



Community Profile

Rings: 1, 3, 5 mile radii

Latitude: 34.4806
Longitude: -84.4687

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	892	7,873	14,333
2020 Total Population	953	8,564	15,544
2020 Group Quarters	9	141	258
2023 Total Population	993	8,981	16,295
2023 Group Quarters	9	142	257
2028 Total Population	1,013	9,370	16,968
2023-2028 Annual Rate	0.40%	0.85%	0.81%
2023 Total Daytime Population	1,981	11,947	18,342
Workers	1,427	6,922	9,450
Residents	554	5,025	8,892
Household Summary			
2010 Households	336	3,006	5,419
2010 Average Household Size	2.61	2.56	2.59
2020 Total Households	358	3,293	5,961
2020 Average Household Size	2.64	2.56	2.56
2023 Households	368	3,483	6,281
2023 Average Household Size	2.67	2.54	2.55
2028 Households	378	3,662	6,587
2028 Average Household Size	2.66	2.52	2.54
2023-2028 Annual Rate	0.54%	1.01%	0.96%
2010 Families	246	2,130	3,928
2010 Average Family Size	3.00	3.02	3.02
2023 Families	261	2,381	4,405
2023 Average Family Size	3.15	3.07	3.05
2028 Families	267	2,493	4,604
2028 Average Family Size	3.14	3.06	3.04
2023-2028 Annual Rate	0.46%	0.92%	0.89%
Housing Unit Summary			
2000 Housing Units	325	2,685	4,749
Owner Occupied Housing Units	72.9%	66.2%	68.8%
Renter Occupied Housing Units	24.3%	24.0%	22.0%
Vacant Housing Units	2.8%	9.8%	9.1%
2010 Housing Units	356	3,383	6,092
Owner Occupied Housing Units	66.6%	62.0%	63.9%
Renter Occupied Housing Units	28.1%	26.8%	25.1%
Vacant Housing Units	5.6%	11.1%	11.0%
2020 Housing Units	365	3,503	6,361
Owner Occupied Housing Units	72.1%	66.9%	68.7%
Renter Occupied Housing Units	26.0%	27.1%	25.0%
Vacant Housing Units	7.7%	5.7%	6.4%
2023 Housing Units	374	3,675	6,660
Owner Occupied Housing Units	65.8%	64.2%	66.9%
Renter Occupied Housing Units	32.6%	30.6%	27.4%
Vacant Housing Units	1.6%	5.2%	5.7%
2028 Housing Units	381	3,835	6,928
Owner Occupied Housing Units	68.5%	66.0%	68.5%
Renter Occupied Housing Units	30.4%	29.5%	26.5%
Vacant Housing Units	0.8%	4.5%	4.9%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	368	3,483	6,281
<\$15,000	15.2%	9.7%	8.6%
\$15,000 - \$24,999	12.0%	8.2%	7.7%
\$25,000 - \$34,999	5.4%	10.8%	10.7%
\$35,000 - \$49,999	8.7%	9.0%	10.2%
\$50,000 - \$74,999	13.3%	16.4%	17.4%
\$75,000 - \$99,999	19.0%	15.7%	15.9%
\$100,000 - \$149,999	18.2%	23.5%	20.8%
\$150,000 - \$199,999	2.4%	2.3%	4.1%
\$200,000+	5.7%	4.5%	4.5%
Average Household Income	\$82,338	\$84,138	\$85,251
2028 Households by Income			
Household Income Base	378	3,662	6,587
<\$15,000	13.2%	8.0%	7.1%
\$15,000 - \$24,999	9.8%	6.4%	6.0%
\$25,000 - \$34,999	5.3%	9.0%	9.1%
\$35,000 - \$49,999	6.9%	7.5%	8.8%
\$50,000 - \$74,999	12.2%	15.7%	16.5%
\$75,000 - \$99,999	21.4%	16.9%	16.7%
\$100,000 - \$149,999	21.4%	27.6%	24.4%
\$150,000 - \$199,999	3.2%	3.3%	5.9%
\$200,000+	6.9%	5.5%	5.5%
Average Household Income	\$95,250	\$97,106	\$98,631
2023 Owner Occupied Housing Units by Value			
Total	246	2,358	4,453
<\$50,000	6.9%	5.3%	5.3%
\$50,000 - \$99,999	10.2%	7.8%	6.8%
\$100,000 - \$149,999	10.6%	10.3%	8.3%
\$150,000 - \$199,999	17.5%	16.7%	15.5%
\$200,000 - \$249,999	14.2%	11.1%	13.7%
\$250,000 - \$299,999	13.4%	16.2%	14.7%
\$300,000 - \$399,999	16.3%	16.3%	18.6%
\$400,000 - \$499,999	2.4%	8.0%	8.4%
\$500,000 - \$749,999	2.8%	4.3%	5.5%
\$750,000 - \$999,999	1.6%	2.2%	1.7%
\$1,000,000 - \$1,499,999	4.5%	1.5%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$276,721	\$281,419	\$286,122
2028 Owner Occupied Housing Units by Value			
Total	261	2,530	4,749
<\$50,000	6.1%	4.7%	4.8%
\$50,000 - \$99,999	9.2%	6.8%	5.9%
\$100,000 - \$149,999	9.6%	9.6%	7.5%
\$150,000 - \$199,999	16.1%	15.6%	14.2%
\$200,000 - \$249,999	13.4%	10.3%	12.6%
\$250,000 - \$299,999	13.0%	15.3%	13.8%
\$300,000 - \$399,999	18.4%	18.1%	20.7%
\$400,000 - \$499,999	2.7%	9.3%	9.7%
\$500,000 - \$749,999	3.8%	5.5%	7.0%
\$750,000 - \$999,999	2.3%	2.6%	2.0%
\$1,000,000 - \$1,499,999	6.1%	2.0%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$309,316	\$303,123	\$307,384

