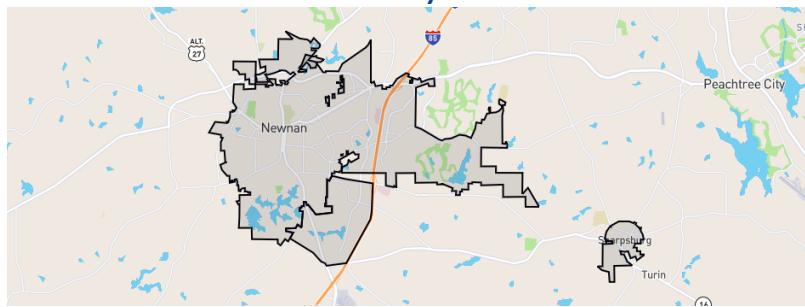


**Study Area:** Cities - Sharpsburg, Cities - Newnan,  
 Cities - East Newnan  
**Base State:** GA  
**Current Year Estimate:** 2024  
**5 Year Projection:** 2029  
**10 Year Forecast:** 2034  
**Date:** 5/5/2025  
**Semi-Annual Projection:** Fall

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



Topic	Page
StoryView	2
ThemeView	
Population and Households	4
Age	6
Education and Career Status	7
Community Diversity	8
Financial Resources	10
Supporting Information	11

### 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?



### 2: School Age Change

*See: Age Theme*

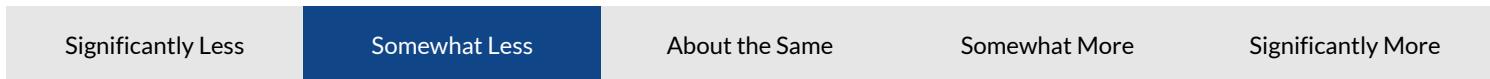
In the 10 year future, how is the population of school age children in this area expected to change?



### 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?



### 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?



### 5: Community Diversity Index

*See: Community Diversity Theme*

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



## 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?

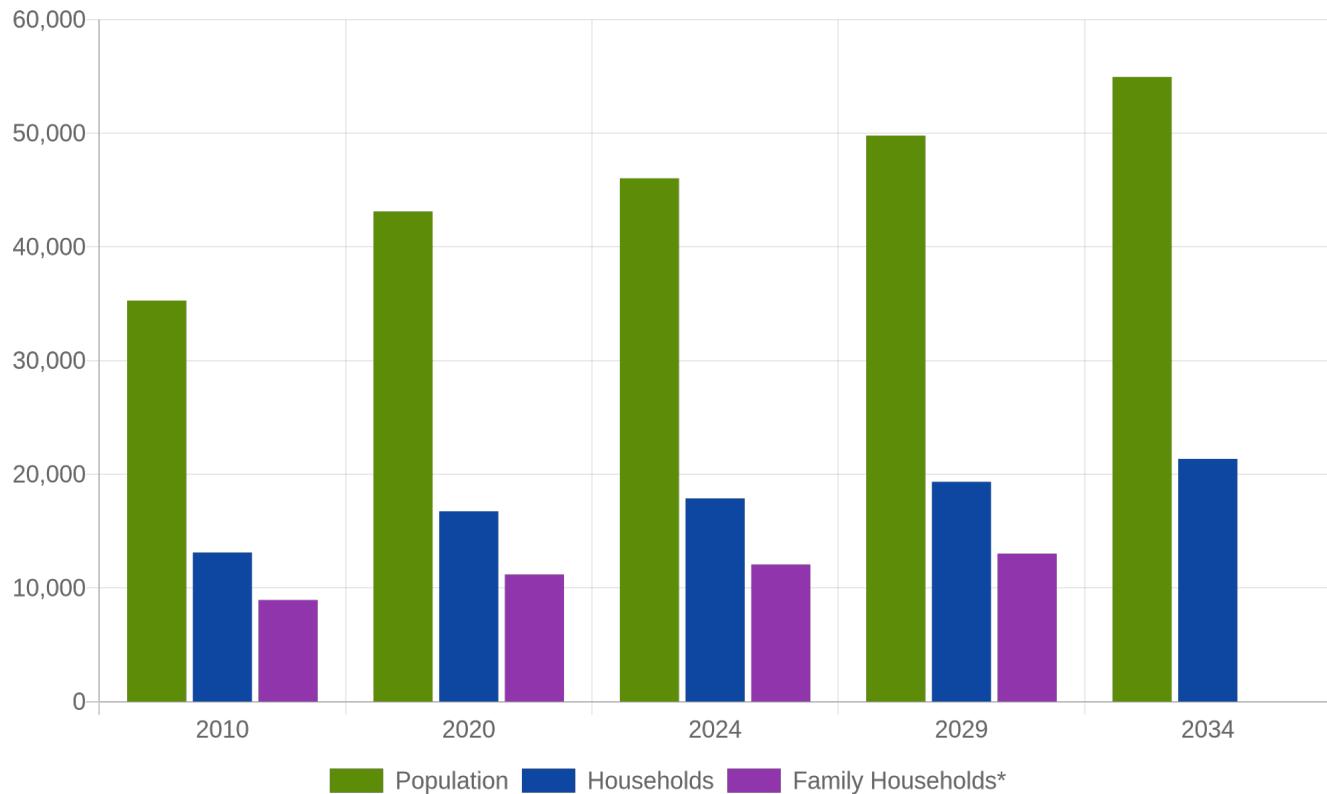
Asian (NH)      Black / African American (NH)      **White (NH)**      Hispanic or Latino      Pacific Islander / American Indian / Other

