

# Demographic and Income Profile

Mars Hill Point  
 3451 N Cobb Pky NW, Acworth, GA, 30101,  
 Ring: 1 mile radius

Prepared by Justin Dinerman  
 Latitude: 34.037521525  
 Longitude: -84.68906394

| Summary                         | Census 2010 | 2013  | 2018     |
|---------------------------------|-------------|-------|----------|
| Population                      | 3,221       | 3,258 | 3,363    |
| Households                      | 1,115       | 1,131 | 1,172    |
| Families                        | 884         | 892   | 920      |
| Average Household Size          | 2.89        | 2.88  | 2.87     |
| Owner Occupied Housing Units    | 943         | 924   | 967      |
| Renter Occupied Housing Units   | 172         | 207   | 205      |
| Median Age                      | 38.5        | 39.0  | 38.5     |
| Trends: 2013 - 2018 Annual Rate | Area        | State | National |
| Population                      | 0.64%       | 0.94% | 0.71%    |
| Households                      | 0.71%       | 0.99% | 0.74%    |
| Families                        | 0.62%       | 0.84% | 0.63%    |
| Owner HHs                       | 0.91%       | 1.17% | 0.94%    |
| Median Household Income         | 2.98%       | 3.32% | 3.03%    |

| Households by Income     | 2013     |         | 2018      |         |
|--------------------------|----------|---------|-----------|---------|
|                          | Number   | Percent | Number    | Percent |
| <\$15,000                | 71       | 6.3%    | 58        | 4.9%    |
| \$15,000 - \$24,999      | 63       | 5.6%    | 41        | 3.5%    |
| \$25,000 - \$34,999      | 56       | 5.0%    | 46        | 3.9%    |
| \$35,000 - \$49,999      | 134      | 11.8%   | 99        | 8.4%    |
| \$50,000 - \$74,999      | 238      | 21.0%   | 164       | 14.0%   |
| \$75,000 - \$99,999      | 217      | 19.2%   | 302       | 25.8%   |
| \$100,000 - \$149,999    | 211      | 18.7%   | 279       | 23.8%   |
| \$150,000 - \$199,999    | 77       | 6.8%    | 103       | 8.8%    |
| \$200,000+               | 64       | 5.7%    | 78        | 6.7%    |
| Median Household Income  | \$75,278 |         | \$87,196  |         |
| Average Household Income | \$90,611 |         | \$106,900 |         |
| Per Capita Income        | \$31,606 |         | \$37,406  |         |

| Population by Age | Census 2010 |         | 2013   |         | 2018   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 219         | 6.8%    | 213    | 6.5%    | 218    | 6.5%    |
| 5 - 9             | 220         | 6.8%    | 232    | 7.1%    | 245    | 7.3%    |
| 10 - 14           | 255         | 7.9%    | 238    | 7.3%    | 263    | 7.8%    |
| 15 - 19           | 265         | 8.2%    | 232    | 7.1%    | 213    | 6.3%    |
| 20 - 24           | 162         | 5.0%    | 188    | 5.8%    | 164    | 4.9%    |
| 25 - 34           | 333         | 10.3%   | 367    | 11.3%   | 423    | 12.6%   |
| 35 - 44           | 486         | 15.1%   | 442    | 13.6%   | 437    | 13.0%   |
| 45 - 54           | 550         | 17.1%   | 544    | 16.7%   | 507    | 15.1%   |
| 55 - 64           | 376         | 11.7%   | 414    | 12.7%   | 456    | 13.6%   |
| 65 - 74           | 233         | 7.2%    | 249    | 7.6%    | 273    | 8.1%    |
| 75 - 84           | 92          | 2.9%    | 109    | 3.3%    | 128    | 3.8%    |
| 85+               | 29          | 0.9%    | 30     | 0.9%    | 34     | 1.0%    |

| Race and Ethnicity         | Census 2010 |         | 2013   |         | 2018   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 2,478       | 76.9%   | 2,460  | 75.5%   | 2,439  | 72.5%   |
| Black Alone                | 459         | 14.3%   | 481    | 14.8%   | 545    | 16.2%   |
| American Indian Alone      | 14          | 0.4%    | 17     | 0.5%    | 19     | 0.6%    |
| Asian Alone                | 90          | 2.8%    | 94     | 2.9%    | 107    | 3.2%    |
| Pacific Islander Alone     | 6           | 0.2%    | 9      | 0.3%    | 12     | 0.4%    |
| Some Other Race Alone      | 104         | 3.2%    | 119    | 3.7%    | 150    | 4.5%    |
| Two or More Races          | 70          | 2.2%    | 77     | 2.4%    | 91     | 2.7%    |
| Hispanic Origin (Any Race) | 234         | 7.3%    | 270    | 8.3%    | 349    | 10.4%   |

