

Expanded Profile

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

Lat/Lon: 33.8396/-84.4834

4691 Atlanta Rd Smyrna, GA 30080	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2022)	12,618		74,466		196,705	
Projected Population (2027)	12,990		76,518		202,746	
Census Population (2020)	12,397		74,282		196,583	
Census Population (2010)	10,092		62,396		166,772	
Projected Annual Growth (2022 to 2027)	372	0.6%	2,052	0.6%	6,041	0.6%
Historical Annual Growth (2020 to 2022)	221	0.9%	183	0.1%	122	-
Historical Annual Growth (2010 to 2020)	2,305	11.4%	11,887	9.5%	29,811	8.9%
Estimated Population Density (2022)	4,006 psm		2,634 psm		2,505 psm	
Trade Area Size	3.2 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2022)	6,652		35,783		90,163	
Projected Households (2027)	7,099		37,909		95,431	
Census Households (2020)	6,498		35,548		89,518	
Census Households (2010)	5,466		29,674		74,740	
Estimated Households with Children (2022)	1,263	19.0%	7,901	22.1%	22,136	24.6%
Estimated Average Household Size (2022)	1.89		2.07		2.17	
Average Household Income						
Estimated Average Household Income (2022)	\$139,873		\$152,188		\$132,739	
Projected Average Household Income (2027)	\$155,348		\$170,108		\$149,904	
Estimated Average Family Income (2022)	\$183,343		\$197,786		\$172,212	
Median Household Income						
Estimated Median Household Income (2022)	\$108,112		\$110,462		\$99,497	
Projected Median Household Income (2027)	\$125,249		\$128,625		\$115,420	
Estimated Median Family Income (2022)	\$137,398		\$142,701		\$129,087	
Per Capita Income						
Estimated Per Capita Income (2022)	\$73,763		\$73,175		\$60,876	
Projected Per Capita Income (2027)	\$84,914		\$84,320		\$70,590	
Estimated Per Capita Income 5 Year Growth	\$11,151	15.1%	\$11,145	15.2%	\$9,715	16.0%
Estimated Average Household Net Worth (2022)	\$927,364		\$938,311		\$813,269	
Daytime Demos (2022)						
Total Businesses	793		6,782		19,445	
Total Employees	6,152		66,608		197,248	
Company Headquarter Businesses	31	3.9%	228	3.4%	722	3.7%
Company Headquarter Employees	1,504	24.4%	21,113	31.7%	64,312	32.6%
Employee Population per Business	7.8		9.8		10.1	
Residential Population per Business	15.9		11.0		10.1	

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Race & Ethnicity							
White (2022)	5,685	45.1%	37,038	49.7%	92,135	46.8%	
Black or African American (2022)	5,517	43.7%	26,762	35.9%	74,176	37.7%	
American Indian or Alaska Native (2022)	24	0.2%	144	0.2%	521	0.3%	
Asian (2022)	611	4.8%	5,278	7.1%	12,368	6.3%	
Hawaiian or Pacific Islander (2022)	4	-	23	-	59	-	
Other Race (2022)	441	3.5%	2,706	3.6%	7,606	3.9%	
Two or More Races (2022)	337	2.7%	2,514	3.4%	9,838	5.0%	
Not Hispanic or Latino Population (2022)	11,849	93.9%	69,367	93.2%	178,374	90.7%	
Hispanic or Latino Population (2022)	769	6.1%	5,099	6.8%	18,331	9.3%	
Not Hispanic or Latino Population (2027)	12,197	93.9%	71,261	93.1%	183,823	90.7%	
Hispanic or Latino Population (2027)	793	6.1%	5,258	6.9%	18,923	9.3%	
Not Hispanic or Latino Population (2020)	11,629	93.8%	68,867	92.7%	176,140	89.6%	
Hispanic or Latino Population (2020)	768	6.2%	5,415	7.3%	20,443	10.4%	
Not Hispanic or Latino Population (2010)	9,540	94.5%	58,330	93.5%	149,093	89.4%	
Hispanic or Latino Population (2010)	552	5.5%	4,066	6.5%	17,679	10.6%	
Projected Hispanic Annual Growth (2022 to 2027)	24	0.6%	159	0.6%	592	0.6%	
Historic Hispanic Annual Growth (2010 to 2022)	217	3.3%	1,033	2.1%	652	0.3%	
Age Distribution (2022)							
Age Under 5	763	6.0%	5,112	6.9%	13,713	7.0%	
Age 5 to 9 Years	496	3.9%	3,810	5.1%	10,717	5.4%	
Age 10 to 14 Years	463	3.7%	3,229	4.3%	9,749	5.0%	
Age 15 to 19 Years	469	3.7%	2,832	3.8%	8,856	4.5%	
Age 20 to 24 Years	904	7.2%	4,195	5.6%	13,053	6.6%	
Age 25 to 29 Years	1,770	14.0%	8,514	11.4%	21,400	10.9%	
Age 30 to 34 Years	1,642	13.0%	8,593	11.5%	21,011	10.7%	
Age 35 to 39 Years	1,215	9.6%	6,881	9.2%	16,297	8.3%	
Age 40 to 44 Years	930	7.4%	5,414	7.3%	13,206	6.7%	
Age 45 to 49 Years	714	5.7%	4,378	5.9%	11,511	5.9%	
Age 50 to 54 Years	679	5.4%	4,402	5.9%	11,700	5.9%	
Age 55 to 59 Years	716	5.7%	4,228	5.7%	10,955	5.6%	
Age 60 to 64 Years	671	5.3%	4,082	5.5%	10,234	5.2%	
Age 65 to 74 Years	824	6.5%	5,504	7.4%	14,911	7.6%	
Age 75 to 84 Years	282	2.2%	2,393	3.2%	7,092	3.6%	
Age 85 Years or Over	80	0.6%	898	1.2%	2,299	1.2%	
Median Age	34.4		36.0		35.6		
Gender Age Distribution (2022)							
Female Population	6,636	52.6%	38,772	52.1%	101,665	51.7%	
Age 0 to 19 Years	1,073	16.2%	7,357	19.0%	21,193	20.8%	
Age 20 to 64 Years	4,907	74.0%	26,500	68.3%	66,692	65.6%	
Age 65 Years or Over	656	9.9%	4,915	12.7%	13,780	13.6%	
Female Median Age	34.7		36.5		36.3		
Male Population	5,982	47.4%	35,694	47.9%	95,040	48.3%	
Age 0 to 19 Years	1,118	18.7%	7,627	21.4%	21,842	23.0%	
Age 20 to 64 Years	4,334	72.5%	24,188	67.8%	62,677	65.9%	
Age 65 Years or Over	530	8.9%	3,880	10.9%	10,521	11.1%	
Male Median Age	34.2		35.5		34.9		

