

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.7984/-84.2231

RF5

Memorial Bend	1 mi radius	3 mi radius	5 mi radius
<b>Stone Mountain, GA</b>			
<b>Population</b>			
Estimated Population (2011)	13,452	99,603	221,447
Projected Population (2016)	11,893	88,795	197,145
Forecasted Population (2021)	9,898	76,050	173,754
Census Population (2010)	13,924	102,350	227,642
Census Population (2000)	15,476	111,691	239,144
Projected Annual Growth (2011 to 2016)	-1,559 -2.3%	-10,808 -2.2%	-24,302 -2.2%
Historical Annual Growth (2010 to 2011)	-472 -3.4%	-2,747 -2.7%	-6,195 -2.7%
Historical Annual Growth (2000 to 2010)	-1,552 -0.9%	-9,341 -0.8%	-11,502 -0.4%
Estimated Population Density (2011)	4,283 <i>psm</i>	3,524 <i>psm</i>	2,821 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2011)	5,027	37,871	89,322
Projected Households (2016)	4,947	37,468	88,379
Forecasted Households (2021)	4,677	35,890	87,192
Census Households (2010)	5,038	37,904	89,437
Census Households (2000)	5,431	40,272	90,433
Estimated Households with Children (2011)	1,804 35.9%	12,461 32.9%	27,086 30.3%
Estimated Average Household Size (2011)	2.67	2.54	2.42
<b>Average Household Income</b>			
Estimated Average Household Income (2011)	\$43,829	\$48,178	\$65,725
Projected Average Household Income (2016)	\$44,347	\$49,052	\$68,150
Estimated Average Family Income (2011)	\$50,013	\$55,013	\$79,568
<b>Median Household Income</b>			
Estimated Median Household Income (2011)	\$35,960	\$41,732	\$54,349
Projected Median Household Income (2016)	\$35,699	\$42,223	\$56,325
Estimated Median Family Income (2011)	\$41,534	\$49,175	\$67,603
<b>Per Capita Income</b>			
Estimated Per Capita Income (2011)	\$16,412	\$21,437	\$28,246
Projected Per Capita Income (2016)	\$18,484	\$24,250	\$32,520
Estimated Per Capita income 5 Year Growth	\$2,072 12.6%	\$2,813 13.1%	\$4,274 15.1%
<b>Other Income</b>			
Estimated Median Disposable Income (2011)	\$31,582	\$36,038	\$45,205
Projected Median Disposable Income (2016)	\$31,333	\$36,347	\$46,629
Disposable Income Estimated 5 Year Growth	-\$249 -0.8%	\$309 0.9%	\$1,424 3.1%
Estimated Average Household Net Worth (2011)	\$300,715	\$338,506	\$432,764
<b>Daytime Demos (2011)</b>			
Total Businesses	394	3,180	9,602
Total Employees	2,309	41,194	112,046
Company Headquarter Businesses	- -	4 0.1%	13 0.1%
Company Headquarter Employees	- -	413 1.0%	1,842 1.6%
Employee Population per Business	5.9	13.0	11.7
Residential Population per Business	34.2	31.3	23.1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.7984/-84.2231

