

Study Area:

Cities - Senoia

Base State:

GA

Current Year Estimate:

2024

5 Year Projection:

2029

10 Year Forecast:

2034

Date:

5/5/2025

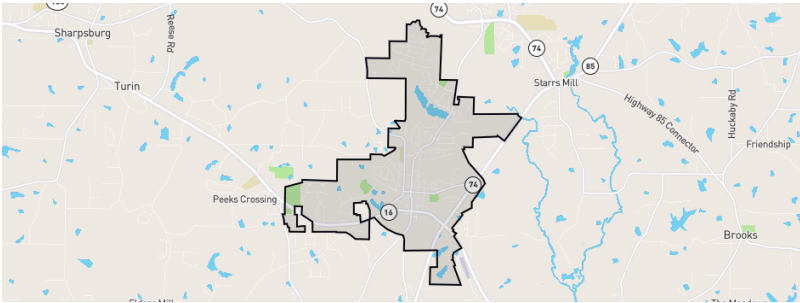
Semi-Annual Projection:

Fall

The QuickInsite report looks at a user-defined geography and consists of StoryView and ThemeView sections. The StoryView displays overall demographic information, such as population, educational attainment, median family income, and diversity. The ThemeView goes into more detail about your study area’s demographics, their changes over time, and Mosaic Lifestyle Segmentation Types.

This report doesn’t display every demographic variable. For a comprehensive view of your area’s demographics, run the ExecutiveInsite report. To learn more about your area’s beliefs and preferences, run the MinistryInsite or ReligiousInsite reports.

The Study Area



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StoryView	2
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Population and Households	4
Age	6
Education and Career Status	7
Community Diversity	8
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Two Sections

Two reports are provided on the following pages.

1. The StoryView section presents 9 key demographic indicators of your study area.
2. The ThemeView section presents greater detail about those indicators organized by themes.

More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Significant Demographic Indicators of the Study Area's Story

1: Population Change

See: Population and Households Theme

In the 10 year future, how is this area expected to change?

Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
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2: School Age Change

See: Age Theme

In the 10 year future, how is the population of school age children in this area expected to change?

Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
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3: Families with Children

See: Population and Households Theme

Compared to the state, are families with children more or less likely to live in two parent households?

Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
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4: Adult Educational Attainment

See: Education and Career Status Theme

For this area, what is the general level of education of the adults 25 and older?

Very Low	Low	Mixed	High	Very High
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5: Community Diversity Index

See: Community Diversity Theme

How diverse is the racial/ethnic mix of this area?

Extremely Homogeneous	Very Homogeneous	Fairly Homogeneous	Fairly Diverse	Very Diverse
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6: Median Family Income

See: Financial Resources Theme

How does the median family income compare to the state for this area?

Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
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7: Poverty

See: Financial Resources Theme

Compared to the state, is the number of families in poverty above or below the state average?

Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
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8: Blue to White Collar Occupations

See: Education and Career Status Theme

On a continuum between blue collar and white collar occupations, where does this area fall?

Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
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9: Largest Racial/Ethnic Group

See: Community Diversity Theme

In this area, which racial/ethnic group is the largest percentage of the population?