**Data Note:** Income is expressed in current dollars.

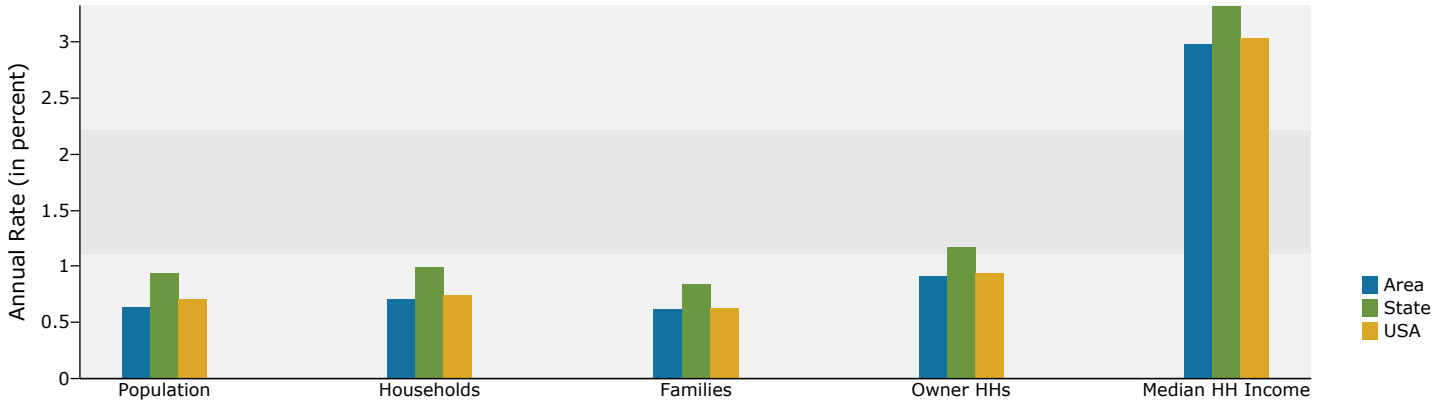
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

# Demographic and Income Profile

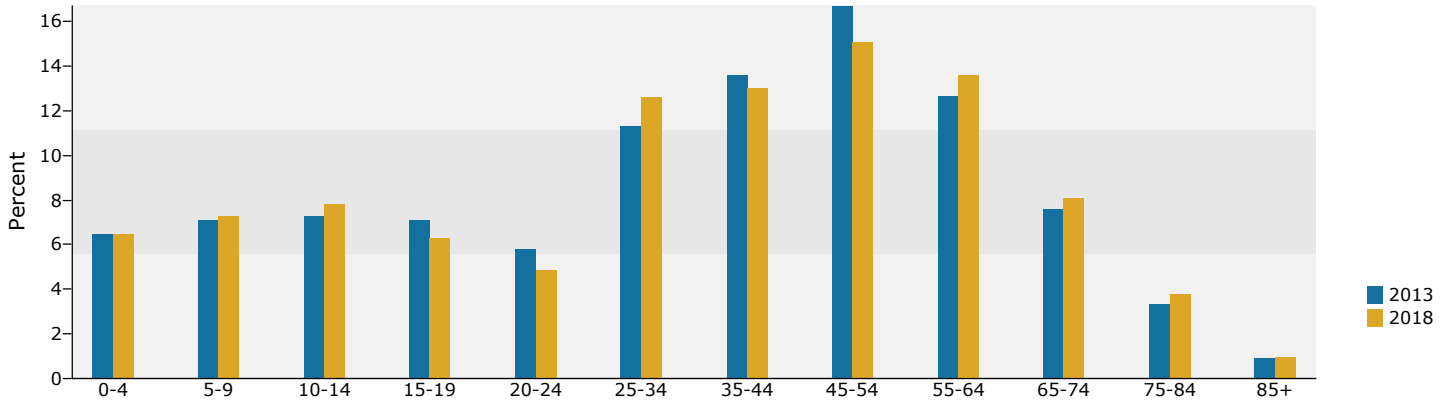
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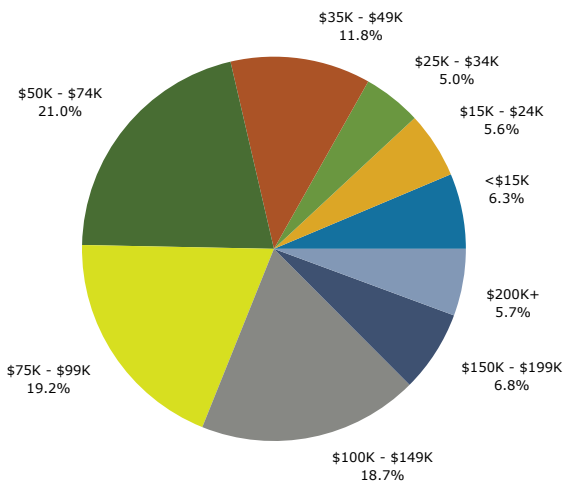
## Trends 2013-2018



