

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.8842/-84.5156

1260 W Spring St Smyrna, GA 30080	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2022)	11,769		100,312		232,777	
Projected Population (2027)	12,921		107,027		245,116	
Census Population (2020)	12,124		100,172		232,818	
Census Population (2010)	9,806		87,675		208,154	
Projected Annual Growth (2022 to 2027)	1,152	2.0%	6,715	1.3%	12,339	1.1%
Historical Annual Growth (2020 to 2022)	-355	-1.5%	140	-	-41	-
Historical Annual Growth (2010 to 2020)	2,319	11.8%	12,497	7.1%	24,664	5.9%
Estimated Population Density (2022)	3,748	psm	3,548	psm	2,965	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2022)	5,138		44,155		99,726	
Projected Households (2027)	5,640		47,968		107,210	
Census Households (2020)	5,244		43,952		99,627	
Census Households (2010)	4,383		38,322		87,621	
Estimated Households with Children (2022)	1,281	24.9%	11,310	25.6%	27,185	27.3%
Estimated Average Household Size (2022)	2.29		2.26		2.29	
Average Household Income						
Estimated Average Household Income (2022)	\$108,336		\$98,132		\$104,957	
Projected Average Household Income (2027)	\$115,718		\$107,334		\$118,956	
Estimated Average Family Income (2022)	\$141,179		\$118,848		\$126,741	
Median Household Income						
Estimated Median Household Income (2022)	\$92,096		\$79,890		\$82,976	
Projected Median Household Income (2027)	\$111,072		\$96,722		\$100,011	
Estimated Median Family Income (2022)	\$104,827		\$97,833		\$102,461	
Per Capita Income						
Estimated Per Capita Income (2022)	\$47,310		\$43,231		\$45,102	
Projected Per Capita Income (2027)	\$50,518		\$48,139		\$52,159	
Estimated Per Capita Income 5 Year Growth	\$3,208	6.8%	\$4,908	11.4%	\$7,057	15.6%
Estimated Average Household Net Worth (2022)	\$676,913		\$583,586		\$625,391	
Daytime Demos (2022)						
Total Businesses	761		9,087		20,671	
Total Employees	4,181		88,729		220,866	
Company Headquarter Businesses	20	2.6%	356	3.9%	812	3.9%
Company Headquarter Employees	260	6.2%	31,548	35.6%	76,107	34.5%
Employee Population per Business	5.5		9.8		10.7	
Residential Population per Business	15.5		11.0		11.3	

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### 1260 W Spring St

Smyrna, GA 30080

1 mi radius

3 mi radius

5 mi radius

#### Race & Ethnicity

White (2022)	6,172	52.4%	41,824	41.7%	95,121	40.9%
Black or African American (2022)	3,137	26.7%	30,690	30.6%	73,189	31.4%
American Indian or Alaska Native (2022)	67	0.6%	632	0.6%	1,680	0.7%
Asian (2022)	382	3.2%	6,386	6.4%	15,587	6.7%
Hawaiian or Pacific Islander (2022)	5	-	40	-	119	-
Other Race (2022)	891	7.6%	7,834	7.8%	17,030	7.3%
Two or More Races (2022)	1,115	9.5%	12,906	12.9%	30,051	12.9%
Not Hispanic or Latino Population (2022)	9,888	84.0%	79,034	78.8%	186,611	80.2%
Hispanic or Latino Population (2022)	1,881	16.0%	21,278	21.2%	46,166	19.8%
Not Hispanic or Latino Population (2027)	10,813	83.7%	84,601	79.0%	196,905	80.3%
Hispanic or Latino Population (2027)	2,108	16.3%	22,426	21.0%	48,210	19.7%
Not Hispanic or Latino Population (2020)	10,186	84.0%	78,787	78.7%	185,957	79.9%
Hispanic or Latino Population (2020)	1,939	16.0%	21,386	21.3%	46,861	20.1%
Not Hispanic or Latino Population (2010)	7,743	79.0%	68,632	78.3%	167,661	80.5%
Hispanic or Latino Population (2010)	2,062	21.0%	19,044	21.7%	40,493	19.5%
Projected Hispanic Annual Growth (2022 to 2027)	228	2.4%	1,148	1.1%	2,045	0.9%
Historic Hispanic Annual Growth (2010 to 2022)	-181	-0.7%	2,234	1.0%	5,673	1.2%

