

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.9631/-84.0101

721 Hurricane Shoals Rd NW Lawrenceville, GA 30046		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)	7,735		82,659		224,849		
Projected Population (2028)	8,065		85,674		233,880		
Census Population (2020)	7,375		80,890		219,919		
Census Population (2010)	7,126		71,452		187,519		
Projected Annual Growth (2023 to 2028)	330	0.9%	3,015	0.7%	9,031	0.8%	
Historical Annual Growth (2020 to 2023)	360	1.6%	1,769	0.7%	4,930	0.7%	
Historical Annual Growth (2010 to 2020)	250	1.2%	9,438	4.4%	32,400	5.8%	
Estimated Population Density (2023)	2,463	psm	2,924	psm	2,864	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	3,034		27,509		73,314		
Projected Households (2028)	3,300		29,717		79,388		
Census Households (2020)	2,875		26,592		70,802		
Census Households (2010)	2,888		24,012		60,737		
Estimated Households with Children (2023)	1,097	36.1%	11,505	41.8%	32,066	43.7%	
Estimated Average Household Size (2023)	2.53		2.91		3.02		
Average Household Income							
Estimated Average Household Income (2023)	\$82,853		\$99,489		\$112,194		
Projected Average Household Income (2028)	\$75,579		\$93,298		\$106,196		
Estimated Average Family Income (2023)	\$100,401		\$110,135		\$122,654		
Median Household Income							
Estimated Median Household Income (2023)	\$57,208		\$73,599		\$87,930		
Projected Median Household Income (2028)	\$51,962		\$68,868		\$83,964		
Estimated Median Family Income (2023)	\$76,400		\$85,612		\$99,735		
Per Capita Income							
Estimated Per Capita Income (2023)	\$32,571		\$33,405		\$36,722		
Projected Per Capita Income (2028)	\$30,992		\$32,646		\$36,182		
Estimated Per Capita Income 5 Year Growth	-\$1,579	-4.8%	-\$759	-2.3%	-\$540	-1.5%	
Estimated Average Household Net Worth (2023)	\$240,734		\$413,684		\$521,576		
Daytime Demos (2023)							
Total Businesses	1,098		5,893		14,998		
Total Employees	7,559		39,799		94,255		
Company Headquarter Businesses	33	3.0%	151	2.6%	318	2.1%	
Company Headquarter Employees	975	12.9%	5,274	13.3%	14,432	15.3%	
Employee Population per Business	6.9		6.8		6.3		
Residential Population per Business	7.0		14.0		15.0		

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Race & Ethnicity

White (2023)	2,224	28.8%	25,950	31.4%	73,682	32.8%
Black or African American (2023)	3,564	46.1%	28,751	34.8%	74,633	33.2%
American Indian or Alaska Native (2023)	63	0.8%	741	0.9%	1,612	0.7%
Asian (2023)	492	6.4%	10,248	12.4%	31,721	14.1%
Hawaiian or Pacific Islander (2023)	2	-	31	-	101	-
Other Race (2023)	653	8.4%	8,835	10.7%	21,925	9.8%
Two or More Races (2023)	737	9.5%	8,102	9.8%	21,175	9.4%
Not Hispanic or Latino Population (2023)	6,119	79.1%	62,848	76.0%	175,904	78.2%
Hispanic or Latino Population (2023)	1,616	20.9%	19,811	24.0%	48,945	21.8%
Not Hispanic or Latino Population (2028)	6,374	79.0%	65,164	76.1%	182,861	78.2%
Hispanic or Latino Population (2028)	1,691	21.0%	20,510	23.9%	51,018	21.8%
Not Hispanic or Latino Population (2020)	5,660	76.7%	58,944	72.9%	166,691	75.8%
Hispanic or Latino Population (2020)	1,716	23.3%	21,946	27.1%	53,228	24.2%
Not Hispanic or Latino Population (2010)	5,712	80.2%	55,909	78.2%	150,603	80.3%
Hispanic or Latino Population (2010)	1,414	19.8%	15,543	21.8%	36,916	19.7%
Projected Hispanic Annual Growth (2023 to 2028)	76	0.9%	700	0.7%	2,073	0.8%
Historic Hispanic Annual Growth (2010 to 2023)	202	1.1%	4,268	2.1%	12,029	2.5%

Age Distribution (2023)