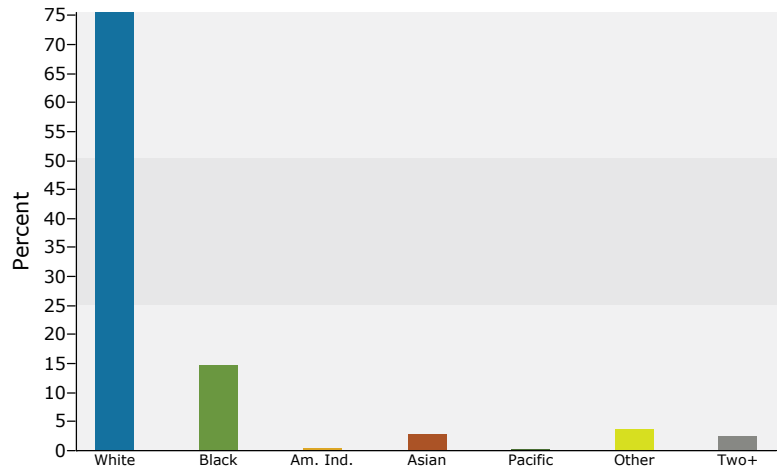
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

# Demographic and Income Profile

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 Ring: 3 mile radius

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| Summary                         | Census 2010 | 2013   | 2018     |
|---------------------------------|-------------|--------|----------|
| Population                      | 37,025      | 37,631 | 39,252   |
| Households                      | 12,832      | 13,069 | 13,657   |
| Families                        | 9,939       | 10,048 | 10,424   |
| Average Household Size          | 2.88        | 2.88   | 2.87     |
| Owner Occupied Housing Units    | 10,575      | 10,361 | 10,914   |
| Renter Occupied Housing Units   | 2,257       | 2,708  | 2,743    |
| Median Age                      | 36.7        | 37.2   | 37.3     |
| Trends: 2013 - 2018 Annual Rate | Area        | State  | National |
| Population                      | 0.85%       | 0.94%  | 0.71%    |
| Households                      | 0.88%       | 0.99%  | 0.74%    |
| Families                        | 0.74%       | 0.84%  | 0.63%    |
| Owner HHs                       | 1.05%       | 1.17%  | 0.94%    |
| Median Household Income         | 2.44%       | 3.32%  | 3.03%    |

