



Community Profile

44669-Coweta Crossing
 370 Bullsboro Dr
 Rings: 1, 3, 5 mile radii

Property Capsule 1
 Latitude: 33.39471
 Longitude: -84.76326

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,865	19,738	41,150
2010 Total Population	3,690	34,456	61,423
2019 Total Population	4,530	42,253	72,876
2019 Group Quarters	48	476	585
2024 Total Population	5,075	46,681	79,313
2019-2024 Annual Rate	2.30%	2.01%	1.71%
2019 Total Daytime Population	11,626	49,772	73,285
Workers	9,344	27,255	34,653
Residents	2,282	22,517	38,632
Household Summary			
2000 Households	790	7,501	14,828
2000 Average Household Size	2.31	2.57	2.73
2010 Households	1,621	13,141	22,673
2010 Average Household Size	2.25	2.59	2.68
2019 Households	1,955	16,142	26,960
2019 Average Household Size	2.29	2.59	2.68
2024 Households	2,186	17,844	29,378
2024 Average Household Size	2.30	2.59	2.68
2019-2024 Annual Rate	2.26%	2.03%	1.73%
2010 Families	954	8,906	16,237
2010 Average Family Size	2.86	3.13	3.16
2019 Families	1,148	10,785	19,062
2019 Average Family Size	2.91	3.15	3.18
2024 Families	1,283	11,858	20,664
2024 Average Family Size	2.92	3.16	3.19
2019-2024 Annual Rate	2.25%	1.92%	1.63%
Housing Unit Summary			
2000 Housing Units	898	8,064	15,766
Owner Occupied Housing Units	38.3%	51.4%	62.4%
Renter Occupied Housing Units	49.7%	41.6%	31.6%
Vacant Housing Units	12.0%	7.0%	5.9%
2010 Housing Units	1,788	14,603	24,983
Owner Occupied Housing Units	32.5%	47.3%	57.4%
Renter Occupied Housing Units	58.2%	42.7%	33.4%
Vacant Housing Units	9.3%	10.0%	9.2%
2019 Housing Units	2,187	17,814	29,445
Owner Occupied Housing Units	32.6%	48.1%	57.9%
Renter Occupied Housing Units	56.8%	42.5%	33.7%
Vacant Housing Units	10.6%	9.4%	8.4%
2024 Housing Units	2,439	19,690	32,121
Owner Occupied Housing Units	33.7%	48.3%	58.1%
Renter Occupied Housing Units	56.0%	42.3%	33.4%
Vacant Housing Units	10.4%	9.4%	8.5%
Median Household Income			
2019	\$45,772	\$60,675	\$66,702
2024	\$51,435	\$72,816	\$77,108
Median Home Value			
2019	\$157,966	\$217,050	\$207,481
2024	\$176,484	\$246,862	\$238,724
Per Capita Income			
2019	\$24,129	\$31,894	\$32,084
2024	\$27,400	\$36,536	\$36,485
Median Age			
2010	30.9	33.1	34.7
2019	32.6	34.3	35.8
2024	32.1	34.3	36.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,955	16,142	26,960
<\$15,000	10.2%	12.1%	10.6%
\$15,000 - \$24,999	10.9%	8.6%	7.5%
\$25,000 - \$34,999	10.1%	8.9%	8.1%
\$35,000 - \$49,999	23.8%	13.2%	11.9%
\$50,000 - \$74,999	15.1%	14.1%	15.9%
\$75,000 - \$99,999	15.6%	15.1%	15.4%
\$100,000 - \$149,999	10.5%	14.3%	16.7%
\$150,000 - \$199,999	3.5%	7.1%	7.4%
\$200,000+	0.3%	6.7%	6.5%
Average Household Income	\$58,732	\$83,708	\$86,790
2024 Households by Income			
Household Income Base	2,186	17,844	29,378
<\$15,000	8.0%	9.2%	8.1%
\$15,000 - \$24,999	9.3%	7.3%	6.5%
\$25,000 - \$34,999	8.8%	7.8%	7.1%
\$35,000 - \$49,999	22.6%	12.6%	11.1%
\$50,000 - \$74,999	15.8%	13.9%	15.4%
\$75,000 - \$99,999	17.7%	15.8%	16.0%
\$100,000 - \$149,999	13.0%	16.7%	19.3%
\$150,000 - \$199,999	4.4%	8.8%	9.1%
\$200,000+	0.3%	7.8%	7.4%
Average Household Income	\$66,703	\$95,873	\$98,569
2019 Owner Occupied Housing Units by Value			
Total	713	8,564	17,043
<\$50,000	6.0%	1.8%	2.1%
\$50,000 - \$99,999	7.6%	3.8%	4.7%
\$100,000 - \$149,999	31.8%	10.5%	14.0%
\$150,000 - \$199,999	28.6%	27.9%	26.7%
\$200,000 - \$249,999	9.8%	17.8%	16.6%
\$250,000 - \$299,999	2.1%	12.9%	11.7%
\$300,000 - \$399,999	11.9%	15.4%	12.9%
\$400,000 - \$499,999	0.0%	4.9%	5.2%
\$500,000 - \$749,999	1.8%	3.7%	4.9%
\$750,000 - \$999,999	0.3%	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	1.0%	0.6%
Average Home Value	\$180,505	\$266,041	\$255,659
2024 Owner Occupied Housing Units by Value			
Total	821	9,508	18,663
<\$50,000	5.0%	1.3%	1.5%
\$50,000 - \$99,999	5.5%	2.4%	3.0%
\$100,000 - \$149,999	25.3%	7.2%	9.6%
\$150,000 - \$199,999	26.7%	22.9%	23.1%
\$200,000 - \$249,999	10.2%	17.3%	16.5%
\$250,000 - \$299,999	2.3%	13.0%	11.9%
\$300,000 - \$399,999	19.2%	19.1%	16.1%
\$400,000 - \$499,999	0.0%	6.9%	7.0%
\$500,000 - \$749,999	5.0%	6.9%	8.7%
\$750,000 - \$999,999	0.6%	0.8%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	2.1%	1.2%
Average Home Value	\$217,256	\$321,808	\$307,084

