

Study Area: Cities - Union City, Cities - Fairburn

Base State: GA

Current Year Estimate: 2024

5 Year Projection: 2029

10 Year Forecast: 2034

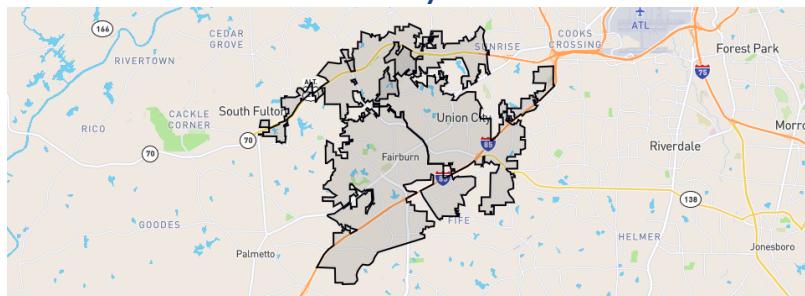
Date: 5/4/2025

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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Population and Households	4
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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**

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

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

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

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

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

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

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

9: Largest Racial/Ethnic Group

See: *Community Diversity Theme*

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

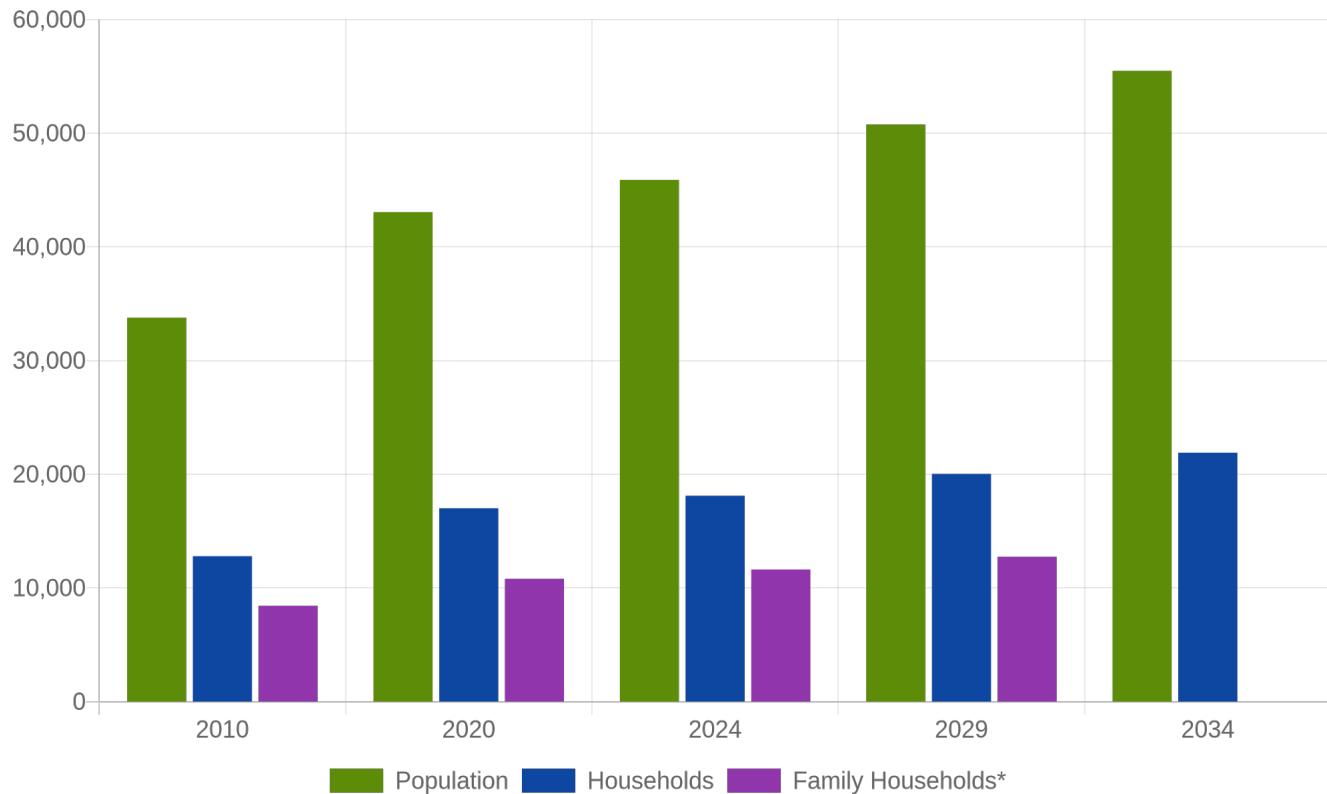
Asian (NH) Black / African American (NH) White (NH) Hispanic or Latino Pacific Islander / American Indian / Other