RF5

## Memorial Bend

### Stone Mountain, GA

#### Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2011)	1,805	13.4%	19,728	19.8%	69,886	31.6%
Black or African American (2011)	9,404	69.9%	65,821	66.1%	126,535	57.1%
American Indian or Alaska Native (2011)	53	0.4%	264	0.3%	599	0.3%
Asian (2011)	1,600	11.9%	8,788	8.8%	14,688	6.6%
Hawaiian or Pacific Islander (2011)	14	0.1%	60	0.1%	105	-
Other Race (2011)	187	1.4%	1,983	2.0%	3,898	1.8%
Two or More Races (2011)	389	2.9%	2,958	3.0%	5,735	2.6%
Not Hispanic or Latino Population (2011)	12,997	96.6%	94,614	95.0%	211,110	95.3%
Hispanic or Latino Population (2011)	455	3.4%	4,989	5.0%	10,337	4.7%
Not Hispanic or Latino Population (2016)	11,519	96.9%	84,649	95.3%	188,582	95.7%
Hispanic or Latino Population (2016)	373	3.1%	4,146	4.7%	8,562	4.3%
Not Hispanic or Latino Population (2010)	13,468	96.7%	96,965	94.7%	217,021	95.3%
Hispanic or Latino Population (2010)	456	3.3%	5,385	5.3%	10,621	4.7%
Not Hispanic or Latino Population (2000)	14,975	96.8%	106,360	95.2%	229,802	96.1%
Hispanic or Latino Population (2000)	502	3.2%	5,331	4.8%	9,342	3.9%
Projected Hispanic Annual Growth (2011 to 2016)	-81	-3.6%	-843	-3.4%	-1,774	-3.4%
Historic Hispanic Annual Growth (2000 to 2011)	-47	-0.8%	-342	-0.6%	995	1.0%

#### Age Distribution (2011)

Age Under 5	1,088	8.1%	7,420	7.4%	16,793	7.6%
Age 5 to 9 Years	892	6.6%	6,565	6.6%	14,899	6.7%
Age 10 to 14 Years	849	6.3%	6,089	6.1%	13,723	6.2%
Age 15 to 19 Years	806	6.0%	6,037	6.1%	13,907	6.3%
Age 20 to 24 Years	849	6.3%	6,467	6.5%	14,708	6.6%
Age 25 to 29 Years	1,063	7.9%	8,230	8.3%	18,253	8.2%
Age 30 to 34 Years	1,162	8.6%	9,030	9.1%	19,986	9.0%
Age 35 to 39 Years	1,126	8.4%	8,761	8.8%	19,387	8.8%
Age 40 to 44 Years	1,064	7.9%	8,239	8.3%	17,935	8.1%
Age 45 to 49 Years	1,156	8.6%	7,937	8.0%	16,614	7.5%
Age 50 to 54 Years	871	6.5%	6,321	6.3%	14,063	6.4%
Age 55 to 59 Years	758	5.6%	5,553	5.6%	12,104	5.5%
Age 60 to 64 Years	585	4.4%	4,335	4.4%	9,557	4.3%
Age 65 to 74 Years	658	4.9%	4,919	4.9%	11,012	5.0%
Age 75 to 84 Years	355	2.6%	2,527	2.5%	5,717	2.6%
Age 85 Years or Over	166	1.2%	1,179	1.2%	2,800	1.3%
Median Age	34.2		34.0		33.7	

#### Gender Age Distribution (2011)

Female Population	7,199	53.5%	50,826	51.0%	115,372	52.1%
Age 0 to 19 Years	1,857	25.8%	12,843	25.3%	29,496	25.6%
Age 20 to 64 Years	4,630	64.3%	32,839	64.6%	74,042	64.2%
Age 65 Years or Over	713	9.9%	5,150	10.1%	11,841	10.3%
Female Median Age	35.2		35.1		34.8	
Male Population	6,254	46.5%	48,778	49.0%	106,075	47.9%
Age 0 to 19 Years	1,777	28.4%	13,268	27.2%	29,825	28.1%
Age 20 to 64 Years	4,004	64.0%	32,033	65.7%	68,566	64.6%
Age 65 Years or Over	466	7.5%	3,475	7.1%	7,689	7.2%
Male Median Age	33.4		33.0		32.5	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.7984/-84.2231

