

# DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2007 Estimates & 2012 Projections

Calculated using Proportional Block Groups

Prepared For 3991 Hwy. 78 Stone Mountain, Ga.

Lat/Lon: 33.50176/-84.04079

December 2008

RF5

33.50176/-84.04079	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Population</b>						
Estimated Population (2007)	1,066		12,159		38,607	
Census Population (1990)	299		3,170		12,180	
Census Population (2000)	649		7,430		24,856	
Projected Population (2012)	1,329		15,181		47,478	
Forecasted Population (2017)	1,706		19,487		60,042	
Historical Annual Growth (1990 to 2000)	351	11.7%	4,261	13.4%	12,676	10.4%
Historical Annual Growth (2000 to 2007)	417	9.2%	4,729	9.1%	13,751	7.9%
Projected Annual Growth (2007 to 2012)	262	4.9%	3,022	5.0%	8,871	4.6%
Est. Population Density (2007)	343.66 <i>psm</i>		436.36 <i>psm</i>		499.06 <i>psm</i>	
Trade Area Size	3.10 <i>sq mi</i>		27.87 <i>sq mi</i>		77.36 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2007)	366		4,123		13,023	
Census Households (1990)	102		1,083		4,052	
Census Households (2000)	228		2,570		8,485	
Projected Households (2012)	452		5,099		15,901	
Forecasted Households (2017)	576		6,503		20,018	
Households with Children (2007)	179	48.8%	2,026	49.1%	6,365	48.9%
Average Household Size (2007)	2.91		2.95		2.96	
<b>Average Household Income</b>						
Est. Average Household Income (2007)	\$68,316		\$74,372		\$79,892	
Proj. Average Household Income (2012)	\$69,946		\$77,209		\$83,385	
Average Family Income (2007)	\$72,233		\$78,831		\$85,394	
<b>Median Household Income</b>						
Est. Median Household Income (2007)	\$68,799		\$74,001		\$77,885	
Proj. Median Household Income (2012)	\$77,185		\$83,114		\$87,320	
Median Family Income (2007)	\$76,461		\$80,518		\$83,812	
<b>Per Capita Income</b>						
Est. Per Capita Income (2007)	\$23,473		\$25,218		\$26,983	
Proj. Per Capita Income (2012)	\$23,789		\$25,931		\$27,956	
Per Capita Income Est. 5 year change	\$316	1.3%	\$713	2.8%	\$973	3.6%
<b>Other Income</b>						
Est. Median Disposable Income (2007)	\$56,145		\$59,711		\$62,336	
Est. Median Disposable Income (2012)	\$61,907		\$65,730		\$68,533	
Disposable Income Est. 5 year change	\$5,762	10.3%	\$6,019	10.1%	\$6,197	9.9%
Est. Median Household Net Worth (2007)	\$547,992		\$595,311		\$630,965	
<b>Daytime Demos</b>						
Total Number of Businesses (2007)	17		188		593	
Total Number of Employees (2007)	103		1,096		3,238	
Company Headqtrs: Businesses (2007)	0	0	0	0	0	0
Company Headqtrs: Employees (2007)	0	0	0	0	0	0
Unemployment Rate (2007)	4.10%		4.70%		4.80%	
Employee Population per Business	6.0 to 1		5.8 to 1		5.5 to 1	
Residential Population per Business	61.8 to 1		64.6 to 1		65.1 to 1	

