



# Market Profile

1995 Windy Hill Rd SE, Smyrna, Georgia, 30080  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 33.89843  
Longitude: -84.49626

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	91,166	197,699	674,714
2010 Total Population	91,594	204,534	737,432
2021 Total Population	106,926	229,201	845,039
2021 Group Quarters	714	4,451	16,383
2026 Total Population	115,337	242,805	901,246
2021-2026 Annual Rate	1.53%	1.16%	1.30%
2021 Total Daytime Population	145,909	267,825	1,012,896
Workers	105,179	171,534	639,666
Residents	40,730	96,291	373,230
<b>Household Summary</b>			
2000 Households	41,721	83,814	274,965
2000 Average Household Size	2.16	2.31	2.39
2010 Households	42,675	87,689	309,387
2010 Average Household Size	2.13	2.29	2.33
2021 Households	49,624	98,251	357,137
2021 Average Household Size	2.14	2.29	2.32
2026 Households	53,504	104,236	381,782
2026 Average Household Size	2.14	2.29	2.32
2021-2026 Annual Rate	1.52%	1.19%	1.34%
2010 Families	19,662	46,794	173,768
2010 Average Family Size	2.99	3.05	3.07
2021 Families	22,086	50,838	192,909
2021 Average Family Size	3.06	3.11	3.11
2026 Families	23,609	53,420	203,913
2026 Average Family Size	3.07	3.12	3.12
2021-2026 Annual Rate	1.34%	1.00%	1.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	45,150	89,136	294,446
Owner Occupied Housing Units	28.7%	39.7%	52.2%
Renter Occupied Housing Units	63.7%	54.3%	41.2%
Vacant Housing Units	7.6%	6.0%	6.6%
2010 Housing Units	49,493	100,527	350,938
Owner Occupied Housing Units	27.7%	39.1%	48.9%
Renter Occupied Housing Units	58.5%	48.1%	39.2%
Vacant Housing Units	13.8%	12.8%	11.8%
2021 Housing Units	55,809	110,390	396,959
Owner Occupied Housing Units	28.3%	40.0%	48.1%
Renter Occupied Housing Units	60.6%	49.0%	41.9%
Vacant Housing Units	11.1%	11.0%	10.0%
2026 Housing Units	59,688	116,461	422,174
Owner Occupied Housing Units	28.5%	40.2%	47.8%
Renter Occupied Housing Units	61.2%	49.3%	42.7%
Vacant Housing Units	10.4%	10.5%	9.6%
<b>Median Household Income</b>			
2021	\$62,865	\$68,346	\$81,596
2026	\$70,583	\$76,911	\$92,215
<b>Median Home Value</b>			
2021	\$302,357	\$334,694	\$366,342
2026	\$344,462	\$367,403	\$399,586
<b>Per Capita Income</b>			
2021	\$40,303	\$43,398	\$51,484
2026	\$45,498	\$48,479	\$57,868
<b>Median Age</b>			
2010	31.0	32.9	34.5
2021	33.2	34.8	36.4
2026	32.9	34.7	36.8