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Household Income Distribution (2022)							
HH Income \$200,000 or More	1,208	18.2%	6,771	18.9%	14,280	15.8%	
HH Income \$150,000 to \$199,999	743	11.2%	3,426	9.6%	7,651	8.5%	
HH Income \$100,000 to \$149,999	1,298	19.5%	6,801	19.0%	15,302	17.0%	
HH Income \$75,000 to \$99,999	1,110	16.7%	5,746	16.1%	13,821	15.3%	
HH Income \$50,000 to \$74,999	1,076	16.2%	6,199	17.3%	16,554	18.4%	
HH Income \$35,000 to \$49,999	631	9.5%	2,868	8.0%	7,931	8.8%	
HH Income \$25,000 to \$34,999	223	3.4%	1,400	3.9%	4,851	5.4%	
HH Income \$15,000 to \$24,999	203	3.1%	1,192	3.3%	4,301	4.8%	
HH Income Under \$15,000	160	2.4%	1,380	3.9%	5,471	6.1%	
HH Income \$35,000 or More	6,066	91.2%	31,810	88.9%	75,541	83.8%	
HH Income \$75,000 or More	4,359	65.5%	22,743	63.6%	51,055	56.6%	
Housing (2022)							
Total Housing Units	7,185		38,704		98,118		
Housing Units Occupied	6,652	92.6%	35,783	92.5%	90,163	91.9%	
Housing Units Owner-Occupied	3,977	59.8%	22,902	64.0%	53,397	59.2%	
Housing Units, Renter-Occupied	2,675	40.2%	12,880	36.0%	36,766	40.8%	
Housing Units, Vacant	533	8.0%	2,922	8.2%	7,955	8.8%	
Marital Status (2022)							
Never Married	5,032	46.2%	23,948	38.4%	65,563	40.3%	
Currently Married	3,689	33.9%	27,762	44.6%	68,316	42.0%	
Separated	256	2.3%	1,522	2.4%	4,191	2.6%	
Widowed	309	2.8%	1,737	2.8%	5,786	3.6%	
Divorced	1,610	14.8%	7,347	11.8%	18,670	11.5%	
Household Type (2022)							
Population Family	8,281	65.6%	53,658	72.1%	143,417	72.9%	
Population Non-Family	4,296	34.0%	20,498	27.5%	52,663	26.8%	
Population Group Quarters	41	0.3%	310	0.4%	626	0.3%	
Family Households	3,113	46.8%	18,833	52.6%	47,774	53.0%	
Non-Family Households	3,539	53.2%	16,949	47.4%	42,390	47.0%	
Married Couple with Children	771	20.9%	5,356	19.3%	13,949	20.4%	
Average Family Household Size	2.7		2.8		3.0		
Household Size (2022)							
1 Person Households	2,841	42.7%	13,796	38.6%	34,345	38.1%	
2 Person Households	2,399	36.1%	12,575	35.1%	29,861	33.1%	
3 Person Households	845	12.7%	4,703	13.1%	12,116	13.4%	
4 Person Households	415	6.2%	3,230	9.0%	8,420	9.3%	
5 Person Households	104	1.6%	1,023	2.9%	3,327	3.7%	
6 or More Person Households	47	0.7%	455	1.3%	2,094	2.3%	
Household Vehicles (2022)							
Households with 0 Vehicles Available	133	2.0%	1,393	3.9%	5,063	5.6%	
Households with 1 Vehicles Available	2,720	40.9%	14,073	39.3%	37,492	41.6%	
Households with 2 or More Vehicles Available	3,799	57.1%	20,317	56.8%	47,609	52.8%	
Total Vehicles Available	11,167		60,493		147,635		
Average Vehicles Per Household	1.7		1.7		1.6		

