



Community Profile

Rings: 1, 3, 5 mile radii

152 Northpoint Pkwy, Acworth, GA 30102,

Latitude: 34.0812

Longitude: -84.65101

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,941	35,877	94,751
2010 Total Population	3,818	46,145	117,626
2018 Total Population	4,611	52,251	130,634
2018 Group Quarters	4	49	2,719
2023 Total Population	4,997	56,180	139,497
2018-2023 Annual Rate	1.62%	1.46%	1.32%
2018 Total Daytime Population	4,245	35,798	96,376
Workers	2,116	10,642	35,004
Residents	2,129	25,156	61,372
Household Summary			
2000 Households	1,360	13,033	33,966
2000 Average Household Size	2.16	2.75	2.79
2010 Households	1,720	16,493	41,341
2010 Average Household Size	2.22	2.80	2.78
2018 Households	2,023	18,530	45,692
2018 Average Household Size	2.28	2.82	2.80
2023 Households	2,177	19,868	48,738
2023 Average Household Size	2.29	2.83	2.81
2018-2023 Annual Rate	1.48%	1.40%	1.30%
2010 Families	1,009	12,026	29,812
2010 Average Family Size	2.88	3.24	3.24
2018 Families	1,198	13,408	32,654
2018 Average Family Size	2.94	3.27	3.27
2023 Families	1,291	14,337	34,700
2023 Average Family Size	2.95	3.29	3.28
2018-2023 Annual Rate	1.51%	1.35%	1.22%
Housing Unit Summary			
2000 Housing Units	1,479	13,707	35,541
Owner Occupied Housing Units	72.3%	77.6%	78.1%
Renter Occupied Housing Units	19.6%	17.5%	17.5%
Vacant Housing Units	8.0%	4.9%	4.4%
2010 Housing Units	1,974	17,845	44,662
Owner Occupied Housing Units	45.3%	71.4%	69.2%
Renter Occupied Housing Units	41.8%	21.0%	23.4%
Vacant Housing Units	12.9%	7.6%	7.4%
2018 Housing Units	2,196	19,690	48,511
Owner Occupied Housing Units	44.9%	70.3%	67.7%
Renter Occupied Housing Units	47.2%	23.8%	26.5%
Vacant Housing Units	7.9%	5.9%	5.8%
2023 Housing Units	2,289	21,044	51,706
Owner Occupied Housing Units	48.6%	72.0%	69.1%
Renter Occupied Housing Units	46.6%	22.4%	25.2%
Vacant Housing Units	4.9%	5.6%	5.7%
Median Household Income			
2018	\$47,119	\$67,457	\$67,593
2023	\$50,941	\$73,246	\$73,633
Median Home Value			
2018	\$161,211	\$179,077	\$181,705
2023	\$168,819	\$189,988	\$194,144
Per Capita Income			
2018	\$23,086	\$29,151	\$30,270
2023	\$25,555	\$32,472	\$33,722
Median Age			
2010	31.9	34.1	33.6
2018	33.6	35.7	35.1
2023	34.1	36.4	36.1

