



Community Profile

Rings: 1, 3, 5 mile radii

103 Centennial Olympic Park Dr NW,

Latitude: 33.7556

Longitude: -84.39461

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	17,645	147,518	311,009
2010 Total Population	17,812	150,617	304,347
2021 Total Population	22,227	189,241	362,949
2021 Group Quarters	7,746	27,562	32,014
2026 Total Population	24,830	210,917	395,520
2021-2026 Annual Rate	2.24%	2.19%	1.73%
2021 Total Daytime Population	92,018	310,172	525,495
Workers	79,811	224,518	358,022
Residents	12,207	85,654	167,473
Household Summary			
2000 Households	6,363	58,328	124,148
2000 Average Household Size	2.10	2.13	2.27
2010 Households	6,118	66,440	132,825
2010 Average Household Size	1.72	1.89	2.06
2021 Households	8,273	87,416	162,590
2021 Average Household Size	1.75	1.85	2.04
2026 Households	9,808	99,151	178,899
2026 Average Household Size	1.74	1.85	2.03
2021-2026 Annual Rate	3.46%	2.55%	1.93%
2010 Families	1,739	21,492	53,058
2010 Average Family Size	2.75	2.94	3.04
2021 Families	2,288	26,697	61,710
2021 Average Family Size	2.83	2.93	3.06
2026 Families	2,667	30,083	67,051
2026 Average Family Size	2.83	2.94	3.07
2021-2026 Annual Rate	3.11%	2.42%	1.67%
Housing Unit Summary			
2000 Housing Units	7,085	66,724	138,363
Owner Occupied Housing Units	10.4%	28.7%	37.2%
Renter Occupied Housing Units	79.4%	58.7%	52.5%
Vacant Housing Units	10.2%	12.6%	10.3%
2010 Housing Units	8,401	84,383	163,663
Owner Occupied Housing Units	18.4%	29.5%	35.4%
Renter Occupied Housing Units	54.4%	49.3%	45.8%
Vacant Housing Units	27.2%	21.3%	18.8%
2021 Housing Units	10,700	106,160	194,014
Owner Occupied Housing Units	17.7%	27.3%	34.2%
Renter Occupied Housing Units	59.7%	55.0%	49.6%
Vacant Housing Units	22.7%	17.7%	16.2%
2026 Housing Units	12,408	118,584	211,573
Owner Occupied Housing Units	17.9%	26.3%	33.5%
Renter Occupied Housing Units	61.2%	57.3%	51.1%
Vacant Housing Units	21.0%	16.4%	15.4%
Median Household Income			
2021	\$48,683	\$69,688	\$69,785
2026	\$60,492	\$83,619	\$83,051
Median Home Value			
2021	\$321,512	\$382,276	\$385,916
2026	\$399,706	\$437,831	\$444,198
Per Capita Income			
2021	\$29,178	\$48,200	\$49,177
2026	\$36,676	\$56,795	\$57,061
Median Age			
2010	26.1	30.4	32.2
2021	28.2	32.5	34.0
2026	29.0	32.8	34.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	8,273	87,411	162,577
<\$15,000	21.7%	14.6%	13.7%
\$15,000 - \$24,999	11.0%	7.7%	7.8%
\$25,000 - \$34,999	7.6%	6.5%	6.9%
\$35,000 - \$49,999	10.5%	9.9%	10.0%
\$50,000 - \$74,999	14.5%	13.4%	13.8%
\$75,000 - \$99,999	10.6%	11.1%	10.9%
\$100,000 - \$149,999	12.0%	16.3%	14.9%
\$150,000 - \$199,999	5.2%	8.4%	8.3%
\$200,000+	7.0%	12.0%	13.6%
Average Household Income	\$75,672	\$103,196	\$108,528
2026 Households by Income			
Household Income Base	9,808	99,146	178,886
<\$15,000	17.9%	11.7%	11.0%
\$15,000 - \$24,999	9.4%	6.5%	6.5%
\$25,000 - \$34,999	6.3%	5.6%	5.9%
\$35,000 - \$49,999	8.7%	8.3%	8.5%
\$50,000 - \$74,999	15.1%	13.1%	13.7%
\$75,000 - \$99,999	12.3%	11.6%	11.4%
\$100,000 - \$149,999	15.0%	18.7%	17.1%
\$150,000 - \$199,999	6.8%	10.7%	10.4%
\$200,000+	8.4%	13.8%	15.4%
Average Household Income	\$90,208	\$119,181	\$124,561
2021 Owner Occupied Housing Units by Value			
Total	1,889	28,982	66,294
<\$50,000	1.1%	1.5%	2.5%
\$50,000 - \$99,999	1.2%	1.9%	3.0%
\$100,000 - \$149,999	4.6%	3.7%	4.6%
\$150,000 - \$199,999	12.5%	6.3%	6.9%
\$200,000 - \$249,999	19.7%	10.4%	9.0%
\$250,000 - \$299,999	7.0%	8.8%	8.2%
\$300,000 - \$399,999	18.2%	21.1%	18.4%
\$400,000 - \$499,999	14.4%	14.8%	12.2%
\$500,000 - \$749,999	14.9%	19.5%	19.5%
\$750,000 - \$999,999	5.2%	7.3%	8.6%
\$1,000,000 - \$1,499,999	0.5%	2.5%	4.5%
\$1,500,000 - \$1,999,999	0.0%	1.2%	1.6%
\$2,000,000 +	0.7%	1.0%	1.0%
Average Home Value	\$381,502	\$464,980	\$486,893
2026 Owner Occupied Housing Units by Value			
Total	2,217	31,182	70,841
<\$50,000	0.2%	0.7%	1.3%
\$50,000 - \$99,999	0.1%	0.8%	1.4%
\$100,000 - \$149,999	1.1%	1.5%	2.1%
\$150,000 - \$199,999	5.9%	3.6%	4.4%
\$200,000 - \$249,999	14.3%	8.3%	7.8%
\$250,000 - \$299,999	5.4%	7.4%	7.8%
\$300,000 - \$399,999	23.0%	21.3%	19.0%
\$400,000 - \$499,999	18.9%	16.8%	14.1%
\$500,000 - \$749,999	21.3%	24.9%	23.7%
\$750,000 - \$999,999	8.2%	9.0%	10.0%
\$1,000,000 - \$1,499,999	0.9%	3.2%	5.3%
\$1,500,000 - \$1,999,999	0.0%	1.3%	1.8%
\$2,000,000 +	0.7%	1.1%	1.2%
Average Home Value	\$455,999	\$521,698	\$542,855