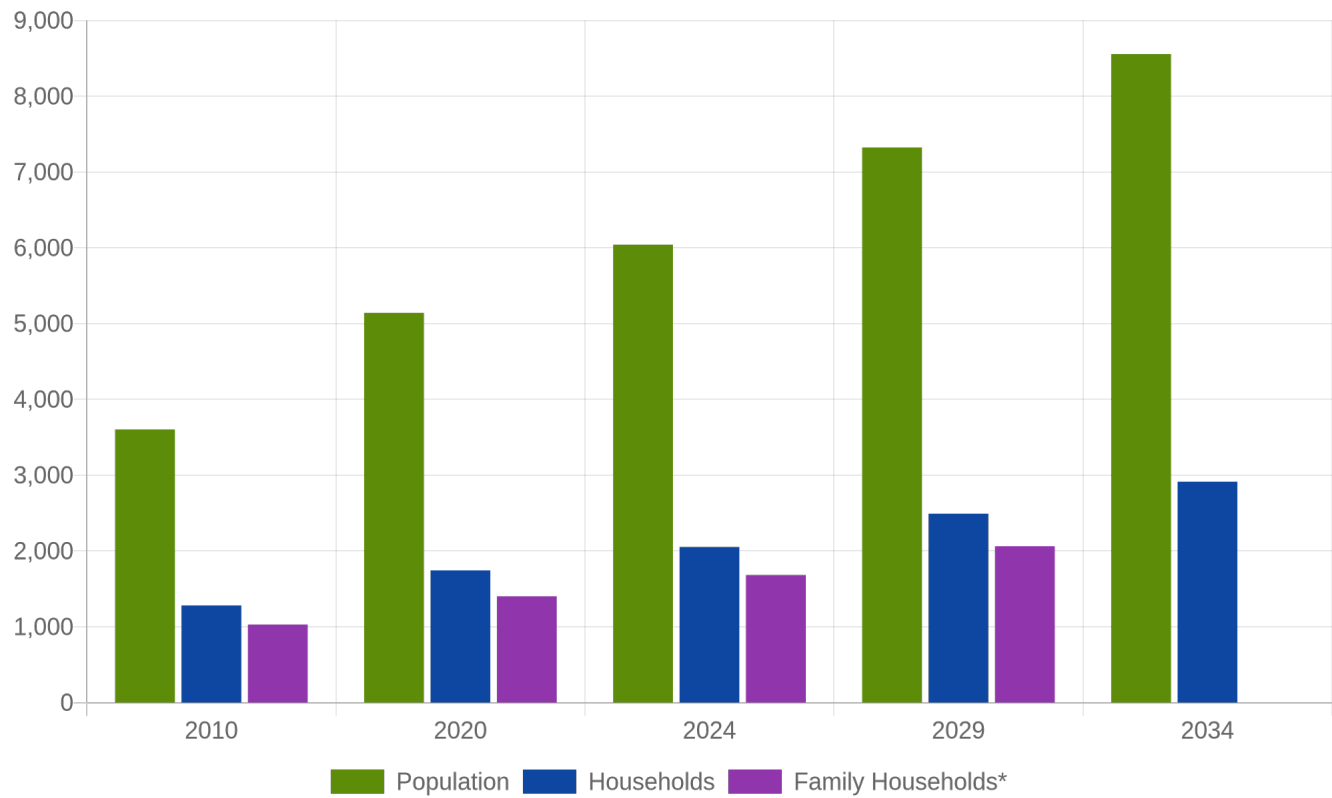
Asian (NH)	Black / African American (NH)	White (NH)	Hispanic or Latino	Pacific Islander / American Indian / Other
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Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