| Households by Income     | 2013     |         | 2018      |         |
|--------------------------|----------|---------|-----------|---------|
|                          | Number   | Percent | Number    | Percent |
| <\$15,000                | 976      | 7.5%    | 885       | 6.5%    |
| \$15,000 - \$24,999      | 619      | 4.7%    | 431       | 3.2%    |
| \$25,000 - \$34,999      | 808      | 6.2%    | 762       | 5.6%    |
| \$35,000 - \$49,999      | 1,315    | 10.1%   | 1,103     | 8.1%    |
| \$50,000 - \$74,999      | 2,465    | 18.9%   | 1,709     | 12.5%   |
| \$75,000 - \$99,999      | 2,401    | 18.4%   | 3,239     | 23.7%   |
| \$100,000 - \$149,999    | 2,635    | 20.2%   | 3,268     | 23.9%   |
| \$150,000 - \$199,999    | 1,089    | 8.3%    | 1,367     | 10.0%   |
| \$200,000+               | 761      | 5.8%    | 893       | 6.5%    |
| Median Household Income  | \$77,684 |         | \$87,652  |         |
| Average Household Income | \$93,106 |         | \$106,183 |         |
| Per Capita Income        | \$32,468 |         | \$37,093  |         |

| Population by Age | Census 2010 |         | 2013   |         | 2018   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 2,345       | 6.3%    | 2,300  | 6.1%    | 2,411  | 6.1%    |
| 5 - 9             | 2,977       | 8.0%    | 2,645  | 7.0%    | 2,614  | 6.7%    |
| 10 - 14           | 3,261       | 8.8%    | 3,130  | 8.3%    | 2,945  | 7.5%    |
| 15 - 19           | 2,897       | 7.8%    | 2,836  | 7.5%    | 2,771  | 7.1%    |
| 20 - 24           | 1,919       | 5.2%    | 2,244  | 6.0%    | 2,144  | 5.5%    |
| 25 - 34           | 4,143       | 11.2%   | 4,557  | 12.1%   | 5,481  | 14.0%   |
| 35 - 44           | 6,238       | 16.8%   | 5,553  | 14.8%   | 5,323  | 13.6%   |
| 45 - 54           | 6,325       | 17.1%   | 6,468  | 17.2%   | 6,126  | 15.6%   |
| 55 - 64           | 3,783       | 10.2%   | 4,349  | 11.6%   | 5,109  | 13.0%   |
| 65 - 74           | 1,972       | 5.3%    | 2,267  | 6.0%    | 2,815  | 7.2%    |
| 75 - 84           | 884         | 2.4%    | 984    | 2.6%    | 1,164  | 3.0%    |
| 85+               | 281         | 0.8%    | 298    | 0.8%    | 350    | 0.9%    |

| Race and Ethnicity         | Census 2010 |         | 2013   |         | 2018   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 27,737      | 74.9%   | 27,641 | 73.5%   | 27,692 | 70.5%   |
| Black Alone                | 5,839       | 15.8%   | 6,170  | 16.4%   | 7,000  | 17.8%   |
| American Indian Alone      | 104         | 0.3%    | 122    | 0.3%    | 131    | 0.3%    |
| Asian Alone                | 1,285       | 3.5%    | 1,352  | 3.6%    | 1,526  | 3.9%    |
| Pacific Islander Alone     | 26          | 0.1%    | 35     | 0.1%    | 43     | 0.1%    |
| Some Other Race Alone      | 1,137       | 3.1%    | 1,309  | 3.5%    | 1,662  | 4.2%    |
| Two or More Races          | 898         | 2.4%    | 1,001  | 2.7%    | 1,198  | 3.1%    |
| Hispanic Origin (Any Race) | 3,113       | 8.4%    | 3,622  | 9.6%    | 4,663  | 11.9%   |