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	17,811	150,616	304,349
0 - 4	3.3%	4.9%	6.0%
5 - 9	2.6%	3.7%	4.8%
10 - 14	2.4%	3.2%	4.1%
15 - 24	39.6%	25.2%	19.5%
25 - 34	16.7%	22.3%	20.9%
35 - 44	12.0%	14.7%	15.1%
45 - 54	12.1%	11.6%	12.2%
55 - 64	7.2%	8.0%	9.1%
65 - 74	2.5%	3.8%	4.8%
75 - 84	1.1%	1.9%	2.5%
85 +	0.4%	0.8%	1.0%
18 +	90.3%	86.2%	82.6%
2021 Population by Age			
Total	22,227	189,240	362,949
0 - 4	3.2%	4.3%	5.1%
5 - 9	2.7%	3.8%	4.7%
10 - 14	2.6%	3.3%	4.3%
15 - 24	34.9%	20.7%	16.8%
25 - 34	18.8%	23.5%	21.0%
35 - 44	12.2%	15.3%	15.2%
45 - 54	11.0%	10.9%	11.3%
55 - 64	8.4%	9.0%	9.9%
65 - 74	4.0%	5.8%	7.1%
75 - 84	1.6%	2.5%	3.2%
85 +	0.6%	1.0%	1.2%
18 +	90.1%	86.7%	83.4%
2026 Population by Age			
Total	24,830	210,917	395,519
0 - 4	3.4%	4.4%	5.2%
5 - 9	2.7%	3.6%	4.5%
10 - 14	2.6%	3.3%	4.1%
15 - 24	33.4%	20.8%	17.3%
25 - 34	18.6%	22.5%	20.2%
35 - 44	12.8%	15.4%	15.3%
45 - 54	10.8%	11.0%	11.3%
55 - 64	8.2%	8.6%	9.5%
65 - 74	4.7%	6.3%	7.4%
75 - 84	2.1%	3.1%	3.9%
85 +	0.6%	1.0%	1.3%
18 +	90.0%	86.8%	83.9%
2010 Population by Sex			
Males	10,003	80,681	156,404
Females	7,809	69,936	147,943
2021 Population by Sex			
Males	12,358	100,439	186,010
Females	9,869	88,802	176,938
2026 Population by Sex			
Males	13,686	110,973	201,924
Females	11,144	99,944	193,596