#### Age Distribution (2022)

Age Under 5	896	7.6%	7,500	7.5%	16,233	7.0%
Age 5 to 9 Years	684	5.8%	6,124	6.1%	13,720	5.9%
Age 10 to 14 Years	531	4.5%	4,903	4.9%	11,569	5.0%
Age 15 to 19 Years	515	4.4%	4,391	4.4%	11,458	4.9%
Age 20 to 24 Years	615	5.2%	7,240	7.2%	17,565	7.5%
Age 25 to 29 Years	1,093	9.3%	11,727	11.7%	25,619	11.0%
Age 30 to 34 Years	1,317	11.2%	11,706	11.7%	25,744	11.1%
Age 35 to 39 Years	1,134	9.6%	9,214	9.2%	21,061	9.0%
Age 40 to 44 Years	851	7.2%	6,901	6.9%	16,274	7.0%
Age 45 to 49 Years	648	5.5%	5,185	5.2%	12,493	5.4%
Age 50 to 54 Years	680	5.8%	5,133	5.1%	12,250	5.3%
Age 55 to 59 Years	617	5.2%	4,802	4.8%	11,779	5.1%
Age 60 to 64 Years	639	5.4%	4,796	4.8%	11,430	4.9%
Age 65 to 74 Years	901	7.7%	6,422	6.4%	15,930	6.8%
Age 75 to 84 Years	512	4.4%	3,149	3.1%	7,253	3.1%
Age 85 Years or Over	135	1.1%	1,121	1.1%	2,398	1.0%
Median Age	34.9		33.2		33.8	

#### Gender Age Distribution (2022)

Female Population	6,053	51.4%	51,033	50.9%	117,651	50.5%
Age 0 to 19 Years	1,278	21.1%	11,212	22.0%	25,566	21.7%
Age 20 to 64 Years	3,877	64.1%	33,734	66.1%	77,532	65.9%
Age 65 Years or Over	898	14.8%	6,087	11.9%	14,553	12.4%
Female Median Age	36.0		33.8		34.6	
Male Population	5,716	48.6%	49,279	49.1%	115,126	49.5%
Age 0 to 19 Years	1,349	23.6%	11,706	23.8%	27,414	23.8%
Age 20 to 64 Years	3,717	65.0%	32,968	66.9%	76,684	66.6%
Age 65 Years or Over	651	11.4%	4,604	9.3%	11,028	9.6%
Male Median Age	33.8		32.6		33.1	

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1 mi radius      3 mi radius      5 mi radius

Household Income Distribution (2022)						
HH Income \$200,000 or More	563	11.0%	4,031	9.1%	10,394	10.4%
HH Income \$150,000 to \$199,999	470	9.2%	3,334	7.6%	7,030	7.0%
HH Income \$100,000 to \$149,999	957	18.6%	7,102	16.1%	16,538	16.6%
HH Income \$75,000 to \$99,999	826	16.1%	6,986	15.8%	15,843	15.9%
HH Income \$50,000 to \$74,999	1,158	22.5%	9,705	22.0%	20,622	20.7%
HH Income \$35,000 to \$49,999	358	7.0%	4,938	11.2%	11,003	11.0%
HH Income \$25,000 to \$34,999	339	6.6%	3,318	7.5%	6,996	7.0%
HH Income \$15,000 to \$24,999	213	4.1%	2,285	5.2%	4,923	4.9%
HH Income Under \$15,000	254	4.9%	2,456	5.6%	6,376	6.4%
HH Income \$35,000 or More	4,332	84.3%	36,097	81.7%	81,431	81.7%
HH Income \$75,000 or More	2,816	54.8%	21,454	48.6%	49,805	49.9%
Housing (2022)						
Total Housing Units	5,725		48,502		108,837	
Housing Units Occupied	5,138	89.8%	44,155	91.0%	99,726	91.6%
Housing Units Owner-Occupied	3,128	60.9%	24,986	56.6%	54,229	54.4%
Housing Units, Renter-Occupied	2,010	39.1%	19,170	43.4%	45,497	45.6%
Housing Units, Vacant	587	11.4%	4,347	9.8%	9,111	9.1%
Marital Status (2022)						
Never Married	3,457	35.8%	32,706	40.0%	77,191	40.4%
Currently Married	4,249	44.0%	31,142	38.1%	73,870	38.6%
Separated	400	4.1%	4,303	5.3%	10,206	5.3%
Widowed	299	3.1%	2,326	2.8%	5,606	2.9%
Divorced	1,253	13.0%	11,308	13.8%	24,381	12.7%
Household Type (2022)						
Population Family	8,591	73.0%	73,335	73.1%	171,149	73.5%
Population Non-Family	3,170	26.9%	26,651	26.6%	57,703	24.8%
Population Group Quarters	8	-	326	0.3%	3,925	1.7%
Family Households	2,682	52.2%	23,220	52.6%	54,433	54.6%
Non-Family Households	2,456	47.8%	20,935	47.4%	45,292	45.4%
Married Couple with Children	768	18.1%	6,934	22.3%	16,686	22.6%
Average Family Household Size	3.2		3.2		3.1	
Household Size (2022)						
1 Person Households	2,018	39.3%	16,841	38.1%	36,359	36.5%
2 Person Households	1,563	30.4%	14,016	31.7%	32,258	32.3%
3 Person Households	682	13.3%	5,802	13.1%	13,788	13.8%
4 Person Households	478	9.3%	4,183	9.5%	9,621	9.6%
5 Person Households	206	4.0%	1,761	4.0%	4,294	4.3%
6 or More Person Households	192	3.7%	1,551	3.5%	3,405	3.4%
Household Vehicles (2022)						
Households with 0 Vehicles Available	271	5.3%	2,146	4.9%	4,753	4.8%
Households with 1 Vehicles Available	2,017	39.3%	18,305	41.5%	41,184	41.3%
Households with 2 or More Vehicles Available	2,850	55.5%	23,704	53.7%	53,788	53.9%
Total Vehicles Available	8,686		74,263		168,444	
Average Vehicles Per Household	1.7		1.7		1.7	

