



**NORTON NATIVE INTELLIGENCE | WWW.NORTONINTELLIGENCE.COM
434 GREEN STREET | GAINESVILLE, GA 30501 | (770) 532-0022**



Population Consolidated Report (Esri 2022)

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

Demographic Summary	Census 2010			2022			2022-2027	
	2010	2022	2027	Change	Annual Rate			
Total Population	805,321	990,563	1,029,515	38,952	0.77%			
Population 50+	187,447	290,448	305,960	15,512	1.05%			
Median Age	33.7	35.3	35.5	0.2	0.11%			
Households	268,519	327,843	340,780	12,937	0.78%			
% Householders 55+	27.5%	35.7%	36.6%	0.9	0.50%			
Total Owner-Occupied Housing Units	189,167	223,045	233,438	10,393	0.92%			
Total Renter-Occupied Housing Units	79,352	104,798	107,342	2,544	0.48%			
Owner/Renter Ratio (per 100 renters)	238	213	217	4.0	0.37%			
Median Home Value	-	\$280,413	\$299,172	\$18,759	1.30%			
Average Home Value	-	\$324,442	\$350,542	\$26,100	1.56%			
Median Household Income	-	\$79,789	\$95,228	\$15,439	3.60%			
Median Household Income for Householder 55+	-	\$73,862	\$88,196	\$14,334	3.61%			

Population by Age and Sex

Male Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	87,238	100.0%	135,196	100.0%	141,340	100.0%
50-54	27,207	31.2%	31,220	23.1%	29,463	20.8%
55-59	20,853	23.9%	29,998	22.2%	28,008	19.8%
60-64	15,547	17.8%	25,326	18.7%	25,863	18.3%
65-69	9,780	11.2%	19,587	14.5%	21,739	15.4%
70-74	5,984	6.9%	13,848	10.2%	16,113	11.4%
75-79	3,920	4.5%	8,157	6.0%	10,823	7.7%
80-84	2,348	2.7%	4,153	3.1%	5,813	4.1%
85+	1,599	1.8%	2,907	2.2%	3,518	2.5%

Female Population	Census 2010		2022		2027	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	100,209	100.0%	155,252	100.0%	164,620	100.0%
50-54	28,733	28.7%	34,022	21.9%	32,520	19.8%
55-59	22,613	22.6%	32,642	21.0%	30,906	18.8%
60-64	17,389	17.4%	28,247	18.2%	28,946	17.6%
65-69	11,034	11.0%	22,587	14.5%	25,016	15.2%
70-74	7,262	7.2%	16,530	10.6%	19,580	11.9%
75-79	5,516	5.5%	10,071	6.5%	13,703	8.3%
80-84	3,980	4.0%	5,743	3.7%	7,798	4.7%
85+	3,682	3.7%	5,410	3.5%	6,151	3.7%

Total Population	Census 2010		2022		2027	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	187,447	23.3%	290,448	29.3%	305,960	29.7%
50-54	55,940	6.9%	65,242	6.6%	61,983	6.0%
55-59	43,466	5.4%	62,640	6.3%	58,914	5.7%
60-64	32,936	4.1%	53,573	5.4%	54,809	5.3%
65-69	20,814	2.6%	42,174	4.3%	46,755	4.5%
70-74	13,246	1.6%	30,378	3.1%	35,693	3.5%
75-79	9,436	1.2%	18,228	1.8%	24,526	2.4%
80-84	6,328	0.8%	9,896	1.0%	13,611	1.3%
85+	5,281	0.7%	8,317	0.8%	9,669	0.9%
65+	55,105	6.8%	108,993	11.0%	130,254	12.7%
75+	21,045	2.6%	36,441	3.7%	47,806	4.6%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.

Source: Esri, U.S. Census



Population Consolidated Report (Esri 2022)

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

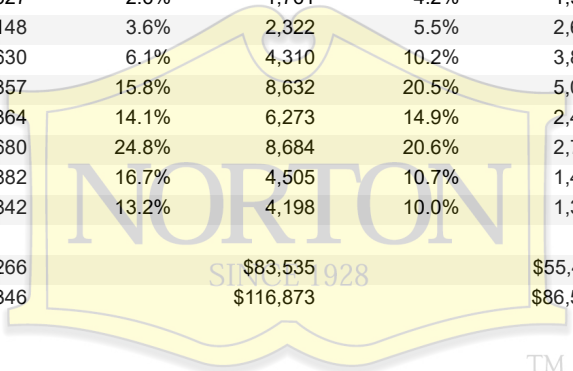
Prepared by Esri

2022 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	61,284	100%	37,754	100%	18,127	100%	117,165	100%
<\$15,000	3,131	5.1%	2,043	5.4%	1,578	8.7%	6,752	5.8%
\$15,000-\$24,999	2,465	4.0%	2,400	6.4%	2,168	12.0%	7,033	6.0%
\$25,000-\$34,999	3,147	5.1%	2,951	7.8%	2,639	14.6%	8,737	7.5%
\$35,000-\$49,999	5,118	8.4%	5,410	14.3%	3,805	21.0%	14,333	12.2%
\$50,000-\$74,999	10,770	17.6%	8,062	21.4%	3,615	19.9%	22,447	19.2%
\$75,000-\$99,999	8,938	14.6%	5,293	14.0%	1,613	8.9%	15,844	13.5%
\$100,000-\$149,999	13,239	21.6%	6,052	16.0%	1,391	7.7%	20,682	17.7%
\$150,000-\$199,999	7,656	12.5%	2,731	7.2%	647	3.6%	11,034	9.4%
\$200,000+	6,820	11.1%	2,812	7.4%	671	3.7%	10,303	8.8%
Median HH Income	\$90,183		\$66,807		\$44,307		\$73,862	
Average HH Income	\$118,273		\$95,319		\$66,843		\$102,920	