## 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



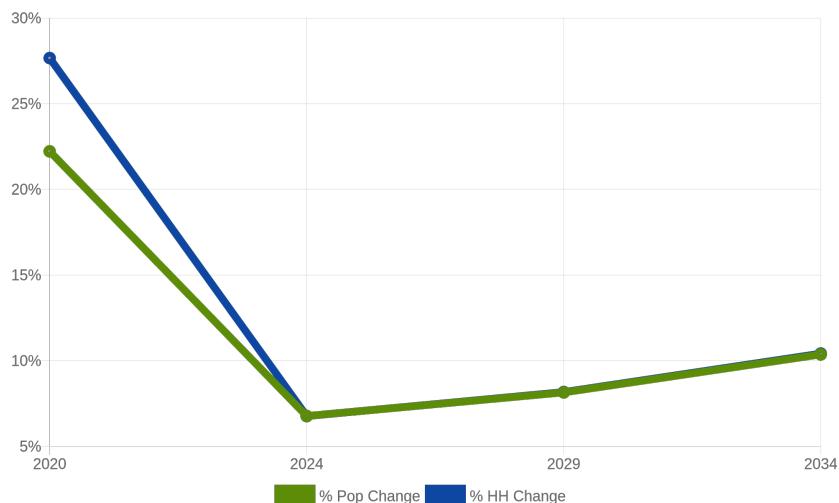
## Population, Households &amp; Families

	2010	2020	2024	2029	2034
Population	35,271	43,108	46,028	49,779	54,940
Change Count		7,837	2,920	3,751	5,161
Percent Change		22.22%	6.77%	8.15%	10.37%
Households	13,108	16,735	17,868	19,328	21,341
Change Count		3,627	1,133	1,460	2,013
Percent Change		27.67%	6.77%	8.17%	10.41%
Population / Households	2.69	2.57	2.57	2.57	2.57
Change Count		-0.11	0.00	0.00	0.00
Percent Change		-4.26%	0.00%	-0.02%	-0.04%
Family Households*	8,930	11,174	12,050	13,006	0
Change Count		2,244	876	956	
Percent Change		25.13%	7.84%	7.93%	

\* Family Household data is not projected out 10 years.

## Population and Households Theme

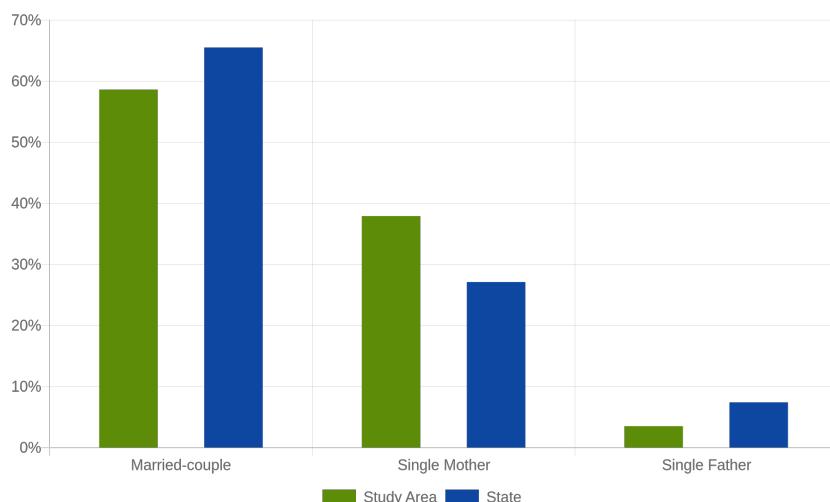
## Population and Household Percentage Change