Population and Household History with 5 and 10 Year Projected Change

History and 10 Year Forecast: Population and Households



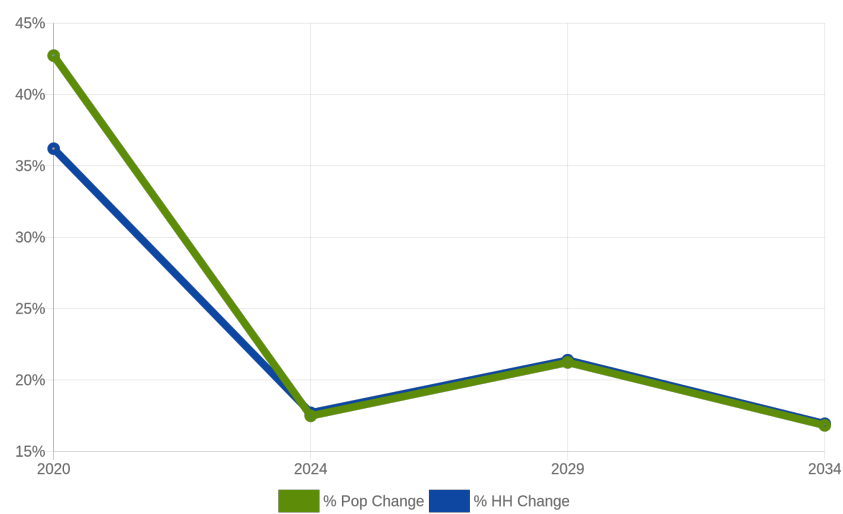
Population, Households & Families

	2010	2020	2024	2029	2034
Population	3,603	5,141	6,041	7,324	8,556
Change Count		1,538	900	1,283	1,232
Percent Change		42.69%	17.51%	21.24%	16.82%
Households	1,280	1,744	2,053	2,492	2,914
Change Count		464	309	439	422
Percent Change		36.25%	17.72%	21.38%	16.93%
Population / Households	2.81	2.94	2.94	2.93	2.93
Change Count		0.13	0.00	0.00	0.00
Percent Change		4.79%	-0.18%	-0.13%	-0.10%
Family Households*	1,029	1,401	1,682	2,062	0
Change Count		372	281	380	
Percent Change		36.15%	20.06%	22.59%	

* Family Household data is not projected out 10 years.

Population and Households Theme

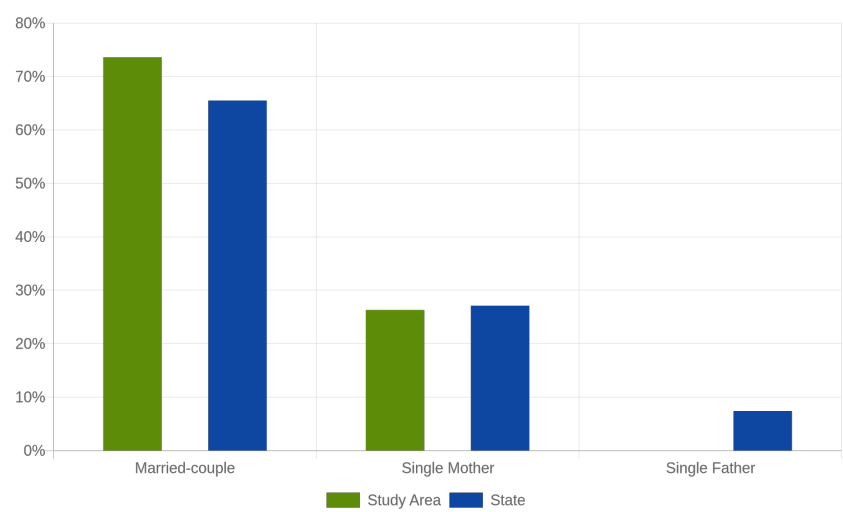
Population and Household Percentage Change



Family Households

The traditional married couple family structure is evolving. This data compares family structures in the study area and the state.

Family Households with Children by Type



This table details the changing landscape of family structures in the study area, with historical data and future projections. Focus on the change column to understand these shifts.

Households with Children

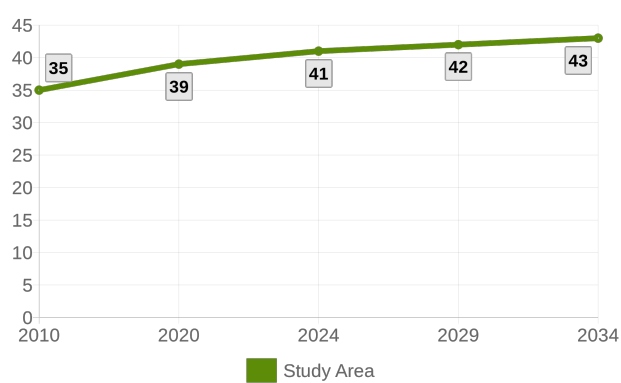
	Actual Hhlds by Year			2020 - 2029	Percent of all Hhlds by Year			2020 - 2029
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Married-couple	516	547	644	128	90.05%	73.62%	71.56%	-18.49%
Single Mother	48	196	256	208	8.38%	26.38%	28.44%	20.06%
Single Father	9	0	0	-9	1.57%	0.00%	0.00%	-1.57%
Total	573	743	900	327				

