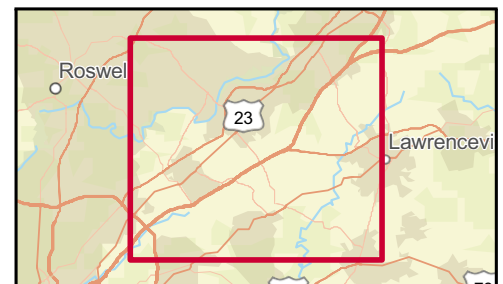
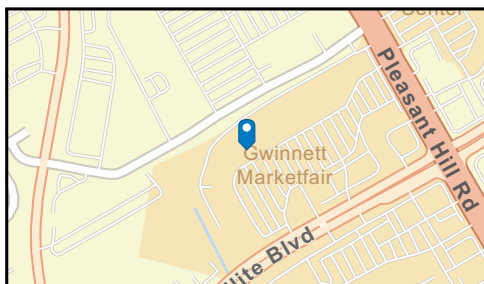
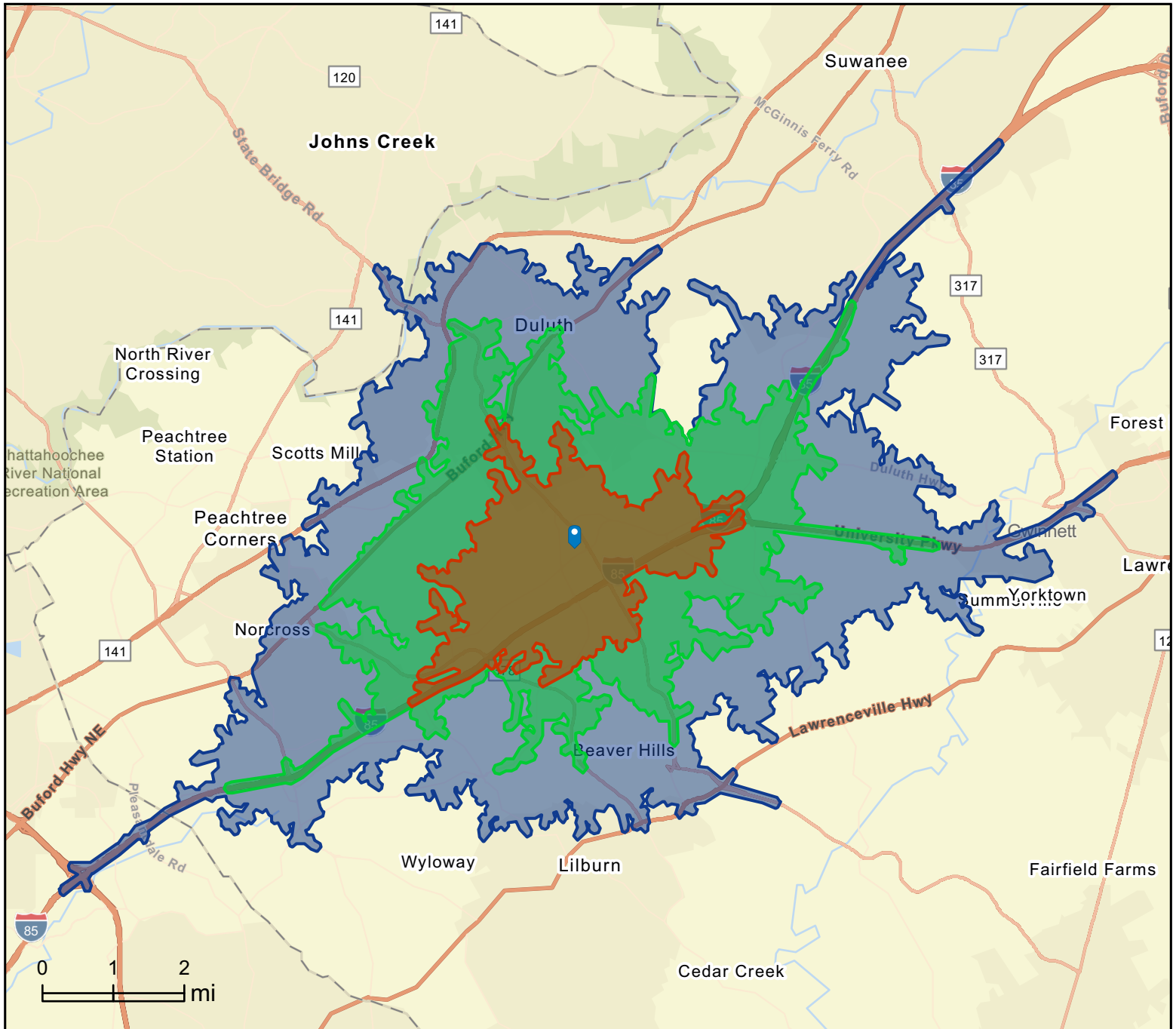