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,023	18,530	45,692
<\$15,000	16.9%	7.3%	6.6%
\$15,000 - \$24,999	5.0%	5.7%	6.9%
\$25,000 - \$34,999	12.3%	8.5%	8.4%
\$35,000 - \$49,999	18.5%	12.1%	12.2%
\$50,000 - \$74,999	20.8%	21.2%	20.4%
\$75,000 - \$99,999	13.7%	17.2%	16.2%
\$100,000 - \$149,999	9.5%	18.1%	17.8%
\$150,000 - \$199,999	2.7%	5.9%	6.3%
\$200,000+	0.6%	3.9%	5.1%
Average Household Income	\$57,170	\$82,162	\$85,224
2023 Households by Income			
Household Income Base	2,177	19,868	48,738
<\$15,000	14.9%	6.5%	5.7%
\$15,000 - \$24,999	4.6%	5.1%	6.3%
\$25,000 - \$34,999	11.6%	7.8%	7.7%
\$35,000 - \$49,999	17.6%	11.2%	11.3%
\$50,000 - \$74,999	21.2%	20.4%	19.8%
\$75,000 - \$99,999	14.8%	17.7%	16.7%
\$100,000 - \$149,999	11.0%	19.2%	18.7%
\$150,000 - \$199,999	3.4%	6.9%	7.2%
\$200,000+	0.9%	5.2%	6.6%
Average Household Income	\$63,704	\$91,814	\$95,324
2018 Owner Occupied Housing Units by Value			
Total	986	13,851	32,827
<\$50,000	2.0%	3.2%	4.1%
\$50,000 - \$99,999	6.3%	7.2%	7.0%
\$100,000 - \$149,999	32.9%	19.6%	18.5%
\$150,000 - \$199,999	39.4%	34.6%	32.1%
\$200,000 - \$249,999	11.0%	17.6%	16.3%
\$250,000 - \$299,999	6.6%	8.1%	8.4%
\$300,000 - \$399,999	1.9%	7.1%	8.2%
\$400,000 - \$499,999	0.0%	1.4%	2.2%
\$500,000 - \$749,999	0.0%	1.1%	2.0%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$164,681	\$193,810	\$209,317
2023 Owner Occupied Housing Units by Value			
Total	1,112	15,147	35,716
<\$50,000	1.8%	2.7%	3.5%
\$50,000 - \$99,999	4.9%	5.3%	5.2%
\$100,000 - \$149,999	28.0%	15.7%	14.6%
\$150,000 - \$199,999	40.7%	32.8%	30.3%
\$200,000 - \$249,999	12.1%	18.6%	17.0%
\$250,000 - \$299,999	9.4%	10.5%	9.9%
\$300,000 - \$399,999	3.2%	9.7%	11.0%
\$400,000 - \$499,999	0.0%	2.0%	3.3%
\$500,000 - \$749,999	0.0%	1.8%	3.1%
\$750,000 - \$999,999	0.0%	0.4%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.3%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$174,416	\$215,347	\$238,399

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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2010 Population by Age			
Total	3,816	46,148	117,625
0 - 4	8.0%	7.5%	6.9%
5 - 9	7.8%	8.2%	7.5%
10 - 14	6.8%	7.8%	7.6%
15 - 24	15.3%	13.2%	16.2%
25 - 34	17.2%	14.6%	13.8%
35 - 44	16.8%	17.4%	15.8%
45 - 54	12.9%	14.9%	15.1%
55 - 64	7.5%	9.0%	9.5%
65 - 74	4.4%	4.7%	4.8%
75 - 84	2.5%	2.1%	2.2%
85 +	0.9%	0.6%	0.7%
18 +	73.6%	72.1%	73.5%
2018 Population by Age			
Total	4,612	52,252	130,635
0 - 4	7.2%	6.8%	6.3%
5 - 9	7.1%	7.2%	6.6%
10 - 14	7.0%	7.5%	6.9%
15 - 24	12.7%	12.1%	14.6%
25 - 34	18.6%	15.3%	15.4%
35 - 44	14.8%	15.1%	13.8%
45 - 54	13.6%	14.8%	14.1%
55 - 64	9.9%	11.3%	11.9%
65 - 74	5.5%	6.5%	6.9%
75 - 84	2.6%	2.6%	2.7%
85 +	1.0%	0.8%	0.8%
18 +	75.1%	74.6%	76.4%
2023 Population by Age			
Total	4,998	56,180	139,495
0 - 4	7.2%	6.7%	6.3%
5 - 9	6.9%	6.9%	6.3%
10 - 14	6.8%	7.3%	6.7%
15 - 24	13.0%	11.8%	13.9%
25 - 34	17.8%	15.2%	15.2%
35 - 44	15.8%	15.4%	14.5%
45 - 54	12.3%	13.6%	12.7%
55 - 64	10.2%	11.7%	12.0%
65 - 74	6.2%	7.5%	8.0%
75 - 84	2.9%	3.3%	3.5%
85 +	1.0%	0.9%	0.9%
18 +	75.4%	75.2%	77.0%
2010 Population by Sex			
Males	1,796	22,511	57,516
Females	2,022	23,634	60,110
2018 Population by Sex			
Males	2,204	25,539	63,905
Females	2,407	26,712	66,730
2023 Population by Sex			
Males	2,395	27,535	68,333
Females	2,602	28,645	71,164

