



Community Profile

Morton Rd, Johns Creek, Georgia, 30022
 Drive Time: 15, 30, 45 minutes

Latitude: 34.03011
 Longitude: -84.20645

	0 - 15 minutes	0 - 30 minutes	0 - 45 minutes
Population Summary			
2000 Total Population	266,951	1,399,003	2,968,606
2010 Total Population	329,264	1,665,744	3,512,082
2013 Total Population	342,416	1,726,303	3,613,422
2013 Group Quarters	198	17,800	64,751
2018 Total Population	375,319	1,866,261	3,860,046
2013-2018 Annual Rate	1.85%	1.57%	1.33%
Household Summary			
2000 Households	99,339	536,714	1,102,363
2000 Average Household Size	2.68	2.57	2.64
2010 Households	121,418	633,887	1,316,333
2010 Average Household Size	2.71	2.60	2.62
2013 Households	125,799	654,582	1,352,468
2013 Average Household Size	2.72	2.61	2.62
2018 Households	137,776	707,826	1,448,773
2018 Average Household Size	2.72	2.61	2.62
2013-2018 Annual Rate	1.84%	1.58%	1.39%
2010 Families	86,501	408,930	855,325
2010 Average Family Size	3.23	3.22	3.23
2013 Families	89,038	419,143	871,623
2013 Average Family Size	3.25	3.25	3.25
2018 Families	96,978	450,439	926,136
2018 Average Family Size	3.27	3.26	3.27
2013-2018 Annual Rate	1.72%	1.45%	1.22%
Housing Unit Summary			
2000 Housing Units	103,497	564,554	1,166,837
Owner Occupied Housing Units	63.8%	58.5%	59.0%
Renter Occupied Housing Units	32.2%	36.6%	35.5%
Vacant Housing Units	4.0%	4.9%	5.5%
2010 Housing Units	130,419	694,799	1,474,519
Owner Occupied Housing Units	59.9%	55.7%	55.7%
Renter Occupied Housing Units	33.2%	35.5%	33.5%
Vacant Housing Units	6.9%	8.8%	10.7%
2013 Housing Units	134,838	712,831	1,503,135
Owner Occupied Housing Units	57.4%	53.5%	53.5%
Renter Occupied Housing Units	35.9%	38.3%	36.5%
Vacant Housing Units	6.7%	8.2%	10.0%
2018 Housing Units	145,587	761,297	1,591,964
Owner Occupied Housing Units	59.0%	55.0%	54.8%
Renter Occupied Housing Units	35.7%	38.0%	36.3%
Vacant Housing Units	5.4%	7.0%	9.0%
Median Household Income			
2013	\$77,871	\$63,811	\$55,895
2018	\$93,657	\$81,041	\$71,471
Median Home Value			
2013	\$268,860	\$232,148	\$182,480
2018	\$275,642	\$248,144	\$210,684
Per Capita Income			
2013	\$38,337	\$34,781	\$29,852
2018	\$44,856	\$40,800	\$35,026
Median Age			
2010	35.6	34.7	34.5
2013	36.0	35.2	34.9
2018	36.4	35.7	35.4