## 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

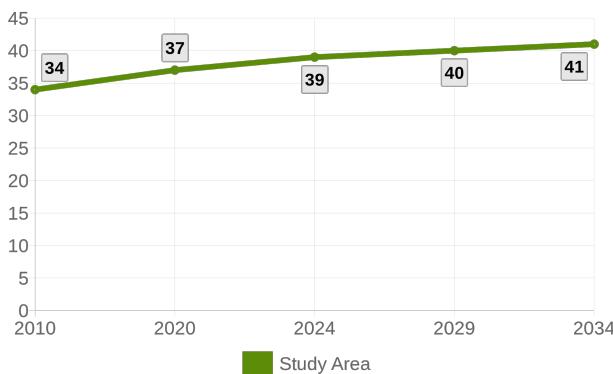
	Actual Hhlds by Year		2020 - 2029		Percent of all Hhlds by Year		2020 - 2029	
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Married-couple	3,124	3,286	3,680	556	64.57%	58.62%	57.86%	-6.71%
Single Mother	1,420	2,125	2,457	1,037	29.35%	37.91%	38.63%	9.28%
Single Father	294	195	223	-71	6.08%	3.48%	3.51%	-2.57%
<b>Total</b>	<b>4,838</b>	<b>5,606</b>	<b>6,360</b>	<b>1,522</b>				

## Age Theme

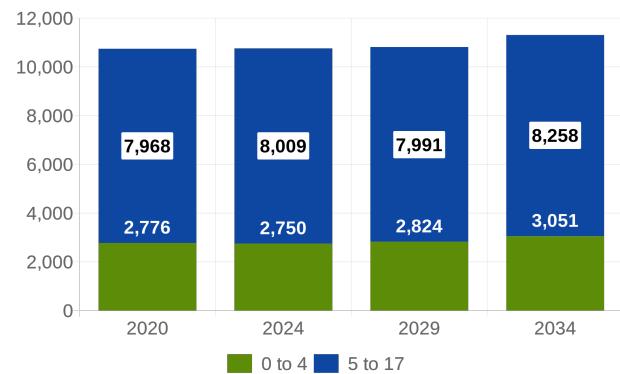
## 10 Year Average Age and Children 0 to 17 Trends

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	2,776	2,750	2,824	3,051	6.44%	5.97%	5.67%	5.55%
Required Formal Schooling: 5 to 17	7,968	8,009	7,991	8,258	18.48%	17.40%	16.05%	15.03%
College/Career Starts: 18 to 24	3,795	4,366	4,819	5,003	8.80%	9.49%	9.68%	9.11%
Singles & Young Families: 25 to 34	6,415	6,199	6,291	7,338	14.88%	13.47%	12.64%	13.36%
Families & Empty Nesters: 35 to 54	11,575	12,381	13,342	14,295	26.85%	26.90%	26.80%	26.02%
Enrichment Yrs Singles/Cpls: 55 to 64	4,802	5,437	6,054	6,640	11.14%	11.81%	12.16%	12.09%
Retirement Opportunities: 65 & over	5,777	6,886	8,458	10,355	13.40%	14.96%	16.99%	18.85%
<b>Total</b>	<b>43,108</b>	<b>46,028</b>	<b>49,779</b>	<b>54,940</b>				

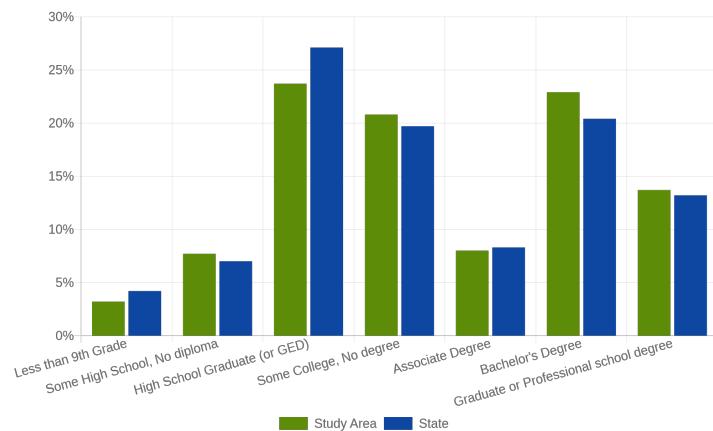
## Education and Career Status Theme

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.