2027 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	59,204	100%	42,162	100%	23,275	100%	124,641	100%
<\$15,000	1,774	3.0%	1,477	3.5%	1,646	7.1%	4,897	3.9%
\$15,000-\$24,999	1,527	2.6%	1,761	4.2%	1,940	8.3%	5,228	4.2%
\$25,000-\$34,999	2,148	3.6%	2,322	5.5%	2,650	11.4%	7,120	5.7%
\$35,000-\$49,999	3,630	6.1%	4,310	10.2%	3,875	16.6%	11,815	9.5%
\$50,000-\$74,999	9,357	15.8%	8,632	20.5%	5,070	21.8%	23,059	18.5%
\$75,000-\$99,999	8,364	14.1%	6,273	14.9%	2,473	10.6%	17,110	13.7%
\$100,000-\$149,999	14,680	24.8%	8,684	20.6%	2,796	12.0%	26,160	21.0%
\$150,000-\$199,999	9,882	16.7%	4,505	10.7%	1,440	6.2%	15,827	12.7%
\$200,000+	7,842	13.2%	4,198	10.0%	1,385	6.0%	13,425	10.8%
Median HH Income	\$106,266		\$83,535		\$55,411		\$88,196	
Average HH Income	\$138,346		\$116,873		\$86,593		\$121,418	





Demographic and Income Profile

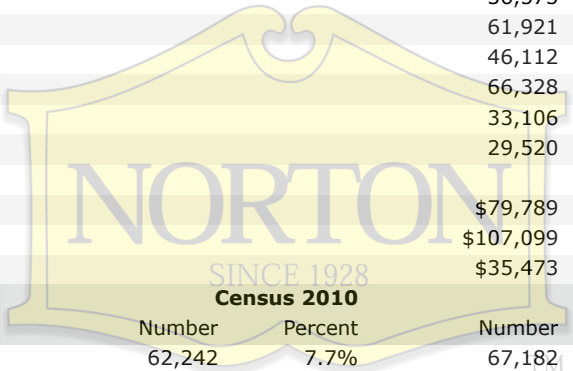
Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

Summary	Census 2010	Census 2020	2022	2027
Population	805,321	957,062	990,563	1,029,515
Households	268,519	316,708	327,843	340,780
Families	203,238	-	242,486	251,390
Average Household Size	2.98	3.00	3.00	3.00
Owner Occupied Housing Units	189,167	-	223,045	233,438
Renter Occupied Housing Units	79,352	-	104,798	107,342
Median Age	33.7	-	35.3	35.5

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.77%	0.51%	0.25%
Households	0.78%	0.56%	0.31%
Families	0.72%	0.51%	0.28%
Owner HHs	0.92%	0.77%	0.53%
Median Household Income	3.60%	3.59%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	15,993	4.9%	11,220	3.3%
\$15,000 - \$24,999	15,935	4.9%	11,365	3.3%
\$25,000 - \$34,999	22,353	6.8%	17,727	5.2%
\$35,000 - \$49,999	36,575	11.2%	29,724	8.7%
\$50,000 - \$74,999	61,921	18.9%	60,048	17.6%
\$75,000 - \$99,999	46,112	14.1%	47,555	14.0%
\$100,000 - \$149,999	66,328	20.2%	80,545	23.6%
\$150,000 - \$199,999	33,106	10.1%	45,639	13.4%
\$200,000+	29,520	9.0%	36,957	10.8%
Median Household Income	\$79,789		\$95,228	
Average Household Income	\$107,099		\$124,900	
Per Capita Income	\$35,473		\$41,369	