**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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<b>2021 Households by Income</b>			
Household Income Base	49,624	98,251	357,136
<\$15,000	7.7%	7.4%	7.1%
\$15,000 - \$24,999	6.1%	5.7%	5.1%
\$25,000 - \$34,999	8.9%	8.6%	6.9%
\$35,000 - \$49,999	13.8%	12.6%	10.7%
\$50,000 - \$74,999	21.8%	19.5%	16.2%
\$75,000 - \$99,999	14.8%	13.6%	12.7%
\$100,000 - \$149,999	13.8%	14.7%	16.3%
\$150,000 - \$199,999	5.9%	7.3%	9.3%
\$200,000+	7.0%	10.5%	15.8%
Average Household Income	\$86,971	\$100,922	\$121,673
<b>2026 Households by Income</b>			
Household Income Base	53,504	104,236	381,781
<\$15,000	6.1%	5.9%	5.6%
\$15,000 - \$24,999	4.9%	4.7%	4.1%
\$25,000 - \$34,999	7.6%	7.4%	5.8%
\$35,000 - \$49,999	12.2%	11.1%	9.2%
\$50,000 - \$74,999	21.9%	19.4%	15.8%
\$75,000 - \$99,999	15.6%	14.2%	12.8%
\$100,000 - \$149,999	16.4%	16.9%	18.0%
\$150,000 - \$199,999	7.5%	8.9%	11.2%
\$200,000+	7.8%	11.5%	17.5%
Average Household Income	\$98,196	\$112,649	\$136,451
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	15,788	44,138	190,824
<\$50,000	1.2%	1.5%	1.3%
\$50,000 - \$99,999	3.3%	2.1%	1.8%
\$100,000 - \$149,999	7.3%	5.2%	4.4%
\$150,000 - \$199,999	12.0%	10.2%	9.8%
\$200,000 - \$249,999	14.1%	12.5%	10.7%
\$250,000 - \$299,999	11.6%	11.0%	9.4%
\$300,000 - \$399,999	20.8%	21.5%	19.0%
\$400,000 - \$499,999	13.9%	13.1%	12.8%
\$500,000 - \$749,999	10.7%	12.2%	17.1%
\$750,000 - \$999,999	2.0%	4.4%	6.4%
\$1,000,000 - \$1,499,999	2.5%	3.4%	4.1%
\$1,500,000 - \$1,999,999	0.3%	1.2%	1.5%
\$2,000,000 +	0.2%	1.7%	1.7%
Average Home Value	\$357,610	\$435,268	\$476,237
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	16,972	46,749	201,602
<\$50,000	0.4%	0.6%	0.6%
\$50,000 - \$99,999	1.4%	1.0%	0.8%
\$100,000 - \$149,999	3.9%	2.5%	2.2%
\$150,000 - \$199,999	8.4%	6.9%	7.0%
\$200,000 - \$249,999	13.0%	11.5%	9.7%
\$250,000 - \$299,999	12.2%	11.2%	9.3%
\$300,000 - \$399,999	24.0%	24.2%	20.5%
\$400,000 - \$499,999	17.4%	15.7%	14.6%
\$500,000 - \$749,999	13.5%	14.8%	20.1%
\$750,000 - \$999,999	2.5%	4.9%	7.5%
\$1,000,000 - \$1,499,999	2.8%	3.6%	4.4%
\$1,500,000 - \$1,999,999	0.3%	1.3%	1.6%
\$2,000,000 +	0.2%	1.8%	1.7%
Average Home Value	\$395,802	\$472,784	\$513,470

**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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<b>2010 Population by Age</b>			
Total	91,593	204,533	737,432
0 - 4	8.4%	8.0%	7.2%
5 - 9	5.8%	6.3%	6.4%
10 - 14	4.6%	5.2%	5.7%
15 - 24	13.9%	13.1%	13.2%
25 - 34	27.1%	21.8%	18.4%
35 - 44	16.3%	15.9%	15.6%
45 - 54	11.0%	12.4%	13.5%
55 - 64	7.3%	9.1%	10.3%
65 - 74	3.3%	4.7%	5.4%
75 - 84	1.8%	2.6%	3.0%
85 +	0.6%	1.0%	1.4%
18 +	78.8%	77.4%	77.3%
<b>2021 Population by Age</b>			
Total	106,926	229,199	845,040
0 - 4	6.9%	6.7%	6.0%
5 - 9	6.2%	6.3%	5.9%
10 - 14	5.4%	6.0%	5.9%
15 - 24	14.3%	13.5%	12.7%
25 - 34	20.8%	17.8%	17.1%
35 - 44	17.9%	16.1%	14.8%
45 - 54	11.5%	12.2%	12.5%
55 - 64	8.3%	9.9%	11.2%
65 - 74	5.6%	7.1%	8.3%
75 - 84	2.4%	3.2%	3.9%
85 +	0.8%	1.2%	1.6%
18 +	78.7%	77.8%	78.7%
<b>2026 Population by Age</b>			
Total	115,337	242,807	901,246
0 - 4	7.0%	6.8%	6.1%
5 - 9	5.8%	6.0%	5.7%
10 - 14	5.1%	5.6%	5.5%
15 - 24	15.1%	14.1%	13.0%
25 - 34	20.7%	17.9%	16.9%
35 - 44	16.4%	14.9%	14.7%
45 - 54	11.9%	12.4%	12.1%
55 - 64	8.3%	9.7%	10.7%
65 - 74	5.8%	7.3%	8.6%
75 - 84	3.0%	4.0%	5.0%
85 +	0.9%	1.2%	1.7%
18 +	79.2%	78.2%	79.4%
<b>2010 Population by Sex</b>			
Males	45,175	101,311	360,477
Females	46,419	103,223	376,955
<b>2021 Population by Sex</b>			
Males	53,207	114,176	415,415
Females	53,719	115,025	429,624
<b>2026 Population by Sex</b>			
Males	57,106	120,544	442,831
Females	58,231	122,262	458,415