RF5

Memorial Bend Stone Mountain, GA	1 mi radius	3 mi radius	5 mi radius
<b>Household Income Distribution (2011)</b>			
HH Income \$200,000 or More	31 0.6%	334 0.9%	3,418 3.8%
HH Income \$150,000 to \$199,999	72 1.4%	923 2.4%	3,873 4.3%
HH Income \$100,000 to \$149,999	362 7.2%	2,966 7.8%	9,726 10.9%
HH Income \$75,000 to \$99,999	463 9.2%	3,837 10.1%	10,376 11.6%
HH Income \$50,000 to \$74,999	846 16.8%	6,948 18.3%	17,049 19.1%
HH Income \$35,000 to \$49,999	744 14.8%	6,319 16.7%	13,369 15.0%
HH Income \$25,000 to \$34,999	772 15.4%	5,381 14.2%	10,217 11.4%
HH Income \$15,000 to \$24,999	724 14.4%	4,949 13.1%	9,486 10.6%
HH Income Under \$15,000	1,010 20.1%	6,207 16.4%	11,792 13.2%
HH Income \$35,000 or More	2,519 50.1%	21,329 56.3%	57,811 64.7%
HH Income \$75,000 or More	929 18.5%	8,061 21.3%	27,393 30.7%
<b>Housing (2011)</b>			
Total Housing Units	5,963	43,686	101,004
Housing Units Occupied	5,026 84.3%	37,866 86.7%	89,321 88.4%
Housing Units Owner-Occupied	2,142 42.6%	17,980 47.5%	52,269 58.5%
Housing Units, Renter-Occupied	2,884 57.4%	19,886 52.5%	37,052 41.5%
Housing Units, Vacant	937 15.7%	5,820 13.3%	11,684 11.6%
Median Years in Residence	2.6	3.1	3.8
<b>Marital Status (2011)</b>			
Never Married	4,363 41.3%	31,584 39.8%	63,379 35.9%
Currently Married	3,827 36.3%	28,358 35.7%	72,253 41.0%
Separated	836 7.9%	6,649 8.4%	11,299 6.4%
Widowed	424 4.0%	3,769 4.7%	9,675 5.5%
Divorced	1,105 10.5%	9,095 11.4%	19,714 11.2%
<b>Household Type (2011)</b>			
Population Family	11,077 82.3%	75,967 76.3%	170,661 77.1%
Population Non-Family	2,363 17.6%	20,108 20.2%	45,597 20.6%
Population Group Quarters	12 0.1%	3,527 3.5%	5,188 2.3%
Family Households	2,955 58.8%	21,285 56.2%	50,823 56.9%
Non-Family Households	2,071 41.2%	16,583 43.8%	38,495 43.1%
Married Couple with Children	857 22.4%	5,531 19.5%	13,848 19.2%
Average Family Household Size	3.7	3.6	3.4
<b>Household Size (2011)</b>			
1 Person Households	1,808 36.0%	14,158 37.4%	32,938 36.9%
2 Person Households	1,260 25.1%	9,329 24.6%	24,218 27.1%
3 Person Households	766 15.2%	5,968 15.8%	13,108 14.7%
4 Person Households	578 11.5%	3,998 10.6%	9,691 10.8%
5 Person Households	290 5.8%	2,253 5.9%	5,187 5.8%
6 or More Person Households	325 6.5%	2,165 5.7%	4,180 4.7%
<b>Household Vehicles (2011)</b>			
Households with 0 Vehicles Available	577 11.5%	4,909 13.0%	9,290 10.4%
Households with 1 Vehicles Available	2,357 46.9%	17,068 45.1%	37,210 41.7%
Households with 2 or More Vehicles Available	2,092 41.6%	15,892 42.0%	42,816 47.9%
Total Vehicles Available	7,355	55,136	140,948
Average Vehicles Per Household	1.5	1.5	1.6

