



Community Profile

44762-Sandy Plains Centre
 2960 Shallowford Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.03612
 Longitude: -84.46439

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,085	64,295	152,498
2010 Total Population	7,273	65,141	163,416
2019 Total Population	7,561	69,576	178,474
2019 Group Quarters	1	45	188
2024 Total Population	7,803	72,730	188,182
2019-2024 Annual Rate	0.63%	0.89%	1.06%
2019 Total Daytime Population	6,524	46,828	139,712
Workers	3,002	14,202	54,571
Residents	3,522	32,626	85,141
Household Summary			
2000 Households	2,219	21,427	52,601
2000 Average Household Size	3.18	3.00	2.89
2010 Households	2,368	22,964	59,523
2010 Average Household Size	3.07	2.83	2.74
2019 Households	2,467	24,588	65,039
2019 Average Household Size	3.06	2.83	2.74
2024 Households	2,545	25,690	68,505
2024 Average Household Size	3.07	2.83	2.74
2019-2024 Annual Rate	0.62%	0.88%	1.04%
2010 Families	2,018	18,976	46,403
2010 Average Family Size	3.34	3.12	3.11
2019 Families	2,094	20,209	50,294
2019 Average Family Size	3.34	3.12	3.13
2024 Families	2,157	21,064	52,794
2024 Average Family Size	3.34	3.13	3.14
2019-2024 Annual Rate	0.59%	0.83%	0.97%
Housing Unit Summary			
2000 Housing Units	2,249	21,800	53,533
Owner Occupied Housing Units	92.6%	92.5%	89.8%
Renter Occupied Housing Units	6.0%	5.8%	8.5%
Vacant Housing Units	1.3%	1.7%	1.7%
2010 Housing Units	2,453	23,961	62,461
Owner Occupied Housing Units	88.6%	88.1%	83.3%
Renter Occupied Housing Units	7.9%	7.7%	12.0%
Vacant Housing Units	3.5%	4.2%	4.7%
2019 Housing Units	2,498	25,041	66,797
Owner Occupied Housing Units	89.7%	89.3%	83.9%
Renter Occupied Housing Units	9.1%	8.9%	13.5%
Vacant Housing Units	1.2%	1.8%	2.6%
2024 Housing Units	2,566	26,072	70,169
Owner Occupied Housing Units	90.7%	90.2%	84.8%
Renter Occupied Housing Units	8.5%	8.3%	12.8%
Vacant Housing Units	0.8%	1.5%	2.4%
Median Household Income			
2019	\$121,812	\$113,893	\$105,067
2024	\$128,345	\$121,909	\$112,223
Median Home Value			
2019	\$388,039	\$323,088	\$311,989
2024	\$446,386	\$368,864	\$354,722
Per Capita Income			
2019	\$52,380	\$50,743	\$48,678
2024	\$56,100	\$55,360	\$53,265
Median Age			
2010	40.7	41.8	40.6
2019	42.7	44.3	42.5
2024	44.3	44.9	43.2