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<b>Race &amp; Ethnicity</b>						
White (2007)	881	82.6%	9,824	80.8%	29,802	77.2%
Black or African American (2007)	152	14.3%	1,852	15.2%	6,835	17.7%
American Indian & Alaska Native (2007)	2	0.2%	25	0.2%	77	0.2%
Asian (2007)	7	0.7%	120	1.0%	616	1.6%
Hawaiian & Pacific Islander (2007)	0		1	0.0%	6	0.0%
Other Race (2007)	7	0.6%	107	0.9%	400	1.0%
Two or More Races (2007)	18	1.7%	230	1.9%	869	2.3%
Not Hispanic or Latino Population (2007)	1,033	96.9%	11,798	97.0%	37,493	97.1%
Hispanic or Latino Population (2007)	33	3.1%	361	3.0%	1,114	2.9%
Not of Hispanic Origin Population (1990)	297	99.5%	3,153	99.5%	12,110	99.4%
Hispanic Origin Population (1990)	1	0.5%	16	0.5%	71	0.6%
Not Hispanic or Latino Population (2000)	639	98.4%	7,315	98.5%	24,474	98.5%
Hispanic or Latino Population (2000)	11	1.6%	115	1.5%	383	1.5%
Not Hispanic or Latino Population (2012)	1,280	96.3%	14,643	96.5%	45,830	96.5%
Hispanic or Latino Population (2012)	49	3.7%	538	3.5%	1,648	3.5%
Hist. Hispanic Ann Growth (1990 to 2007)	32	131.1%	345	126.6%	1,043	86.8%
Proj. Hispanic Ann Growth (2007 to 2012)	16	9.6%	177	9.8%	534	9.6%
<b>Age Distribution</b>						
Age 0 to 4 yrs (2007)	87	8.1%	981	8.1%	2,986	7.7%
Age 5 to 9 yrs (2007)	84	7.9%	959	7.9%	2,977	7.7%
Age 10 to 14 yrs (2007)	77	7.2%	889	7.3%	2,900	7.5%
Age 15 to 19 yrs (2007)	66	6.2%	772	6.3%	2,612	6.8%
Age 20 to 24 yrs (2007)	68	6.4%	697	5.7%	2,114	5.5%
Age 25 to 29 yrs (2007)	92	8.6%	949	7.8%	2,727	7.1%
Age 30 to 34 yrs (2007)	109	10.3%	1,194	9.8%	3,496	9.1%
Age 35 to 39 yrs (2007)	97	9.1%	1,131	9.3%	3,493	9.0%
Age 40 to 44 yrs (2007)	89	8.3%	1,009	8.3%	3,256	8.4%
Age 45 to 49 yrs (2007)	75	7.1%	883	7.3%	2,966	7.7%
Age 50 to 54 yrs (2007)	52	4.9%	693	5.7%	2,457	6.4%
Age 55 to 59 yrs (2007)	47	4.4%	592	4.9%	2,058	5.3%
Age 60 to 64 yrs (2007)	39	3.7%	473	3.9%	1,573	4.1%
Age 65 to 74 yrs (2007)	51	4.8%	577	4.7%	1,858	4.8%
Age 75 to 84 yrs (2007)	26	2.4%	293	2.4%	914	2.4%
Age 85 yrs plus (2007)	6	0.6%	68	0.6%	221	0.6%
Median Age (2007)	31.9 yrs		32.8 yrs		33.6 yrs	
<b>Gender Age Distribution</b>						
Female Population (2007)	533	50.0%	6,079	50.0%	19,304	50.0%
Age 0 to 19 yrs (2007)	151	28.2%	1,753	28.8%	5,610	29.1%
Age 20 to 64 yrs (2007)	338	63.4%	3,829	63.0%	12,098	62.7%
Age 65 yrs plus (2007)	45	8.4%	497	8.2%	1,595	8.3%
Female Median Age (2007)	32.4 yrs		33.1 yrs		33.9 yrs	
Male Population (2007)	533	50.0%	6,080	50.0%	19,303	50.0%
Age 0 to 19 yrs (2007)	163	30.6%	1,849	30.4%	5,865	30.4%
Age 20 to 64 yrs (2007)	331	62.1%	3,791	62.4%	12,040	62.4%
Age 65 yrs plus (2007)	39	7.3%	440	7.2%	1,399	7.2%
Male Median Age (2007)	31.4 yrs		32.4 yrs		33.3 yrs	