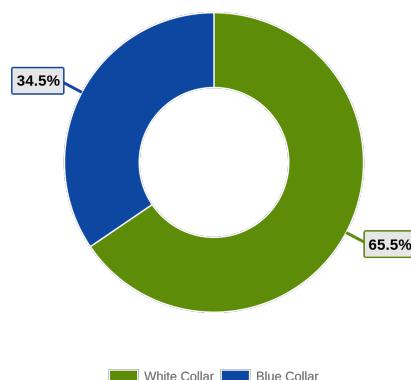
**Level of Adult Education**



**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	990	1,021	31	3.20%	2.99%	-0.21%
Some High School, No diploma	2,388	2,712	324	7.73%	7.94%	0.21%
High School Graduate (or GED)	7,340	7,757	417	23.75%	22.72%	-1.03%
Some College, No degree	6,420	7,008	588	20.77%	20.52%	-0.25%
Associate Degree	2,457	2,793	336	7.95%	8.18%	0.23%
Bachelor's Degree	7,064	8,046	982	22.86%	23.56%	0.70%
Graduate or Professional school degree	4,245	4,809	564	13.74%	14.08%	0.34%
<b>Total</b>	<b>30,904</b>	<b>34,146</b>	<b>3,242</b>			

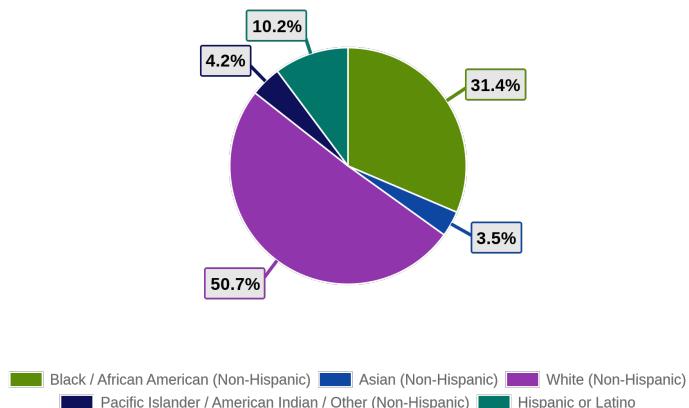
**Percentage Blue Collar to White Collar Career Types**



## Community Diversity Theme

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

## Current Year Racial/Ethnic Percentages

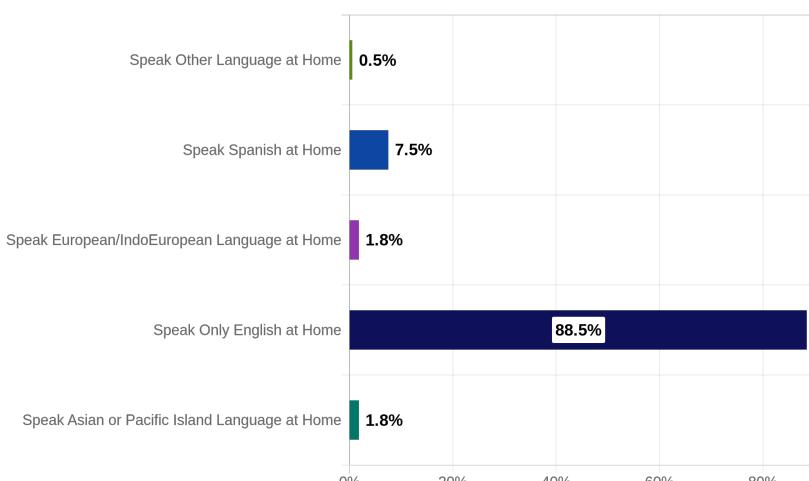


NOTE: Race and ethnicity breakdowns follow Census Bureau categories, reporting only those with extended detail.