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	2,467	24,588	65,039
<\$15,000	1.3%	1.9%	3.0%
\$15,000 - \$24,999	2.1%	2.0%	2.8%
\$25,000 - \$34,999	3.5%	3.6%	4.5%
\$35,000 - \$49,999	6.8%	7.0%	8.3%
\$50,000 - \$74,999	12.0%	12.4%	14.0%
\$75,000 - \$99,999	10.7%	13.8%	13.8%
\$100,000 - \$149,999	24.8%	24.7%	23.5%
\$150,000 - \$199,999	15.8%	15.8%	13.5%
\$200,000+	23.0%	18.9%	16.7%
Average Household Income	\$155,211	\$143,618	\$133,646
2024 Households by Income			
Household Income Base	2,545	25,690	68,505
<\$15,000	1.1%	1.5%	2.3%
\$15,000 - \$24,999	1.9%	1.7%	2.3%
\$25,000 - \$34,999	3.2%	3.1%	3.8%
\$35,000 - \$49,999	6.3%	6.1%	7.3%
\$50,000 - \$74,999	11.0%	11.0%	12.7%
\$75,000 - \$99,999	10.0%	12.8%	13.2%
\$100,000 - \$149,999	24.6%	25.2%	24.7%
\$150,000 - \$199,999	17.7%	18.2%	15.8%
\$200,000+	24.1%	20.4%	17.9%
Average Household Income	\$166,373	\$156,798	\$146,398
2019 Owner Occupied Housing Units by Value			
Total	2,241	22,363	56,021
<\$50,000	0.4%	0.4%	0.6%
\$50,000 - \$99,999	0.1%	0.3%	0.9%
\$100,000 - \$149,999	1.6%	2.6%	5.4%
\$150,000 - \$199,999	11.1%	12.2%	13.5%
\$200,000 - \$249,999	7.9%	13.0%	12.8%
\$250,000 - \$299,999	10.7%	16.2%	14.4%
\$300,000 - \$399,999	20.7%	22.8%	20.6%
\$400,000 - \$499,999	19.4%	15.0%	14.8%
\$500,000 - \$749,999	24.0%	13.3%	13.0%
\$750,000 - \$999,999	2.0%	3.1%	2.9%
\$1,000,000 - \$1,499,999	1.1%	0.7%	0.6%
\$1,500,000 - \$1,999,999	0.8%	0.2%	0.3%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$429,563	\$372,759	\$363,083
2024 Owner Occupied Housing Units by Value			
Total	2,328	23,529	59,489
<\$50,000	0.2%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.2%	0.5%
\$100,000 - \$149,999	0.7%	1.5%	3.6%
\$150,000 - \$199,999	5.9%	8.1%	10.1%
\$200,000 - \$249,999	5.5%	10.1%	10.8%
\$250,000 - \$299,999	8.3%	14.2%	13.3%
\$300,000 - \$399,999	19.5%	22.9%	20.8%
\$400,000 - \$499,999	21.4%	17.4%	16.8%
\$500,000 - \$749,999	32.0%	18.8%	17.6%
\$750,000 - \$999,999	3.1%	5.1%	4.5%
\$1,000,000 - \$1,499,999	1.7%	0.9%	0.9%
\$1,500,000 - \$1,999,999	1.3%	0.3%	0.4%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$490,872	\$422,657	\$407,949

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	7,276	65,141	163,418
0 - 4	5.2%	5.2%	5.9%
5 - 9	8.0%	7.4%	7.3%
10 - 14	9.7%	8.4%	7.7%
15 - 24	12.6%	11.5%	11.1%
25 - 34	6.9%	7.8%	9.8%
35 - 44	15.3%	14.9%	15.2%
45 - 54	19.6%	18.8%	17.6%
55 - 64	14.7%	16.3%	15.0%
65 - 74	5.6%	6.7%	6.7%
75 - 84	1.6%	2.2%	2.8%
85 +	0.7%	0.8%	0.9%
18 +	71.4%	73.8%	74.3%
2019 Population by Age			
Total	7,564	69,576	178,476
0 - 4	4.7%	4.6%	5.2%
5 - 9	5.7%	5.6%	6.1%
10 - 14	7.3%	6.8%	7.1%
15 - 24	13.0%	11.8%	11.3%
25 - 34	10.9%	10.8%	11.3%
35 - 44	10.8%	11.1%	12.2%
45 - 54	15.6%	15.2%	14.8%
55 - 64	17.0%	16.8%	15.5%
65 - 74	10.8%	12.1%	11.3%
75 - 84	3.2%	4.1%	4.2%
85 +	0.8%	1.0%	1.2%
18 +	77.3%	78.4%	77.4%
2024 Population by Age			
Total	7,802	72,728	188,183
0 - 4	4.7%	4.7%	5.2%
5 - 9	5.4%	5.3%	5.8%
10 - 14	6.3%	6.2%	6.5%
15 - 24	10.7%	10.3%	10.5%
25 - 34	10.7%	10.9%	11.0%
35 - 44	13.2%	12.8%	13.3%
45 - 54	12.9%	13.2%	13.3%
55 - 64	16.4%	15.5%	14.4%
65 - 74	13.0%	13.2%	12.3%
75 - 84	5.7%	6.6%	6.3%
85 +	1.1%	1.3%	1.4%
18 +	79.7%	79.9%	78.5%
2010 Population by Sex			
Males	3,626	31,969	79,955
Females	3,647	33,172	83,461
2019 Population by Sex			
Males	3,759	33,936	87,072
Females	3,802	35,640	91,402
2024 Population by Sex			
Males	3,885	35,465	91,884
Females	3,919	37,264	96,298