Age Under 5	536	6.9%	4,934	6.0%	13,091	5.8%
Age 5 to 9 Years	550	7.1%	5,508	6.7%	15,577	6.9%
Age 10 to 14 Years	532	6.9%	6,352	7.7%	18,084	8.0%
Age 15 to 19 Years	604	7.8%	6,779	8.2%	18,214	8.1%
Age 20 to 24 Years	758	9.8%	6,534	7.9%	15,651	7.0%
Age 25 to 29 Years	752	9.7%	6,162	7.5%	14,933	6.6%
Age 30 to 34 Years	603	7.8%	5,560	6.7%	14,362	6.4%
Age 35 to 39 Years	512	6.6%	5,529	6.7%	15,259	6.8%
Age 40 to 44 Years	513	6.6%	5,757	7.0%	16,206	7.2%
Age 45 to 49 Years	429	5.5%	5,645	6.8%	16,465	7.3%
Age 50 to 54 Years	442	5.7%	5,681	6.9%	16,702	7.4%
Age 55 to 59 Years	423	5.5%	5,417	6.6%	15,286	6.8%
Age 60 to 64 Years	336	4.3%	4,279	5.2%	12,001	5.3%
Age 65 to 74 Years	418	5.4%	5,238	6.3%	14,909	6.6%
Age 75 to 84 Years	242	3.1%	2,468	3.0%	6,328	2.8%
Age 85 Years or Over	84	1.1%	815	1.0%	1,783	0.8%
Median Age	31.5		34.2		35.3	

Gender Age Distribution (2023)

Female Population	4,144	53.6%	42,273	51.1%	114,905	51.1%
Age 0 to 19 Years	1,147	27.7%	11,633	27.5%	31,939	27.8%
Age 20 to 64 Years	2,564	61.9%	25,804	61.0%	70,122	61.0%
Age 65 Years or Over	433	10.4%	4,836	11.4%	12,845	11.2%
Female Median Age	32.4		35.3		36.2	
Male Population	3,591	46.4%	40,386	48.9%	109,944	48.9%
Age 0 to 19 Years	1,075	29.9%	11,940	29.6%	33,026	30.0%
Age 20 to 64 Years	2,205	61.4%	24,761	61.3%	66,743	60.7%
Age 65 Years or Over	310	8.6%	3,685	9.1%	10,175	9.3%
Male Median Age	30.4		33.1		34.4	

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Household Income Distribution (2023)

HH Income \$200,000 or More	64	2.1%	2,087	7.6%	7,907	10.8%
HH Income \$150,000 to \$199,999	148	4.9%	2,011	7.3%	7,387	10.1%
HH Income \$100,000 to \$149,999	528	17.4%	5,132	18.7%	14,835	20.2%
HH Income \$75,000 to \$99,999	347	11.4%	4,193	15.2%	10,219	13.9%
HH Income \$50,000 to \$74,999	484	15.9%	4,429	16.1%	12,348	16.8%
HH Income \$35,000 to \$49,999	362	11.9%	2,773	10.1%	6,894	9.4%
HH Income \$25,000 to \$34,999	613	20.2%	2,565	9.3%	5,207	7.1%
HH Income \$15,000 to \$24,999	230	7.6%	1,765	6.4%	3,727	5.1%
HH Income Under \$15,000	259	8.5%	2,554	9.3%	4,788	6.5%
HH Income \$35,000 or More	1,933	63.7%	20,625	75.0%	59,591	81.3%
HH Income \$75,000 or More	1,087	35.8%	13,423	48.8%	40,348	55.0%

Housing (2023)

Total Housing Units	3,218		28,792		76,128	
Housing Units Occupied	3,034	94.3%	27,509	95.5%	73,314	96.3%
Housing Units Owner-Occupied	898	29.6%	17,681	64.3%	52,335	71.4%
Housing Units, Renter-Occupied	2,136	70.4%	9,828	35.7%	20,979	28.6%
Housing Units, Vacant	184	6.1%	1,283	4.7%	2,814	3.8%

Marital Status (2023)

Never Married	2,756	45.1%	22,975	34.9%	58,228	32.7%
Currently Married	2,220	36.3%	29,939	45.5%	87,744	49.3%
Separated	432	7.1%	3,872	5.9%	8,505	4.8%
Widowed	91	1.5%	2,549	3.9%	6,538	3.7%
Divorced	618	10.1%	6,529	9.9%	17,082	9.6%

Household Type (2023)

Population Family	6,179	79.9%	70,494	85.3%	199,803	88.9%
Population Non-Family	1,498	19.4%	9,649	11.7%	21,970	9.8%
Population Group Quarters	59	0.8%	2,516	3.0%	3,076	1.4%
Family Households	1,860	61.3%	20,090	73.0%	56,562	77.2%
Non-Family Households	1,175	38.7%	7,419	27.0%	16,751	22.8%
Married Couple with Children	525	23.7%	7,311	24.4%	21,685	24.7%
Average Family Household Size	3.3		3.5		3.5	