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	3,818	46,144	117,625
White Alone	59.3%	70.0%	72.9%
Black Alone	28.4%	19.3%	16.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.1%	3.6%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	5.7%	4.0%	4.6%
Two or More Races	3.1%	2.7%	2.6%
Hispanic Origin	13.1%	10.1%	11.1%
Diversity Index	66.5	56.7	55.2
2018 Population by Race/Ethnicity			
Total	4,612	52,251	130,634
White Alone	54.5%	64.9%	67.9%
Black Alone	31.3%	22.3%	19.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.9%	4.6%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.2%	4.5%	5.1%
Two or More Races	3.8%	3.3%	3.3%
Hispanic Origin	14.4%	11.2%	12.3%
Diversity Index	70.1	62.1	60.8
2023 Population by Race/Ethnicity			
Total	4,997	56,180	139,497
White Alone	50.3%	61.0%	64.1%
Black Alone	34.0%	24.7%	21.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.5%	5.3%	5.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	6.7%	4.9%	5.6%
Two or More Races	4.2%	3.8%	3.8%
Hispanic Origin	15.6%	12.3%	13.5%
Diversity Index	72.7	65.8	64.9
2010 Population by Relationship and Household Type			
Total	3,818	46,145	117,626
In Households	99.9%	99.9%	97.8%
In Family Households	78.8%	87.0%	84.5%
Householder	24.3%	26.0%	25.3%
Spouse	15.3%	19.5%	19.1%
Child	31.7%	34.3%	33.2%
Other relative	4.9%	4.7%	4.5%
Nonrelative	2.5%	2.5%	2.5%
In Nonfamily Households	21.2%	12.9%	13.3%
In Group Quarters	0.1%	0.1%	2.2%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.1%	2.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	3,045	34,697	85,641
Less than 9th Grade	3.0%	3.8%	3.7%
9th - 12th Grade, No Diploma	6.0%	5.6%	5.7%
High School Graduate	19.3%	17.4%	18.2%
GED/Alternative Credential	1.9%	4.5%	4.3%
Some College, No Degree	28.7%	24.3%	24.4%
Associate Degree	10.0%	8.6%	8.1%
Bachelor's Degree	22.5%	25.0%	25.1%
Graduate/Professional Degree	8.6%	10.7%	10.4%
2018 Population 15+ by Marital Status			
Total	3,631	41,028	104,778
Never Married	32.6%	30.5%	33.5%
Married	47.3%	53.1%	51.3%
Widowed	4.0%	4.4%	3.9%
Divorced	16.1%	11.9%	11.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	95.8%	95.6%
Civilian Unemployed (Unemployment Rate)	3.5%	4.2%	4.4%
2018 Employed Population 16+ by Industry			
Total	2,529	27,559	70,438
Agriculture/Mining	0.0%	0.9%	0.6%
Construction	5.4%	7.0%	7.3%
Manufacturing	5.2%	8.0%	8.1%
Wholesale Trade	1.1%	2.8%	3.1%
Retail Trade	12.0%	13.5%	13.6%
Transportation/Utilities	4.8%	5.0%	5.3%
Information	2.6%	2.2%	2.3%
Finance/Insurance/Real Estate	5.4%	6.0%	6.2%
Services	60.4%	52.1%	50.7%
Public Administration	2.9%	2.7%	2.9%
2018 Employed Population 16+ by Occupation			
Total	2,530	27,560	70,438
White Collar	58.4%	64.2%	63.7%
Management/Business/Financial	14.2%	17.4%	16.4%
Professional	16.5%	21.8%	20.7%
Sales	13.2%	12.6%	13.1%
Administrative Support	14.4%	12.3%	13.6%
Services	29.3%	19.8%	19.5%
Blue Collar	12.4%	16.0%	16.7%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	3.9%	4.3%	4.7%
Installation/Maintenance/Repair	2.3%	3.0%	3.4%
Production	2.8%	3.9%	3.7%
Transportation/Material Moving	3.5%	4.5%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	3,818	46,145	117,626
Population Inside Urbanized Area	100.0%	98.9%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.1%	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,720	16,493	41,342
Households with 1 Person	33.6%	20.5%	20.6%
Households with 2+ People	66.4%	79.5%	79.4%
Family Households	58.7%	72.9%	72.1%