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<b>Household Income Distribution</b>						
HH Income \$200,000 or More (2007)	11	2.9%	151	3.7%	574	4.4%
HH Income \$150,000 to \$199,999 (2007)	15	4.0%	205	5.0%	731	5.6%
HH Income \$100,000 to \$149,999 (2007)	63	17.2%	784	19.0%	2,645	20.3%
HH Income \$75,000 to \$99,999 (2007)	71	19.3%	842	20.4%	2,747	21.1%
HH Income \$50,000 to \$74,999 (2007)	95	26.0%	1,011	24.5%	3,060	23.5%
HH Income \$35,000 to \$49,999 (2007)	51	13.9%	517	12.5%	1,515	11.6%
HH Income \$25,000 to \$34,999 (2007)	24	6.6%	267	6.5%	787	6.0%
HH Income \$15,000 to \$24,999 (2007)	19	5.2%	192	4.7%	556	4.3%
HH Income \$0 to \$14,999 (2007)	18	5.0%	154	3.7%	409	3.1%
HH Income \$35,000+ (2007)	305	83.3%	3,510	85.1%	11,271	86.5%
HH Income \$75,000+ (2007)	159	43.4%	1,983	48.1%	6,697	51.4%
<b>Housing</b>						
Total Housing Units (2007)	404		4,555		14,337	
Housing Units, Occupied (2007)	366	90.7%	4,123	90.5%	13,023	90.8%
<i>Housing Units, Owner-Occupied (2007)</i>	328	89.5%	3,755	91.1%	11,966	91.9%
<i>Housing Units, Renter-Occupied (2007)</i>	38	10.5%	368	8.9%	1,058	8.1%
Housing Units, Vacant (2007)	37	9.3%	432	9.5%	1,314	9.2%
Median Years in Residence (2007)	3.4	yrs	3.6	yrs	3.9	yrs
<b>Marital Status</b>						
Never Married (2007)	144	17.6%	1,554	16.7%	4,889	16.4%
Now Married (2007)	553	67.6%	6,453	69.2%	20,718	69.7%
Separated (2007)	11	1.4%	156	1.7%	569	1.9%
Widowed (2007)	34	4.1%	351	3.8%	1,061	3.6%
Divorced (2007)	76	9.3%	812	8.7%	2,495	8.4%
<b>Household Type</b>						
Population Family (2007)	994	93.3%	11,429	94.0%	36,307	94.0%
Population Non-Family (2007)	72	6.7%	730	6.0%	2,294	5.9%
Population Group Qtrs (2007)	0	0.0%	0	0.0%	7	0.0%
Family Households (2007)	294	80.4%	3,393	82.3%	10,733	82.4%
Married Couple With Children (2007)	142	25.7%	1,634	25.3%	5,138	24.8%
Average Family Household Size (2007)	3.38		3.37		3.38	
Non-Family Households (2007)	72	19.6%	730	17.7%	2,290	17.6%
<b>Household Size</b>						
1 Person Household (2007)	60	16.3%	603	14.6%	1,860	14.3%
2 Person Households (2007)	112	30.6%	1,284	31.1%	4,109	31.6%
3 Person Households (2007)	70	19.2%	800	19.4%	2,547	19.6%
4 Person Households (2007)	77	21.1%	910	22.1%	2,871	22.0%
5 Person Households (2007)	36	9.8%	395	9.6%	1,216	9.3%
6+ Person Households (2007)	11	3.1%	131	3.2%	421	3.2%
<b>Household Vehicles</b>						
Total Vehicles Available (2007)	825		9,380		29,907	
Household: 0 Vehicles Available (2007)	3	0.7%	26	0.6%	92	0.7%
Household: 1 Vehicles Available (2007)	77	20.9%	822	19.9%	2,529	19.4%
Household: 2+ Vehicles Available (2007)	287	78.4%	3,275	79.4%	10,403	79.9%
Average Vehicles Per Household (2007)	2.3		2.3		2.3	