Household Size (2023)

1 Person Households	986	32.5%	6,042	22.0%	13,443	18.3%
2 Person Households	845	27.8%	7,543	27.4%	20,348	27.8%
3 Person Households	541	17.8%	5,324	19.4%	14,428	19.7%
4 Person Households	353	11.6%	4,446	16.2%	13,168	18.0%
5 Person Households	186	6.1%	2,331	8.5%	6,819	9.3%
6 or More Person Households	123	4.1%	1,824	6.6%	5,108	7.0%

Household Vehicles (2023)

Households with 0 Vehicles Available	222	7.3%	1,385	5.0%	2,289	3.1%
Households with 1 Vehicles Available	1,381	45.5%	8,593	31.2%	19,434	26.5%
Households with 2 or More Vehicles Available	1,431	47.2%	17,532	63.7%	51,591	70.4%
Total Vehicles Available	4,813		52,853		150,224	
Average Vehicles Per Household	1.6		1.9		2.0	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	5,999		64,488		174,251	
Estimated Civilian Employed	3,862	64.4%	41,752	64.7%	114,009	65.4%
Estimated Civilian Unemployed	231	3.8%	1,674	2.6%	3,873	2.2%
Estimated in Armed Forces	-	-	7	-	62	-
Estimated Not in Labor Force	1,907	31.8%	21,055	32.6%	56,307	32.3%
Unemployment Rate	3.8%		2.6%		2.2%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	3,862		41,750		114,007	
Management, Business, Financial Operations	328	8.5%	6,272	15.0%	18,672	16.4%
Professional, Related	692	17.9%	8,711	20.9%	25,805	22.6%
Service	493	12.8%	6,969	16.7%	18,139	15.9%
Sales, Office	962	24.9%	9,074	21.7%	25,579	22.4%
Farming, Fishing, Forestry	3	-	55	0.1%	200	0.2%
Construct, Extraction, Maintenance	253	6.6%	4,007	9.6%	9,860	8.6%
Production, Transport Material Moving	1,131	29.3%	6,662	16.0%	15,752	13.8%
White Collar Workers	1,982	51.3%	24,057	57.6%	70,056	61.4%
Blue Collar Workers	1,880	48.7%	17,694	42.4%	43,951	38.6%

Consumer Expenditure (2023)

Total Household Expenditure	\$186.68 M		\$1.92 B		\$5.58 B	
Total Non-Retail Expenditure	\$98.55 M	52.8%	\$1.01 B	52.7%	\$2.94 B	52.7%
Total Retail Expenditure	\$88.13 M	47.2%	\$909.53 M	47.3%	\$2.64 B	47.3%
Apparel	\$6.57 M	3.5%	\$68.44 M	3.6%	\$200.2 M	3.6%
Contributions	\$5.73 M	3.1%	\$62.09 M	3.2%	\$185.39 M	3.3%
Education	\$5.26 M	2.8%	\$58.56 M	3.0%	\$178.16 M	3.2%
Entertainment	\$10.26 M	5.5%	\$108.96 M	5.7%	\$320.74 M	5.7%
Food and Beverages	\$27.89 M	14.9%	\$284.24 M	14.8%	\$819.2 M	14.7%
Furnishings and Equipment	\$6.41 M	3.4%	\$67.63 M	3.5%	\$198.75 M	3.6%
Gifts	\$4.44 M	2.4%	\$46.94 M	2.4%	\$140.34 M	2.5%
Health Care	\$15.77 M	8.4%	\$160.82 M	8.4%	\$461.18 M	8.3%
Household Operations	\$7.17 M	3.8%	\$75.27 M	3.9%	\$220.62 M	4.0%
Miscellaneous Expenses	\$3.5 M	1.9%	\$36.21 M	1.9%	\$105.62 M	1.9%
Personal Care	\$2.52 M	1.3%	\$25.83 M	1.3%	\$74.93 M	1.3%
Personal Insurance	\$1.22 M	0.7%	\$13.58 M	0.7%	\$40.78 M	0.7%
Reading	\$397.7 K	0.2%	\$4.13 M	0.2%	\$12.07 M	0.2%
Shelter	\$40.05 M	21.5%	\$405.32 M	21.1%	\$1.17 B	21.0%
Tobacco	\$1.25 M	0.7%	\$11.6 M	0.6%	\$31.47 M	0.6%
Transportation	\$34.09 M	18.3%	\$351.91 M	18.3%	\$1.02 B	18.3%
Utilities	\$14.17 M	7.6%	\$141.52 M	7.4%	\$401 M	7.2%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	4,754		52,552		144,233	
Elementary (Grade Level 0 to 8)	227	4.8%	4,347	8.3%	9,401	6.5%
Some High School (Grade Level 9 to 11)	383	8.0%	3,459	6.6%	8,287	5.7%
High School Graduate	1,268	26.7%	13,001	24.7%	32,998	22.9%
Some College	899	18.9%	10,142	19.3%	26,326	18.3%
Associate Degree Only	617	13.0%	4,731	9.0%	12,466	8.6%
Bachelor Degree Only	1,005	21.1%	11,767	22.4%	36,203	25.1%
Graduate Degree	355	7.5%	5,104	9.7%	18,553	12.9%