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,693	34,455	61,424
0 - 4	8.7%	8.7%	8.1%
5 - 9	6.8%	7.7%	7.7%
10 - 14	6.5%	7.0%	7.4%
15 - 24	14.9%	13.2%	12.6%
25 - 34	20.6%	16.4%	14.6%
35 - 44	14.7%	15.1%	15.2%
45 - 54	10.8%	12.4%	13.7%
55 - 64	8.0%	9.8%	10.4%
65 - 74	4.7%	5.7%	6.1%
75 - 84	3.1%	3.0%	3.1%
85 +	1.1%	1.0%	1.2%
18 +	74.7%	72.7%	72.5%
2019 Population by Age			
Total	4,529	42,253	72,874
0 - 4	7.8%	7.9%	7.4%
5 - 9	7.3%	7.8%	7.5%
10 - 14	6.8%	7.2%	7.2%
15 - 24	14.0%	12.5%	12.3%
25 - 34	18.7%	15.8%	14.5%
35 - 44	15.5%	14.8%	14.0%
45 - 54	11.5%	12.0%	12.8%
55 - 64	8.3%	10.2%	11.4%
65 - 74	5.8%	7.4%	8.1%
75 - 84	2.9%	3.3%	3.6%
85 +	1.3%	1.1%	1.2%
18 +	74.6%	73.4%	74.1%
2024 Population by Age			
Total	5,075	46,680	79,312
0 - 4	8.0%	8.1%	7.5%
5 - 9	7.1%	7.6%	7.3%
10 - 14	6.6%	7.2%	7.2%
15 - 24	14.9%	12.9%	12.2%
25 - 34	17.9%	15.3%	14.4%
35 - 44	15.3%	14.9%	14.2%
45 - 54	11.5%	11.6%	12.1%
55 - 64	8.7%	10.0%	11.1%
65 - 74	5.6%	7.4%	8.5%
75 - 84	3.2%	3.9%	4.4%
85 +	1.2%	1.1%	1.3%
18 +	74.6%	73.1%	74.1%
2010 Population by Sex			
Males	1,773	16,544	29,553
Females	1,917	17,912	31,870
2019 Population by Sex			
Males	2,184	20,309	35,120
Females	2,346	21,945	37,755
2024 Population by Sex			
Males	2,429	22,373	38,190
Females	2,646	24,308	41,123