**Data Note:** Income is expressed in current dollars.

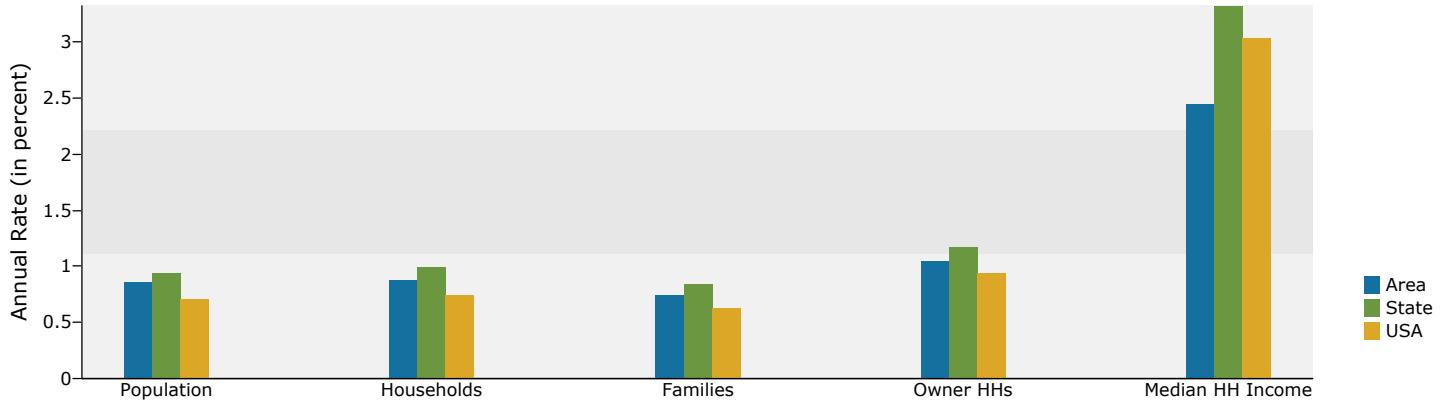
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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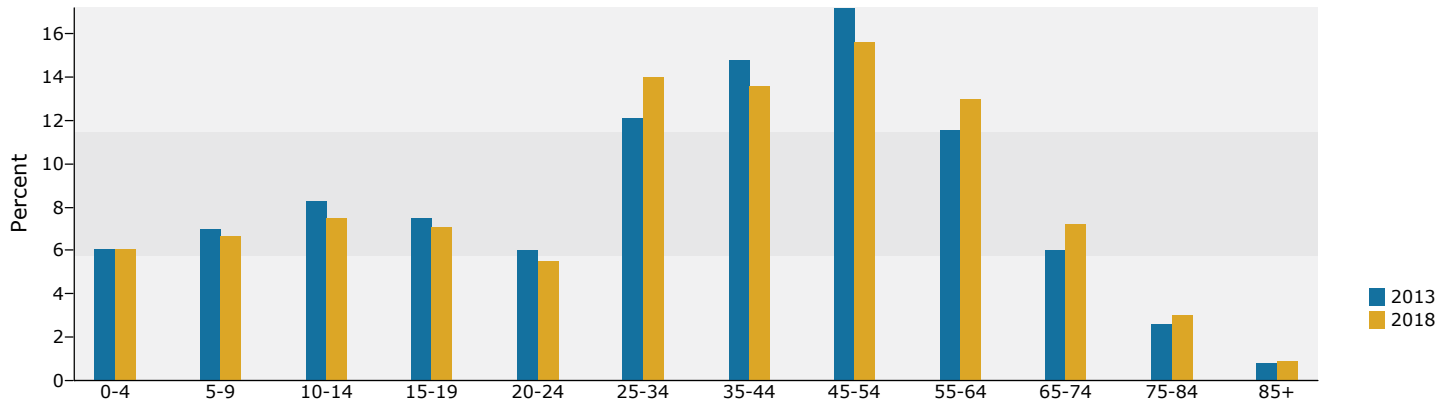
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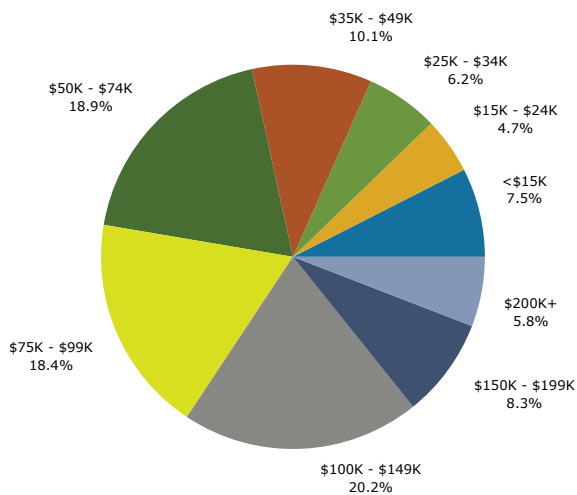
## Trends 2013-2018



