



# Community Profile

44672-Rose Creek  
 4403 Towne Lake Pkwy  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 34.12814  
 Longitude: -84.57082

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,792	38,449	88,981
2010 Total Population	8,091	46,466	111,729
2019 Total Population	8,498	52,912	133,190
2019 Group Quarters	0	0	189
2024 Total Population	8,797	57,037	146,712
2019-2024 Annual Rate	0.69%	1.51%	1.95%
2019 Total Daytime Population	6,097	40,922	100,120
Workers	1,802	14,126	33,760
Residents	4,295	26,796	66,360
<b>Household Summary</b>			
2000 Households	2,487	12,992	30,215
2000 Average Household Size	3.13	2.96	2.93
2010 Households	2,665	16,089	39,026
2010 Average Household Size	3.04	2.89	2.86
2019 Households	2,775	18,144	46,354
2019 Average Household Size	3.06	2.92	2.87
2024 Households	2,859	19,510	50,973
2024 Average Household Size	3.08	2.92	2.87
2019-2024 Annual Rate	0.60%	1.46%	1.92%
2010 Families	2,250	12,357	29,676
2010 Average Family Size	3.33	3.29	3.26
2019 Families	2,331	13,788	34,767
2019 Average Family Size	3.37	3.33	3.29
2024 Families	2,397	14,752	38,028
2024 Average Family Size	3.39	3.35	3.31
2019-2024 Annual Rate	0.56%	1.36%	1.81%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,564	13,707	31,634
Owner Occupied Housing Units	90.8%	81.5%	80.3%
Renter Occupied Housing Units	6.2%	13.3%	15.3%
Vacant Housing Units	3.0%	5.2%	4.5%
2010 Housing Units	2,770	17,155	41,953
Owner Occupied Housing Units	87.6%	74.0%	73.6%
Renter Occupied Housing Units	8.6%	19.7%	19.4%
Vacant Housing Units	3.8%	6.2%	7.0%
2019 Housing Units	2,881	19,207	49,139
Owner Occupied Housing Units	84.9%	72.5%	72.0%
Renter Occupied Housing Units	11.4%	22.0%	22.3%
Vacant Housing Units	3.7%	5.5%	5.7%
2024 Housing Units	2,971	20,679	54,019
Owner Occupied Housing Units	85.5%	73.2%	72.2%
Renter Occupied Housing Units	10.7%	21.2%	22.2%
Vacant Housing Units	3.8%	5.7%	5.6%
<b>Median Household Income</b>			
2019	\$107,121	\$81,194	\$79,406
2024	\$110,781	\$88,708	\$87,798
<b>Median Home Value</b>			
2019	\$264,077	\$223,277	\$221,011
2024	\$286,897	\$241,791	\$248,659
<b>Per Capita Income</b>			
2019	\$41,210	\$34,316	\$33,927
2024	\$43,569	\$37,675	\$37,625
<b>Median Age</b>			
2010	38.8	35.3	35.2
2019	40.2	36.5	36.7
2024	41.1	36.8	37.4