Site Map

Gwinnett Market Fair
3675 Satellite Blvd, Duluth, Georgia, 30096
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 33.95899
Longitude: -84.13808



Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	21,368	69,931	148,019
2020 Total Population	24,559	79,820	170,998
2020 Group Quarters	2	82	454
2024 Total Population	25,625	83,824	177,963
2024 Group Quarters	2	75	414
2029 Total Population	26,241	86,485	182,881
2024-2029 Annual Rate	0.48%	0.63%	0.55%
2024 Total Daytime Population	36,864	107,603	222,913
Workers	25,242	69,132	137,730
Residents	11,622	38,471	85,183
Household Summary			
2010 Households	8,424	26,167	52,383
2010 Average Household Size	2.54	2.67	2.82
2020 Total Households	9,694	30,358	61,608
2020 Average Household Size	2.53	2.63	2.77
2024 Households	10,151	32,091	64,808
2024 Average Household Size	2.52	2.61	2.74
2029 Households	10,539	33,441	67,326
2029 Average Household Size	2.49	2.58	2.71
2024-2029 Annual Rate	0.75%	0.83%	0.77%
2010 Families	5,028	16,500	34,915
2010 Average Family Size	3.23	3.31	3.41
2024 Families	6,051	19,758	42,321
2024 Average Family Size	3.40	3.42	3.47
2029 Families	6,200	20,406	43,635
2029 Average Family Size	3.38	3.40	3.45
2024-2029 Annual Rate	0.49%	0.65%	0.61%
Housing Unit Summary			
2000 Housing Units	7,127	23,974	47,043
Owner Occupied Housing Units	32.8%	41.1%	50.0%
Renter Occupied Housing Units	61.1%	53.8%	45.8%
Vacant Housing Units	6.1%	5.1%	4.2%
2010 Housing Units	9,269	28,725	57,418
Owner Occupied Housing Units	28.8%	34.8%	42.2%
Renter Occupied Housing Units	62.1%	56.3%	49.1%
Vacant Housing Units	9.1%	8.9%	8.8%
2020 Housing Units	10,638	32,424	65,358
Owner Occupied Housing Units	21.8%	30.1%	37.6%
Renter Occupied Housing Units	69.4%	63.5%	56.7%
Vacant Housing Units	8.7%	6.3%	5.7%
2024 Housing Units	11,036	34,272	68,816
Owner Occupied Housing Units	22.7%	31.5%	38.9%
Renter Occupied Housing Units	69.3%	62.2%	55.2%
Vacant Housing Units	8.0%	6.4%	5.8%
2029 Housing Units	11,424	35,632	71,352
Owner Occupied Housing Units	24.2%	33.0%	40.7%
Renter Occupied Housing Units	68.1%	60.9%	53.7%
Vacant Housing Units	7.7%	6.1%	5.6%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 12, 2024