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



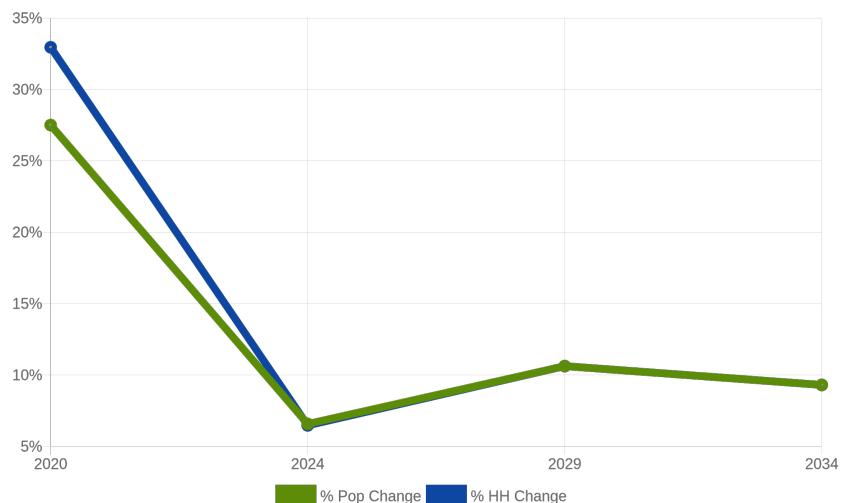
Population, Households & Families

	2010	2020	2024	2029	2034
Population	33,765	43,052	45,882	50,756	55,478
Change Count		9,287	2,830	4,874	4,722
Percent Change		27.50%	6.57%	10.62%	9.30%
Households	12,789	17,003	18,103	20,026	21,889
Change Count		4,214	1,100	1,923	1,863
Percent Change		32.95%	6.47%	10.62%	9.30%
Population / Households	2.64	2.53	2.53	2.53	2.53
Change Count		-0.10	0.00	0.00	0.00
Percent Change		-4.10%	0.10%	-0.00%	0.00%
Family Households*	8,421	10,796	11,614	12,740	0
Change Count		2,375	818	1,126	
Percent Change		28.20%	7.58%	9.70%	

* Family Household data is not projected out 10 years.

Population and Households Theme

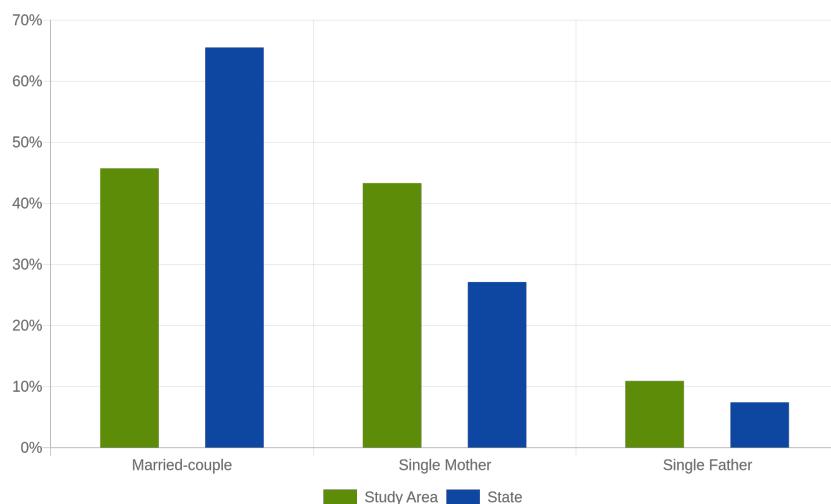
Population and Household Percentage Change