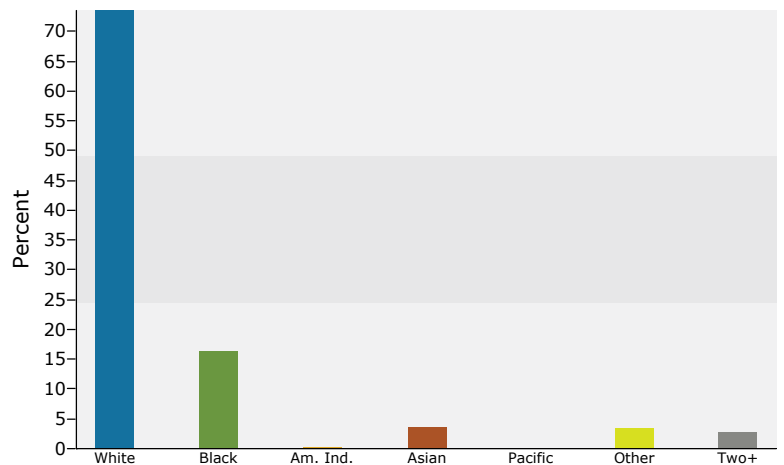
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 9.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

# Demographic and Income Profile

Mars Hill Point  
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 Ring: 5 mile radius

Prepared by Justin Dinerman  
 Latitude: 34.037521525  
 Longitude: -84.68906394

| Summary                         | Census 2010 | 2013    | 2018     |
|---------------------------------|-------------|---------|----------|
| Population                      | 111,336     | 113,895 | 119,542  |
| Households                      | 38,043      | 38,915  | 40,844   |
| Families                        | 29,706      | 30,215  | 31,547   |
| Average Household Size          | 2.92        | 2.92    | 2.92     |
| Owner Occupied Housing Units    | 31,297      | 30,938  | 32,729   |
| Renter Occupied Housing Units   | 6,746       | 7,976   | 8,115    |
| Median Age                      | 35.7        | 36.0    | 36.2     |
| Trends: 2013 - 2018 Annual Rate | Area        | State   | National |
| Population                      | 0.97%       | 0.94%   | 0.71%    |
| Households                      | 0.97%       | 0.99%   | 0.74%    |
| Families                        | 0.87%       | 0.84%   | 0.63%    |
| Owner HHs                       | 1.13%       | 1.17%   | 0.94%    |
| Median Household Income         | 2.90%       | 3.32%   | 3.03%    |

| Households by Income     | 2013     |         | 2018      |         |
|--------------------------|----------|---------|-----------|---------|
|                          | Number   | Percent | Number    | Percent |
| <\$15,000                | 2,692    | 6.9%    | 2,448     | 6.0%    |
| \$15,000 - \$24,999      | 2,276    | 5.8%    | 1,602     | 3.9%    |
| \$25,000 - \$34,999      | 2,613    | 6.7%    | 2,384     | 5.8%    |
| \$35,000 - \$49,999      | 4,042    | 10.4%   | 3,421     | 8.4%    |
| \$50,000 - \$74,999      | 7,558    | 19.4%   | 5,485     | 13.4%   |
| \$75,000 - \$99,999      | 6,252    | 16.1%   | 8,692     | 21.3%   |
| \$100,000 - \$149,999    | 7,973    | 20.5%   | 10,179    | 24.9%   |
| \$150,000 - \$199,999    | 2,852    | 7.3%    | 3,564     | 8.7%    |
| \$200,000+               | 2,656    | 6.8%    | 3,068     | 7.5%    |
| Median Household Income  | \$75,802 |         | \$87,433  |         |
| Average Household Income | \$93,618 |         | \$107,514 |         |
| Per Capita Income        | \$32,052 |         | \$36,810  |         |