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2024 Households by Income			
Household Income Base	10,151	32,091	64,808
<\$15,000	8.1%	9.3%	8.0%
\$15,000 - \$24,999	5.1%	7.2%	6.6%
\$25,000 - \$34,999	9.8%	9.1%	8.1%
\$35,000 - \$49,999	20.2%	15.9%	13.8%
\$50,000 - \$74,999	21.8%	20.9%	20.7%
\$75,000 - \$99,999	13.5%	14.0%	14.8%
\$100,000 - \$149,999	10.7%	12.0%	14.2%
\$150,000 - \$199,999	6.2%	6.0%	7.5%
\$200,000+	4.5%	5.6%	6.4%
Average Household Income	\$78,045	\$81,427	\$88,497
2029 Households by Income			
Household Income Base	10,539	33,441	67,326
<\$15,000	6.7%	7.6%	6.5%
\$15,000 - \$24,999	3.6%	5.1%	4.6%
\$25,000 - \$34,999	7.9%	7.1%	6.4%
\$35,000 - \$49,999	18.3%	14.2%	12.2%
\$50,000 - \$74,999	21.4%	20.4%	19.5%
\$75,000 - \$99,999	15.0%	15.7%	15.8%
\$100,000 - \$149,999	13.6%	15.0%	17.4%
\$150,000 - \$199,999	8.1%	8.3%	10.1%
\$200,000+	5.4%	6.5%	7.5%
Average Household Income	\$90,045	\$94,515	\$102,725
2024 Owner Occupied Housing Units by Value			
Total	2,491	10,757	26,763
<\$50,000	2.4%	4.4%	3.4%
\$50,000 - \$99,999	1.6%	2.2%	1.7%
\$100,000 - \$149,999	2.9%	3.3%	3.0%
\$150,000 - \$199,999	5.6%	5.5%	5.3%
\$200,000 - \$249,999	11.7%	9.9%	8.1%
\$250,000 - \$299,999	14.3%	10.9%	11.2%
\$300,000 - \$399,999	32.3%	32.4%	30.8%
\$400,000 - \$499,999	18.7%	15.9%	14.9%
\$500,000 - \$749,999	7.1%	11.8%	16.1%
\$750,000 - \$999,999	1.8%	2.1%	2.5%
\$1,000,000 - \$1,499,999	0.5%	0.5%	1.2%
\$1,500,000 - \$1,999,999	0.6%	0.6%	1.2%
\$2,000,000 +	0.4%	0.5%	0.5%
Average Home Value	\$364,246	\$373,861	\$409,078
2029 Owner Occupied Housing Units by Value			
Total	2,745	11,713	28,976
<\$50,000	0.6%	2.6%	1.7%
\$50,000 - \$99,999	0.1%	0.3%	0.3%
\$100,000 - \$149,999	0.6%	0.6%	0.7%
\$150,000 - \$199,999	1.5%	2.0%	2.2%
\$200,000 - \$249,999	5.3%	6.2%	4.7%
\$250,000 - \$299,999	11.1%	8.3%	9.0%
\$300,000 - \$399,999	36.6%	35.1%	32.6%
\$400,000 - \$499,999	26.8%	22.2%	19.0%
\$500,000 - \$749,999	12.1%	17.5%	22.2%
\$750,000 - \$999,999	2.7%	2.8%	3.6%
\$1,000,000 - \$1,499,999	1.0%	0.9%	1.6%
\$1,500,000 - \$1,999,999	1.0%	0.9%	1.6%
\$2,000,000 +	0.5%	0.6%	0.6%
Average Home Value	\$434,909	\$439,404	\$473,606