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	125,799	654,574	1,352,447
<\$15,000	5.9%	8.9%	11.5%
\$15,000 - \$24,999	6.9%	8.5%	9.7%
\$25,000 - \$34,999	7.7%	8.9%	9.8%
\$35,000 - \$49,999	10.2%	12.3%	13.1%
\$50,000 - \$74,999	17.6%	17.9%	18.5%
\$75,000 - \$99,999	11.7%	11.3%	11.4%
\$100,000 - \$149,999	18.8%	15.5%	13.8%
\$150,000 - \$199,999	10.4%	8.0%	6.2%
\$200,000+	10.8%	8.8%	6.0%
Average Household Income	\$104,504	\$91,485	\$79,285
2018 Households by Income			
Household Income Base	137,776	707,818	1,448,752
<\$15,000	5.1%	7.9%	10.6%
\$15,000 - \$24,999	4.9%	6.1%	7.1%
\$25,000 - \$34,999	6.7%	7.9%	8.9%
\$35,000 - \$49,999	8.1%	10.2%	11.0%
\$50,000 - \$74,999	12.6%	13.2%	13.9%
\$75,000 - \$99,999	15.8%	15.8%	16.1%
\$100,000 - \$149,999	22.8%	19.9%	18.1%
\$150,000 - \$199,999	11.9%	9.5%	7.6%
\$200,000+	12.2%	9.7%	6.7%
Average Household Income	\$122,340	\$107,369	\$92,891
2013 Owner Occupied Housing Units by Value			
Total	77,320	381,400	803,625
<\$50,000	0.3%	0.8%	2.5%
\$50,000 - \$99,999	3.3%	5.9%	11.3%
\$100,000 - \$149,999	11.0%	17.6%	23.8%
\$150,000 - \$199,999	15.7%	17.2%	19.1%
\$200,000 - \$249,999	14.8%	13.3%	12.1%
\$250,000 - \$299,999	12.7%	10.4%	8.3%
\$300,000 - \$399,999	18.4%	14.4%	10.1%
\$400,000 - \$499,999	10.2%	8.0%	5.2%
\$500,000 - \$749,999	9.8%	8.0%	5.0%
\$750,000 - \$999,999	2.3%	2.3%	1.4%
\$1,000,000 +	1.3%	2.2%	1.4%
Average Home Value	\$320,786	\$299,163	\$241,454
2018 Owner Occupied Housing Units by Value			
Total	85,835	418,473	871,517
<\$50,000	0.2%	0.6%	2.3%
\$50,000 - \$99,999	1.7%	3.2%	6.8%
\$100,000 - \$149,999	6.0%	10.5%	14.8%
\$150,000 - \$199,999	15.6%	18.7%	22.4%
\$200,000 - \$249,999	18.5%	17.6%	17.2%
\$250,000 - \$299,999	15.5%	13.3%	11.4%
\$300,000 - \$399,999	17.5%	14.0%	10.5%
\$400,000 - \$499,999	10.1%	8.0%	5.5%
\$500,000 - \$749,999	10.8%	9.1%	5.9%
\$750,000 - \$999,999	3.0%	3.0%	1.9%
\$1,000,000 +	1.0%	1.9%	1.3%
Average Home Value	\$333,955	\$316,513	\$264,553

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	329,268	1,665,743	3,512,079
0 - 4	7.2%	7.3%	7.3%
5 - 9	8.1%	7.4%	7.3%
10 - 14	8.2%	7.0%	7.0%
15 - 24	11.7%	12.7%	13.6%
25 - 34	13.8%	16.0%	15.5%
35 - 44	17.5%	16.3%	15.9%
45 - 54	16.8%	14.8%	14.5%
55 - 64	10.0%	10.1%	10.2%
65 - 74	4.2%	4.8%	5.0%
75 - 84	1.9%	2.5%	2.5%
85 +	0.7%	1.1%	1.0%
18 +	71.7%	74.3%	74.1%
2013 Population by Age			
Total	342,415	1,726,302	3,613,423
0 - 4	6.8%	6.9%	7.0%
5 - 9	7.6%	7.1%	7.1%
10 - 14	8.2%	7.2%	7.1%
15 - 24	12.6%	13.0%	13.7%
25 - 34	13.2%	15.5%	15.2%
35 - 44	16.0%	15.4%	15.0%
45 - 54	16.6%	14.7%	14.4%
55 - 64	11.1%	10.8%	10.9%
65 - 74	5.0%	5.7%	5.9%
75 - 84	2.0%	2.6%	2.6%
85 +	0.7%	1.1%	1.0%
18 +	72.9%	75.0%	74.9%
2018 Population by Age			
Total	375,317	1,866,260	3,860,044
0 - 4	6.8%	6.9%	7.0%
5 - 9	7.5%	6.9%	6.9%
10 - 14	8.1%	7.2%	7.1%
15 - 24	12.2%	12.7%	13.2%
25 - 34	13.2%	15.2%	15.3%
35 - 44	15.4%	14.7%	14.3%
45 - 54	15.4%	14.0%	13.6%
55 - 64	12.0%	11.5%	11.5%
65 - 74	6.3%	6.8%	7.1%
75 - 84	2.3%	2.9%	3.0%
85 +	0.8%	1.2%	1.1%
18 +	73.4%	75.2%	75.2%
2010 Population by Sex			
Males	161,427	824,392	1,719,230
Females	167,837	841,353	1,792,851
2013 Population by Sex			
Males	168,085	855,217	1,771,337
Females	174,330	871,086	1,842,085
2018 Population by Sex			
Males	184,521	925,041	1,894,917
Females	190,797	941,220	1,965,129