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#### Labor Force (2022)

Estimated Labor Population Age 16 Years or Over	9,553		80,900		189,077	
Estimated Civilian Employed	7,187	75.2%	60,360	74.6%	133,965	70.9%
Estimated Civilian Unemployed	143	1.5%	1,377	1.7%	3,261	1.7%
Estimated in Armed Forces	4	-	178	0.2%	324	0.2%
Estimated Not in Labor Force	2,218	23.2%	18,985	23.5%	51,528	27.3%
Unemployment Rate	1.5%		1.7%		1.7%	

#### Occupation (2022)

Occupation: Population Age 16 Years or Over	7,187		60,360		133,965	
Management, Business, Financial Operations	1,889	26.3%	13,072	21.7%	30,364	22.7%
Professional, Related	1,713	23.8%	16,002	26.5%	34,680	25.9%
Service	1,062	14.8%	8,760	14.5%	19,309	14.4%
Sales, Office	1,246	17.3%	11,320	18.8%	25,280	18.9%
Farming, Fishing, Forestry	1	-	7	-	49	-
Construct, Extraction, Maintenance	533	7.4%	5,269	8.7%	11,349	8.5%
Production, Transport Material Moving	744	10.4%	5,930	9.8%	12,934	9.7%
White Collar Workers	4,848	67.5%	40,393	66.9%	90,324	67.4%
Blue Collar Workers	2,339	32.5%	19,966	33.1%	43,640	32.6%

#### Consumer Expenditure (2022)

Total Household Expenditure	\$382.91 M		\$3.04 B		\$7.23 B	
Total Non-Retail Expenditure	\$202.51 M	52.9%	\$1.61 B	52.9%	\$3.83 B	52.9%
Total Retail Expenditure	\$180.39 M	47.1%	\$1.43 B	47.1%	\$3.4 B	47.1%
Apparel	\$13.62 M	3.6%	\$107.98 M	3.6%	\$257.49 M	3.6%
Contributions	\$12.78 M	3.3%	\$100.46 M	3.3%	\$241.79 M	3.3%
Education	\$11.99 M	3.1%	\$93.61 M	3.1%	\$227.79 M	3.2%
Entertainment	\$21.89 M	5.7%	\$172.86 M	5.7%	\$412.13 M	5.7%
Food and Beverages	\$56.06 M	14.6%	\$446.02 M	14.7%	\$1.06 B	14.6%
Furnishings and Equipment	\$13.6 M	3.6%	\$107.34 M	3.5%	\$255.67 M	3.5%
Gifts	\$9.78 M	2.6%	\$76.67 M	2.5%	\$185.96 M	2.6%
Health Care	\$31.76 M	8.3%	\$252.66 M	8.3%	\$597.22 M	8.3%
Household Operations	\$15.13 M	4.0%	\$119.64 M	3.9%	\$285.4 M	3.9%
Miscellaneous Expenses	\$7.28 M	1.9%	\$57.57 M	1.9%	\$136.9 M	1.9%
Personal Care	\$5.14 M	1.3%	\$40.77 M	1.3%	\$96.9 M	1.3%
Personal Insurance	\$2.74 M	0.7%	\$21.45 M	0.7%	\$51.51 M	0.7%
Reading	\$837.09 K	0.2%	\$6.62 M	0.2%	\$15.77 M	0.2%
Shelter	\$80.85 M	21.1%	\$643.06 M	21.2%	\$1.53 B	21.2%
Tobacco	\$2.18 M	0.6%	\$17.83 M	0.6%	\$41.65 M	0.6%
Transportation	\$69.76 M	18.2%	\$553.71 M	18.2%	\$1.31 B	18.2%
Utilities	\$27.52 M	7.2%	\$220.41 M	7.3%	\$519.62 M	7.2%