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 12, 2024

Community Profile

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Median Household Income			
2024	\$55,614	\$57,840	\$63,936
2029	\$63,271	\$67,662	\$75,903
Median Home Value			
2024	\$335,404	\$342,494	\$355,924
2029	\$384,014	\$385,575	\$396,117
Per Capita Income			
2024	\$30,723	\$31,079	\$32,160
2029	\$35,918	\$36,439	\$37,749
Median Age			
2010	31.2	30.7	30.9
2020	33.2	33.4	33.7
2024	34.2	34.2	34.6
2029	35.8	35.7	35.9
2020 Population by Age			
Total	24,559	79,820	170,998
0 - 4	6.6%	6.5%	6.5%
5 - 9	6.1%	6.4%	6.6%
10 - 14	6.2%	6.9%	7.2%
15 - 24	14.8%	14.5%	14.7%
25 - 34	19.7%	18.4%	17.1%
35 - 44	15.6%	15.0%	14.9%
45 - 54	12.8%	12.9%	13.2%
55 - 64	10.9%	10.7%	10.7%
65 - 74	5.1%	5.7%	6.0%
75 - 84	1.8%	2.2%	2.3%
85 +	0.5%	0.6%	0.7%
18 +	77.0%	76.1%	75.3%
2024 Population by Age			
Total	25,625	83,825	177,964
0 - 4	6.3%	6.3%	6.3%
5 - 9	5.9%	6.0%	6.2%
10 - 14	5.7%	6.0%	6.4%
15 - 24	14.2%	14.5%	14.6%
25 - 34	19.5%	18.5%	17.2%
35 - 44	15.6%	14.9%	14.8%
45 - 54	13.1%	13.1%	13.3%
55 - 64	10.8%	10.6%	10.9%
65 - 74	6.2%	6.7%	6.8%
75 - 84	2.1%	2.6%	2.8%
85 +	0.6%	0.7%	0.8%
18 +	78.6%	77.8%	77.2%
2029 Population by Age			
Total	26,240	86,486	182,882
0 - 4	6.1%	6.1%	6.2%
5 - 9	5.6%	5.7%	5.8%
10 - 14	5.7%	5.8%	5.9%
15 - 24	13.2%	14.0%	13.9%
25 - 34	18.1%	17.2%	16.7%
35 - 44	16.2%	15.5%	15.1%
45 - 54	13.1%	12.7%	12.8%
55 - 64	10.4%	10.4%	10.8%
65 - 74	8.0%	8.1%	8.1%
75 - 84	3.0%	3.5%	3.6%
85 +	0.7%	0.9%	1.0%
18 +	79.2%	78.8%	78.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	11,997	39,022	83,307
Females	12,562	40,798	87,691
2024 Population by Sex			
Males	12,655	41,541	87,887
Females	12,970	42,283	90,076
2029 Population by Sex			
Males	12,846	42,603	89,750
Females	13,395	43,882	93,131
2010 Population by Race/Ethnicity			
Total	21,368	69,929	148,019
White Alone	29.4%	35.7%	39.1%
Black Alone	27.2%	27.6%	25.1%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	24.8%	16.6%	15.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.9%	15.4%	15.7%
Two or More Races	3.9%	3.8%	3.8%
Hispanic Origin	28.4%	32.3%	33.7%
Diversity Index	85.6	85.6	85.3
2020 Population by Race/Ethnicity			
Total	24,559	79,820	170,998
White Alone	18.3%	20.7%	22.6%
Black Alone	29.6%	27.9%	25.5%
American Indian Alone	1.0%	1.0%	1.2%
Asian Alone	20.3%	17.0%	16.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.2%	21.0%	21.4%
Two or More Races	11.5%	12.3%	12.6%
Hispanic Origin	31.9%	35.1%	36.5%
Diversity Index	88.0	88.6	89.0
2024 Population by Race/Ethnicity			
Total	25,625	83,825	177,963
White Alone	16.3%	18.6%	20.5%
Black Alone	30.4%	28.0%	25.6%
American Indian Alone	1.0%	1.0%	1.2%
Asian Alone	21.0%	18.1%	18.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.8%	22.0%	22.0%
Two or More Races	11.5%	12.2%	12.6%
Hispanic Origin	32.8%	36.4%	37.4%
Diversity Index	88.0	88.8	89.1
2029 Population by Race/Ethnicity			
Total	26,242	86,485	182,881
White Alone	15.0%	17.1%	19.0%
Black Alone	30.1%	27.5%	25.2%
American Indian Alone	1.0%	1.0%	1.1%
Asian Alone	21.7%	18.8%	18.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.5%	23.2%	23.1%
Two or More Races	11.6%	12.4%	12.8%
Hispanic Origin	33.8%	37.9%	38.7%
Diversity Index	88.1	88.9	89.3