Husband-wife Families	37.3%	54.7%	54.3%
With Related Children	20.9%	30.1%	28.9%
Other Family (No Spouse Present)	21.4%	18.3%	17.8%
Other Family with Male Householder	5.5%	5.1%	5.0%
With Related Children	3.3%	2.9%	2.8%
Other Family with Female Householder	15.9%	13.2%	12.8%
With Related Children	11.5%	8.6%	8.3%
Nonfamily Households	7.7%	6.6%	7.3%
All Households with Children	36.0%	42.3%	40.6%
Multigenerational Households	3.8%	4.9%	4.7%
Unmarried Partner Households	6.6%	6.3%	6.1%
Male-female	5.6%	5.5%	5.4%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	1,718	16,493	41,341
1 Person Household	33.6%	20.5%	20.6%
2 Person Household	29.1%	30.3%	30.7%
3 Person Household	15.5%	18.8%	18.9%
4 Person Household	12.0%	17.7%	17.3%
5 Person Household	6.1%	8.0%	7.7%
6 Person Household	2.1%	2.9%	2.9%
7 + Person Household	1.5%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	1,720	16,493	41,341
Owner Occupied	52.0%	77.2%	74.8%
Owned with a Mortgage/Loan	46.4%	67.1%	63.8%
Owned Free and Clear	5.6%	10.1%	11.0%
Renter Occupied	48.0%	22.8%	25.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,974	17,845	44,662
Housing Units Inside Urbanized Area	100.0%	98.7%	97.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.3%	2.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
	1. Bright Young Professionals	Middleburg (4C)	Bright Young Professionals
	2. Middleburg (4C)	Soccer Moms (4A)	Home Improvement (4B)
	3. Up and Coming Families	Bright Young Professionals	Soccer Moms (4A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,138,200	\$40,367,269	\$103,293,593
Average Spent	\$1,551.26	\$2,178.48	\$2,260.65
Spending Potential Index	71	100	104
Education: Total \$	\$1,935,776	\$25,339,219	\$65,712,908
Average Spent	\$956.88	\$1,367.47	\$1,438.17
Spending Potential Index	66	94	99
Entertainment/Recreation: Total \$	\$4,437,695	\$58,439,993	\$149,387,205
Average Spent	\$2,193.62	\$3,153.80	\$3,269.44
Spending Potential Index	68	98	102
Food at Home: Total \$	\$7,072,679	\$90,213,406	\$232,375,558
Average Spent	\$3,496.13	\$4,868.51	\$5,085.69
Spending Potential Index	70	97	101
Food Away from Home: Total \$	\$5,129,567	\$65,486,643	\$167,868,737
Average Spent	\$2,535.62	\$3,534.09	\$3,673.92
Spending Potential Index	72	101	105
Health Care: Total \$	\$7,639,062	\$102,547,145	\$261,732,850
Average Spent	\$3,776.11	\$5,534.11	\$5,728.20
Spending Potential Index	66	97	100
HH Furnishings & Equipment: Total \$	\$2,961,144	\$38,927,564	\$99,320,738
Average Spent	\$1,463.74	\$2,100.79	\$2,173.70
Spending Potential Index	70	101	104
Personal Care Products & Services: Total \$	\$1,188,417	\$15,453,355	\$39,521,615
Average Spent	\$587.45	\$833.96	\$864.96
Spending Potential Index	71	101	104
Shelter: Total \$	\$23,570,139	\$299,704,578	\$773,951,111
Average Spent	\$11,651.08	\$16,174.02	\$16,938.44
Spending Potential Index	69	96	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,224,943	\$43,480,934	\$111,332,793
Average Spent	\$1,594.14	\$2,346.52	\$2,436.59
Spending Potential Index	64	94	98
Travel: Total \$	\$2,929,187	\$39,592,733	\$100,660,683
Average Spent	\$1,447.94	\$2,136.68	\$2,203.03
Spending Potential Index	67	99	102
Vehicle Maintenance & Repairs: Total \$	\$1,515,230	\$19,655,962	\$50,437,574
Average Spent	\$749.00	\$1,060.76	\$1,103.86
Spending Potential Index	70	99	103

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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