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

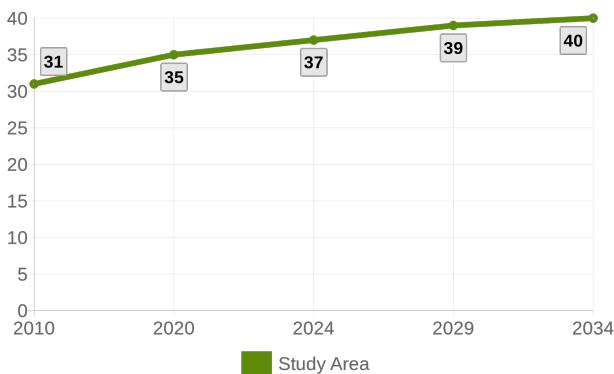
	Actual Hhlds by Year		2020 - 2029		Percent of all Hhlds by Year		2020 - 2029	
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Married-couple	2,025	2,550	2,839	814	43.41%	45.74%	44.74%	1.33%
Single Mother	2,195	2,415	2,775	580	47.05%	43.32%	43.74%	-3.31%
Single Father	445	610	731	286	9.54%	10.94%	11.52%	1.98%
Total	4,665	5,575	6,345	1,680				

Age Theme

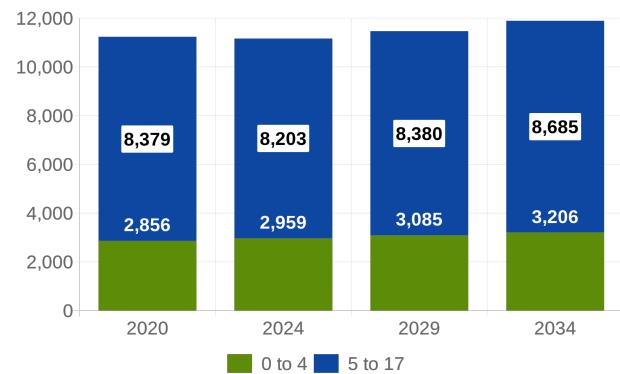
10 Year Average Age and Children 0 to 17 Trends

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	2,856	2,959	3,085	3,206	6.63%	6.45%	6.08%	5.78%
Required Formal Schooling: 5 to 17	8,379	8,203	8,380	8,685	19.46%	17.88%	16.51%	15.65%
College/Career Starts: 18 to 24	4,258	4,642	5,009	5,003	9.89%	10.12%	9.87%	9.02%
Singles & Young Families: 25 to 34	6,632	6,505	6,846	7,631	15.40%	14.18%	13.49%	13.76%
Families & Empty Nesters: 35 to 54	11,828	12,713	13,905	14,729	27.47%	27.71%	27.40%	26.55%
Enrichment Yrs Singles/Cpls: 55 to 64	4,480	4,987	5,881	6,758	10.41%	10.87%	11.59%	12.18%
Retirement Opportunities: 65 & over	4,619	5,873	7,649	9,466	10.73%	12.80%	15.07%	17.06%
Total	43,052	45,882	50,755	55,478				