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income			
2023	\$64,374	\$67,055	\$66,296
2028	\$77,275	\$78,799	\$77,843
Median Home Value			
2023	\$217,857	\$244,466	\$251,336
2028	\$235,000	\$259,923	\$268,359
Per Capita Income			
2023	\$29,708	\$32,500	\$32,923
2028	\$34,585	\$37,771	\$38,349
Median Age			
2010	36.9	39.4	40.3
2020	39.4	42.9	44.1
2023	40.0	42.0	42.5
2028	41.5	43.2	43.6
2020 Population by Age			
Total	953	8,564	15,544
0 - 4	6.8%	5.6%	5.4%
5 - 9	6.4%	5.8%	5.6%
10 - 14	7.0%	6.6%	6.4%
15 - 24	12.5%	11.8%	11.3%
25 - 34	12.6%	11.3%	10.9%
35 - 44	11.0%	11.5%	11.4%
45 - 54	14.2%	13.3%	13.3%
55 - 64	13.9%	14.6%	15.1%
65 - 74	10.0%	11.7%	12.6%
75 - 84	4.3%	6.1%	6.2%
85 +	1.2%	1.8%	1.7%
18 +	75.1%	77.8%	78.6%
2023 Population by Age			
Total	995	8,982	16,296
0 - 4	5.8%	5.6%	5.5%
5 - 9	6.2%	6.1%	6.0%
10 - 14	6.2%	6.3%	6.3%
15 - 24	11.2%	10.8%	10.6%
25 - 34	13.9%	12.3%	12.2%
35 - 44	12.9%	12.6%	12.5%
45 - 54	14.4%	13.3%	13.1%
55 - 64	12.9%	13.1%	13.6%
65 - 74	10.3%	11.9%	12.4%
75 - 84	5.0%	6.2%	6.2%
85 +	1.3%	1.7%	1.7%
18 +	78.0%	78.4%	78.7%
2028 Population by Age			
Total	1,012	9,368	16,971
0 - 4	5.6%	5.5%	5.4%
5 - 9	6.1%	5.9%	5.9%
10 - 14	6.6%	6.5%	6.5%
15 - 24	11.3%	10.9%	10.6%
25 - 34	10.9%	10.1%	10.0%
35 - 44	14.1%	13.4%	13.5%
45 - 54	13.0%	12.7%	12.5%
55 - 64	13.5%	13.2%	13.3%
65 - 74	11.1%	11.8%	12.2%
75 - 84	6.0%	7.8%	8.0%
85 +	1.7%	2.2%	2.1%
18 +	78.2%	78.4%	78.7%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	467	4,121	7,539
Females	486	4,443	8,005
2023 Population by Sex			
Males	503	4,429	8,037
Females	490	4,552	8,258
2028 Population by Sex			
Males	515	4,631	8,379
Females	498	4,739	8,589
2010 Population by Race/Ethnicity			
Total	893	7,873	14,334
White Alone	91.9%	93.7%	94.7%
Black Alone	1.2%	1.5%	1.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.2%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	3.0%	2.2%
Two or More Races	1.0%	1.2%	1.1%
Hispanic Origin	7.7%	5.0%	4.0%
Diversity Index	27.1	20.5	17.0
2020 Population by Race/Ethnicity			
Total	953	8,564	15,544
White Alone	87.9%	89.2%	90.1%
Black Alone	0.7%	1.2%	1.2%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	0.4%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	2.7%	2.0%
Two or More Races	6.3%	5.8%	5.6%
Hispanic Origin	7.3%	5.6%	4.7%
Diversity Index	32.7	28.6	25.7
2023 Population by Race/Ethnicity			
Total	992	8,981	16,295
White Alone	87.3%	88.4%	89.4%
Black Alone	0.7%	1.3%	1.2%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	0.4%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	2.9%	2.1%
Two or More Races	6.8%	6.2%	6.1%
Hispanic Origin	7.9%	6.1%	5.1%
Diversity Index	34.4	30.4	27.4
2028 Population by Race/Ethnicity			
Total	1,013	9,369	16,968
White Alone	86.1%	87.4%	88.4%
Black Alone	0.8%	1.4%	1.3%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	0.4%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.1%	2.3%
Two or More Races	7.4%	6.9%	6.7%
Hispanic Origin	8.6%	6.7%	5.6%
Diversity Index	36.9	32.7	29.6

