Income (2019)	\$56,541		\$57,362		\$64,953	
Projected Median Household Income (2024)	\$65,695		\$66,380		\$74,955	
Estimated Median Family Income (2019)	\$64,214		\$65,813		\$74,082	

Per Capita Income

Estimated Per Capita Income (2019)	\$28,711		\$27,240		\$28,278	
Projected Per Capita Income (2024)	\$31,871		\$30,742		\$31,834	
Estimated Per Capita Income 5 Year Growth	\$3,160	11.0%	\$3,503	12.9%	\$3,555	12.6%
Estimated Average Household Net Worth (2019)	\$441,346		\$403,207		\$516,898	

Daytime Demos (2019)

Total Businesses	800		4,496		10,772	
Total Employees	10,741		54,524		122,661	
Company Headquarter Businesses	8	1.0%	62	1.4%	135	1.3%
Company Headquarter Employees	2,603	24.2%	9,958	18.3%	16,135	13.2%
Employee Population per Business	13.4		12.1		11.4	
Residential Population per Business	11.1		20.3		22.0	

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2019)	2,526	28.5%	29,269	32.0%	86,532	36.5%
Black or African American (2019)	2,220	25.1%	29,500	32.3%	63,596	26.8%
American Indian or Alaska Native (2019)	47	0.5%	575	0.6%	1,495	0.6%
Asian (2019)	2,977	33.6%	16,955	18.6%	45,475	19.2%
Hawaiian or Pacific Islander (2019)	-	-	66	-	156	-
Other Race (2019)	797	9.0%	11,761	12.9%	31,608	13.3%
Two or More Races (2019)	282	3.2%	3,203	3.5%	8,369	3.5%
Not Hispanic or Latino Population (2019)	7,122	80.5%	65,389	71.6%	166,805	70.3%
Hispanic or Latino Population (2019)	1,727	19.5%	25,942	28.4%	70,426	29.7%
Not Hispanic or Latino Population (2024)	7,610	80.7%	69,891	71.5%	178,381	70.2%
Hispanic or Latino Population (2024)	1,817	19.3%	27,799	28.5%	75,788	29.8%
Not Hispanic or Latino Population (2010)	6,489	79.0%	58,186	71.2%	145,483	69.9%
Hispanic or Latino Population (2010)	1,726	21.0%	23,537	28.8%	62,752	30.1%
Not Hispanic or Latino Population (2000)	5,553	86.3%	55,632	84.8%	144,612	84.0%
Hispanic or Latino Population (2000)	883	13.7%	9,989	15.2%	27,541	16.0%
Projected Hispanic Annual Growth (2019 to 2024)	91	1.0%	1,857	1.4%	5,363	1.5%
Historic Hispanic Annual Growth (2000 to 2019)	844	5.0%	15,953	8.4%	42,885	8.2%

Age Distribution (2019)

Age Under 5	542	6.1%	6,433	7.0%	16,594	7.0%
Age 5 to 9 Years	515	5.8%	6,150	6.7%	16,880	7.1%
Age 10 to 14 Years	544	6.1%	6,437	7.0%	17,827	7.5%
Age 15 to 19 Years	576	6.5%	6,224	6.8%	16,845	7.1%
Age 20 to 24 Years	717	8.1%	7,619	8.3%	17,618	7.4%
Age 25 to 29 Years	835	9.4%	8,772	9.6%	19,468	8.2%
Age 30 to 34 Years	730	8.3%	7,363	8.1%	17,462	7.4%
Age 35 to 39 Years	653	7.4%	6,628	7.3%	17,500	7.4%
Age 40 to 44 Years	628	7.1%	6,253	6.8%	16,802	7.1%
Age 45 to 49 Years	656	7.4%	6,406	7.0%	17,418	7.3%
Age 50 to 54 Years	645	7.3%	6,131	6.7%	16,239	6.8%
Age 55 to 59 Years	584	6.6%	5,487	6.0%	14,771	6.2%
Age 60 to 64 Years	425	4.8%	4,097	4.5%	11,274	4.8%
Age 65 to 74 Years	527	6.0%	4,722	5.2%	13,438	5.7%
Age 75 to 84 Years	216	2.4%	1,950	2.1%	5,337	2.2%
Age 85 Years or Over	58	0.7%	658	0.7%	1,758	0.7%
Median Age	34.4		32.6		33.5	