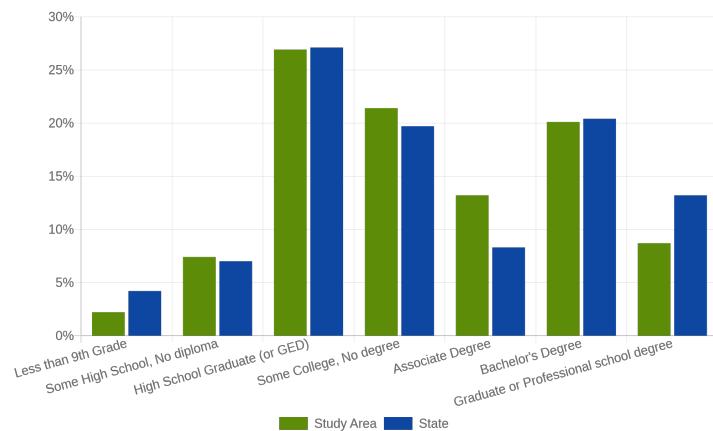
Education and Career Status Theme

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.

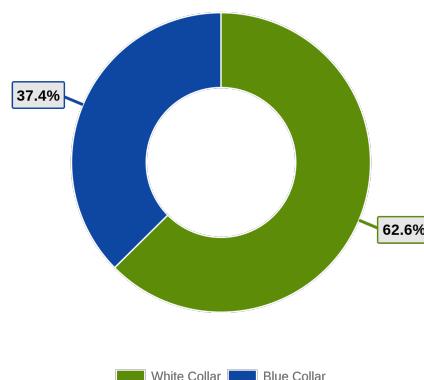
Level of Adult Education



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 %	
Less than 9th Grade	674	751	77		2.24%	2.19%
Some High School, No diploma	2,234	2,482	248		7.43%	7.24%
High School Graduate (or GED)	8,076	8,875	799		26.85%	25.89%
Some College, No degree	6,449	7,319	870		21.44%	21.35%
Associate Degree	3,982	4,685	703		13.24%	13.67%
Bachelor's Degree	6,031	7,079	1,048		20.05%	20.65%
Graduate or Professional school degree	2,632	3,090	458		8.75%	9.01%
Total	30,078	34,281	4,203			

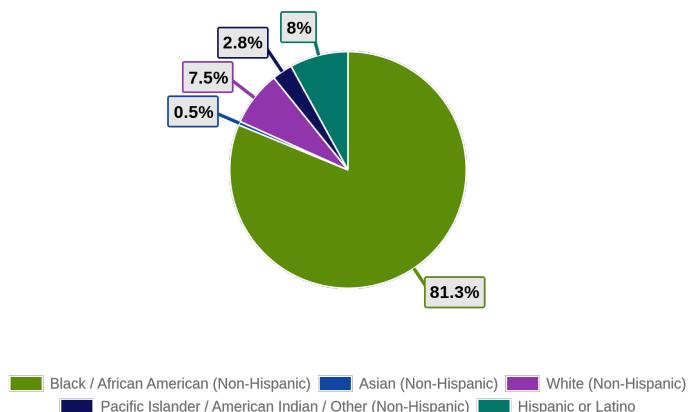
Percentage Blue Collar to White Collar Career Types