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 16, 2024

	1 mile	3 mile	5 mile
2020 Population by Relationship and Household Type			
Total	953	8,564	15,544
In Households	99.1%	98.4%	98.3%
Householder	36.5%	38.2%	38.3%
Opposite-Sex Spouse	18.8%	19.5%	20.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.5%	2.3%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	25.5%	24.6%	24.1%
Adopted Child	1.0%	0.9%	0.9%
Stepchild	2.0%	1.6%	1.6%
Grandchild	3.6%	3.2%	3.2%
Brother or Sister	1.0%	1.1%	0.9%
Parent	1.4%	1.2%	1.2%
Parent-in-law	0.6%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.8%	0.7%	0.7%
Other Relatives	1.7%	1.4%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.0%	2.7%	2.6%
In Group Quarters	0.9%	1.6%	1.7%
Institutionalized	0.1%	1.3%	1.2%
Noninstitutionalized	0.8%	0.4%	0.5%
2023 Population 25+ by Educational Attainment			
Total	700	6,395	11,681
Less than 9th Grade	4.4%	3.3%	2.7%
9th - 12th Grade, No Diploma	12.9%	11.5%	11.5%
High School Graduate	33.3%	29.5%	29.0%
GED/Alternative Credential	4.6%	7.4%	7.6%
Some College, No Degree	13.7%	16.4%	18.4%
Associate Degree	13.3%	9.0%	8.3%
Bachelor's Degree	12.0%	16.8%	16.2%
Graduate/Professional Degree	5.9%	6.0%	6.2%
2023 Population 15+ by Marital Status			
Total	811	7,366	13,403
Never Married	25.0%	24.5%	24.0%
Married	52.8%	53.1%	55.1%
Widowed	7.2%	8.1%	7.7%
Divorced	15.0%	14.3%	13.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	478	4,134	7,710
Population 16+ Employed	93.1%	96.4%	96.5%
Population 16+ Unemployment rate	6.9%	3.6%	3.5%
Population 16-24 Employed	12.6%	12.8%	13.0%
Population 16-24 Unemployment rate	15.2%	6.1%	5.1%
Population 25-54 Employed	64.9%	61.9%	61.3%
Population 25-54 Unemployment rate	4.6%	3.0%	3.2%
Population 55-64 Employed	15.3%	14.9%	16.1%
Population 55-64 Unemployment rate	11.7%	6.6%	4.9%
Population 65+ Employed	7.2%	10.4%	9.6%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%