#### Educational Attainment (2022)

Adult Population Age 25 Years or Over	8,528		70,154		162,233	
Elementary (Grade Level 0 to 8)	361	4.2%	4,107	5.9%	9,528	5.9%
Some High School (Grade Level 9 to 11)	292	3.4%	3,049	4.3%	6,770	4.2%
High School Graduate	1,281	15.0%	11,673	16.6%	27,862	17.2%
Some College	1,762	20.7%	12,411	17.7%	27,761	17.1%
Associate Degree Only	388	4.6%	4,511	6.4%	10,650	6.6%
Bachelor Degree Only	2,856	33.5%	20,904	29.8%	49,798	30.7%
Graduate Degree	1,588	18.6%	13,499	19.2%	29,863	18.4%

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1 mi radius      3 mi radius      5 mi radius

Units In Structure (2022)						
1 Detached Unit	3,018	68.8%	23,674	61.8%	52,353	59.7%
1 Attached Unit	632	14.4%	4,966	13.0%	10,872	12.4%
2 to 4 Units	258	5.9%	1,332	3.5%	2,840	3.2%
5 to 9 Units	345	7.9%	3,844	10.0%	8,136	9.3%
10 to 19 Units	381	8.7%	4,811	12.6%	11,289	12.9%
20 to 49 Units	259	5.9%	2,924	7.6%	7,665	8.7%
50 or More Units	196	4.5%	2,121	5.5%	5,320	6.1%
Mobile Home or Trailer	50	1.1%	480	1.3%	1,239	1.4%
Other Structure	-	-	3	-	11	-
Homes Built By Year (2022)						
Homes Built 2010 or later	590	13.5%	4,255	11.1%	8,945	10.2%
Homes Built 2000 to 2009	883	20.1%	6,358	16.6%	16,124	18.4%
Homes Built 1990 to 1999	822	18.7%	7,514	19.6%	17,133	19.6%
Homes Built 1980 to 1989	756	17.3%	10,306	26.9%	22,228	25.4%
Homes Built 1970 to 1979	672	15.3%	6,502	17.0%	16,252	18.5%
Homes Built 1960 to 1969	421	9.6%	4,621	12.1%	10,301	11.8%
Homes Built 1950 to 1959	850	19.4%	3,673	9.6%	6,309	7.2%
Homes Built Before 1949	145	3.3%	926	2.4%	2,433	2.8%
Home Values (2022)						
Home Values \$1,000,000 or More	25	0.8%	275	1.1%	1,205	2.2%
Home Values \$500,000 to \$999,999	401	12.8%	2,980	11.9%	7,112	13.1%
Home Values \$400,000 to \$499,999	301	9.6%	2,974	11.9%	5,274	9.7%
Home Values \$300,000 to \$399,999	740	23.7%	5,692	22.8%	11,917	22.0%
Home Values \$200,000 to \$299,999	847	27.1%	6,062	24.3%	14,215	26.2%
Home Values \$150,000 to \$199,999	506	16.2%	3,927	15.7%	8,231	15.2%
Home Values \$100,000 to \$149,999	205	6.6%	2,169	8.7%	4,375	8.1%
Home Values \$70,000 to \$99,999	81	2.6%	613	2.5%	1,070	2.0%
Home Values \$50,000 to \$69,999	-	-	22	-	74	0.1%
Home Values \$25,000 to \$49,999	2	-	124	0.5%	253	0.5%
Home Values Under \$25,000	19	0.6%	146	0.6%	503	0.9%
Owner-Occupied Median Home Value	\$305,437		\$300,799		\$316,846	
Renter-Occupied Median Rent	\$1,089		\$1,083		\$1,109	
Transportation To Work (2022)						
Drive to Work Alone	5,876	81.8%	47,128	78.1%	103,474	77.2%
Drive to Work in Carpool	357	5.0%	3,683	6.1%	8,740	6.5%
Travel to Work by Public Transportation	101	1.4%	1,261	2.1%	3,571	2.7%
Drive to Work on Motorcycle	3	-	12	-	77	-
Walk or Bicycle to Work	111	1.5%	820	1.4%	1,890	1.4%
Other Means	34	0.5%	747	1.2%	1,981	1.5%
Work at Home	705	9.8%	6,708	11.1%	14,234	10.6%
Travel Time (2022)						
Travel to Work in 14 Minutes or Less	889	12.4%	9,234	15.3%	19,031	14.2%
Travel to Work in 15 to 29 Minutes	2,371	33.0%	20,608	34.1%	44,575	33.3%
Travel to Work in 30 to 59 Minutes	2,682	37.3%	19,790	32.8%	46,579	34.8%
Travel to Work in 60 Minutes or More	541	7.5%	4,020	6.7%	9,545	7.1%
Average Minutes Travel to Work	27.5		25.6		26.5	