**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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<b>2019 Households by Income</b>			
Household Income Base	2,775	18,144	46,354
<\$15,000	3.0%	5.1%	4.7%
\$15,000 - \$24,999	3.4%	5.5%	5.1%
\$25,000 - \$34,999	3.9%	6.6%	6.3%
\$35,000 - \$49,999	7.3%	9.6%	11.4%
\$50,000 - \$74,999	13.6%	18.4%	19.0%
\$75,000 - \$99,999	13.1%	15.5%	15.2%
\$100,000 - \$149,999	26.5%	23.3%	22.7%
\$150,000 - \$199,999	16.8%	8.5%	8.7%
\$200,000+	12.5%	7.5%	6.8%
Average Household Income	\$127,053	\$99,745	\$97,492
<b>2024 Households by Income</b>			
Household Income Base	2,859	19,510	50,973
<\$15,000	2.7%	3.9%	3.5%
\$15,000 - \$24,999	3.0%	4.5%	4.2%
\$25,000 - \$34,999	3.6%	5.6%	5.3%
\$35,000 - \$49,999	6.8%	8.6%	10.2%
\$50,000 - \$74,999	12.8%	17.6%	17.8%
\$75,000 - \$99,999	12.7%	15.9%	15.3%
\$100,000 - \$149,999	27.2%	25.8%	25.4%
\$150,000 - \$199,999	18.9%	10.2%	10.7%
\$200,000+	12.5%	8.0%	7.5%
Average Household Income	\$134,982	\$109,760	\$108,309
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,446	13,924	35,385
<\$50,000	0.5%	2.0%	1.6%
\$50,000 - \$99,999	0.5%	3.8%	4.5%
\$100,000 - \$149,999	5.5%	9.8%	12.2%
\$150,000 - \$199,999	14.8%	24.9%	24.1%
\$200,000 - \$249,999	23.5%	20.2%	18.2%
\$250,000 - \$299,999	18.2%	12.8%	14.4%
\$300,000 - \$399,999	21.4%	13.4%	12.8%
\$400,000 - \$499,999	5.8%	6.6%	5.3%
\$500,000 - \$749,999	6.6%	4.9%	5.4%
\$750,000 - \$999,999	1.0%	0.4%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	2.2%	0.5%	0.2%
Average Home Value	\$337,296	\$269,320	\$262,397
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,540	15,136	39,002
<\$50,000	0.3%	1.6%	1.2%
\$50,000 - \$99,999	0.3%	2.7%	3.2%
\$100,000 - \$149,999	3.5%	7.3%	8.5%
\$150,000 - \$199,999	11.5%	21.4%	19.9%
\$200,000 - \$249,999	21.7%	20.3%	17.7%
\$250,000 - \$299,999	17.1%	12.9%	15.0%
\$300,000 - \$399,999	24.3%	15.1%	15.7%
\$400,000 - \$499,999	6.6%	8.3%	7.2%
\$500,000 - \$749,999	10.0%	7.9%	8.9%
\$750,000 - \$999,999	1.4%	0.7%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	3.2%	0.7%	0.3%
Average Home Value	\$382,244	\$305,467	\$304,389

**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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<b>2010 Population by Age</b>			
Total	8,089	46,466	111,728
0 - 4	5.2%	6.9%	7.1%
5 - 9	8.7%	8.3%	8.0%
10 - 14	11.3%	8.9%	8.2%
15 - 24	13.1%	13.2%	13.3%
25 - 34	6.6%	12.1%	13.0%
35 - 44	15.8%	16.4%	16.2%
45 - 54	20.5%	16.6%	16.1%
55 - 64	10.9%	10.1%	10.5%
65 - 74	5.1%	4.9%	4.9%
75 - 84	2.2%	1.9%	2.0%
85 +	0.7%	0.5%	0.7%
18 +	68.2%	70.8%	71.9%
<b>2019 Population by Age</b>			
Total	8,499	52,914	133,189
0 - 4	4.8%	6.3%	6.4%
5 - 9	6.1%	7.0%	7.1%
10 - 14	8.1%	7.6%	7.4%
15 - 24	14.4%	13.0%	12.0%
25 - 34	11.4%	14.1%	14.6%
35 - 44	11.0%	13.5%	14.3%
45 - 54	16.7%	14.8%	14.0%
55 - 64	15.6%	12.7%	12.7%
65 - 74	8.2%	7.5%	7.8%
75 - 84	3.0%	2.8%	2.9%
85 +	0.8%	0.7%	0.8%
18 +	75.8%	74.7%	75.1%
<b>2024 Population by Age</b>			
Total	8,796	57,034	146,712
0 - 4	4.8%	6.5%	6.5%
5 - 9	5.7%	6.8%	6.9%
10 - 14	6.7%	7.1%	7.2%
15 - 24	11.5%	12.2%	11.5%
25 - 34	12.9%	14.6%	14.1%
35 - 44	12.7%	14.3%	15.3%
45 - 54	13.6%	12.8%	12.7%
55 - 64	15.9%	12.6%	12.2%
65 - 74	10.5%	8.5%	8.8%
75 - 84	4.7%	3.9%	4.0%
85 +	1.0%	0.8%	0.9%
18 +	78.5%	75.5%	75.5%
<b>2010 Population by Sex</b>			
Males	3,949	22,775	55,156
Females	4,142	23,691	56,573
<b>2019 Population by Sex</b>			
Males	4,150	25,915	65,616
Females	4,348	26,997	67,573
<b>2024 Population by Sex</b>			
Males	4,307	27,867	72,210
Females	4,490	29,170	74,502