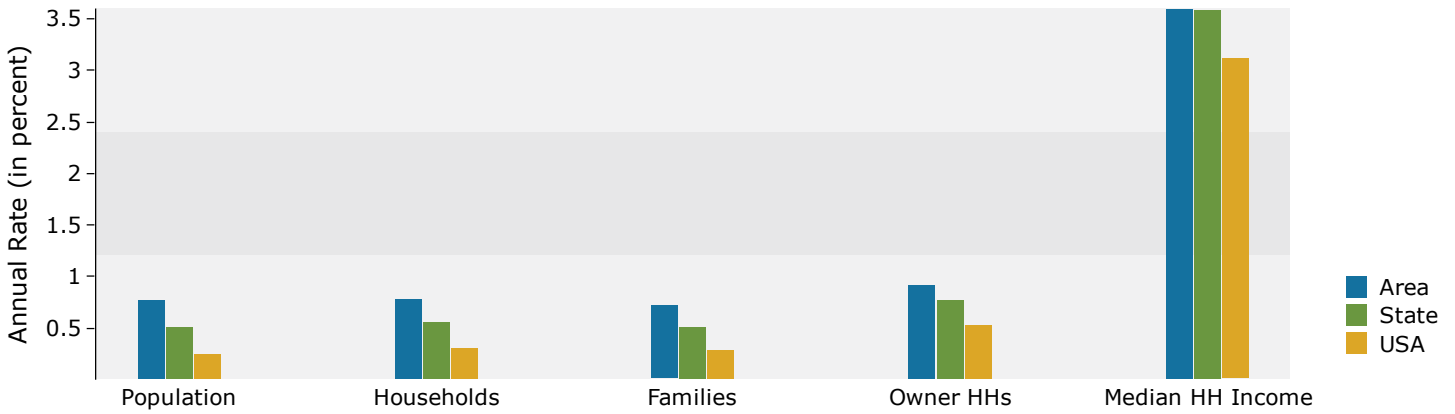
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	62,242	7.7%	67,182	6.8%	71,164	6.9%
5 - 9	66,698	8.3%	70,343	7.1%	71,271	6.9%
10 - 14	66,330	8.2%	72,483	7.3%	72,896	7.1%
15 - 19	59,956	7.4%	67,992	6.9%	66,913	6.5%
20 - 24	48,013	6.0%	63,095	6.4%	61,553	6.0%
25 - 34	115,054	14.3%	150,134	15.2%	162,158	15.8%
35 - 44	133,548	16.6%	140,352	14.2%	151,315	14.7%
45 - 54	121,973	15.1%	133,776	13.5%	128,268	12.5%
55 - 64	76,402	9.5%	116,213	11.7%	113,723	11.0%
65 - 74	34,060	4.2%	72,552	7.3%	82,448	8.0%
75 - 84	15,764	2.0%	28,124	2.8%	38,137	3.7%
85+	5,281	0.7%	8,317	0.8%	9,669	0.9%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	429,563	53.3%	339,822	35.5%	343,492	34.7%	331,683	32.2%
Black Alone	190,167	23.6%	262,709	27.4%	274,420	27.7%	290,080	28.2%
American Indian Alone	4,038	0.5%	7,918	0.8%	8,351	0.8%	8,986	0.9%
Asian Alone	85,292	10.6%	127,152	13.3%	133,096	13.4%	144,901	14.1%
Pacific Islander Alone	477	0.1%	604	0.1%	608	0.1%	610	0.1%
Some Other Race Alone	70,492	8.8%	116,276	12.1%	121,817	12.3%	134,216	13.0%
Two or More Races	25,292	3.1%	102,581	10.7%	108,779	11.0%	119,039	11.6%
Hispanic Origin (Any Race)	162,035	20.1%	220,460	23.0%	229,594	23.2%	243,815	23.7%

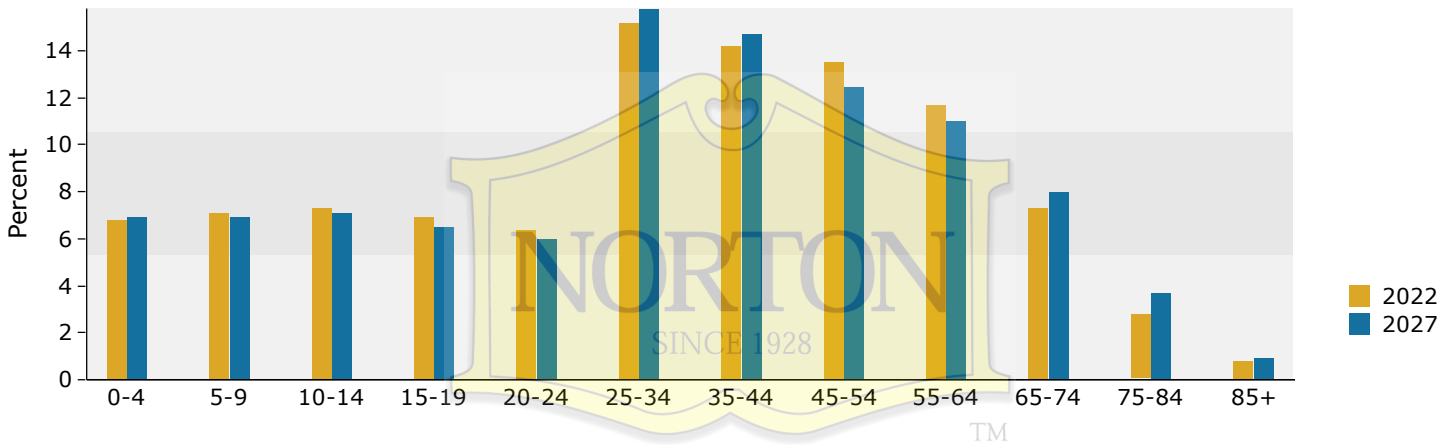
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