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

January 02, 2014

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2010 Population by Race/Ethnicity			
Total	329,264	1,665,744	3,512,081
White Alone	61.3%	61.6%	53.7%
Black Alone	13.8%	17.7%	31.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	16.5%	10.3%	6.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.2%	7.1%	5.9%
Two or More Races	2.8%	2.8%	2.5%
Hispanic Origin	13.4%	16.2%	13.3%
Diversity Index	67.5	69.3	70.1
2013 Population by Race/Ethnicity			
Total	342,416	1,726,303	3,613,422
White Alone	60.3%	60.8%	53.1%
Black Alone	14.1%	17.8%	30.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	16.5%	10.2%	6.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.8%	7.7%	6.5%
Two or More Races	3.0%	3.0%	2.7%
Hispanic Origin	14.7%	17.7%	14.6%
Diversity Index	69.3	70.8	71.4
2018 Population by Race/Ethnicity			
Total	375,319	1,866,260	3,860,046
White Alone	57.1%	58.3%	51.0%
Black Alone	15.0%	18.4%	31.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	17.4%	10.6%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.7%	8.9%	7.5%
Two or More Races	3.4%	3.4%	3.1%
Hispanic Origin	17.0%	20.3%	17.0%
Diversity Index	72.8	74.0	73.9
2010 Population by Relationship and Household Type			
Total	329,264	1,665,744	3,512,082
In Households	99.9%	98.9%	98.2%
In Family Households	86.7%	81.6%	81.3%
Householder	26.2%	24.5%	24.3%
Spouse	20.7%	18.7%	17.1%
Child	33.3%	30.6%	31.9%
Other relative	4.6%	5.2%	5.4%
Nonrelative	1.9%	2.5%	2.6%
In Nonfamily Households	13.2%	17.4%	16.8%
In Group Quarters	0.1%	1.1%	1.8%
Institutionalized Population	0.0%	0.6%	0.8%
Noninstitutionalized Population	0.0%	0.5%	1.0%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	221,455	1,135,525	2,350,227
Less than 9th Grade	3.5%	5.4%	5.2%
9th - 12th Grade, No Diploma	2.9%	4.6%	6.4%
High School Graduate	15.3%	17.5%	21.7%
Some College, No Degree	17.0%	17.4%	19.5%
Associate Degree	6.8%	6.4%	6.6%
Bachelor's Degree	35.7%	31.4%	26.4%
Graduate/Professional Degree	18.8%	17.2%	14.1%
2013 Population 15+ by Marital Status			
Total	264,761	1,359,981	2,846,711
Never Married	26.9%	31.9%	34.3%
Married	60.7%	54.8%	50.8%
Widowed	3.5%	4.0%	4.4%
Divorced	8.9%	9.3%	10.5%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	93.1%	91.9%	90.3%
Civilian Unemployed	6.9%	8.1%	9.7%
2013 Employed Population 16+ by Industry			
Total	172,541	863,357	1,728,227
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	4.2%	5.8%	5.6%
Manufacturing	8.3%	8.0%	8.2%
Wholesale Trade	3.8%	3.4%	3.2%
Retail Trade	11.1%	11.3%	11.7%
Transportation/Utilities	3.0%	3.7%	4.8%
Information	4.1%	3.3%	3.0%
Finance/Insurance/Real Estate	9.3%	8.4%	7.5%
Services	53.6%	53.2%	52.2%
Public Administration	2.2%	2.7%	3.5%
2013 Employed Population 16+ by Occupation			
Total	172,541	863,356	1,728,228
White Collar	75.1%	70.5%	67.4%
Management/Business/Financial	24.7%	21.6%	18.8%
Professional	25.6%	24.3%	22.9%
Sales	14.9%	13.8%	13.0%
Administrative Support	9.9%	10.8%	12.6%
Services	14.4%	15.1%	16.1%
Blue Collar	10.5%	14.4%	16.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.2%	4.7%	4.6%
Installation/Maintenance/Repair	1.7%	2.1%	2.6%
Production	2.7%	3.5%	4.0%
Transportation/Material Moving	2.8%	4.0%	5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	121,419	633,886	1,316,334
Households with 1 Person	23.2%	27.8%	27.5%
Households with 2+ People	76.8%	72.2%	72.5%
Family Households	71.2%	64.5%	65.0%
Husband-wife Families	56.2%	49.3%	45.7%
With Related Children	32.0%	26.1%	23.7%
Other Family (No Spouse Present)	15.0%	15.2%	19.3%
Other Family with Male Householder	4.0%	4.3%	4.7%
With Related Children	2.3%	2.4%	2.6%
Other Family with Female Householder	11.0%	10.9%	14.5%
With Related Children	7.8%	7.5%	9.9%
Nonfamily Households	5.6%	7.7%	7.5%
All Households with Children	42.4%	36.3%	36.6%
Multigenerational Households	3.5%	3.5%	4.5%
Unmarried Partner Households	4.6%	5.6%	6.1%
Male-female	3.9%	4.5%	5.0%
Same-sex	0.7%	1.1%	1.1%
2010 Households by Size			
Total	121,418	633,885	1,316,335
1 Person Household	23.2%	27.8%	27.5%
2 Person Household	29.1%	30.0%	29.8%
3 Person Household	18.3%	16.1%	16.5%
4 Person Household	18.2%	15.0%	14.4%
5 Person Household	7.3%	6.7%	6.8%
6 Person Household	2.6%	2.6%	2.8%
7 + Person Household	1.4%	1.9%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	121,418	633,887	1,316,333
Owner Occupied	64.4%	61.1%	62.4%
Owned with a Mortgage/Loan	55.7%	50.7%	51.9%
Owned Free and Clear	8.7%	10.4%	10.5%
Renter Occupied	35.6%	38.9%	37.6%