Gender Age Distribution (2019)

Female Population	4,562	51.6%	47,298	51.8%	121,207	51.1%
Age 0 to 19 Years	1,067	23.4%	12,474	26.4%	33,402	27.6%
Age 20 to 64 Years	3,049	66.8%	30,590	64.7%	76,290	62.9%
Age 65 Years or Over	446	9.8%	4,234	9.0%	11,515	9.5%
Female Median Age	35.2		33.5		34.3	
Male Population	4,287	48.4%	44,033	48.2%	116,024	48.9%
Age 0 to 19 Years	1,108	25.9%	12,771	29.0%	34,743	29.9%
Age 20 to 64 Years	2,824	65.9%	28,168	64.0%	72,263	62.3%
Age 65 Years or Over	355	8.3%	3,095	7.0%	9,018	7.8%
Male Median Age	33.5		31.6		32.6	

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Household Income Distribution (2019)

HH Income \$200,000 or More	163	4.9%	1,196	3.6%	4,448	5.6%
HH Income \$150,000 to \$199,999	108	3.2%	1,360	4.1%	4,525	5.7%
HH Income \$100,000 to \$149,999	378	11.3%	3,712	11.1%	9,950	12.5%
HH Income \$75,000 to \$99,999	514	15.3%	4,649	13.9%	11,485	14.4%
HH Income \$50,000 to \$74,999	660	19.7%	6,849	20.5%	16,550	20.7%
HH Income \$35,000 to \$49,999	610	18.2%	5,727	17.2%	12,454	15.6%
HH Income \$25,000 to \$34,999	362	10.8%	4,166	12.5%	8,286	10.4%
HH Income \$15,000 to \$24,999	321	9.6%	2,987	9.0%	6,488	8.1%
HH Income Under \$15,000	237	7.1%	2,712	8.1%	5,591	7.0%
HH Income \$35,000 or More	2,433	72.6%	23,493	70.4%	59,412	74.5%
HH Income \$75,000 or More	1,163	34.7%	10,917	32.7%	30,408	38.1%

Housing (2019)

Total Housing Units	3,418		34,197		81,945	
Housing Units Occupied	3,353	98.1%	33,358	97.5%	79,776	97.4%
Housing Units Owner-Occupied	1,531	45.7%	14,164	42.5%	42,882	53.8%
Housing Units, Renter-Occupied	1,822	54.3%	19,194	57.5%	36,894	46.2%
Housing Units, Vacant	65	1.9%	839	2.5%	2,168	2.7%

Marital Status (2019)

Never Married	2,539	35.0%	27,424	37.9%	67,475	36.3%
Currently Married	3,008	41.5%	29,498	40.8%	84,254	45.3%
Separated	599	8.3%	4,207	5.8%	9,946	5.3%
Widowed	179	2.5%	2,293	3.2%	5,933	3.2%
Divorced	924	12.8%	8,890	12.3%	18,322	9.9%

Household Type (2019)

Population Family	7,349	83.1%	76,426	83.7%	206,970	87.2%
Population Non-Family	1,500	16.9%	14,827	16.2%	30,014	12.7%
Population Group Quarters	-	-	78	-	246	0.1%
Family Households	2,189	65.3%	21,979	65.9%	57,108	71.6%
Non-Family Households	1,164	34.7%	11,380	34.1%	22,669	28.4%
Married Couple with Children	709	23.6%	7,212	24.4%	20,686	24.6%
Average Family Household Size	3.4		3.5		3.6	

Household Size (2019)

1 Person Households	897	26.8%	8,754	26.2%	17,249	21.6%
2 Person Households	947	28.2%	8,967	26.9%	20,608	25.8%
3 Person Households	619	18.4%	5,973	17.9%	14,328	18.0%
4 Person Households	506	15.1%	4,959	14.9%	13,484	16.9%
5 Person Households	227	6.8%	2,512	7.5%	7,456	9.3%
6 or More Person Households	157	4.7%	2,193	6.6%	6,651	8.3%

Household Vehicles (2019)

Households with 0 Vehicles Available	74	2.2%	1,188	3.6%	2,359	3.0%
Households with 1 Vehicles Available	1,223	36.5%	12,748	38.2%	26,546	33.3%
Households with 2 or More Vehicles Available	2,055	61.3%	19,423	58.2%	50,872	63.8%
Total Vehicles Available	6,261		59,725		152,321	
Average Vehicles Per Household	1.9		1.8		1.9	