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	7,272	65,142	163,415
White Alone	83.4%	84.3%	82.1%
Black Alone	6.6%	6.4%	7.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.6%	5.7%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	1.9%
Two or More Races	2.1%	2.0%	2.3%
Hispanic Origin	4.1%	5.0%	6.5%
Diversity Index	35.0	34.9	39.9
2019 Population by Race/Ethnicity			
Total	7,562	69,575	178,474
White Alone	78.0%	79.4%	77.1%
Black Alone	8.5%	8.2%	9.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.2%	8.1%	8.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.4%	2.1%
Two or More Races	2.9%	2.8%	3.0%
Hispanic Origin	4.9%	5.9%	7.5%
Diversity Index	43.3	42.9	47.5
2024 Population by Race/Ethnicity			
Total	7,804	72,730	188,182
White Alone	74.3%	75.9%	73.8%
Black Alone	9.7%	9.4%	10.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	11.0%	9.6%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	2.3%
Two or More Races	3.4%	3.3%	3.4%
Hispanic Origin	5.5%	6.8%	8.4%
Diversity Index	48.6	48.0	52.2
2010 Population by Relationship and Household Type			
Total	7,273	65,141	163,416
In Households	100.0%	99.9%	99.9%
In Family Households	93.7%	92.2%	89.8%
Householder	28.6%	29.2%	28.4%
Spouse	23.9%	25.1%	24.0%
Child	37.1%	33.9%	32.9%
Other relative	2.9%	2.7%	3.1%
Nonrelative	1.2%	1.2%	1.4%
In Nonfamily Households	6.3%	7.8%	10.0%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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	5,237	49,480	125,552
Less than 9th Grade	1.1%	1.0%	1.2%
9th - 12th Grade, No Diploma	1.4%	1.3%	2.1%
High School Graduate	8.5%	11.5%	12.2%
GED/Alternative Credential	2.5%	1.5%	2.1%
Some College, No Degree	14.8%	17.1%	17.4%
Associate Degree	5.7%	7.1%	7.1%
Bachelor's Degree	40.0%	39.2%	37.6%
Graduate/Professional Degree	25.9%	21.3%	20.5%
2019 Population 15+ by Marital Status			
Total	6,222	57,691	145,638
Never Married	25.0%	22.3%	23.2%
Married	62.7%	64.6%	63.3%
Widowed	2.0%	3.5%	3.7%
Divorced	10.3%	9.6%	9.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.3%	97.2%	97.1%
Civilian Unemployed (Unemployment Rate)	2.7%	2.8%	2.9%
2019 Employed Population 16+ by Industry			
Total	4,111	37,618	95,006
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.7%	4.9%	5.0%
Manufacturing	9.0%	8.3%	8.1%
Wholesale Trade	3.4%	3.8%	3.7%
Retail Trade	10.6%	9.2%	10.1%
Transportation/Utilities	6.7%	5.3%	4.9%
Information	3.8%	3.8%	4.3%
Finance/Insurance/Real Estate	8.6%	9.8%	10.2%
Services	50.2%	52.5%	51.2%
Public Administration	2.1%	2.4%	2.4%
2019 Employed Population 16+ by Occupation			
Total	4,109	37,616	95,006
White Collar	78.5%	79.7%	78.1%
Management/Business/Financial	31.2%	28.2%	26.6%
Professional	23.3%	27.5%	27.0%
Sales	13.4%	13.1%	13.7%
Administrative Support	10.6%	10.8%	10.8%
Services	11.6%	11.2%	11.8%
Blue Collar	9.8%	9.1%	10.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	2.6%	2.8%
Installation/Maintenance/Repair	1.3%	1.6%	1.8%
Production	2.5%	2.1%	2.4%
Transportation/Material Moving	3.2%	2.7%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	7,273	65,141	163,416
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%