Age Theme

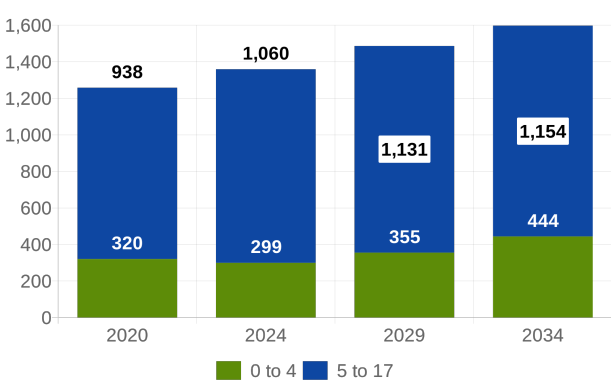
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.

Average Population Age: History and Trend



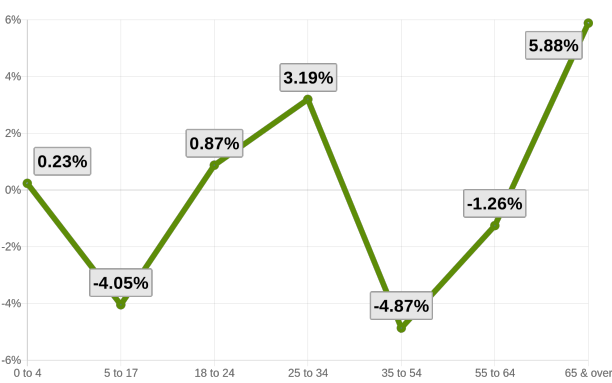
10 Year Projection: Children 0 to 17



Phase of Life

This chart forecasts how the distribution of life phases within the population will shift over the next 10 years.

Phase of Life: 10 Year Change



Phase of Life presents how a community changes and people age through their various life phases.

Phase of Life

	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2020	2024	2029	2034	2020 %	2024 %	2029 %	2034 %
Before Formal Schooling: 0 to 4	320	299	355	444	6.22%	4.95%	4.85%	5.19%
Required Formal Schooling: 5 to 17	938	1,060	1,131	1,154	18.25%	17.54%	15.44%	13.49%
College/Career Starts: 18 to 24	351	532	716	827	6.83%	8.81%	9.78%	9.67%
Singles & Young Families: 25 to 34	596	586	774	1,103	11.59%	9.70%	10.57%	12.89%
Families & Empty Nesters: 35 to 54	1,482	1,678	1,850	1,960	28.83%	27.77%	25.26%	22.91%
Enrichment Yrs Singles/Cpls: 55 to 64	724	878	1,030	1,135	14.08%	14.53%	14.07%	13.27%
Retirement Opportunities: 65 & over	730	1,009	1,467	1,933	14.20%	16.70%	20.03%	22.59%
Total	5,141	6,042	7,323	8,556				

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA
Printed On: May 5, 2025 at 7:12PM (UTC)

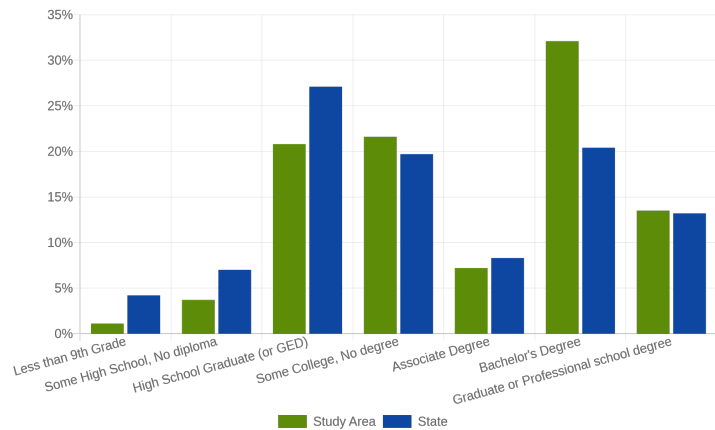
Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

Adult Educational Attainment

These graphs illustrate the highest level of education completed for adults 25 years of age and older in the study area.