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<b>Labor Force</b>						
Est. Labor: Population Age 16+ (2007)	803		9,161		29,193	
Est. Civilian Employed (2007)	549	68.4%	6,163	67.3%	19,343	66.3%
Est. Civilian Unemployed (2007)	33	4.1%	428	4.7%	1,395	4.8%
Est. in Armed Forces (2007)	0		10	0.1%	41	0.1%
Est. not in Labor Force (2007)	221	27.5%	2,560	27.9%	8,413	28.8%
<b>Occupation</b>						
Occupation: Population Age 16+ (2000)	340		3,845		12,725	
Mgmt, Business, & Financial Operations (2000)	42	12.4%	548	14.2%	1,928	15.2%
Professional and Related (2000)	53	15.6%	674	17.5%	2,372	18.6%
Service (2000)	31	9.1%	346	9.0%	1,236	9.7%
Sales and Office (2000)	105	30.8%	1,165	30.3%	3,751	29.5%
Farming, Fishing, and Forestry (2000)	1	0.2%	9	0.2%	38	0.3%
Construct, Extraction, & Maintenance (2000)	60	17.7%	578	15.0%	1,752	13.8%
Production, Transp. & Material Moving (2000)	49	14.3%	524	13.6%	1,647	12.9%
<i>Percent White Collar Workers (2000)</i>		58.8%		62.1%		63.3%
<i>Percent Blue Collar Workers (2000)</i>		41.2%		37.9%		36.7%
<b>Consumer Expenditure (in \$,000,000s)</b>						
Total Household Expenditure (2007)	\$20		\$237		\$787	
<i>Total Non-Retail Expenditures (2007)</i>	\$11	57.8%	\$137	57.9%	\$456	57.9%
<i>Total Retail Expenditures (2007)</i>	\$8	42.2%	\$100	42.1%	\$331	42.1%
Apparel (2007)	\$1	4.8%	\$11	4.8%	\$38	4.8%
Contributions (2007)	\$1	3.6%	\$9	3.7%	\$30	3.8%
Education (2007)	\$0		\$6	2.4%	\$19	2.5%
Entertainment (2007)	\$1	5.6%	\$13	5.6%	\$45	5.7%
Food And Beverages (2007)	\$3	15.2%	\$36	15.1%	\$119	15.1%
Furnishings And Equipment (2007)	\$1	4.5%	\$11	4.5%	\$36	4.5%
Gifts (2007)	\$1	2.6%	\$6	2.7%	\$21	2.7%
Health Care (2007)	\$1	6.0%	\$14	5.9%	\$46	5.9%
Household Operations (2007)	\$1	3.6%	\$9	3.7%	\$29	3.7%
Miscellaneous Expenses (2007)	\$0		\$4	1.6%	\$13	1.6%
Personal Care (2007)	\$0		\$3	1.4%	\$11	1.4%
Personal Insurance (2007)	\$0		\$2	1.0%	\$8	1.1%
Reading (2007)	\$0		\$1	0.3%	\$3	0.3%
Shelter (2007)	\$4	19.3%	\$46	19.3%	\$152	19.3%
Tobacco (2007)	\$0		\$1	0.6%	\$5	0.6%
Transportation (2007)	\$4	20.4%	\$48	20.3%	\$160	20.3%
Utilities (2007)	\$1	6.9%	\$16	6.8%	\$53	6.7%
<b>Educational Attainment</b>						
Adult Population (25 Years or Older) (2007)	684		7,860		25,019	
Elementary (0 to 8) (2007)	18	2.6%	172	2.2%	510	2.0%
Some High School (9 to 11) (2007)	35	5.1%	378	4.8%	1,236	4.9%
High School Graduate (12) (2007)	211	30.8%	2,386	30.4%	7,647	30.6%
Some College (13 to 16) (2007)	183	26.8%	2,081	26.5%	6,369	25.5%
Associate Degree Only (2007)	99	14.5%	1,093	13.9%	3,245	13.0%
Bachelor Degree Only (2007)	106	15.5%	1,279	16.3%	4,231	16.9%
Graduate Degree (2007)	32	4.7%	470	6.0%	1,781	7.1%