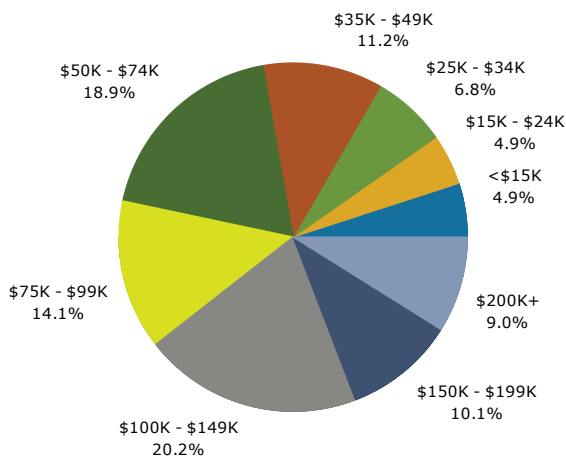
Trends 2022-2027



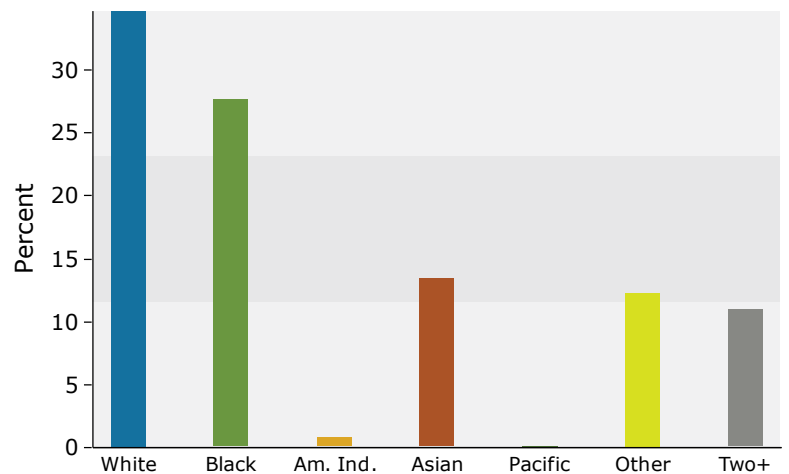
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 23.2%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Population

2010 Population	805,321
2020 Population	957,062
2022 Population	990,563
2027 Population	1,029,515
2010-2020 Annual Rate	1.74%
2020-2022 Annual Rate	1.54%
2022-2027 Annual Rate	0.77%
2022 Male Population	49.2%
2022 Female Population	50.8%
2022 Median Age	35.3

In the identified area, the current year population is 990,563. In 2020, the Census count in the area was 957,062. The rate of change since 2020 was 1.54% annually. The five-year projection for the population in the area is 1,029,515 representing a change of 0.77% annually from 2022 to 2027. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 35.3, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	34.7%
2022 Black Alone	27.7%
2022 American Indian/Alaska Native Alone	0.8%
2022 Asian Alone	13.4%
2022 Pacific Islander Alone	0.1%
2022 Other Race	12.3%
2022 Two or More Races	11.0%
2022 Hispanic Origin (Any Race)	23.2%

Persons of Hispanic origin represent 23.2% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 84.4 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	99
2010 Households	268,519
2020 Households	316,708
2022 Households	327,843
2027 Households	340,780
2010-2020 Annual Rate	1.66%
2020-2022 Annual Rate	1.55%
2022-2027 Annual Rate	0.78%
2022 Average Household Size	3.00

The household count in this area has changed from 316,708 in 2020 to 327,843 in the current year, a change of 1.55% annually. The five-year projection of households is 340,780, a change of 0.78% annually from the current year total. Average household size is currently 3.00, compared to 3.00 in the year 2020. The number of families in the current year is 242,486 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

Mortgage Income

2022 Percent of Income for Mortgage 18.5%

Median Household Income

2022 Median Household Income \$79,789

2027 Median Household Income \$95,228

2022-2027 Annual Rate 3.60%

Average Household Income

2022 Average Household Income \$107,099

2027 Average Household Income \$124,900

2022-2027 Annual Rate 3.12%

Per Capita Income

2022 Per Capita Income \$35,473

2027 Per Capita Income \$41,369

2022-2027 Annual Rate 3.12%

Households by Income

Current median household income is \$79,789 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$95,228 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$107,099 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$124,900 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$35,473 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$41,369 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 125

2010 Total Housing Units 291,547

2010 Owner Occupied Housing Units 189,167

2010 Renter Occupied Housing Units 79,352

2010 Vacant Housing Units 23,028

2020 Total Housing Units 330,569

2020 Vacant Housing Units 13,861

2022 Total Housing Units 341,930

2022 Owner Occupied Housing Units 223,045

2022 Renter Occupied Housing Units 104,798

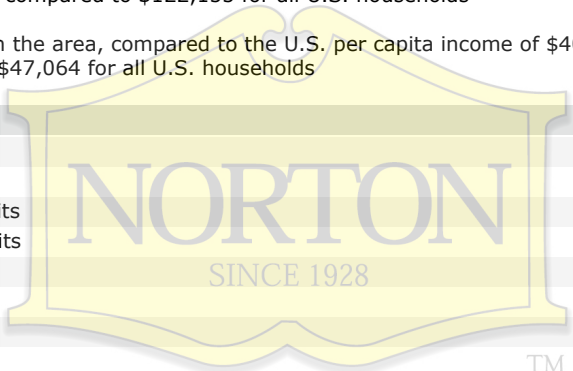
2022 Vacant Housing Units 14,087

2027 Total Housing Units 357,817

2027 Owner Occupied Housing Units 233,438

2027 Renter Occupied Housing Units 107,342

2027 Vacant Housing Units 17,037



Currently, 65.2% of the 341,930 housing units in the area are owner occupied; 30.6%, renter occupied; and 4.1% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 330,569 housing units in the area and 4.2% vacant housing units. The annual rate of change in housing units since 2020 is 1.51%. Median home value in the area is \$280,413, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 1.30% annually to \$299,172.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Household Income Profile