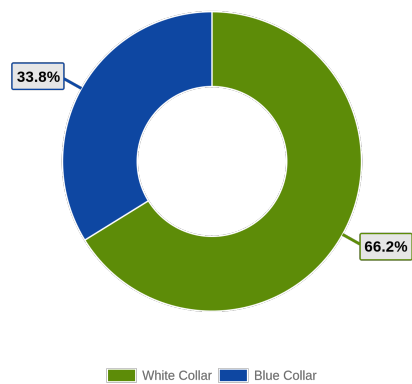
Level of Adult Education



Education Level of Adults 25 Years and Older

	Actual Hhlds by Year		2024 - 2029	Percent of all Hhlds by Year		2024 - 2029
	2024	2029	Change	2024 %	2029 %	% Change
Less than 9th Grade	47	45	-2	1.13%	0.88%	-0.25%
Some High School, No diploma	152	152	0	3.66%	2.97%	-0.69%
High School Graduate (or GED)	863	1,004	141	20.79%	19.60%	-1.19%
Some College, No degree	898	1,079	181	21.63%	21.07%	-0.56%
Associate Degree	298	352	54	7.18%	6.87%	-0.31%
Bachelor's Degree	1,332	1,746	414	32.09%	34.09%	2.00%
Graduate or Professional school degree	561	744	183	13.51%	14.53%	1.02%
Total	4,151	5,122	971			

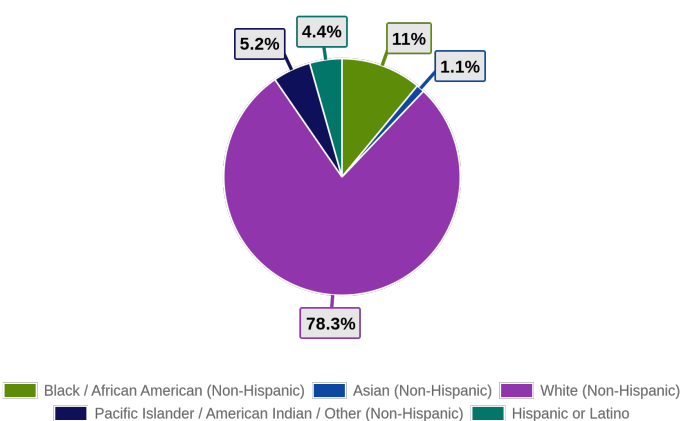
Percentage Blue Collar to White Collar Career Types



Community Diversity Theme

Factors such as race/ethnicity, age, income, and education all contribute to a community's diversity.

Current Year Racial/Ethnic Percentages

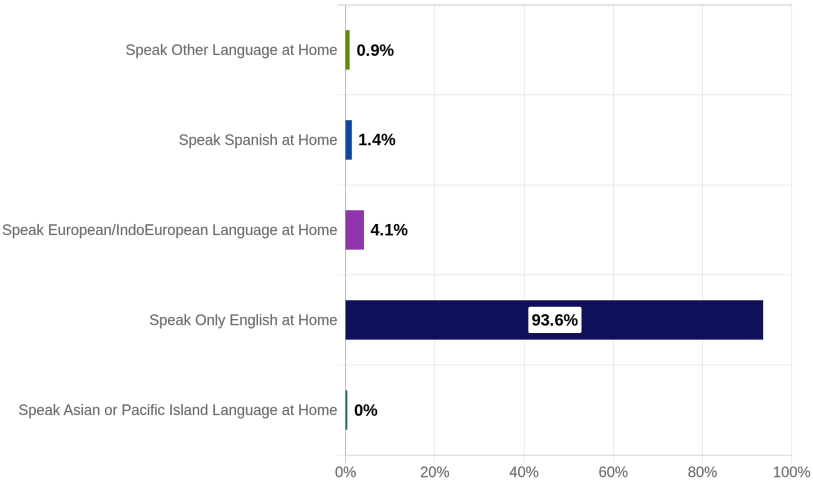


NOTE: Race and ethnicity breakdowns follow Census Bureau categories, reporting only those with extended detail.