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Labor Force (2019)

	1 mi radius		3 mi radius		5 mi radius	
Estimated Labor Population Age 16 Years or Over	7,118		70,959		182,306	
Estimated Civilian Employed	4,921	69.1%	49,826	70.2%	124,274	68.2%
Estimated Civilian Unemployed	160	2.2%	1,574	2.2%	3,730	2.0%
Estimated in Armed Forces	16	0.2%	136	0.2%	264	0.1%
Estimated Not in Labor Force	2,021	28.4%	19,424	27.4%	54,037	29.6%
Unemployment Rate	2.2%		2.2%		2.0%	

Occupation (2019)

Occupation: Population Age 16 Years or Over	4,921		49,826		124,274	
Management, Business, Financial Operations	824	16.7%	8,209	16.5%	19,893	16.0%
Professional, Related	792	16.1%	8,306	16.7%	21,474	17.3%
Service	931	18.9%	9,838	19.7%	23,773	19.1%
Sales, Office	1,349	27.4%	12,142	24.4%	29,053	23.4%
Farming, Fishing, Forestry	-	-	39	-	70	-
Construct, Extraction, Maintenance	521	10.6%	5,487	11.0%	15,359	12.4%
Production, Transport Material Moving	504	10.2%	5,804	11.6%	14,652	11.8%
White Collar Workers	2,966	60.3%	28,657	57.5%	70,420	56.7%
Blue Collar Workers	1,956	39.7%	21,169	42.5%	53,855	43.3%

Consumer Expenditure (2019)

Total Household Expenditure	\$195 M		\$1.9 B		\$4.94 B	
Total Non-Retail Expenditure	\$102.75 M	52.7%	\$999.48 M	52.7%	\$2.6 B	52.7%
Total Retail Expenditure	\$92.24 M	47.3%	\$897.38 M	47.3%	\$2.34 B	47.3%
Apparel	\$6.85 M	3.5%	\$66.95 M	3.5%	\$175.24 M	3.6%
Contributions	\$6.06 M	3.1%	\$58.67 M	3.1%	\$156.22 M	3.2%
Education	\$5.45 M	2.8%	\$53.43 M	2.8%	\$144.46 M	2.9%
Entertainment	\$10.79 M	5.5%	\$105.04 M	5.5%	\$276.84 M	5.6%
Food and Beverages	\$29.05 M	14.9%	\$283 M	14.9%	\$732.81 M	14.8%
Furnishings and Equipment	\$6.71 M	3.4%	\$65.28 M	3.4%	\$171.81 M	3.5%
Gifts	\$4.61 M	2.4%	\$44.49 M	2.3%	\$118.12 M	2.4%
Health Care	\$16.52 M	8.5%	\$160.23 M	8.4%	\$414.36 M	8.4%
Household Operations	\$7.51 M	3.9%	\$73.02 M	3.8%	\$191.68 M	3.9%
Miscellaneous Expenses	\$3.65 M	1.9%	\$35.44 M	1.9%	\$92.53 M	1.9%
Personal Care	\$2.61 M	1.3%	\$25.38 M	1.3%	\$66.04 M	1.3%
Personal Insurance	\$1.3 M	0.7%	\$12.6 M	0.7%	\$33.9 M	0.7%
Reading	\$415.73 K	0.2%	\$4.03 M	0.2%	\$10.55 M	0.2%
Shelter	\$41.54 M	21.3%	\$404.47 M	21.3%	\$1.05 B	21.2%
Tobacco	\$1.29 M	0.7%	\$12.58 M	0.7%	\$31.12 M	0.6%
Transportation	\$35.81 M	18.4%	\$348.07 M	18.3%	\$906.42 M	18.4%
Utilities	\$14.83 M	7.6%	\$144.2 M	7.6%	\$369.17 M	7.5%

Educational Attainment (2019)

Adult Population Age 25 Years or Over	5,957		58,468		151,468	
Elementary (Grade Level 0 to 8)	373	6.3%	4,153	7.1%	13,367	8.8%
Some High School (Grade Level 9 to 11)	353	5.9%	3,981	6.8%	11,364	7.5%
High School Graduate	1,380	23.2%	14,581	24.9%	35,100	23.2%
Some College	882	14.8%	10,319	17.6%	25,890	17.1%
Associate Degree Only	639	10.7%	5,346	9.1%	13,942	9.2%
Bachelor Degree Only	1,550	26.0%	13,424	23.0%	33,997	22.4%
Graduate Degree	780	13.1%	6,664	11.4%	17,808	11.8%