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,091	46,466	111,729
White Alone	92.4%	84.6%	82.2%
Black Alone	3.7%	7.3%	9.1%
American Indian Alone	0.1%	0.4%	0.3%
Asian Alone	1.1%	1.7%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	3.7%	3.6%
Two or More Races	1.6%	2.3%	2.4%
Hispanic Origin	4.7%	10.2%	10.0%
Diversity Index	22.0	41.1	43.8
<b>2019 Population by Race/Ethnicity</b>			
Total	8,498	52,912	133,190
White Alone	90.5%	81.0%	78.2%
Black Alone	4.8%	9.4%	11.3%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.4%	2.2%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	4.1%	4.1%
Two or More Races	2.0%	2.9%	3.0%
Hispanic Origin	5.4%	11.4%	11.3%
Diversity Index	26.2	46.9	50.1
<b>2024 Population by Race/Ethnicity</b>			
Total	8,797	57,037	146,712
White Alone	89.1%	78.7%	75.7%
Black Alone	5.5%	10.7%	12.7%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.7%	2.6%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	4.5%	4.5%
Two or More Races	2.3%	3.1%	3.2%
Hispanic Origin	5.8%	12.3%	12.3%
Diversity Index	29.0	50.5	53.7
<b>2010 Population by Relationship and Household Type</b>			
Total	8,091	46,466	111,729
In Households	100.0%	100.0%	99.8%
In Family Households	93.9%	89.4%	88.8%
Householder	27.6%	26.7%	26.6%
Spouse	24.0%	21.3%	21.1%
Child	39.0%	35.7%	35.0%
Other relative	2.0%	3.7%	3.9%
Nonrelative	1.2%	2.0%	2.2%
In Nonfamily Households	6.1%	10.6%	11.0%
In Group Quarters	0.0%	0.0%	0.2%
Institutionalized Population	0.0%	0.0%	0.1%
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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	5,662	34,971	89,311
Less than 9th Grade	0.4%	2.2%	2.4%
9th - 12th Grade, No Diploma	3.2%	4.2%	4.9%
High School Graduate	16.0%	17.8%	18.7%
GED/Alternative Credential	1.5%	3.4%	3.7%
Some College, No Degree	21.5%	24.1%	23.0%
Associate Degree	7.5%	7.5%	7.9%
Bachelor's Degree	33.4%	27.0%	26.7%
Graduate/Professional Degree	16.5%	13.8%	12.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	6,882	41,845	105,269
Never Married	24.7%	29.8%	28.5%
Married	63.3%	54.8%	55.8%
Widowed	3.2%	3.6%	3.6%
Divorced	8.7%	11.9%	12.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	97.1%	96.9%
Civilian Unemployed (Unemployment Rate)	3.1%	2.9%	3.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,276	26,575	68,059
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	5.2%	8.2%	8.5%
Manufacturing	10.0%	8.5%	8.2%
Wholesale Trade	3.0%	3.6%	3.4%
Retail Trade	11.7%	14.1%	13.1%
Transportation/Utilities	5.1%	4.5%	5.1%
Information	3.2%	3.0%	3.0%
Finance/Insurance/Real Estate	9.1%	9.2%	8.7%
Services	51.4%	46.5%	47.2%
Public Administration	1.3%	2.4%	2.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,277	26,575	68,058
White Collar	80.7%	72.8%	69.3%
Management/Business/Financial	22.9%	21.5%	21.2%
Professional	26.3%	19.6%	19.5%
Sales	14.5%	16.3%	14.9%
Administrative Support	17.1%	15.4%	13.7%
Services	8.4%	14.3%	15.1%
Blue Collar	10.9%	12.9%	15.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.2%	3.3%	4.4%
Installation/Maintenance/Repair	2.8%	2.6%	2.8%
Production	2.7%	2.9%	3.3%
Transportation/Material Moving	3.1%	4.1%	4.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,091	46,466	111,729
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