Race/Ethnicity by Year

	Actual Population by Year			2020 - 2029	Percent of all Pop by Year			2020 - 2029 % Change
	2020	2024	2029	Change	2020 %	2024 %	2029 %	
Black/African American (Non-Hispanic)	432	665	806	374	8.41%	11.01%	11.00%	2.59%
Asian (Non-Hispanic)	77	69	84	7	1.50%	1.14%	1.15%	-0.35%
White (Non-Hispanic)*	4,145	4,727	5,732	1,587	80.70%	78.26%	78.26%	-2.44%
Pacific Islander / American Indian / Other (Non-Hispanic)	203	316	383	180	3.95%	5.23%	5.23%	1.28%
Hispanic or Latino	279	263	319	40	5.43%	4.35%	4.36%	-1.07%
Total	5,136	6,040	7,324	2,188				

Primary Language Spoken at Home

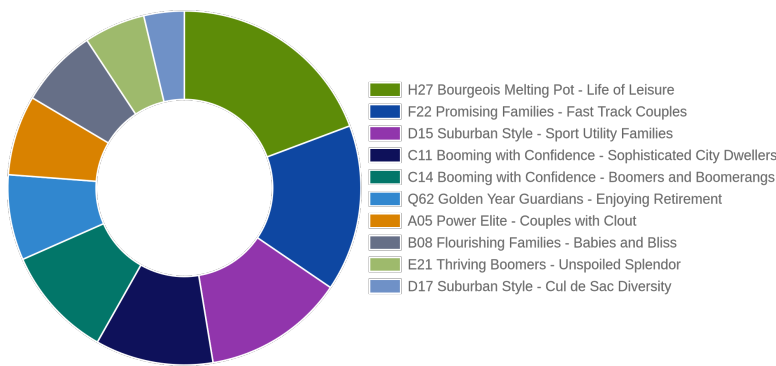


Community Diversity Theme

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insights into behaviors, attitudes, and preferences, enabling a deeper understanding of the households within the study area.

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comp Index
H27 Bourgeois Melting Pot - Life of Leisure	321	15.64%	61,186	1.45%	1081
F22 Promising Families - Fast Track Couples	253	12.33%	153,804	3.64%	339
D15 Suburban Style - Sport Utility Families	214	10.43%	80,675	1.91%	546
C11 Booming with Confidence - Sophisticated City Dwellers	179	8.72%	78,592	1.86%	469
C14 Booming with Confidence - Boomers and Boomerangs	169	8.24%	58,550	1.38%	594
Q62 Golden Year Guardians - Enjoying Retirement	130	6.34%	70,510	1.67%	380
A05 Power Elite - Couples with Clout	121	5.90%	113,262	2.68%	220
B08 Flourishing Families - Babies and Bliss	120	5.85%	47,691	1.13%	518
E21 Thriving Boomers - Unspoiled Splendor	93	4.53%	92,589	2.19%	207
D17 Suburban Style - Cul de Sac Diversity	61	2.97%	62,822	1.49%	200
Total		1,661	819,681		

Learn more about Mosaic Households

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

Mosaic Portrait Data

[Mosaic® USA E-Handbook](#)

Understanding the Mosaic Handbook

[How to Read and Understand a Mosaic Portrait \(Video\)](#)

[Understanding Mosaic Portraits for Mission Planning \(Video\)](#)