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

October 21, 2021



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<b>2010 Population by Race/Ethnicity</b>			
Total	91,594	204,533	737,431
White Alone	47.1%	54.3%	59.1%
Black Alone	34.1%	28.9%	27.0%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	5.9%	4.9%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.0%	8.3%	5.6%
Two or More Races	3.5%	3.1%	2.6%
Hispanic Origin	19.1%	18.7%	12.5%
Diversity Index	76.4	73.5	66.8
<b>2021 Population by Race/Ethnicity</b>			
Total	106,926	229,202	845,039
White Alone	41.6%	48.2%	54.1%
Black Alone	36.6%	32.1%	28.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	8.1%	6.7%	7.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.2%	8.7%	5.7%
Two or More Races	4.0%	3.8%	3.2%
Hispanic Origin	20.1%	19.9%	12.9%
Diversity Index	78.7	76.8	70.3
<b>2026 Population by Race/Ethnicity</b>			
Total	115,337	242,806	901,247
White Alone	38.6%	45.1%	51.4%
Black Alone	38.0%	33.7%	29.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	9.1%	7.7%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.5%	9.0%	5.8%
Two or More Races	4.3%	4.1%	3.6%
Hispanic Origin	20.8%	20.7%	13.3%
Diversity Index	79.8	78.3	72.3
<b>2010 Population by Relationship and Household Type</b>			
Total	91,594	204,534	737,432
In Households	99.3%	98.0%	97.9%
In Family Households	67.3%	72.6%	74.7%
Householder	21.4%	22.9%	23.5%
Spouse	13.0%	15.4%	17.0%
Child	24.3%	26.4%	27.5%
Other relative	5.4%	5.2%	4.5%
Nonrelative	3.1%	2.8%	2.2%
In Nonfamily Households	32.0%	25.3%	23.2%
In Group Quarters	0.7%	2.0%	2.1%
Institutionalized Population	0.3%	1.5%	1.0%
Noninstitutionalized Population	0.4%	0.5%	1.0%

**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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	71,844	154,686	586,225
Less than 9th Grade	5.6%	6.5%	3.5%
9th - 12th Grade, No Diploma	3.2%	3.5%	3.1%
High School Graduate	13.2%	13.8%	12.8%
GED/Alternative Credential	1.7%	2.1%	1.8%
Some College, No Degree	16.7%	16.5%	14.9%
Associate Degree	6.2%	6.1%	5.6%
Bachelor's Degree	34.2%	31.9%	34.7%
Graduate/Professional Degree	19.3%	19.5%	23.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	87,160	185,658	693,950
Never Married	44.9%	40.3%	38.8%
Married	40.0%	43.9%	46.1%
Widowed	2.6%	3.3%	4.2%
Divorced	12.5%	12.5%	10.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	68,977	136,849	488,634
Population 16+ Employed	96.6%	96.3%	96.4%
Population 16+ Unemployment rate	3.4%	3.7%	3.6%
Population 16-24 Employed	14.8%	13.4%	11.3%
Population 16-24 Unemployment rate	6.2%	6.5%	7.4%
Population 25-54 Employed	70.7%	68.7%	68.0%
Population 25-54 Unemployment rate	2.8%	3.0%	3.0%
Population 55-64 Employed	9.7%	12.1%	14.2%
Population 55-64 Unemployment rate	3.6%	3.6%	3.2%
Population 65+ Employed	4.8%	5.8%	6.5%
Population 65+ Unemployment rate	4.2%	4.6%	4.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	66,606	131,832	470,885
Agriculture/Mining	0.3%	0.4%	0.2%
Construction	8.9%	9.5%	6.0%
Manufacturing	5.3%	5.6%	6.1%
Wholesale Trade	2.9%	3.0%	3.1%
Retail Trade	10.9%	10.1%	9.3%
Transportation/Utilities	5.7%	5.3%	5.4%
Information	3.4%	3.7%	3.6%
Finance/Insurance/Real Estate	9.6%	9.9%	11.2%
Services	50.4%	50.0%	52.2%
Public Administration	2.6%	2.6%	2.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	66,607	131,833	470,882
White Collar	70.9%	70.8%	77.2%
Management/Business/Financial	23.8%	25.3%	28.3%
Professional	27.4%	26.0%	29.6%
Sales	9.2%	9.8%	10.6%
Administrative Support	10.5%	9.6%	8.7%
Services	12.7%	12.0%	10.0%
Blue Collar	16.5%	17.2%	12.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	6.4%	6.8%	3.8%
Installation/Maintenance/Repair	1.6%	2.0%	1.6%
Production	2.5%	2.4%	2.3%
Transportation/Material Moving	5.8%	5.7%	5.1%