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Units In Structure (2023)

1 Detached Unit	1,018	35.3%	18,894	78.7%	55,091	90.7%
1 Attached Unit	399	13.8%	2,092	8.7%	5,124	8.4%
2 to 4 Units	247	8.5%	1,341	5.6%	2,479	4.1%
5 to 9 Units	314	10.9%	978	4.1%	1,886	3.1%
10 to 19 Units	599	20.7%	2,111	8.8%	4,285	7.1%
20 to 49 Units	163	5.6%	701	2.9%	1,497	2.5%
50 or More Units	210	7.3%	944	3.9%	1,900	3.1%
Mobile Home or Trailer	80	2.8%	417	1.7%	949	1.6%
Other Structure	5	0.2%	30	0.1%	102	0.2%

Homes Built By Year (2023)

Homes Built 2010 or later	363	12.6%	3,392	14.1%	10,316	17.0%
Homes Built 2000 to 2009	1,034	35.8%	6,724	28.0%	19,823	32.6%
Homes Built 1990 to 1999	659	22.8%	7,315	30.5%	19,894	32.8%
Homes Built 1980 to 1989	438	15.2%	6,026	25.1%	14,863	24.5%
Homes Built 1970 to 1979	245	8.5%	2,607	10.9%	5,549	9.1%
Homes Built 1960 to 1969	186	6.4%	902	3.8%	1,811	3.0%
Homes Built 1950 to 1959	39	1.4%	291	1.2%	572	0.9%
Homes Built Before 1949	70	2.4%	253	1.1%	485	0.8%

Home Values (2023)

Home Values \$1,000,000 or More	27	3.0%	221	1.3%	416	0.8%
Home Values \$500,000 to \$999,999	61	6.8%	1,306	7.4%	4,145	7.9%
Home Values \$400,000 to \$499,999	66	7.4%	1,403	7.9%	5,543	10.6%
Home Values \$300,000 to \$399,999	253	28.1%	4,895	27.7%	15,210	29.1%
Home Values \$200,000 to \$299,999	304	33.9%	7,212	40.8%	20,538	39.2%
Home Values \$150,000 to \$199,999	69	7.7%	1,476	8.3%	3,570	6.8%
Home Values \$100,000 to \$149,999	45	5.0%	491	2.8%	1,131	2.2%
Home Values \$70,000 to \$99,999	4	0.4%	92	0.5%	232	0.4%
Home Values \$50,000 to \$69,999	16	1.8%	175	1.0%	339	0.6%
Home Values \$25,000 to \$49,999	21	2.4%	130	0.7%	460	0.9%
Home Values Under \$25,000	32	3.5%	280	1.6%	751	1.4%
Owner-Occupied Median Home Value	\$278,627		\$288,894		\$303,364	
Renter-Occupied Median Rent	\$1,270		\$1,238		\$1,292	

Transportation To Work (2023)

Drive to Work Alone	2,878	74.5%	27,969	67.0%	75,143	65.9%
Drive to Work in Carpool	544	14.1%	4,210	10.1%	9,719	8.5%
Travel to Work by Public Transportation	12	0.3%	283	0.7%	595	0.5%
Drive to Work on Motorcycle	-	-	-	-	1	-
Walk or Bicycle to Work	7	0.2%	151	0.4%	335	0.3%
Other Means	11	0.3%	391	0.9%	784	0.7%
Work at Home	410	10.6%	8,746	20.9%	27,429	24.1%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	736	19.1%	6,116	14.6%	15,128	13.3%
Travel to Work in 15 to 29 Minutes	1,099	28.5%	11,480	27.5%	30,951	27.1%
Travel to Work in 30 to 59 Minutes	1,261	32.7%	12,043	28.8%	31,627	27.7%
Travel to Work in 60 Minutes or More	356	9.2%	3,366	8.1%	8,871	7.8%
Average Minutes Travel to Work	26.4		26.3		26.4	