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<b>Units In Structure</b>						
1 Detached Unit (2000)	222	94.3%	2,520	95.2%	8,421	96.5%
1 Attached Unit (2000)	0		8	0.3%	32	0.4%
2 to 4 Units (2000)	0		5	0.2%	16	0.2%
5 to 9 Units (2000)	0		2	0.1%	9	0.1%
10 to 19 Units (2000)	0		0		0	
20 to 49 Units (2000)	0		1	0.0%	5	0.1%
50 or more Units (2000)	0		0		1	0.0%
Mobile Home or Trailer (2000)	13	5.4%	109	4.1%	245	2.8%
Other Structure (2000)	0		0		0	
<b>Homes Built By Year</b>						
Homes Built 1999 to 2000	15	6.3%	207	7.8%	677	7.8%
Homes Built 1995 to 1998	60	25.4%	728	27.5%	2,156	24.7%
Homes Built 1990 to 1994	62	26.5%	694	26.2%	2,093	24.0%
Homes Built 1980 to 1989	38	16.0%	445	16.8%	1,855	21.2%
Homes Built 1970 to 1979	33	14.0%	342	12.9%	1,297	14.9%
Homes Built 1960 to 1969	11	4.8%	86	3.3%	262	3.0%
Homes Built 1950 to 1959	7	3.0%	51	1.9%	141	1.6%
Homes Built Before 1949	9	4.0%	93	3.5%	250	2.9%
<b>Home Values</b>						
Home Values \$1,000,000 or More (2000)	0		0		0	
Home Values \$500,000 to \$999,999 (2000)	0		3	0.1%	14	0.2%
Home Values \$400,000 to \$499,999 (2000)	0		2	0.1%	9	0.1%
Home Values \$300,000 to \$399,999 (2000)	1	0.7%	37	1.8%	133	1.8%
Home Values \$200,000 to \$299,999 (2000)	7	4.0%	217	10.2%	851	11.8%
Home Values \$150,000 to \$199,999 (2000)	19	10.6%	345	16.2%	1,365	18.9%
Home Values \$100,000 to \$149,999 (2000)	84	46.1%	878	41.2%	2,814	39.0%
Home Values \$70,000 to \$99,999 (2000)	63	34.5%	565	26.5%	1,731	24.0%
Home Values \$50,000 to \$69,999 (2000)	6	3.1%	61	2.9%	202	2.8%
Home Values \$25,000 to \$49,999 (2000)	1	0.6%	16	0.7%	80	1.1%
Home Values \$0 to \$24,999 (2000)	1	0.4%	6	0.3%	17	0.2%
Owner Occupied Median Home Value (2000)	\$111,557		\$127,051		\$132,167	
Renter Occupied Median Rent (2000)	\$572		\$594		\$626	
<b>Transportation To Work</b>						
Drive to Work Alone (2000)	285	83.9%	3,268	84.8%	10,831	84.9%
Drive to Work in Carpool (2000)	38	11.2%	422	11.0%	1,390	10.9%
Travel to Work - Public Transportation (2000)	1	0.3%	7	0.2%	21	0.2%
Drive to Work on Motorcycle (2000)	0		5	0.1%	17	0.1%
Walk or Bicycle to Work (2000)	6	1.7%	32	0.8%	51	0.4%
Other Means (2000)	2	0.5%	25	0.6%	98	0.8%
Work at Home (2000)	8	2.4%	93	2.4%	351	2.8%
<b>Travel Time</b>						
Travel to Work in 14 Minutes or Less (2000)	39	11.6%	411	10.9%	1,289	10.4%
Travel to Work in 14 to 29 Minutes (2000)	103	31.0%	1,140	30.3%	3,777	30.4%
Travel to Work in 30 to 59 Minutes (2000)	138	41.5%	1,581	42.0%	5,191	41.8%
Travel to Work in 60 Minutes or More (2000)	53	15.9%	628	16.7%	2,151	17.3%
Average Travel Time to Work (2000)	34.8	mins	35.5	mins	35.5	mins

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