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

Summary	2022	2027	2022-2027 Change	2022-2027 Annual Rate
Population	990,563	1,029,515	38,952	0.77%
Households	327,843	340,780	12,937	0.78%
Median Age	35.3	35.5	0.2	0.11%
Average Household Size	3.00	3.00	0.00	0.00%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
Household	327,843	100%	340,780	100%
<\$15,000	15,993	4.9%	11,220	3.3%
\$15,000-\$24,999	15,935	4.9%	11,365	3.3%
\$25,000-\$34,999	22,353	6.8%	17,727	5.2%
\$35,000-\$49,999	36,575	11.2%	29,724	8.7%
\$50,000-\$74,999	61,921	18.9%	60,048	17.6%
\$75,000-\$99,999	46,112	14.1%	47,555	14.0%
\$100,000-\$149,999	66,328	20.2%	80,545	23.6%
\$150,000-\$199,999	33,106	10.1%	45,639	13.4%
\$200,000+	29,520	9.0%	36,957	10.8%
Median Household Income	\$79,789		\$95,228	
Average Household Income	\$107,099		\$124,900	
Per Capita Income	\$35,473		\$41,369	



Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.

Source: Esri forecasts for 2022 and 2027.

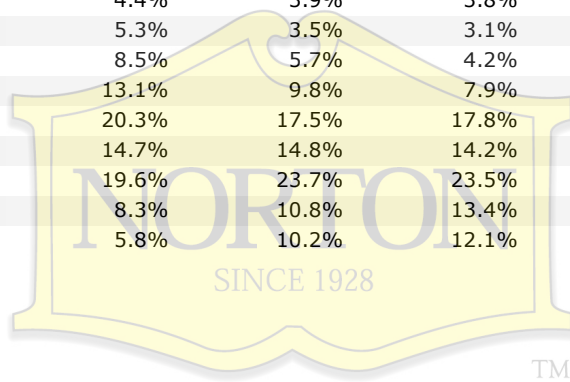


Household Income Profile

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

2022 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	10,755	58,490	70,390	71,043	61,284	37,754	18,127
<\$15,000	1,197	2,598	2,747	2,699	3,131	2,043	1,578
\$15,000-\$24,999	1,118	3,115	2,479	2,190	2,465	2,400	2,168
\$25,000-\$34,999	1,663	4,971	4,013	2,969	3,147	2,951	2,639
\$35,000-\$49,999	2,023	7,656	6,928	5,635	5,118	5,410	3,805
\$50,000-\$74,999	2,590	11,900	12,352	12,632	10,770	8,062	3,615
\$75,000-\$99,999	1,192	8,588	10,384	10,104	8,938	5,293	1,613
\$100,000-\$149,999	785	11,447	16,687	16,727	13,239	6,052	1,391
\$150,000-\$199,999	138	4,830	7,608	9,496	7,656	2,731	647
\$200,000+	49	3,385	7,192	8,591	6,820	2,812	671
Median HH Income	\$44,170	\$72,065	\$89,371	\$97,754	\$90,183	\$66,807	\$44,307
Average HH Income	\$55,000	\$94,759	\$114,990	\$124,218	\$118,273	\$95,319	\$66,843
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	11.1%	4.4%	3.9%	3.8%	5.1%	5.4%	8.7%
\$15,000-\$24,999	10.4%	5.3%	3.5%	3.1%	4.0%	6.4%	12.0%
\$25,000-\$34,999	15.5%	8.5%	5.7%	4.2%	5.1%	7.8%	14.6%
\$35,000-\$49,999	18.8%	13.1%	9.8%	7.9%	8.4%	14.3%	21.0%
\$50,000-\$74,999	24.1%	20.3%	17.5%	17.8%	17.6%	21.4%	19.9%
\$75,000-\$99,999	11.1%	14.7%	14.8%	14.2%	14.6%	14.0%	8.9%
\$100,000-\$149,999	7.3%	19.6%	23.7%	23.5%	21.6%	16.0%	7.7%
\$150,000-\$199,999	1.3%	8.3%	10.8%	13.4%	12.5%	7.2%	3.6%
\$200,000+	0.5%	5.8%	10.2%	12.1%	11.1%	7.4%	3.7%



Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.

Source: Esri forecasts for 2022 and 2027.