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	3,690	34,456	61,422
White Alone	56.1%	61.3%	66.1%
Black Alone	28.7%	27.5%	24.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.6%	2.7%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.9%	5.4%	4.3%
Two or More Races	3.4%	2.7%	2.4%
Hispanic Origin	14.7%	10.8%	8.9%
Diversity Index	70.1	63.4	58.2
2019 Population by Race/Ethnicity			
Total	4,530	42,253	72,876
White Alone	52.2%	58.1%	63.2%
Black Alone	30.0%	28.6%	26.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.3%	4.1%	3.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	7.3%	5.7%	4.5%
Two or More Races	3.8%	3.1%	2.7%
Hispanic Origin	15.5%	11.6%	9.7%
Diversity Index	72.9	66.6	61.4
2024 Population by Race/Ethnicity			
Total	5,075	46,680	79,312
White Alone	50.0%	56.1%	61.4%
Black Alone	30.7%	29.3%	26.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.6%	5.0%	3.9%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	7.3%	5.9%	4.7%
Two or More Races	3.9%	3.3%	2.9%
Hispanic Origin	16.2%	12.4%	10.3%
Diversity Index	74.5	68.4	63.3
2010 Population by Relationship and Household Type			
Total	3,690	34,456	61,423
In Households	98.8%	98.6%	99.0%
In Family Households	77.5%	83.5%	86.2%
Householder	24.3%	25.7%	26.4%
Spouse	14.9%	17.5%	18.8%
Child	30.1%	33.0%	34.0%
Other relative	4.5%	4.5%	4.5%
Nonrelative	3.6%	2.7%	2.5%
In Nonfamily Households	21.3%	15.1%	12.9%
In Group Quarters	1.2%	1.4%	1.0%
Institutionalized Population	1.2%	1.4%	0.9%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	2,903	27,311	47,865
Less than 9th Grade	3.4%	3.5%	3.2%
9th - 12th Grade, No Diploma	6.8%	6.6%	7.0%
High School Graduate	31.9%	25.5%	26.4%
GED/Alternative Credential	4.9%	3.0%	3.3%
Some College, No Degree	26.0%	23.5%	22.8%
Associate Degree	8.8%	6.2%	6.8%
Bachelor's Degree	13.8%	20.6%	20.4%
Graduate/Professional Degree	4.5%	11.0%	10.1%
2019 Population 15+ by Marital Status			
Total	3,536	32,578	56,802
Never Married	29.2%	30.7%	29.3%
Married	49.9%	52.0%	53.9%
Widowed	5.2%	4.8%	5.7%
Divorced	15.7%	12.5%	11.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.3%	96.4%	96.1%
Civilian Unemployed (Unemployment Rate)	2.7%	3.6%	3.9%
2019 Employed Population 16+ by Industry			
Total	2,299	19,806	34,574
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.4%	4.5%	5.0%
Manufacturing	12.6%	11.8%	13.1%
Wholesale Trade	1.6%	3.5%	3.3%
Retail Trade	15.7%	11.9%	11.3%
Transportation/Utilities	13.8%	14.5%	14.3%
Information	1.6%	1.1%	1.2%
Finance/Insurance/Real Estate	4.7%	4.3%	4.9%
Services	41.0%	44.2%	42.5%
Public Administration	4.5%	4.1%	4.3%
2019 Employed Population 16+ by Occupation			
Total	2,297	19,806	34,573
White Collar	56.7%	58.9%	59.9%
Management/Business/Financial	11.7%	13.5%	14.3%
Professional	12.0%	19.0%	18.6%
Sales	20.7%	12.6%	12.1%
Administrative Support	12.4%	13.8%	14.9%
Services	15.3%	16.3%	15.4%
Blue Collar	27.9%	24.8%	24.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.3%	3.2%	3.4%
Installation/Maintenance/Repair	10.1%	5.1%	5.4%
Production	7.5%	8.4%	7.8%
Transportation/Material Moving	6.0%	8.1%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	3,690	34,456	61,423
Population Inside Urbanized Area	94.1%	97.0%	89.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.9%	3.0%	10.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,622	13,141	22,673
Households with 1 Person	33.2%	26.7%	23.6%
Households with 2+ People	66.8%	73.3%	76.4%
Family Households	58.8%	67.8%	71.6%
Husband-wife Families	36.2%	46.1%	51.1%
With Related Children	17.8%	23.0%	25.3%
Other Family (No Spouse Present)	22.6%	21.6%	20.5%
Other Family with Male Householder	5.3%	4.6%	4.5%
With Related Children	3.1%	2.5%	2.5%
Other Family with Female Householder	17.3%	17.0%	16.0%
With Related Children	12.1%	12.5%	11.5%
Nonfamily Households	8.0%	5.5%	4.7%
All Households with Children	33.7%	38.5%	39.8%
Multigenerational Households	3.0%	4.2%	4.9%
Unmarried Partner Households	7.2%	6.2%	5.8%
Male-female	6.6%	5.6%	5.2%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,621	13,140	22,674
1 Person Household	33.3%	26.7%	23.6%
2 Person Household	29.5%	30.5%	30.9%
3 Person Household	16.8%	17.4%	18.2%
4 Person Household	11.6%	14.4%	15.4%
5 Person Household	5.6%	6.8%	7.4%
6 Person Household	1.8%	2.6%	2.8%
7 + Person Household	1.4%	1.6%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	1,621	13,141	22,673
Owner Occupied	35.8%	52.5%	63.2%
Owned with a Mortgage/Loan	28.7%	42.9%	51.8%
Owned Free and Clear	7.2%	9.6%	11.4%
Renter Occupied	64.2%	47.5%	36.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,788	14,603	24,983
Housing Units Inside Urbanized Area	95.2%	97.0%	90.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.8%	3.0%	9.8%