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 12, 2024

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2020 Population by Relationship and Household Type			
Total	24,559	79,820	170,998
In Households	100.0%	99.9%	99.7%
Householder	39.3%	37.9%	36.0%
Opposite-Sex Spouse	13.5%	13.6%	14.3%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.7%	2.6%	2.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	27.4%	28.4%	29.6%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	1.0%	1.1%	1.2%
Grandchild	1.8%	2.0%	2.1%
Brother or Sister	2.2%	2.4%	2.4%
Parent	2.7%	2.6%	2.6%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.5%	0.6%
Other Relatives	2.3%	2.6%	2.8%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	5.3%	5.0%	4.7%
In Group Quarters	0.0%	0.1%	0.3%
Institutionalized	0.0%	0.1%	0.2%
Noninstitutionalized	0.0%	0.0%	0.0%
2024 Population 25+ by Educational Attainment			
Total	17,402	56,231	118,389
Less than 9th Grade	3.7%	6.1%	7.0%
9th - 12th Grade, No Diploma	4.3%	6.4%	6.7%
High School Graduate	22.1%	21.5%	21.5%
GED/Alternative Credential	1.9%	2.4%	2.8%
Some College, No Degree	13.5%	16.1%	15.3%
Associate Degree	16.7%	12.6%	11.4%
Bachelor's Degree	26.5%	24.1%	24.0%
Graduate/Professional Degree	11.3%	11.0%	11.3%
2024 Population 15+ by Marital Status			
Total	21,031	68,417	144,404
Never Married	43.0%	39.2%	38.7%
Married	44.7%	47.8%	49.2%
Widowed	3.4%	3.8%	3.6%
Divorced	8.8%	9.2%	8.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,648	47,807	98,032
Population 16+ Employed	97.4%	96.7%	96.5%
Population 16+ Unemployment rate	2.6%	3.3%	3.5%
Population 16-24 Employed	12.6%	13.2%	12.4%
Population 16-24 Unemployment rate	2.5%	2.7%	5.5%
Population 25-54 Employed	71.9%	69.2%	69.1%
Population 25-54 Unemployment rate	2.5%	3.2%	2.8%
Population 55-64 Employed	11.4%	12.3%	13.5%
Population 55-64 Unemployment rate	1.9%	4.0%	5.3%
Population 65+ Employed	4.1%	5.3%	5.0%
Population 65+ Unemployment rate	7.3%	4.3%	3.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry			
Total	14,264	46,232	94,586
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	9.5%	9.8%	10.4%
Manufacturing	8.0%	8.6%	8.4%
Wholesale Trade	4.4%	3.4%	3.1%
Retail Trade	14.4%	13.2%	12.9%
Transportation/Utilities	5.5%	6.0%	6.4%
Information	2.5%	3.1%	3.0%
Finance/Insurance/Real Estate	8.1%	8.1%	7.7%
Services	44.8%	45.7%	45.3%
Public Administration	2.4%	2.0%	2.9%
2024 Employed Population 16+ by Occupation			
Total	14,263	46,232	94,585
White Collar	57.7%	57.5%	56.9%
Management/Business/Financial	13.0%	15.3%	15.4%
Professional	25.5%	21.4%	20.4%
Sales	8.7%	10.7%	10.7%
Administrative Support	10.5%	10.1%	10.4%
Services	16.3%	16.9%	17.6%
Blue Collar	26.0%	25.6%	25.4%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	6.8%	7.4%	7.9%
Installation/Maintenance/Repair	3.1%	3.9%	3.5%
Production	5.4%	5.5%	5.5%
Transportation/Material Moving	10.4%	8.7%	8.5%
2020 Households by Type			
Total	9,694	30,358	61,608
Married Couple Households	35.1%	36.6%	40.4%
With Own Children <18	14.9%	16.1%	18.4%
Without Own Children <18	20.2%	20.5%	22.0%
Cohabiting Couple Households	7.3%	7.3%	7.1%
With Own Children <18	2.4%	2.7%	2.7%
Without Own Children <18	5.0%	4.7%	4.4%
Male Householder, No Spouse/Partner	24.9%	23.4%	21.2%
Living Alone	15.1%	14.0%	12.2%
65 Years and over	1.2%	1.7%	1.6%
With Own Children <18	2.9%	2.7%	2.5%
Without Own Children <18, With Relatives	4.2%	4.1%	4.1%
No Relatives Present	2.8%	2.6%	2.4%
Female Householder, No Spouse/Partner	32.7%	32.6%	31.3%
Living Alone	14.3%	14.5%	13.4%
65 Years and over	3.1%	3.8%	3.7%
With Own Children <18	8.5%	8.5%	8.5%
Without Own Children <18, With Relatives	8.2%	8.0%	8.0%
No Relatives Present	1.7%	1.6%	1.4%
2020 Households by Size			
Total	9,694	30,358	61,608
1 Person Household	29.4%	28.5%	25.6%
2 Person Household	29.9%	28.9%	28.2%
3 Person Household	16.1%	16.1%	16.7%
4 Person Household	12.5%	13.3%	14.5%
5 Person Household	6.7%	7.1%	8.2%
6 Person Household	3.3%	3.7%	4.0%
7 + Person Household	2.1%	2.3%	2.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	9,694	30,358	61,608
Owner Occupied	23.9%	32.2%	39.9%
Owned with a Mortgage/Loan	18.3%	23.9%	30.2%
Owned Free and Clear	5.6%	8.3%	9.6%
Renter Occupied	76.1%	67.8%	60.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	66	70
Percent of Income for Mortgage	37.7%	37.1%	34.8%
Wealth Index	48	54	62
2020 Housing Units By Urban/ Rural Status			
Total	10,638	32,424	65,358
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	24,559	79,820	170,998
Urban Population	100.0%	100.0%	100.0%
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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 12, 2024