| Population by Age | Census 2010 |         | 2013   |         | 2018   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 7,392       | 6.6%    | 7,298  | 6.4%    | 7,682  | 6.4%    |
| 5 - 9             | 9,342       | 8.4%    | 8,439  | 7.4%    | 8,446  | 7.1%    |
| 10 - 14           | 9,842       | 8.8%    | 9,811  | 8.6%    | 9,532  | 8.0%    |
| 15 - 19           | 8,886       | 8.0%    | 8,738  | 7.7%    | 8,788  | 7.4%    |
| 20 - 24           | 6,192       | 5.6%    | 6,915  | 6.1%    | 6,510  | 5.4%    |
| 25 - 34           | 12,773      | 11.5%   | 14,177 | 12.4%   | 16,830 | 14.1%   |
| 35 - 44           | 19,084      | 17.1%   | 17,242 | 15.1%   | 16,643 | 13.9%   |
| 45 - 54           | 18,696      | 16.8%   | 19,231 | 16.9%   | 18,594 | 15.6%   |
| 55 - 64           | 10,765      | 9.7%    | 12,524 | 11.0%   | 14,737 | 12.3%   |
| 65 - 74           | 5,323       | 4.8%    | 6,225  | 5.5%    | 7,834  | 6.6%    |
| 75 - 84           | 2,380       | 2.1%    | 2,568  | 2.3%    | 3,066  | 2.6%    |
| 85+               | 663         | 0.6%    | 725    | 0.6%    | 880    | 0.7%    |

| Race and Ethnicity         | Census 2010 |         | 2013   |         | 2018   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 84,194      | 75.6%   | 84,579 | 74.3%   | 85,330 | 71.4%   |
| Black Alone                | 16,811      | 15.1%   | 17,848 | 15.7%   | 20,401 | 17.1%   |
| American Indian Alone      | 345         | 0.3%    | 372    | 0.3%    | 406    | 0.3%    |
| Asian Alone                | 3,735       | 3.4%    | 4,006  | 3.5%    | 4,616  | 3.9%    |
| Pacific Islander Alone     | 47          | 0.0%    | 61     | 0.1%    | 76     | 0.1%    |
| Some Other Race Alone      | 3,601       | 3.2%    | 4,145  | 3.6%    | 5,264  | 4.4%    |
| Two or More Races          | 2,603       | 2.3%    | 2,883  | 2.5%    | 3,449  | 2.9%    |
| Hispanic Origin (Any Race) | 9,273       | 8.3%    | 10,842 | 9.5%    | 14,071 | 11.8%   |