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.	Boomburbs	Boomburbs	Up and Coming Families
2.	Enterprising Professionals	Enterprising Professionals	Boomburbs
3.	Young and Restless	Up and Coming Families	Enterprising Professionals
2013 Consumer Spending			
Apparel & Services: Total \$	\$285,012,069	\$1,313,296,322	\$2,342,620,030
Average Spent	\$2,265.61	\$2,006.31	\$1,732.11
Spending Potential Index	100	89	77
Computers & Accessories: Total \$	\$47,125,174	\$217,349,302	\$384,670,907
Average Spent	\$374.61	\$332.04	\$284.42
Spending Potential Index	151	134	115
Education: Total \$	\$274,696,199	\$1,285,875,797	\$2,238,774,584
Average Spent	\$2,183.61	\$1,964.42	\$1,655.33
Spending Potential Index	150	135	113
Entertainment/Recreation: Total \$	\$616,247,369	\$2,786,200,856	\$5,002,135,621
Average Spent	\$4,898.67	\$4,256.46	\$3,698.52
Spending Potential Index	151	131	114
Food at Home: Total \$	\$890,785,602	\$4,119,210,212	\$7,476,661,652
Average Spent	\$7,081.02	\$6,292.89	\$5,528.16
Spending Potential Index	141	125	110
Food Away from Home: Total \$	\$598,887,817	\$2,760,998,110	\$4,935,345,656
Average Spent	\$4,760.67	\$4,217.96	\$3,649.14
Spending Potential Index	149	132	114
Health Care: Total \$	\$765,412,407	\$3,467,072,188	\$6,337,371,617
Average Spent	\$6,084.41	\$5,296.62	\$4,685.78
Spending Potential Index	137	119	105
HH Furnishings & Equipment: Total \$	\$299,149,315	\$1,355,350,955	\$2,426,339,926
Average Spent	\$2,377.99	\$2,070.56	\$1,794.01
Spending Potential Index	132	115	100
Investments: Total \$	\$414,379,220	\$1,907,993,734	\$3,144,090,746
Average Spent	\$3,293.98	\$2,914.83	\$2,324.71
Spending Potential Index	159	141	112
Retail Goods: Total \$	\$4,176,756,731	\$19,015,569,599	\$34,382,017,214
Average Spent	\$33,201.83	\$29,049.94	\$25,421.69
Spending Potential Index	138	120	105
Shelter: Total \$	\$3,062,849,135	\$14,132,434,926	\$25,072,867,413
Average Spent	\$24,347.17	\$21,590.01	\$18,538.60
Spending Potential Index	150	133	114
TV/Video/Audio: Total \$	\$231,422,299	\$1,066,472,207	\$1,939,457,139
Average Spent	\$1,839.62	\$1,629.24	\$1,434.01
Spending Potential Index	143	126	111
Travel: Total \$	\$350,497,565	\$1,572,036,839	\$2,772,729,213
Average Spent	\$2,786.17	\$2,401.59	\$2,050.13
Spending Potential Index	152	131	112
Vehicle Maintenance & Repairs: Total \$	\$201,065,402	\$915,883,268	\$1,649,256,565
Average Spent	\$1,598.31	\$1,399.19	\$1,219.44
Spending Potential Index	146	128	111

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.