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.7984/-84.2231

RF5

Memorial Bend	1 mi radius	3 mi radius	5 mi radius
Stone Mountain, GA			
<b>Labor Force (2011)</b>			
Estimated Labor Population Age 16 Years or Over	10,409	78,306	173,523
Estimated Civilian Employed	6,848 65.8%	50,314 64.3%	111,620 64.3%
Estimated Civilian Unemployed	866 8.3%	5,530 7.1%	11,079 6.4%
Estimated in Armed Forces	26 0.2%	126 0.2%	223 0.1%
Estimated Not in Labor Force	2,668 25.6%	22,337 28.5%	50,601 29.2%
Unemployment Rate	8.3%	7.1%	6.4%
<b>Occupation (2000)</b>			
Occupation: Population Age 16 Years or Over	7,926	56,640	122,234
Management, Business, Financial Operations	895 11.3%	7,112 12.6%	18,264 14.9%
Professional, Related	1,369 17.3%	10,733 18.9%	29,447 24.1%
Service	1,105 13.9%	8,111 14.3%	15,331 12.5%
Sales, Office	2,547 32.1%	17,731 31.3%	36,018 29.5%
Farming, Fishing, Forestry	30 0.4%	95 0.2%	101 0.1%
Construct, Extraction, Maintenance	608 7.7%	4,413 7.8%	8,451 6.9%
Production, Transport Material Moving	1,372 17.3%	8,445 14.9%	14,621 12.0%
White Collar Workers	60.7%	62.8%	68.5%
Blue Collar Workers	39.3%	37.2%	31.5%
<b>Consumer Expenditure (2011)</b>			
Total Household Expenditure	\$202 M	\$1.61 B	\$4.65 B
Total Non-Retail Expenditure	\$115 M 57.1%	\$923 M 57.3%	\$2.67 B 57.5%
Total Retail Expenditure	\$86.4 M 42.9%	\$689 M 42.7%	\$1.97 B 42.5%
Apparel	\$9.65 M 4.8%	\$77.3 M 4.8%	\$223 M 4.8%
Contributions	\$6.74 M 3.3%	\$55.7 M 3.5%	\$176 M 3.8%
Education	\$4.52 M 2.2%	\$36.9 M 2.3%	\$115 M 2.5%
Entertainment	\$11.0 M 5.5%	\$88.9 M 5.5%	\$259 M 5.6%
Food and Beverages	\$31.9 M 15.8%	\$253 M 15.7%	\$710 M 15.3%
Furnishings and Equipment	\$8.43 M 4.2%	\$68.5 M 4.2%	\$204 M 4.4%
Gifts	\$4.98 M 2.5%	\$40.5 M 2.5%	\$125 M 2.7%
Health Care	\$13.0 M 6.5%	\$102 M 6.4%	\$284 M 6.1%
Household Operations	\$6.76 M 3.4%	\$55.0 M 3.4%	\$168 M 3.6%
Miscellaneous Expenses	\$3.49 M 1.7%	\$27.6 M 1.7%	\$77.8 M 1.7%
Personal Care	\$2.97 M 1.5%	\$23.6 M 1.5%	\$67.5 M 1.5%
Personal Insurance	\$1.91 M 0.9%	\$15.6 M 1.0%	\$48.0 M 1.0%
Reading	\$660 K 0.3%	\$5.29 M 0.3%	\$15.3 M 0.3%
Shelter	\$38.6 M 19.1%	\$309 M 19.2%	\$897 M 19.3%
Tobacco	\$1.49 M 0.7%	\$11.5 M 0.7%	\$30.1 M 0.6%
Transportation	\$40.5 M 20.1%	\$323 M 20.1%	\$920 M 19.8%
Utilities	\$15.1 M 7.5%	\$118 M 7.3%	\$326 M 7.0%
<b>Educational Attainment (2011)</b>			
Adult Population Age 25 Years or Over	8,970	67,036	147,434
Elementary (Grade Level 0 to 8)	1,248 13.9%	4,979 7.4%	8,135 5.5%
Some High School (Grade Level 9 to 11)	713 7.9%	5,520 8.2%	10,180 6.9%
High School Graduate	2,545 28.4%	19,963 29.8%	37,638 25.5%
Some College	1,549 17.3%	13,243 19.8%	27,977 19.0%
Associate Degree Only	647 7.2%	4,956 7.4%	9,607 6.5%
Bachelor Degree Only	1,343 15.0%	11,951 17.8%	31,706 21.5%
Graduate Degree	925 10.3%	6,423 9.6%	22,190 15.1%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.7984/-84.2231