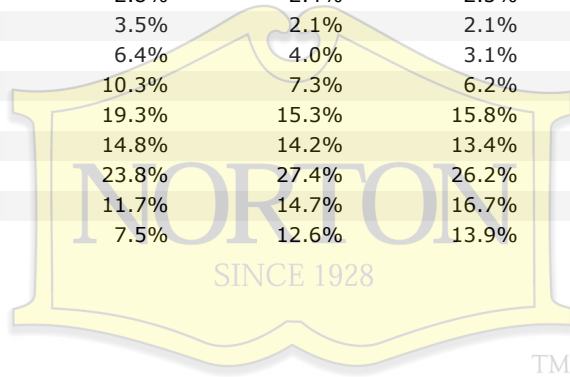


Household Income Profile

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

2027 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	10,964	63,109	74,380	67,686	59,204	42,162	23,275
<\$15,000	1,041	1,767	1,803	1,712	1,774	1,477	1,646
\$15,000-\$24,999	882	2,234	1,577	1,444	1,527	1,761	1,940
\$25,000-\$34,999	1,519	4,032	2,987	2,069	2,148	2,322	2,650
\$35,000-\$49,999	1,788	6,502	5,406	4,213	3,630	4,310	3,875
\$50,000-\$74,999	2,794	12,151	11,350	10,694	9,357	8,632	5,070
\$75,000-\$99,999	1,447	9,337	10,569	9,092	8,364	6,273	2,473
\$100,000-\$149,999	1,214	14,990	20,415	17,766	14,680	8,684	2,796
\$150,000-\$199,999	218	7,354	10,928	11,312	9,882	4,505	1,440
\$200,000+	61	4,742	9,345	9,384	7,842	4,198	1,385
Median HH Income	\$51,383	\$86,216	\$105,371	\$108,731	\$106,266	\$83,535	\$55,411
Average HH Income	\$64,087	\$112,717	\$135,257	\$141,142	\$138,346	\$116,873	\$86,593
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	9.5%	2.8%	2.4%	2.5%	3.0%	3.5%	7.1%
\$15,000-\$24,999	8.0%	3.5%	2.1%	2.1%	2.6%	4.2%	8.3%
\$25,000-\$34,999	13.9%	6.4%	4.0%	3.1%	3.6%	5.5%	11.4%
\$35,000-\$49,999	16.3%	10.3%	7.3%	6.2%	6.1%	10.2%	16.6%
\$50,000-\$74,999	25.5%	19.3%	15.3%	15.8%	15.8%	20.5%	21.8%
\$75,000-\$99,999	13.2%	14.8%	14.2%	13.4%	14.1%	14.9%	10.6%
\$100,000-\$149,999	11.1%	23.8%	27.4%	26.2%	24.8%	20.6%	12.0%
\$150,000-\$199,999	2.0%	11.7%	14.7%	16.7%	16.7%	10.7%	6.2%
\$200,000+	0.6%	7.5%	12.6%	13.9%	13.2%	10.0%	6.0%



Data Note: 2022 household income represents an estimate of annual income as of July 1, 2022 and 2027 household income represents an estimate of annual income as of July 1, 2027.

Source: Esri forecasts for 2022 and 2027.



Housing Profile

Gwinnett County, GA
 Gwinnett County, GA (13135)
 Geography: County

Prepared by Esri

Population		Households	
2010 Total Population	805,321	2022 Median Household Income	\$79,789
2020 Total Population	957,062	2027 Median Household Income	\$95,228
2022 Total Population	990,563	2022-2027 Annual Rate	3.60%
2027 Total Population	1,029,515		
2022-2027 Annual Rate	0.77%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	291,547	100.0%	341,930	100.0%	357,817	100.0%
Occupied	268,519	92.1%	327,843	95.9%	340,780	95.2%
Owner	189,167	64.9%	223,045	65.2%	233,438	65.2%
Renter	79,352	27.2%	104,798	30.6%	107,342	30.0%
Vacant	23,028	7.9%	14,087	4.1%	17,037	4.8%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	223,045	100.0%	233,438	100.0%
<\$50,000	2,901	1.3%	1,441	0.6%
\$50,000-\$99,999	2,270	1.0%	854	0.4%
\$100,000-\$149,999	6,307	2.8%	2,842	1.2%
\$150,000-\$199,999	22,860	10.2%	15,996	6.9%
\$200,000-\$249,999	50,086	22.5%	47,837	20.5%
\$250,000-\$299,999	44,551	20.0%	48,553	20.8%
\$300,000-\$399,999	53,602	24.0%	64,231	27.5%
\$400,000-\$499,999	22,985	10.3%	28,638	12.3%
\$500,000-\$749,999	11,558	5.2%	15,222	6.5%
\$750,000-\$999,999	2,702	1.2%	3,872	1.7%
\$1,000,000-\$1,499,999	1,774	0.8%	2,321	1.0%
\$1,500,000-\$1,999,999	714	0.3%	762	0.3%
\$2,000,000+	735	0.3%	869	0.4%
Median Value	\$280,413		\$299,172	
Average Value	\$324,442		\$350,542	



Census 2010 Housing Units	Number	Percent
Total	291,547	100.0%
In Urbanized Areas	290,126	99.5%
In Urban Clusters	0	0.0%
Rural Housing Units	1,421	0.5%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	189,167	100.0%
Owned with a Mortgage/Loan	164,324	86.9%
Owned Free and Clear	24,843	13.1%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	23,028	100.0%
For Rent	9,574	41.6%
Rented- Not Occupied	326	1.4%
For Sale Only	6,397	27.8%
Sold - Not Occupied	677	2.9%
Seasonal/Recreational/Occasional Use	972	4.2%
For Migrant Workers	1	0.0%
Other Vacant	5,081	22.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	268,519	189,167	70.4%
15-24	9,018	1,948	21.6%
25-34	47,721	22,782	47.7%
35-44	69,814	48,241	69.1%
45-54	68,223	54,234	79.5%
55-64	43,070	36,608	85.0%
65-74	19,076	16,505	86.5%
75-84	8,802	7,142	81.1%
85+	2,795	1,707	61.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	268,519	189,167	70.4%
White Alone	155,679	123,761	79.5%
Black/African American Alone	64,687	35,811	55.4%
American Indian/Alaska Native	1,021	546	53.5%
Asian Alone	24,912	18,977	76.2%
Pacific Islander Alone	138	87	63.0%
Other Race Alone	16,374	6,684	40.8%
Two or More Races	5,708	3,301	57.8%
Hispanic Origin	38,560	18,383	47.7%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	268,519	189,167	70.4%
1-Person	51,243	29,811	58.2%
2-Person	74,371	56,096	75.4%
3-Person	50,319	36,499	72.5%
4-Person	48,782	36,790	75.4%
5-Person	24,946	17,616	70.6%
6-Person	10,799	7,367	68.2%
7+ Person	8,059	4,988	61.9%