**Data Note:** Income is expressed in current dollars.

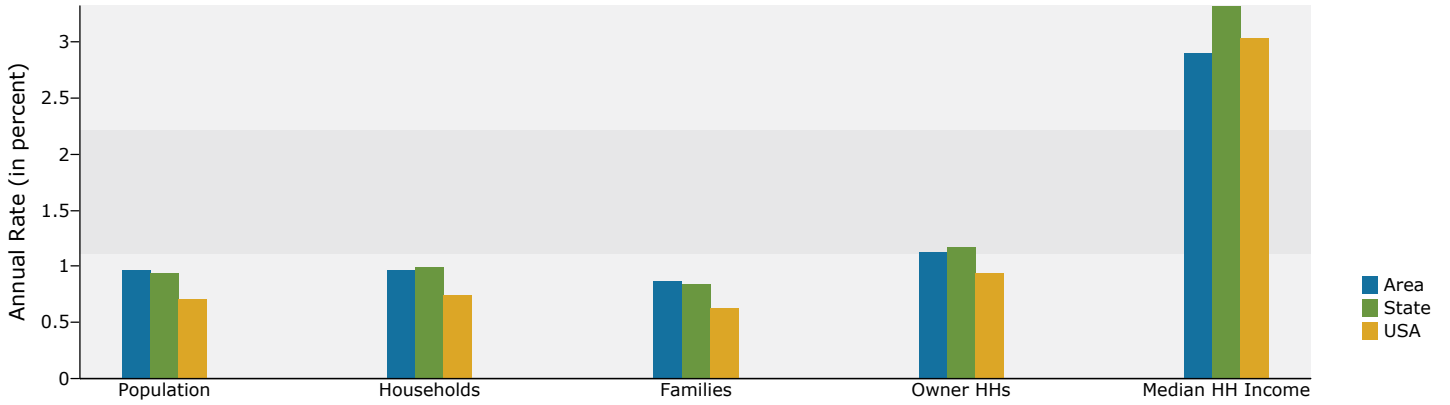
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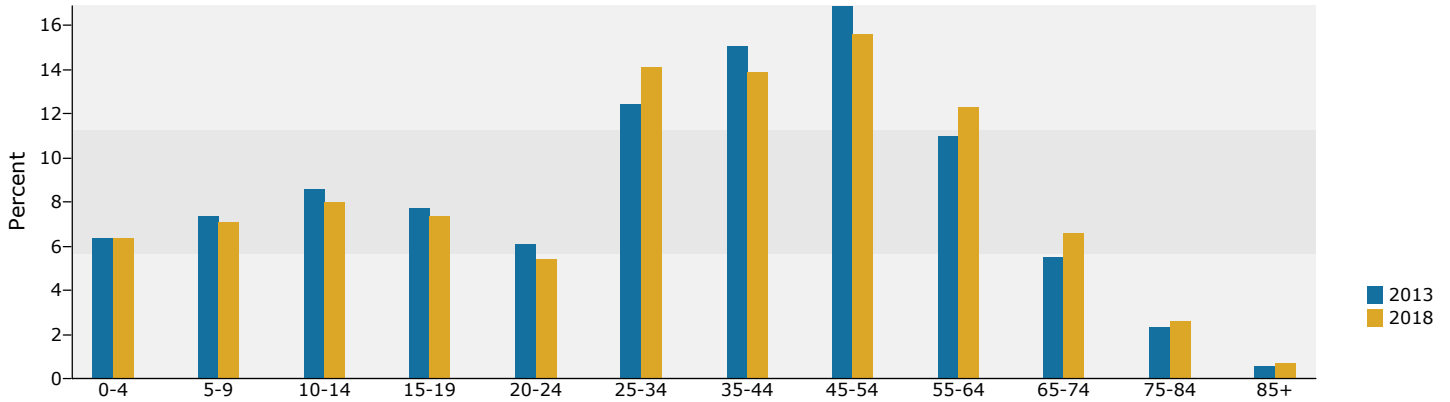
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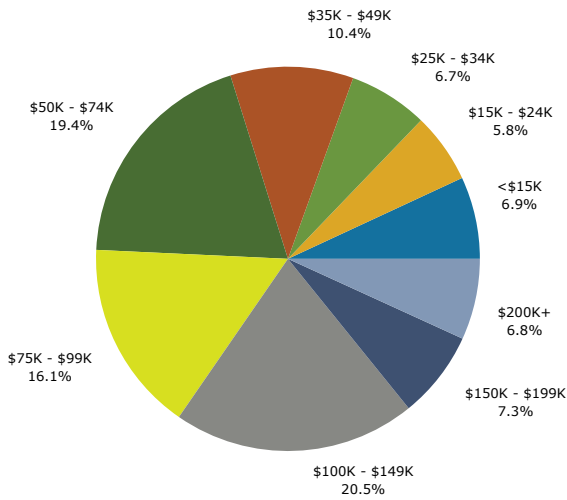
## Trends 2013-2018



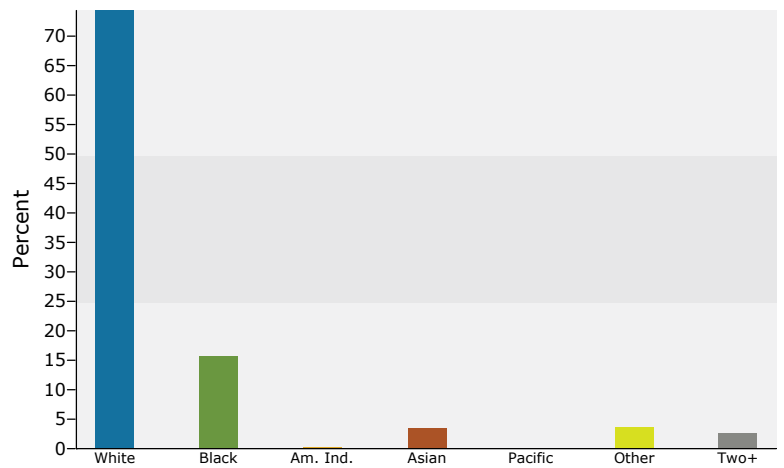
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 9.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.