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<b>2010 Households by Type</b>			
Total	2,665	16,089	39,026
Households with 1 Person	13.1%	17.7%	18.3%
Households with 2+ People	86.9%	82.3%	81.7%
Family Households	84.4%	76.8%	76.0%
Husband-wife Families	73.2%	61.3%	60.3%
With Related Children	42.7%	34.2%	32.5%
Other Family (No Spouse Present)	11.2%	15.5%	15.7%
Other Family with Male Householder	2.8%	4.4%	4.5%
With Related Children	1.8%	2.7%	2.6%
Other Family with Female Householder	8.4%	11.1%	11.2%
With Related Children	5.8%	7.7%	7.5%
Nonfamily Households	2.5%	5.5%	5.7%
All Households with Children	50.7%	45.1%	43.1%
Multigenerational Households	3.8%	4.4%	4.4%
Unmarried Partner Households	3.4%	5.3%	5.4%
Male-female	2.9%	4.7%	4.7%
Same-sex	0.5%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	2,665	16,087	39,028
1 Person Household	13.1%	17.7%	18.3%
2 Person Household	29.1%	30.3%	30.5%
3 Person Household	19.2%	19.1%	19.3%
4 Person Household	23.7%	19.6%	18.8%
5 Person Household	10.1%	8.7%	8.4%
6 Person Household	3.3%	2.9%	2.9%
7 + Person Household	1.5%	1.7%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,665	16,089	39,026
Owner Occupied	91.1%	78.9%	79.1%
Owned with a Mortgage/Loan	80.5%	68.6%	69.0%
Owned Free and Clear	10.6%	10.3%	10.1%
Renter Occupied	8.9%	21.1%	20.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,770	17,155	41,953
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

**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.	Professional Pride (1B)	Soccer Moms (4A)	Home Improvement (4B)
2.	Soccer Moms (4A)	Bright Young Professionals	Soccer Moms (4A)
3.	Top Tier (1A)	Professional Pride (1B)	Middleburg (4C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,411,534	\$44,713,828	\$111,308,995
Average Spent	\$3,031.18	\$2,464.39	\$2,401.28
Spending Potential Index	141	115	112
Education: Total \$	\$6,896,751	\$32,081,934	\$79,334,034
Average Spent	\$2,485.32	\$1,768.18	\$1,711.48
Spending Potential Index	156	111	107
Entertainment/Recreation: Total \$	\$12,923,629	\$66,979,829	\$167,565,317
Average Spent	\$4,657.16	\$3,691.57	\$3,614.91
Spending Potential Index	142	113	111
Food at Home: Total \$	\$19,266,717	\$104,553,798	\$261,689,528
Average Spent	\$6,942.96	\$5,762.44	\$5,645.46
Spending Potential Index	134	111	109
Food Away from Home: Total \$	\$14,420,767	\$77,130,994	\$192,192,295
Average Spent	\$5,196.67	\$4,251.05	\$4,146.19
Spending Potential Index	141	116	113
Health Care: Total \$	\$22,831,273	\$120,218,483	\$302,233,999
Average Spent	\$8,227.49	\$6,625.80	\$6,520.13
Spending Potential Index	139	112	110
HH Furnishings & Equipment: Total \$	\$8,653,049	\$45,522,597	\$113,761,826
Average Spent	\$3,118.22	\$2,508.96	\$2,454.20
Spending Potential Index	146	118	115
Personal Care Products & Services: Total \$	\$3,648,860	\$19,141,403	\$47,636,283
Average Spent	\$1,314.90	\$1,054.97	\$1,027.66
Spending Potential Index	148	119	116
Shelter: Total \$	\$70,941,565	\$374,043,673	\$937,128,108
Average Spent	\$25,564.53	\$20,615.28	\$20,216.77
Spending Potential Index	138	111	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,993,126	\$51,331,084	\$128,069,600
Average Spent	\$3,601.13	\$2,829.09	\$2,762.86
Spending Potential Index	145	114	111
Travel: Total \$	\$9,499,016	\$47,315,271	\$118,333,952
Average Spent	\$3,423.07	\$2,607.76	\$2,552.83
Spending Potential Index	153	116	114
Vehicle Maintenance & Repairs: Total \$	\$4,357,646	\$23,569,028	\$58,783,225
Average Spent	\$1,570.32	\$1,299.00	\$1,268.14
Spending Potential Index	137	114	111

**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.