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Units In Structure (2019)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	1,937	60.5%	17,604	57.4%	50,523	70.3%
1 Attached Unit	245	7.6%	2,158	7.0%	5,724	8.0%
2 to 4 Units	86	2.7%	1,157	3.8%	2,850	4.0%
5 to 9 Units	270	8.4%	3,305	10.8%	5,440	7.6%
10 to 19 Units	472	14.7%	4,906	16.0%	8,042	11.2%
20 to 49 Units	200	6.3%	2,695	8.8%	4,121	5.7%
50 or More Units	137	4.3%	1,174	3.8%	1,971	2.7%
Mobile Home or Trailer	5	0.2%	358	1.2%	1,103	1.5%
Other Structure	-	-	1	-	1	-

Homes Built By Year (2019)

Homes Built 2010 or later	77	2.4%	1,203	3.9%	3,290	4.6%
Homes Built 2000 to 2009	707	22.1%	6,002	19.6%	14,526	20.2%
Homes Built 1990 to 1999	1,493	46.6%	12,079	39.4%	27,655	38.5%
Homes Built 1980 to 1989	600	18.7%	9,608	31.3%	22,139	30.8%
Homes Built 1970 to 1979	305	9.5%	2,947	9.6%	7,972	11.1%
Homes Built 1960 to 1969	33	1.0%	799	2.6%	2,580	3.6%
Homes Built 1950 to 1959	116	3.6%	470	1.5%	946	1.3%
Homes Built Before 1949	23	0.7%	251	0.8%	669	0.9%

Home Values (2019)

Home Values \$1,000,000 or More	4	0.2%	282	2.2%	572	1.5%
Home Values \$500,000 to \$999,999	29	2.0%	891	6.9%	3,394	8.7%
Home Values \$400,000 to \$499,999	55	3.8%	604	4.7%	2,285	5.8%
Home Values \$300,000 to \$399,999	133	9.1%	1,603	12.4%	5,772	14.8%
Home Values \$200,000 to \$299,999	485	33.4%	3,780	29.3%	12,082	30.9%
Home Values \$150,000 to \$199,999	509	35.1%	4,000	31.0%	10,464	26.8%
Home Values \$100,000 to \$149,999	250	17.2%	2,109	16.4%	5,593	14.3%
Home Values \$70,000 to \$99,999	40	2.7%	384	3.0%	1,299	3.3%
Home Values \$50,000 to \$69,999	8	0.5%	128	1.0%	284	0.7%
Home Values \$25,000 to \$49,999	4	0.3%	149	1.2%	441	1.1%
Home Values Under \$25,000	10	0.7%	176	1.4%	547	1.4%
Owner-Occupied Median Home Value	\$196,084		\$224,224		\$239,669	
Renter-Occupied Median Rent	\$1,058		\$1,012		\$1,013	

Transportation To Work (2019)

Drive to Work Alone	3,392	73.7%	36,574	76.8%	93,045	75.3%
Drive to Work in Carpool	824	17.9%	6,815	14.3%	19,421	15.7%
Travel to Work by Public Transportation	45	1.0%	622	1.3%	1,877	1.5%
Drive to Work on Motorcycle	-	-	67	0.1%	154	0.1%
Walk or Bicycle to Work	64	1.4%	974	2.0%	1,938	1.6%
Other Means	9	0.2%	268	0.6%	604	0.5%
Work at Home	270	5.9%	2,313	4.9%	6,539	5.3%

Travel Time (2019)

Travel to Work in 14 Minutes or Less	799	17.3%	7,607	16.0%	18,923	15.3%
Travel to Work in 15 to 29 Minutes	1,356	29.4%	14,579	30.6%	32,638	26.4%
Travel to Work in 30 to 59 Minutes	1,796	39.0%	18,773	39.4%	49,191	39.8%
Travel to Work in 60 Minutes or More	678	14.7%	6,442	13.5%	16,935	13.7%
Average Minutes Travel to Work	29.5		29.5		30.7	

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