The Mission Impact Guide

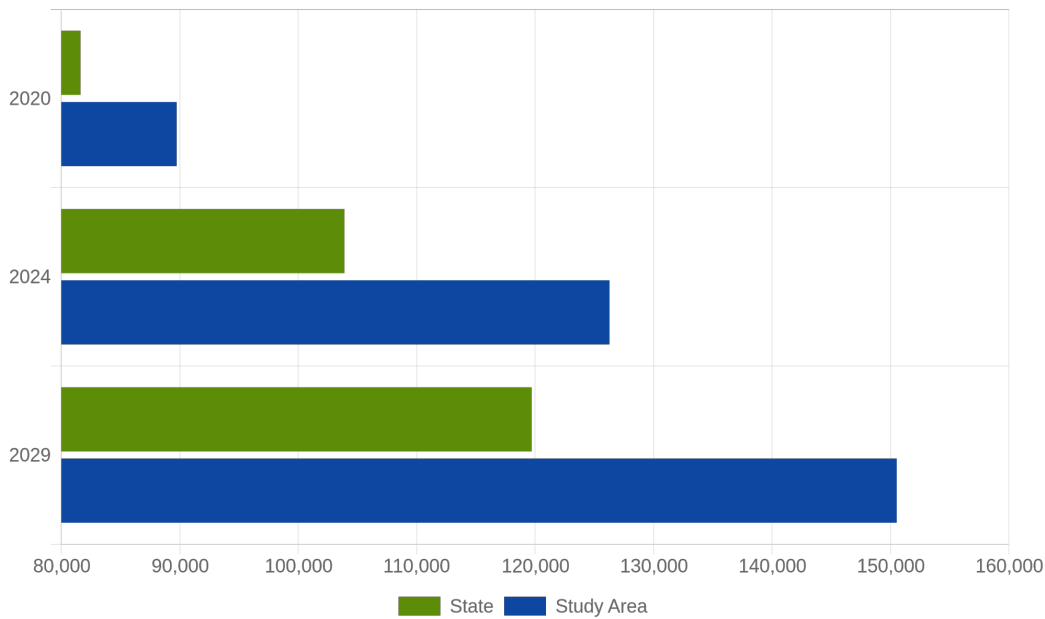
[Mission Impact Mosaic Application Guide by Bandy](#)

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA
Printed On: May 5, 2025 at 7:12PM (UTC)

Financial Resources Theme

This section examines three key financial indicators — household income, family income, and poverty levels — to assess community opportunity or distress.

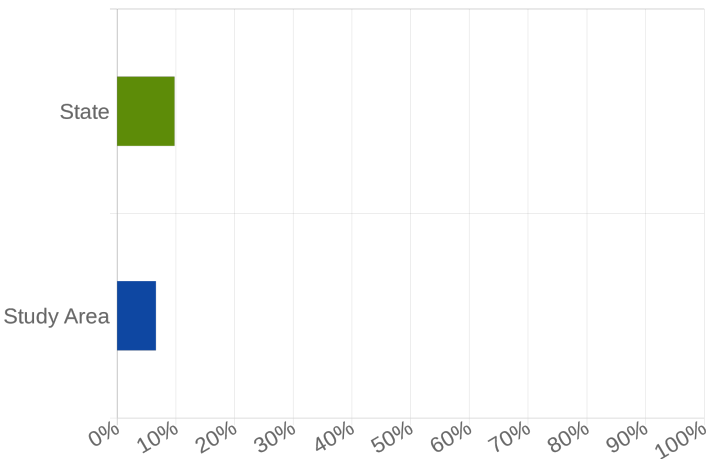
Average Household Income Trends



Income Trends: Households and Families

	2020	2024	2029	2020 - 2029 Change
Average Household Income	\$89,739	\$126,283	\$150,534	\$60,795
Median Household Income	\$98,170	\$117,288	\$138,043	\$39,873
Per Capita Income	\$30,438	\$42,910	\$51,214	\$20,776
Median Family Income		\$116,888	\$127,188	\$10,300

Percentage of Families Below Poverty Line: Current Year



Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	1,571	93.40%	90.22%
Below poverty level	111	6.60%	9.78%
Total	1,682		

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

The QuickInsite report is formatted to help you interpret data at a glance.

Change over time

Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding

Both the "Change over Time" and "Comparative Indexes" columns are color coded so you can easily spot changes and the direction of change.

Description	Color
Above Average	Green
Below Average	Red

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

Support Documents

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

[Click to download the QuickInsite Worksheet](#)

Indexes

Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Support

If you need support, email us at misupport@acst.com or call 1-877-230-3212