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Labor Force (2022)							
Estimated Labor Population Age 16 Years or Over		10,782		61,676		160,550	
Estimated Civilian Employed		8,035	74.5%	45,545	73.8%	115,585	72.0%
Estimated Civilian Unemployed		159	1.5%	831	1.3%	2,574	1.6%
Estimated in Armed Forces		12	0.1%	149	0.2%	368	0.2%
Estimated Not in Labor Force		2,576	23.9%	15,151	24.6%	42,024	26.2%
Unemployment Rate		1.5%		1.3%		1.6%	
Occupation (2022)							
Occupation: Population Age 16 Years or Over		8,035		45,545		115,585	
Management, Business, Financial Operations		3,102	38.6%	14,679	32.2%	33,059	28.6%
Professional, Related		2,316	28.8%	15,518	34.1%	36,638	31.7%
Service		628	7.8%	3,398	7.5%	11,409	9.9%
Sales, Office		1,313	16.3%	7,711	16.9%	21,080	18.2%
Farming, Fishing, Forestry		-	-	16	-	32	-
Construct, Extraction, Maintenance		253	3.1%	1,366	3.0%	4,632	4.0%
Production, Transport Material Moving		423	5.3%	2,857	6.3%	8,735	7.6%
White Collar Workers		6,732	83.8%	37,908	83.2%	90,776	78.5%
Blue Collar Workers		1,304	16.2%	7,637	16.8%	24,808	21.5%
Consumer Expenditure (2022)							
Total Household Expenditure		\$592.69 M		\$3.45 B		\$7.8 B	
Total Non-Retail Expenditure		\$314.92 M	53.1%	\$1.83 B	53.2%	\$4.15 B	53.2%
Total Retail Expenditure		\$277.76 M	46.9%	\$1.61 B	46.8%	\$3.65 B	46.8%
Apparel		\$21.32 M	3.6%	\$124.32 M	3.6%	\$280.53 M	3.6%
Contributions		\$20.8 M	3.5%	\$123.13 M	3.6%	\$273.76 M	3.5%
Education		\$20.12 M	3.4%	\$119.94 M	3.5%	\$265.27 M	3.4%
Entertainment		\$34.42 M	5.8%	\$200.91 M	5.8%	\$451.51 M	5.8%
Food and Beverages		\$85.62 M	14.4%	\$496.46 M	14.4%	\$1.13 B	14.5%
Furnishings and Equipment		\$21.33 M	3.6%	\$124.16 M	3.6%	\$279.23 M	3.6%
Gifts		\$16.14 M	2.7%	\$96.08 M	2.8%	\$212.78 M	2.7%
Health Care		\$48.02 M	8.1%	\$278.49 M	8.1%	\$634.48 M	8.1%
Household Operations		\$23.78 M	4.0%	\$139.2 M	4.0%	\$313.29 M	4.0%
Miscellaneous Expenses		\$11.33 M	1.9%	\$65.91 M	1.9%	\$148.81 M	1.9%
Personal Care		\$7.96 M	1.3%	\$46.19 M	1.3%	\$104.54 M	1.3%
Personal Insurance		\$4.43 M	0.7%	\$26.11 M	0.8%	\$58.01 M	0.7%
Reading		\$1.31 M	0.2%	\$7.64 M	0.2%	\$17.23 M	0.2%
Shelter		\$125.08 M	21.1%	\$725.52 M	21.0%	\$1.65 B	21.1%
Tobacco		\$3.09 M	0.5%	\$17.55 M	0.5%	\$41.42 M	0.5%
Transportation		\$106.97 M	18.0%	\$619.48 M	18.0%	\$1.4 B	18.0%
Utilities		\$40.94 M	6.9%	\$236.56 M	6.9%	\$543.74 M	7.0%
Educational Attainment (2022)							
Adult Population Age 25 Years or Over		9,523		55,287		140,616	
Elementary (Grade Level 0 to 8)		85	0.9%	649	1.2%	3,310	2.4%
Some High School (Grade Level 9 to 11)		135	1.4%	1,082	2.0%	4,406	3.1%
High School Graduate		1,029	10.8%	6,150	11.1%	19,695	14.0%
Some College		1,516	15.9%	7,442	13.5%	19,456	13.8%
Associate Degree Only		525	5.5%	2,811	5.1%	7,809	5.6%
Bachelor Degree Only		3,456	36.3%	21,168	38.3%	50,292	35.8%
Graduate Degree		2,777	29.2%	15,985	28.9%	35,649	25.4%