Community Diversity Theme

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

Current Year Racial/Ethnic Percentages

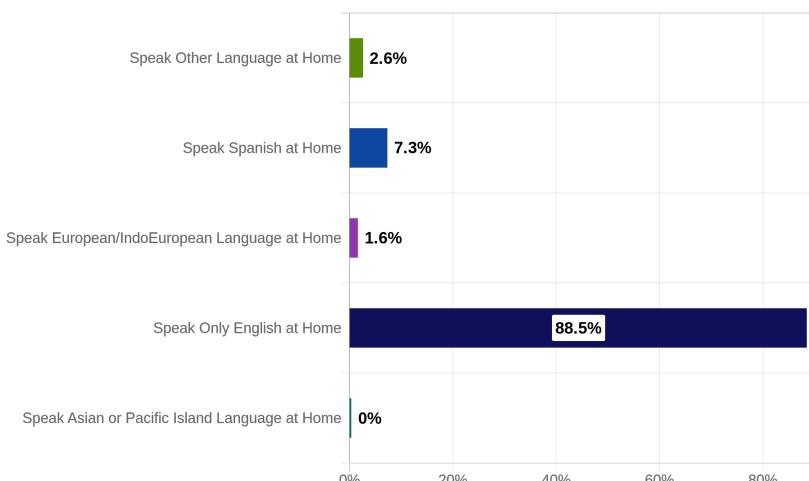


NOTE: Race and ethnicity breakdowns follow Census Bureau categories, reporting only those with extended detail.

Race/Ethnicity by Year

	Actual Population by Year			2020 - 2029 Change	Percent of all Pop by Year			2020 - 2029 % Change
	2020	2024	2029		2020 %	2024 %	2029 %	
Black/African American (Non-Hispanic)	34,984	37,298	41,275	6,291	81.38%	81.29%	81.32%	-0.06%
Asian (Non-Hispanic)	336	214	233	-103	0.78%	0.47%	0.46%	-0.32%
White (Non-Hispanic)*	2,811	3,437	3,817	1,006	6.54%	7.49%	7.52%	0.98%
Pacific Islander / American Indian / Other (Non-Hispanic)	1,221	1,269	1,371	150	2.84%	2.77%	2.70%	-0.14%
Hispanic or Latino	3,634	3,664	4,059	425	8.45%	7.99%	8.00%	-0.45%
Total	42,986	45,882	50,755	7,769				

Primary Language Spoken at Home

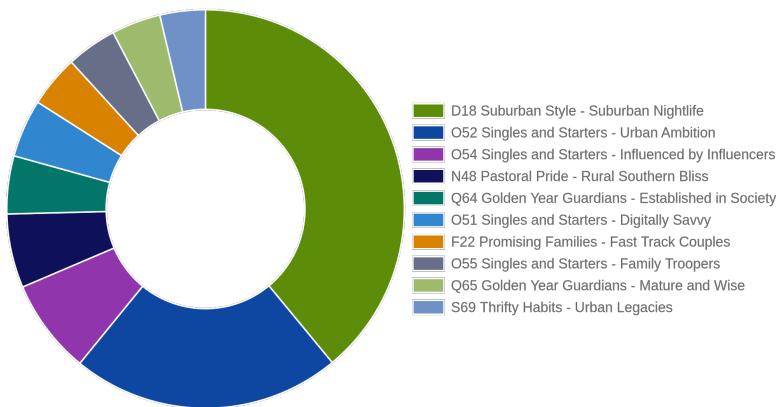


Community Diversity Theme

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
D18 Suburban Style - Suburban Nightlife	5,707	31.44%	298,207 7.05% 445
O52 Singles and Starters - Urban Ambition	3,199	17.62%	185,511 4.39% 401
O54 Singles and Starters - Influenced by Influencers	1,123	6.19%	117,233 2.77% 223
N48 Pastoral Pride - Rural Southern Bliss	884	4.87%	201,874 4.77% 102
Q64 Golden Year Guardians - Established in Society	691	3.81%	186,055 4.40% 86
O51 Singles and Starters - Digitally Savvy	689	3.80%	120,933 2.86% 132
F22 Promising Families - Fast Track Couples	622	3.43%	153,804 3.64% 94
O55 Singles and Starters - Family Troopers	594	3.27%	84,836 2.01% 163
Q65 Golden Year Guardians - Mature and Wise	582	3.21%	52,062 1.23% 260
S69 Thrifty Habits - Urban Legacies	536	2.95%	105,574 2.50% 118
Total	14,627	1,506,089	