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2023 Employed Population 16+ by Industry			
Total	445	3,984	7,443
Agriculture/Mining	11.0%	4.2%	3.0%
Construction	10.3%	11.5%	11.0%
Manufacturing	16.4%	17.4%	16.3%
Wholesale Trade	0.7%	1.1%	1.2%
Retail Trade	9.2%	11.9%	12.2%
Transportation/Utilities	9.4%	9.2%	8.1%
Information	0.0%	1.5%	1.1%
Finance/Insurance/Real Estate	1.3%	2.7%	4.3%
Services	35.5%	36.5%	38.7%
Public Administration	6.3%	4.1%	4.2%
2023 Employed Population 16+ by Occupation			
Total	443	3,985	7,444
White Collar	38.2%	40.7%	47.0%
Management/Business/Financial	10.1%	9.5%	11.3%
Professional	10.6%	14.3%	15.2%
Sales	4.0%	5.8%	8.0%
Administrative Support	13.5%	11.1%	12.5%
Services	19.8%	19.4%	17.8%
Blue Collar	41.6%	40.0%	35.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	18.9%	13.9%	11.2%
Installation/Maintenance/Repair	1.8%	5.0%	5.6%
Production	6.1%	10.4%	9.5%
Transportation/Material Moving	14.8%	10.5%	8.6%
2020 Households by Type			
Total	358	3,293	5,961
Married Couple Households	51.1%	51.4%	53.7%
With Own Children <18	19.6%	17.6%	17.2%
Without Own Children <18	31.3%	33.8%	36.5%
Cohabiting Couple Households	7.5%	6.3%	6.0%
With Own Children <18	3.6%	2.6%	2.3%
Without Own Children <18	3.6%	3.7%	3.7%
Male Householder, No Spouse/Partner	16.8%	15.8%	15.0%
Living Alone	10.3%	10.2%	9.6%
65 Years and over	3.6%	3.9%	3.7%
With Own Children <18	1.7%	1.7%	1.5%
Without Own Children <18, With Relatives	3.1%	2.6%	2.7%
No Relatives Present	1.7%	1.3%	1.2%
Female Householder, No Spouse/Partner	24.6%	26.4%	25.3%
Living Alone	12.6%	14.9%	14.2%
65 Years and over	7.8%	9.2%	8.8%
With Own Children <18	3.9%	4.1%	4.0%
Without Own Children <18, With Relatives	7.3%	6.3%	6.1%
No Relatives Present	1.1%	1.0%	1.0%
2020 Households by Size			
Total	358	3,293	5,961
1 Person Household	22.9%	25.1%	23.9%
2 Person Household	34.4%	35.2%	37.0%
3 Person Household	15.4%	15.6%	15.8%
4 Person Household	15.6%	13.4%	13.2%
5 Person Household	8.7%	7.0%	6.6%
6 Person Household	2.5%	2.3%	2.2%
7 + Person Household	0.8%	1.3%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	358	3,293	5,961
Owner Occupied	73.5%	71.2%	73.3%
Owned with a Mortgage/Loan	47.2%	45.6%	46.8%
Owned Free and Clear	26.0%	25.6%	26.6%
Renter Occupied	26.5%	28.8%	26.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	113	109
Percent of Income for Mortgage	20.3%	21.9%	22.8%
Wealth Index	67	69	71
2020 Housing Units By Urban/ Rural Status			
Total	365	3,503	6,361
Urban Housing Units	49.9%	54.2%	39.9%
Rural Housing Units	50.1%	45.8%	60.1%
2020 Population By Urban/ Rural Status			
Total	953	8,564	15,544
Urban Population	49.0%	53.9%	39.4%
Rural Population	51.0%	46.1%	60.6%

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.

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Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Down the Road (10D)	Down the Road (10D)	Small Town Sincerity (12C)
3.		Small Town Sincerity (12C)	Green Acres (6A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$611,878	\$5,849,934	\$10,668,983
Average Spent	\$1,662.71	\$1,679.57	\$1,698.61
Spending Potential Index	76	76	77
Education: Total \$	\$425,648	\$4,200,430	\$7,820,717
Average Spent	\$1,156.65	\$1,205.98	\$1,245.14
Spending Potential Index	64	67	69
Entertainment/Recreation: Total \$	\$1,098,279	\$10,727,260	\$19,687,464
Average Spent	\$2,984.45	\$3,079.89	\$3,134.45
Spending Potential Index	79	81	83
Food at Home: Total \$	\$1,998,238	\$19,258,084	\$35,009,340
Average Spent	\$5,429.99	\$5,529.17	\$5,573.85
Spending Potential Index	80	81	82
Food Away from Home: Total \$	\$1,080,845	\$10,245,310	\$18,549,410
Average Spent	\$2,937.08	\$2,941.52	\$2,953.26
Spending Potential Index	79	79	79
Health Care: Total \$	\$2,309,798	\$22,608,921	\$41,215,915
Average Spent	\$6,276.62	\$6,491.22	\$6,562.00
Spending Potential Index	85	88	89
HH Furnishings & Equipment: Total \$	\$852,369	\$8,199,301	\$14,966,515
Average Spent	\$2,316.22	\$2,354.09	\$2,382.82
Spending Potential Index	78	80	81
Personal Care Products & Services: Total \$	\$267,295	\$2,542,021	\$4,645,399
Average Spent	\$726.35	\$729.84	\$739.60
Spending Potential Index	76	76	77
Shelter: Total \$	\$6,661,551	\$63,794,654	\$116,855,252
Average Spent	\$18,102.04	\$18,316.01	\$18,604.56
Spending Potential Index	73	74	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$950,962	\$9,198,431	\$16,756,159
Average Spent	\$2,584.14	\$2,640.95	\$2,667.75
Spending Potential Index	83	84	85
Travel: Total \$	\$627,733	\$6,074,436	\$11,148,068
Average Spent	\$1,705.80	\$1,744.02	\$1,774.89
Spending Potential Index	76	78	79
Vehicle Maintenance & Repairs: Total \$	\$398,181	\$3,815,831	\$6,931,484
Average Spent	\$1,082.01	\$1,095.56	\$1,103.56
Spending Potential Index	83	84	84

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 16, 2024