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Units In Structure (2022)							
1 Detached Unit		3,239	59.3%	20,149	67.9%	48,515	64.9%
1 Attached Unit		1,023	18.7%	4,703	15.8%	10,241	13.7%
2 to 4 Units		129	2.4%	793	2.7%	2,861	3.8%
5 to 9 Units		376	6.9%	2,157	7.3%	5,654	7.6%
10 to 19 Units		890	16.3%	3,101	10.5%	7,712	10.3%
20 to 49 Units		531	9.7%	1,920	6.5%	5,202	7.0%
50 or More Units		423	7.7%	2,681	9.0%	9,100	12.2%
Mobile Home or Trailer		40	0.7%	276	0.9%	791	1.1%
Other Structure	-	-	-	3	-	88	0.1%
Homes Built By Year (2022)							
Homes Built 2010 or later		1,055	19.3%	5,397	18.2%	13,628	18.2%
Homes Built 2000 to 2009		1,816	33.2%	8,300	28.0%	19,122	25.6%
Homes Built 1990 to 1999		1,130	20.7%	6,010	20.3%	13,749	18.4%
Homes Built 1980 to 1989		1,335	24.4%	7,366	24.8%	17,735	23.7%
Homes Built 1970 to 1979		665	12.2%	3,683	12.4%	10,084	13.5%
Homes Built 1960 to 1969		399	7.3%	2,693	9.1%	8,167	10.9%
Homes Built 1950 to 1959		220	4.0%	1,538	5.2%	4,662	6.2%
Homes Built Before 1949		32	0.6%	796	2.7%	3,015	4.0%
Home Values (2022)							
Home Values \$1,000,000 or More		129	3.2%	1,262	5.5%	3,903	7.3%
Home Values \$500,000 to \$999,999		871	21.9%	5,759	25.1%	11,877	22.2%
Home Values \$400,000 to \$499,999		569	14.3%	3,723	16.3%	7,163	13.4%
Home Values \$300,000 to \$399,999		1,232	31.0%	6,554	28.6%	13,758	25.8%
Home Values \$200,000 to \$299,999		907	22.8%	3,814	16.7%	10,441	19.6%
Home Values \$150,000 to \$199,999		201	5.0%	1,067	4.7%	3,377	6.3%
Home Values \$100,000 to \$149,999		39	1.0%	320	1.4%	1,010	1.9%
Home Values \$70,000 to \$99,999		8	0.2%	139	0.6%	597	1.1%
Home Values \$50,000 to \$69,999		1	-	26	0.1%	167	0.3%
Home Values \$25,000 to \$49,999		8	0.2%	49	0.2%	447	0.8%
Home Values Under \$25,000		13	0.3%	189	0.8%	658	1.2%
Owner-Occupied Median Home Value		\$411,959		\$433,061		\$436,933	
Renter-Occupied Median Rent		\$1,328		\$1,338		\$1,314	
Transportation To Work (2022)							
Drive to Work Alone		3,852	47.9%	21,095	46.3%	57,787	50.0%
Drive to Work in Carpool		170	2.1%	1,594	3.5%	4,807	4.2%
Travel to Work by Public Transportation		24	0.3%	108	0.2%	840	0.7%
Drive to Work on Motorcycle		2	-	5	-	8	-
Walk or Bicycle to Work		90	1.1%	393	0.9%	1,280	1.1%
Other Means		41	0.5%	597	1.3%	1,490	1.3%
Work at Home		3,856	48.0%	21,753	47.8%	49,373	42.7%
Travel Time (2022)							
Travel to Work in 14 Minutes or Less		755	9.4%	3,918	8.6%	11,548	10.0%
Travel to Work in 15 to 29 Minutes		2,131	26.5%	10,635	23.4%	27,373	23.7%
Travel to Work in 30 to 59 Minutes		1,063	13.2%	8,230	18.1%	23,767	20.6%
Travel to Work in 60 Minutes or More		230	2.9%	1,008	2.2%	3,524	3.0%
Average Minutes Travel to Work		21.5		24.6		24.4	