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	2,368	22,963	59,523
Households with 1 Person	11.6%	13.8%	17.8%
Households with 2+ People	88.4%	86.2%	82.2%
Family Households	85.2%	82.6%	78.0%
Husband-wife Families	71.2%	71.1%	65.9%
With Related Children	37.0%	34.1%	31.8%
Other Family (No Spouse Present)	14.0%	11.5%	12.0%
Other Family with Male Householder	3.9%	3.0%	3.2%
With Related Children	2.1%	1.5%	1.7%
Other Family with Female Householder	10.1%	8.5%	8.9%
With Related Children	6.3%	5.1%	5.3%
Nonfamily Households	3.2%	3.6%	4.3%
All Households with Children	45.7%	41.0%	39.1%
Multigenerational Households	3.8%	3.2%	3.3%
Unmarried Partner Households	3.5%	3.1%	3.6%
Male-female	2.6%	2.4%	3.0%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	2,366	22,962	59,524
1 Person Household	11.6%	13.8%	17.8%
2 Person Household	32.7%	35.0%	34.2%
3 Person Household	21.0%	20.7%	19.3%
4 Person Household	22.3%	20.1%	18.5%
5 Person Household	8.4%	7.3%	6.9%
6 Person Household	2.7%	2.1%	2.2%
7 + Person Household	1.3%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	2,368	22,964	59,523
Owner Occupied	91.8%	91.9%	87.4%
Owned with a Mortgage/Loan	77.7%	76.4%	72.3%
Owned Free and Clear	14.1%	15.5%	15.1%
Renter Occupied	8.2%	8.1%	12.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,453	23,961	62,461
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%

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.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
3.	Pleasantville (2B)	Soccer Moms (4A)	Home Improvement (4B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,869,287	\$82,678,770	\$206,243,225
Average Spent	\$3,595.17	\$3,362.57	\$3,171.07
Spending Potential Index	168	157	148
Education: Total \$	\$7,946,282	\$69,740,339	\$166,060,605
Average Spent	\$3,221.03	\$2,836.36	\$2,553.25
Spending Potential Index	202	178	160
Entertainment/Recreation: Total \$	\$14,018,697	\$130,011,940	\$320,805,659
Average Spent	\$5,682.49	\$5,287.62	\$4,932.51
Spending Potential Index	174	162	151
Food at Home: Total \$	\$20,462,996	\$193,024,435	\$483,851,150
Average Spent	\$8,294.69	\$7,850.35	\$7,439.40
Spending Potential Index	160	152	144
Food Away from Home: Total \$	\$15,112,715	\$141,651,456	\$354,402,516
Average Spent	\$6,125.95	\$5,761.00	\$5,449.08
Spending Potential Index	167	157	148
Health Care: Total \$	\$24,712,865	\$232,510,035	\$576,374,973
Average Spent	\$10,017.38	\$9,456.24	\$8,861.99
Spending Potential Index	169	159	149
HH Furnishings & Equipment: Total \$	\$9,192,628	\$86,085,915	\$213,584,528
Average Spent	\$3,726.24	\$3,501.14	\$3,283.95
Spending Potential Index	175	164	154
Personal Care Products & Services: Total \$	\$3,818,911	\$35,706,725	\$88,809,601
Average Spent	\$1,548.00	\$1,452.20	\$1,365.48
Spending Potential Index	175	164	154
Shelter: Total \$	\$77,728,341	\$721,393,338	\$1,787,165,868
Average Spent	\$31,507.23	\$29,339.24	\$27,478.37
Spending Potential Index	170	159	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,930,985	\$101,031,551	\$249,062,680
Average Spent	\$4,430.88	\$4,108.98	\$3,829.44
Spending Potential Index	179	166	154
Travel: Total \$	\$10,476,863	\$95,757,907	\$233,246,131
Average Spent	\$4,246.80	\$3,894.50	\$3,586.25
Spending Potential Index	189	174	160
Vehicle Maintenance & Repairs: Total \$	\$4,657,028	\$43,856,224	\$109,810,105
Average Spent	\$1,887.73	\$1,783.64	\$1,688.37
Spending Potential Index	165	156	148

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.