2022 Housing Affordability	
Housing Affordability Index	125
Percent of Income for Mortgage	18.5%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

	2010	2020	2010-2020 Annual Rate
Population	805,321	957,062	1.74%
Households	268,519	316,708	1.66%
Housing Units	291,547	330,569	1.26%

	2010	
Population by Race	Number	Percent
Total	805,321	100.0%
Population Reporting One Race	780,029	96.9%
White	429,563	53.3%
Black	190,167	23.6%
American Indian	4,038	0.5%
Asian	85,292	10.6%
Pacific Islander	477	0.1%
Some Other Race	70,492	8.8%
Population Reporting Two or More Races	25,292	3.1%
Total Hispanic Population	162,035	20.1%

Population by Sex	Number	Percent
Male	397,153	49.3%
Female	408,168	50.7%

Population by Age	Number	Percent
Total	805,321	100.0%
Age 0 - 4	62,242	7.7%
Age 5 - 9	66,698	8.3%
Age 10 - 14	66,330	8.2%
Age 15 - 19	59,956	7.4%
Age 20 - 24	48,013	6.0%
Age 25 - 29	55,071	6.8%
Age 30 - 34	59,983	7.4%
Age 35 - 39	67,071	8.3%
Age 40 - 44	66,477	8.3%
Age 45 - 49	66,033	8.2%
Age 50 - 54	55,940	6.9%
Age 55 - 59	43,466	5.4%
Age 60 - 64	32,936	4.1%
Age 65 - 69	20,814	2.6%
Age 70 - 74	13,246	1.6%
Age 75 - 79	9,436	1.2%
Age 80 - 84	6,328	0.8%
Age 85+	5,281	0.7%
Age 18+	570,614	70.9%
Age 65+	55,105	6.8%



Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

	2010	
Households by Type		
Total	268,519	100.0%
Households with 1 Person	51,243	19.1%
Households with 2+ People	217,276	80.9%
Family Households	203,238	75.7%
Husband-wife Families	150,800	56.2%
With Own Children	81,571	30.4%
Other Family (No Spouse Present)	52,438	19.5%
With Own Children	30,781	11.5%
Nonfamily Households	14,038	5.2%
All Households with Children	122,568	45.6%
Multigenerational Households	15,742	5.9%
Unmarried Partner Households	14,693	5.5%
Male-female	12,661	4.7%
Same-sex	2,032	0.8%
Average Household Size	2.98	
Family Households by Size		
Total	203,238	100.0%
2 People	63,572	31.3%
3 People	48,456	23.8%
4 People	48,005	23.6%
5 People	24,589	12.1%
6 People	10,654	5.2%
7+ People	7,962	3.9%
Average Family Size	3.40	
Nonfamily Households by Size		
Total	65,281	100.0%
1 Person	51,243	78.5%
2 People	10,799	16.5%
3 People	1,863	2.9%
4 People	777	1.2%
5 People	357	0.5%
6 People	145	0.2%
7+ People	97	0.1%
Average Nonfamily Size	1.30	
Population by Relationship and Household Type		
Total	805,321	100.0%
In Households	799,639	99.3%
In Family Households	714,674	88.7%
Householder	203,238	25.2%
Spouse	150,800	18.7%
Child	285,530	35.5%
Other relative	51,876	6.4%
Nonrelative	23,230	2.9%
In Nonfamily Households	84,965	10.6%
In Group Quarters	5,682	0.7%
Institutionalized Population	5,006	0.6%
Noninstitutionalized Population	676	0.1%



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. Average family size excludes nonrelatives.

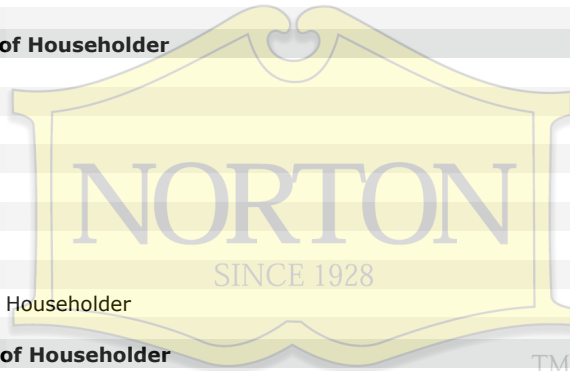
Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