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 09, 2022



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2010 Population by Race/Ethnicity			
Total	17,813	150,616	304,347
White Alone	26.7%	38.0%	40.0%
Black Alone	63.9%	53.1%	52.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.3%	4.9%	3.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	1.2%	1.9%
Two or More Races	2.5%	2.5%	2.2%
Hispanic Origin	4.3%	4.0%	4.9%
Diversity Index	55.8	60.3	60.8
2021 Population by Race/Ethnicity			
Total	22,226	189,241	362,949
White Alone	23.2%	37.0%	38.8%
Black Alone	64.6%	50.7%	50.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.9%	7.8%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	1.9%
Two or More Races	3.0%	3.0%	2.7%
Hispanic Origin	3.7%	3.8%	4.7%
Diversity Index	55.6	62.9	62.9
2026 Population by Race/Ethnicity			
Total	24,830	210,918	395,520
White Alone	21.9%	35.5%	37.7%
Black Alone	64.1%	49.9%	49.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	9.5%	9.8%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	1.9%
Two or More Races	3.3%	3.4%	3.1%
Hispanic Origin	3.7%	3.7%	4.8%
Diversity Index	56.6	64.3	64.2
2010 Population by Relationship and Household Type			
Total	17,812	150,617	304,347
In Households	59.2%	83.2%	89.9%
In Family Households	28.0%	43.9%	55.2%
Householder	9.8%	14.3%	17.5%
Spouse	3.2%	6.7%	9.0%
Child	11.1%	17.3%	22.2%
Other relative	2.8%	3.6%	4.3%
Nonrelative	1.2%	2.0%	2.2%
In Nonfamily Households	31.1%	39.3%	34.6%
In Group Quarters	40.8%	16.8%	10.1%
Institutionalized Population	2.5%	2.1%	2.1%
Noninstitutionalized Population	38.3%	14.7%	8.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	12,556	128,529	250,566
Less than 9th Grade	2.1%	1.9%	2.0%
9th - 12th Grade, No Diploma	7.5%	5.3%	5.7%
High School Graduate	18.5%	12.9%	14.2%
GED/Alternative Credential	3.5%	2.1%	2.4%
Some College, No Degree	18.7%	13.9%	14.1%
Associate Degree	7.6%	5.0%	4.8%
Bachelor's Degree	22.8%	31.2%	30.7%
Graduate/Professional Degree	19.3%	27.7%	26.1%
2021 Population 15+ by Marital Status			
Total	20,319	167,618	311,511
Never Married	75.0%	64.1%	57.7%
Married	12.9%	23.0%	27.5%
Widowed	2.5%	3.2%	4.3%
Divorced	9.6%	9.8%	10.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,387	108,731	204,906
Population 16+ Employed	87.0%	93.7%	93.8%
Population 16+ Unemployment rate	13.0%	6.3%	6.2%
Population 16-24 Employed	26.0%	14.2%	12.9%
Population 16-24 Unemployment rate	8.3%	9.8%	10.3%
Population 25-54 Employed	65.1%	73.1%	71.6%
Population 25-54 Unemployment rate	13.0%	5.3%	5.3%
Population 55-64 Employed	7.2%	9.4%	11.0%
Population 55-64 Unemployment rate	25.6%	9.2%	7.2%
Population 65+ Employed	1.7%	3.3%	4.5%
Population 65+ Unemployment rate	17.1%	5.8%	4.6%
2021 Employed Population 16+ by Industry			
Total	9,908	101,830	192,276
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.5%	2.0%	2.9%
Manufacturing	3.7%	3.9%	4.6%
Wholesale Trade	1.3%	2.2%	2.1%
Retail Trade	8.6%	8.6%	8.6%
Transportation/Utilities	8.1%	6.1%	5.8%
Information	4.0%	4.2%	3.9%
Finance/Insurance/Real Estate	5.8%	7.7%	8.6%
Services	63.4%	61.2%	59.0%
Public Administration	3.8%	4.1%	4.3%
2021 Employed Population 16+ by Occupation			
Total	9,911	101,832	192,276
White Collar	75.3%	80.6%	79.2%
Management/Business/Financial	20.2%	26.4%	26.8%
Professional	33.9%	36.0%	34.2%
Sales	10.2%	9.1%	9.3%
Administrative Support	11.0%	9.2%	8.9%
Services	14.2%	10.7%	11.0%
Blue Collar	10.5%	8.6%	9.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.1%	1.1%	1.6%
Installation/Maintenance/Repair	0.8%	1.1%	1.0%
Production	1.7%	1.6%	1.9%
Transportation/Material Moving	6.8%	4.7%	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	6,119	66,439	132,825