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<b>2010 Households by Type</b>			
Total	42,675	87,689	309,387
Households with 1 Person	42.1%	36.7%	34.5%
Households with 2+ People	57.9%	63.3%	65.5%
Family Households	46.1%	53.4%	56.2%
Husband-wife Families	28.1%	35.8%	40.4%
With Related Children	13.3%	16.8%	19.1%
Other Family (No Spouse Present)	18.0%	17.5%	15.7%
Other Family with Male Householder	4.6%	4.5%	3.9%
With Related Children	2.5%	2.4%	2.0%
Other Family with Female Householder	13.4%	13.0%	11.9%
With Related Children	9.6%	9.0%	7.9%
Nonfamily Households	11.9%	10.0%	9.3%
All Households with Children	25.8%	28.7%	29.3%
Multigenerational Households	2.3%	2.8%	2.9%
Unmarried Partner Households	7.8%	7.0%	5.9%
Male-female	6.9%	6.1%	4.9%
Same-sex	0.9%	0.9%	1.0%
<b>2010 Households by Size</b>			
Total	42,676	87,690	309,387
1 Person Household	42.1%	36.7%	34.5%
2 Person Household	29.9%	31.3%	31.4%
3 Person Household	13.2%	14.0%	14.3%
4 Person Household	8.2%	9.9%	11.4%
5 Person Household	3.6%	4.5%	5.0%
6 Person Household	1.7%	2.0%	1.9%
7 + Person Household	1.3%	1.7%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	42,675	87,689	309,387
Owner Occupied	32.1%	44.8%	55.5%
Owned with a Mortgage/Loan	26.2%	35.2%	44.1%
Owned Free and Clear	5.9%	9.6%	11.4%
Renter Occupied	67.9%	55.2%	44.5%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	117	116	124
Percent of Income for Mortgage	20.2%	20.5%	18.8%
Wealth Index	70	102	134
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	49,493	100,527	350,938
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	91,594	204,534	737,432
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.

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<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless (11B)	Young and Restless (11B)	Metro Renters (3B)
2.	Metro Renters (3B)	Metro Renters (3B)	Young and Restless (11B)
3.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$107,600,402	\$240,142,715	\$1,025,611,561
Average Spent	\$2,168.31	\$2,444.18	\$2,871.76
Spending Potential Index	102	115	135
Education: Total \$	\$85,346,560	\$194,850,646	\$859,568,028
Average Spent	\$1,719.86	\$1,983.19	\$2,406.83
Spending Potential Index	100	115	139
Entertainment/Recreation: Total \$	\$145,650,384	\$335,392,410	\$1,472,140,120
Average Spent	\$2,935.08	\$3,413.63	\$4,122.06
Spending Potential Index	91	106	128
Food at Home: Total \$	\$263,725,270	\$594,691,313	\$2,535,094,496
Average Spent	\$5,314.47	\$6,052.78	\$7,098.38
Spending Potential Index	98	111	130
Food Away from Home: Total \$	\$193,668,713	\$432,440,784	\$1,839,204,086
Average Spent	\$3,902.72	\$4,401.39	\$5,149.86
Spending Potential Index	103	116	136
Health Care: Total \$	\$266,853,746	\$620,784,828	\$2,734,578,869
Average Spent	\$5,377.51	\$6,318.36	\$7,656.95
Spending Potential Index	86	101	123
HH Furnishings & Equipment: Total \$	\$103,242,322	\$238,261,705	\$1,044,364,773
Average Spent	\$2,080.49	\$2,425.03	\$2,924.27
Spending Potential Index	92	108	130
Personal Care Products & Services: Total \$	\$43,358,296	\$98,180,735	\$425,406,162
Average Spent	\$873.74	\$999.28	\$1,191.16
Spending Potential Index	97	111	133
Shelter: Total \$	\$998,497,590	\$2,260,915,287	\$9,764,144,528
Average Spent	\$20,121.26	\$23,011.63	\$27,340.05
Spending Potential Index	100	114	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$99,786,605	\$236,782,494	\$1,054,881,224
Average Spent	\$2,010.85	\$2,409.98	\$2,953.72
Spending Potential Index	84	101	124
Travel: Total \$	\$111,539,457	\$262,868,445	\$1,178,069,733
Average Spent	\$2,247.69	\$2,675.48	\$3,298.65
Spending Potential Index	89	106	130
Vehicle Maintenance & Repairs: Total \$	\$52,775,036	\$119,171,553	\$508,029,446
Average Spent	\$1,063.50	\$1,212.93	\$1,422.51
Spending Potential Index	96	109	128

**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.

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