		2010	
Family Households by Age of Householder			
Total		203,238	100.0%
Householder Age	15 - 44	98,107	48.3%
Householder Age	45 - 54	54,107	26.6%
Householder Age	55 - 64	31,914	15.7%
Householder Age	65 - 74	13,231	6.5%
Householder Age	75+	5,879	2.9%
Nonfamily Households by Age of Householder			
Total		65,281	100.0%
Householder Age	15 - 44	28,446	43.6%
Householder Age	45 - 54	14,116	21.6%
Householder Age	55 - 64	11,156	17.1%
Householder Age	65 - 74	5,845	9.0%
Householder Age	75+	5,718	8.8%
Households by Race of Householder			
Total		268,519	100.0%
Householder is	White Alone	155,679	58.0%
Householder is	Black Alone	64,687	24.1%
Householder is	American Indian Alone	1,021	0.4%
Householder is	Asian Alone	24,912	9.3%
Householder is	Pacific Islander Alone	138	0.1%
Householder is	Some Other Race Alone	16,374	6.1%
Householder is	Two or More Races	5,708	2.1%
Households with	Hispanic Householder	38,560	14.4%
Husband-wife Families by Race of Householder			
Total		150,800	100.0%
Householder is	White Alone	94,351	62.6%
Householder is	Black Alone	25,997	17.2%
Householder is	American Indian Alone	575	0.4%
Householder is	Asian Alone	17,761	11.8%
Householder is	Pacific Islander Alone	72	0.0%
Householder is	Some Other Race Alone	9,140	6.1%
Householder is	Two or More Races	2,904	1.9%
Husband-wife Families with	Hispanic Householder	22,295	14.8%
Other Families (No Spouse) by Race of Householder			
Total		52,438	100.0%
Householder is	White Alone	21,488	41.0%
Householder is	Black Alone	20,802	39.7%
Householder is	American Indian Alone	279	0.5%
Householder is	Asian Alone	3,550	6.8%
Householder is	Pacific Islander Alone	30	0.1%
Householder is	Some Other Race Alone	4,665	8.9%
Householder is	Two or More Races	1,624	3.1%
Other Families with	Hispanic Householder	10,546	20.1%
Nonfamily Households by Race of Householder			
Total		65,281	100.0%
Householder is	White Alone	39,840	61.0%
Householder is	Black Alone	17,888	27.4%
Householder is	American Indian Alone	167	0.3%
Householder is	Asian Alone	3,601	5.5%
Householder is	Pacific Islander Alone	36	0.1%
Householder is	Some Other Race Alone	2,569	3.9%
Householder is	Two or More Races	1,180	1.8%
Nonfamily Households with	Hispanic Householder	5,719	8.8%



Source: U.S. Census Bureau 2010 and 2020 decennial Census data converted by Esri into 2020 geography.

		2010	
Total Housing Units by Occupancy			
Total		291,547	100.0%
Occupied Housing Units		268,519	92.1%
Vacant Housing Units			
For Rent		9,574	3.3%
Rented, not Occupied		326	0.1%
For Sale Only		6,397	2.2%
Sold, not Occupied		677	0.2%
For Seasonal/Recreational/Occasional Use		972	0.3%
For Migrant Workers		1	0.0%
Other Vacant		5,081	1.7%
Total Vacancy Rate		7.9%	
Households by Tenure and Mortgage Status			
Total		268,519	100.0%
Owner Occupied		189,167	70.4%
Owned with a Mortgage/Loan		164,324	61.2%
Owned Free and Clear		24,843	9.3%
Average Household Size		3.02	
Renter Occupied		79,352	29.6%
Average Household Size		2.89	
Owner-occupied Housing Units by Race of Householder			
Total		189,167	100.0%
Householder is White Alone		123,761	65.4%
Householder is Black Alone		35,811	18.9%
Householder is American Indian Alone		546	0.3%
Householder is Asian Alone		18,977	10.0%
Householder is Pacific Islander Alone		87	0.0%
Householder is Some Other Race Alone		6,684	3.5%
Householder is Two or More Races		3,301	1.7%
Owner-occupied Housing Units with Hispanic Householder		18,383	9.7%
Renter-occupied Housing Units by Race of Householder			
Total		79,352	100.0%
Householder is White Alone		31,918	40.2%
Householder is Black Alone		28,876	36.4%
Householder is American Indian Alone		475	0.6%
Householder is Asian Alone		5,935	7.5%
Householder is Pacific Islander Alone		51	0.1%
Householder is Some Other Race Alone		9,690	12.2%
Householder is Two or More Races		2,407	3.0%
Renter-occupied Housing Units with Hispanic Householder		20,177	25.4%
Average Household Size by Race/Hispanic Origin of Householder			
Householder is White Alone		2.78	
Householder is Black Alone		2.93	
Householder is American Indian Alone		3.87	
Householder is Asian Alone		3.39	
Householder is Pacific Islander Alone		3.26	
Householder is Some Other Race Alone		4.24	
Householder is Two or More Races		3.48	
Householder is Hispanic		4.11	



SERVICES

- INSURANCE
- REAL ESTATE
 - COMMERCIAL
 - RESIDENTIAL
 - ACREAGE
 - INVESTMENTS
 - RECREATIONAL TOURISM
- MANAGEMENT
 - MULTI FAMILY
 - COMMERCIAL
 - HOME RENTAL
 - COMMUNITY MANAGEMENT
 - RAW ACREAGE
- RELOCATION
- HOME SERVICES
- CONSULTATION
- RESEARCH
- MORTGAGE
- DEVELOPMENT
- REO

DATA PRODUCTS

- COUNTY DEMOGRAPHICS
- ANNUAL FORECASTS
- DEEP DIVE
- MONTHLY INDICATORS
- TEMPERATURE GAUGES
- MARKET WATCH
- LAKE REPORTS
- RESIDENTIAL REPORTS
- COUNTY DASHBOARDS
- ANNUAL TRAFFIC PATTERNS
- NFOGRAPHICS
- CUSTOM CONSULTATIONS



GA400 770.887.0053 | GAINESVILLE 770.532.0022
HABERSHAM 706.754.5700 | BRASELTON 770.307.0087