Households with 1 Person	57.6%	51.5%	45.4%
Households with 2+ People	42.4%	48.5%	54.6%
Family Households	28.4%	32.3%	39.9%
Husband-wife Families	9.2%	15.3%	20.7%
With Related Children	2.8%	5.6%	8.5%
Other Family (No Spouse Present)	19.2%	17.1%	19.2%
Other Family with Male Householder	4.1%	3.6%	3.9%
With Related Children	1.6%	1.5%	1.7%
Other Family with Female Householder	15.1%	13.5%	15.3%
With Related Children	10.9%	9.1%	10.0%
Nonfamily Households	13.9%	16.1%	14.7%
All Households with Children	15.6%	16.4%	20.5%
Multigenerational Households	1.9%	2.5%	3.3%
Unmarried Partner Households	6.6%	9.1%	8.7%
Male-female	4.9%	6.3%	6.1%
Same-sex	1.7%	2.8%	2.6%
2010 Households by Size			
Total	6,118	66,441	132,825
1 Person Household	57.6%	51.5%	45.4%
2 Person Household	25.8%	28.3%	29.5%
3 Person Household	9.3%	9.8%	11.6%
4 Person Household	4.1%	5.6%	7.3%
5 Person Household	1.8%	2.5%	3.3%
6 Person Household	0.8%	1.2%	1.5%
7 + Person Household	0.6%	1.1%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	6,118	66,440	132,825
Owner Occupied	25.3%	37.4%	43.6%
Owned with a Mortgage/Loan	22.8%	31.6%	35.0%
Owned Free and Clear	2.5%	5.9%	8.6%
Renter Occupied	74.7%	62.6%	56.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	84	100	99
Percent of Income for Mortgage	27.7%	23.0%	23.2%
Wealth Index	50	81	95
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,401	84,383	163,663
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	17,812	150,617	304,347
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	College Towns (14B)	Metro Renters (3B)	Metro Renters (3B)
2.	Metro Renters (3B)	City Commons (11E)	Emerald City (8B)
3.	Young and Restless (11B)	Emerald City (8B)	Modest Income Homes (12D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$15,701,751	\$223,624,611	\$430,345,617
Average Spent	\$1,897.95	\$2,558.17	\$2,646.81
Spending Potential Index	90	121	125
Education: Total \$	\$13,224,601	\$182,415,271	\$350,892,514
Average Spent	\$1,598.53	\$2,086.75	\$2,158.14
Spending Potential Index	93	121	125
Entertainment/Recreation: Total \$	\$21,478,616	\$304,854,585	\$599,740,255
Average Spent	\$2,596.23	\$3,487.40	\$3,688.67
Spending Potential Index	80	108	114
Food at Home: Total \$	\$37,981,690	\$542,488,862	\$1,055,410,208
Average Spent	\$4,591.04	\$6,205.83	\$6,491.24
Spending Potential Index	84	114	119
Food Away from Home: Total \$	\$28,094,382	\$399,661,843	\$767,977,889
Average Spent	\$3,395.91	\$4,571.95	\$4,723.40
Spending Potential Index	89	120	124
Health Care: Total \$	\$39,366,153	\$556,381,110	\$1,111,880,053
Average Spent	\$4,758.39	\$6,364.75	\$6,838.55
Spending Potential Index	76	102	110
HH Furnishings & Equipment: Total \$	\$14,879,865	\$212,236,487	\$418,172,958
Average Spent	\$1,798.61	\$2,427.89	\$2,571.95
Spending Potential Index	80	108	114
Personal Care Products & Services: Total \$	\$6,301,609	\$90,320,756	\$175,726,437
Average Spent	\$761.71	\$1,033.23	\$1,080.79
Spending Potential Index	85	115	120
Shelter: Total \$	\$145,162,513	\$2,093,505,086	\$4,041,118,787
Average Spent	\$17,546.54	\$23,948.76	\$24,854.66
Spending Potential Index	87	119	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,179,380	\$198,309,523	\$400,631,542
Average Spent	\$1,713.93	\$2,268.57	\$2,464.06
Spending Potential Index	72	95	103
Travel: Total \$	\$15,971,319	\$232,160,266	\$459,677,158
Average Spent	\$1,930.54	\$2,655.81	\$2,827.22
Spending Potential Index	76	105	112
Vehicle Maintenance & Repairs: Total \$	\$7,787,081	\$106,667,521	\$209,161,027
Average Spent	\$941.26	\$1,220.23	\$1,286.43
Spending Potential Index	85	110	116

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.