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.	Bright Young Professionals (8C)	Bright Young Professionals	Middleburg (4C)
2.	Metro Fusion (11C)	Metro Fusion (11C)	Bright Young Professionals
3.	Top Tier (1A)	Up and Coming Families (7A)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$3,001,901	\$34,456,964	\$58,818,009
Average Spent	\$1,535.50	\$2,134.62	\$2,181.68
Spending Potential Index	72	100	102
Education: Total \$	\$1,934,200	\$23,232,448	\$40,369,518
Average Spent	\$989.36	\$1,439.25	\$1,497.39
Spending Potential Index	62	90	94
Entertainment/Recreation: Total \$	\$4,240,108	\$50,353,800	\$87,827,451
Average Spent	\$2,168.85	\$3,119.43	\$3,257.69
Spending Potential Index	66	95	100
Food at Home: Total \$	\$7,129,136	\$82,411,232	\$141,672,420
Average Spent	\$3,646.62	\$5,105.39	\$5,254.91
Spending Potential Index	70	99	102
Food Away from Home: Total \$	\$5,170,426	\$59,231,743	\$101,243,056
Average Spent	\$2,644.72	\$3,669.42	\$3,755.31
Spending Potential Index	72	100	102
Health Care: Total \$	\$7,547,694	\$91,335,435	\$160,887,703
Average Spent	\$3,860.71	\$5,658.25	\$5,967.64
Spending Potential Index	65	95	101
HH Furnishings & Equipment: Total \$	\$2,881,872	\$33,920,371	\$58,622,408
Average Spent	\$1,474.10	\$2,101.37	\$2,174.42
Spending Potential Index	69	99	102
Personal Care Products & Services: Total \$	\$1,234,668	\$14,334,893	\$24,637,576
Average Spent	\$631.54	\$888.05	\$913.86
Spending Potential Index	71	100	103
Shelter: Total \$	\$25,104,927	\$287,693,307	\$488,707,286
Average Spent	\$12,841.39	\$17,822.66	\$18,127.12
Spending Potential Index	69	96	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,153,754	\$37,819,494	\$66,194,767
Average Spent	\$1,613.17	\$2,342.92	\$2,455.30
Spending Potential Index	65	94	99
Travel: Total \$	\$2,832,476	\$33,750,984	\$58,731,752
Average Spent	\$1,448.84	\$2,090.88	\$2,178.48
Spending Potential Index	65	93	97
Vehicle Maintenance & Repairs: Total \$	\$1,602,554	\$18,372,285	\$31,508,593
Average Spent	\$819.72	\$1,138.17	\$1,168.72
Spending Potential Index	72	99	102

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.