RF5

Memorial Bend	1 mi radius		3 mi radius		5 mi radius	
Stone Mountain, GA						
<b>Units In Structure (2000)</b>						
1 Detached Unit	2,119	36.9%	18,820	44.7%	54,168	57.4%
1 Attached Unit	214	3.7%	2,637	6.3%	5,201	5.5%
2 to 4 Units	658	11.5%	4,487	10.6%	8,130	8.6%
5 to 9 Units	1,101	19.2%	6,684	15.9%	10,133	10.7%
10 to 19 Units	1,100	19.2%	5,638	13.4%	9,007	9.5%
20 to 49 Units	243	4.2%	1,769	4.2%	2,957	3.1%
50 or More Units	287	5.0%	1,955	4.6%	4,602	4.9%
Mobile Home or Trailer	14	0.2%	136	0.3%	204	0.2%
Other Structure	-	-	14	-	29	-
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	176	3.1%	464	1.1%	1,104	1.2%
Homes Built 1995 to 1998	217	3.8%	1,208	2.9%	3,036	3.2%
Homes Built 1990 to 1994	311	5.4%	2,608	6.2%	6,608	7.0%
Homes Built 1980 to 1989	1,506	26.3%	12,496	29.7%	24,041	25.5%
Homes Built 1970 to 1979	1,816	31.7%	12,375	29.4%	22,744	24.1%
Homes Built 1960 to 1969	1,220	21.3%	8,015	19.0%	18,588	19.7%
Homes Built 1950 to 1959	280	4.9%	3,238	7.7%	10,730	11.4%
Homes Built Before 1949	209	3.7%	1,736	4.1%	7,581	8.0%
<b>Home Values (2000)</b>						
Home Values \$1,000,000 or More	6	0.3%	10	0.1%	58	0.1%
Home Values \$500,000 to \$999,999	-	-	5	-	293	0.6%
Home Values \$400,000 to \$499,999	-	-	8	-	566	1.2%
Home Values \$300,000 to \$399,999	-	-	61	0.4%	2,105	4.4%
Home Values \$200,000 to \$299,999	20	1.0%	589	3.4%	7,015	14.5%
Home Values \$150,000 to \$199,999	185	9.5%	2,044	12.0%	7,828	16.2%
Home Values \$100,000 to \$149,999	1,120	57.5%	8,078	47.3%	15,679	32.4%
Home Values \$70,000 to \$99,999	501	25.7%	4,972	29.1%	11,691	24.2%
Home Values \$50,000 to \$69,999	80	4.1%	977	5.7%	2,377	4.9%
Home Values \$25,000 to \$49,999	25	1.3%	256	1.5%	558	1.2%
Home Values Under \$25,000	11	0.6%	76	0.4%	155	0.3%
Owner-Occupied Median Home Value	\$114,090		\$114,733		\$147,266	
Renter-Occupied Median Rent	\$630		\$644		\$662	
<b>Transportation To Work (2000)</b>						
Drive to Work Alone	5,201	65.4%	38,300	67.5%	87,134	71.2%
Drive to Work in Carpool	1,419	17.9%	9,871	17.4%	18,352	15.0%
Travel to Work by Public Transportation	990	12.5%	5,965	10.5%	10,311	8.4%
Drive to Work on Motorcycle	-	-	30	0.1%	52	-
Walk or Bicycle to Work	117	1.5%	814	1.4%	1,923	1.6%
Other Means	99	1.2%	550	1.0%	933	0.8%
Work at Home	124	1.6%	1,203	2.1%	3,708	3.0%
<b>Travel Time (2000)</b>						
Travel to Work in 14 Minutes or Less	829	10.6%	7,142	12.9%	16,403	13.8%
Travel to Work in 15 to 29 Minutes	2,586	33.1%	17,103	30.8%	39,066	32.9%
Travel to Work in 30 to 59 Minutes	3,411	43.6%	24,528	44.2%	49,720	41.9%
Travel to Work in 60 Minutes or More	1,001	12.8%	6,750	12.2%	13,506	11.4%
Average Minutes Travel to Work	32.4		32.4		31.2	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.