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

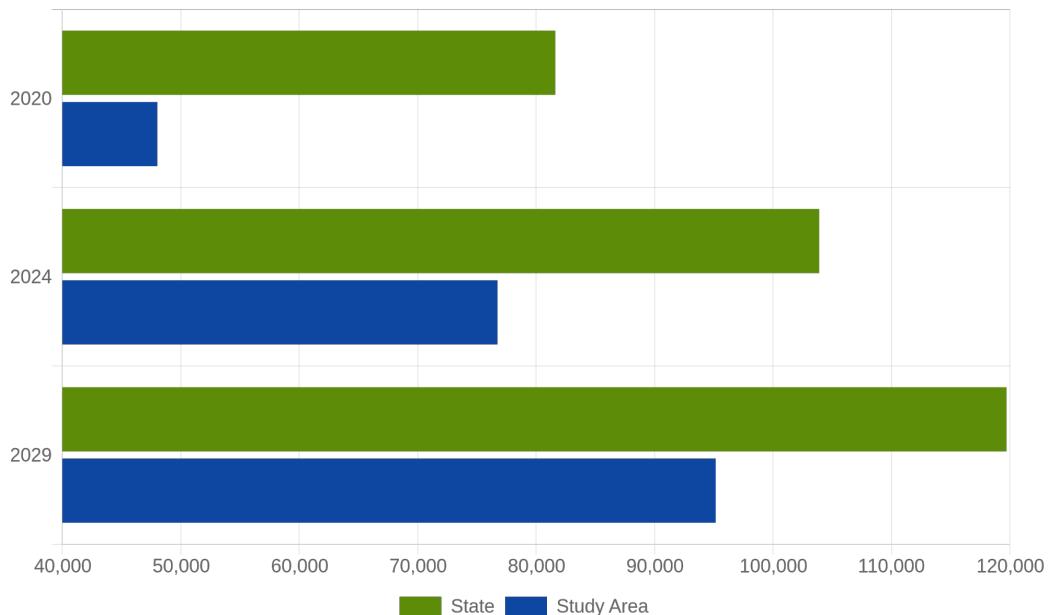
[Mission Impact Mosaic Application Guide by Bandy](#)

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA
Printed On: May 4, 2025 at 11:28PM (UTC)

Financial Resources Theme

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

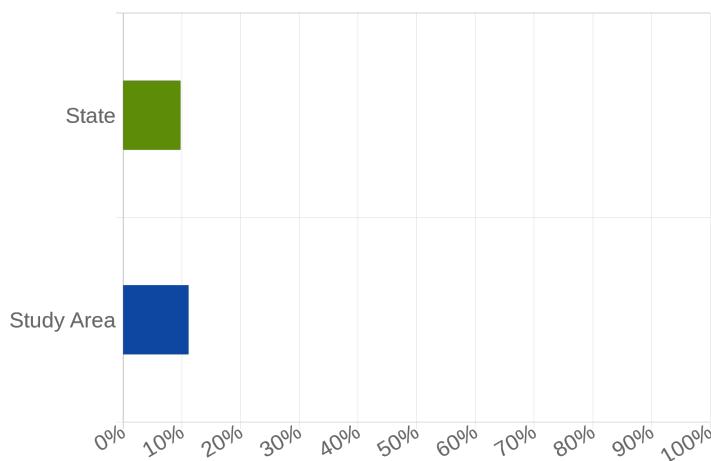
Average Household Income Trends



Income Trends: Households and Families

	2020	2024	2029	2020 - 2029 Change
Average Household Income	\$48,021	\$76,744	\$95,165	\$47,144
Median Household Income	\$44,987	\$63,734	\$74,749	\$29,762
Per Capita Income	\$18,965	\$30,280	\$37,548	\$18,583
Median Family Income		\$65,657	\$67,690	\$2,033

Percentage of Families Below Poverty Line: Current Year



Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	10,319	88.85%	90.22%
Below poverty level	1,295	11.15%	9.78%
Total	11,614		

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