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Young and Restless (11B)	Urban Edge Families (7C)
2.	Enterprising Professionals (2D)	Urban Edge Families (7C)	Metro Fusion (11C)
3.	Young and Restless (11B)	Metro Fusion (11C)	Young and Restless (11B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,035,577	\$61,853,612	\$132,973,878
Average Spent	\$1,875.24	\$1,927.44	\$2,051.81
Spending Potential Index	79	81	86
Education: Total \$	\$11,246,482	\$37,212,874	\$81,280,897
Average Spent	\$1,107.92	\$1,159.60	\$1,254.18
Spending Potential Index	64	67	73
Entertainment/Recreation: Total \$	\$27,760,214	\$91,653,422	\$202,007,868
Average Spent	\$2,734.73	\$2,856.05	\$3,117.02
Spending Potential Index	67	70	76
Food at Home: Total \$	\$55,023,161	\$180,047,052	\$387,986,003
Average Spent	\$5,420.47	\$5,610.52	\$5,986.70
Spending Potential Index	74	77	82
Food Away from Home: Total \$	\$30,621,400	\$100,140,351	\$217,355,843
Average Spent	\$3,016.59	\$3,120.51	\$3,353.84
Spending Potential Index	78	80	86
Health Care: Total \$	\$51,281,900	\$169,227,059	\$372,435,262
Average Spent	\$5,051.91	\$5,273.35	\$5,746.75
Spending Potential Index	66	69	75
HH Furnishings & Equipment: Total \$	\$22,571,546	\$74,145,218	\$162,567,485
Average Spent	\$2,223.58	\$2,310.47	\$2,508.45
Spending Potential Index	70	73	79
Personal Care Products & Services: Total \$	\$7,553,189	\$24,781,941	\$53,443,269
Average Spent	\$744.08	\$772.24	\$824.64
Spending Potential Index	75	78	83
Shelter: Total \$	\$196,929,985	\$648,835,315	\$1,410,474,456
Average Spent	\$19,400.06	\$20,218.61	\$21,763.89
Spending Potential Index	73	76	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,065,519	\$73,069,665	\$165,511,460
Average Spent	\$2,173.73	\$2,276.95	\$2,553.87
Spending Potential Index	62	65	73
Travel: Total \$	\$19,981,778	\$66,309,200	\$147,210,783
Average Spent	\$1,968.45	\$2,066.29	\$2,271.49
Spending Potential Index	65	68	75
Vehicle Maintenance & Repairs: Total \$	\$11,188,600	\$36,510,827	\$79,073,077
Average Spent	\$1,102.22	\$1,137.73	\$1,220.11
Spending Potential Index	74	77	82

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 12, 2024