## 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)	13,093	14,471	15,681	2,588	30.43%	31.44%	31.50%	1.07%
Asian (Non-Hispanic)	1,673	1,628	1,747	74	3.89%	3.54%	3.51%	-0.38%
White (Non-Hispanic)*	21,648	23,324	25,226	3,578	50.31%	50.67%	50.68%	0.37%
Pacific Islander / American Indian / Other (Non-Hispanic)	1,927	1,924	2,046	119	4.48%	4.18%	4.11%	-0.37%
Hispanic or Latino	4,692	4,682	5,079	387	10.90%	10.17%	10.20%	-0.70%
<b>Total</b>	<b>43,033</b>	<b>46,029</b>	<b>49,779</b>	<b>6,746</b>				

## Primary Language Spoken at Home

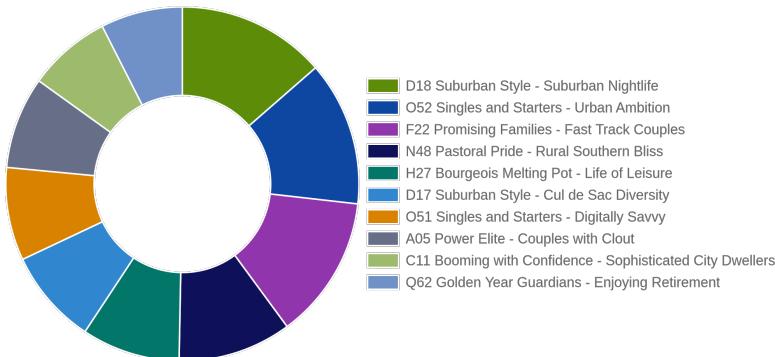


## Community Diversity Theme

## 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	1,088	6.10%	298,207 7.05% 86
O52 Singles and Starters - Urban Ambition	1,057	5.92%	185,511 4.39% 135
F22 Promising Families - Fast Track Couples	1,044	5.85%	153,804 3.64% 160
N48 Pastoral Pride - Rural Southern Bliss	828	4.64%	201,874 4.77% 97
H27 Bourgeois Melting Pot - Life of Leisure	719	4.03%	61,186 1.45% 278
D17 Suburban Style - Cul de Sac Diversity	697	3.91%	62,822 1.49% 262
O51 Singles and Starters - Digitally Savvy	679	3.80%	120,933 2.86% 133
A05 Power Elite - Couples with Clout	672	3.77%	113,262 2.68% 140
C11 Booming with Confidence - Sophisticated City Dwellers	609	3.41%	78,592 1.86% 183
Q62 Golden Year Guardians - Enjoying Retirement	597	3.35%	70,510 1.67% 200
Total	7,991	1,346,701	

## 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

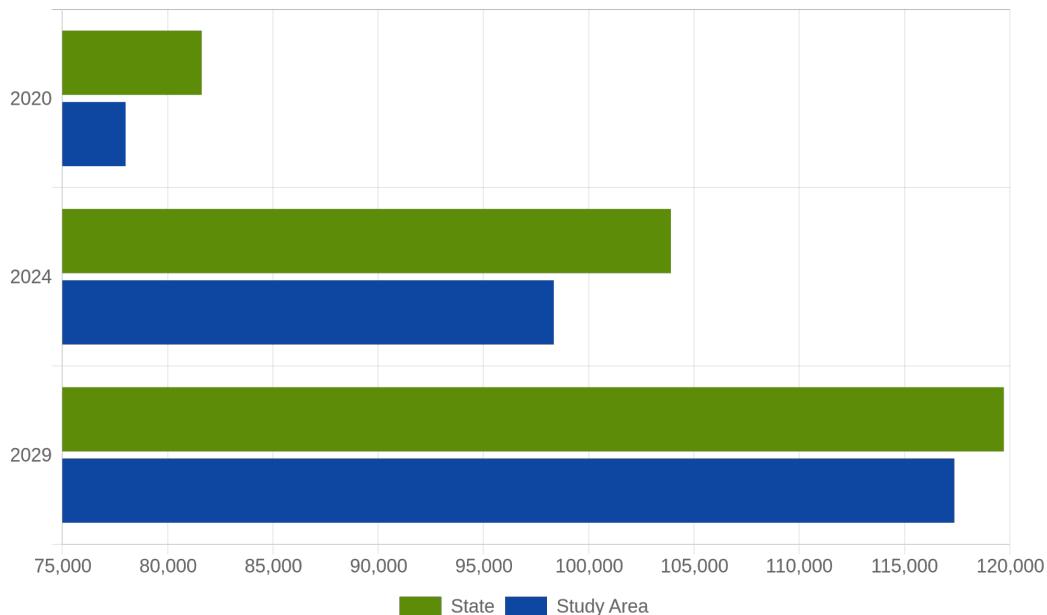
[Mission Impact Mosaic Application Guide by Bandy](#)

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA  
Printed On: May 5, 2025 at 7:10PM (UTC)

## Financial Resources Theme

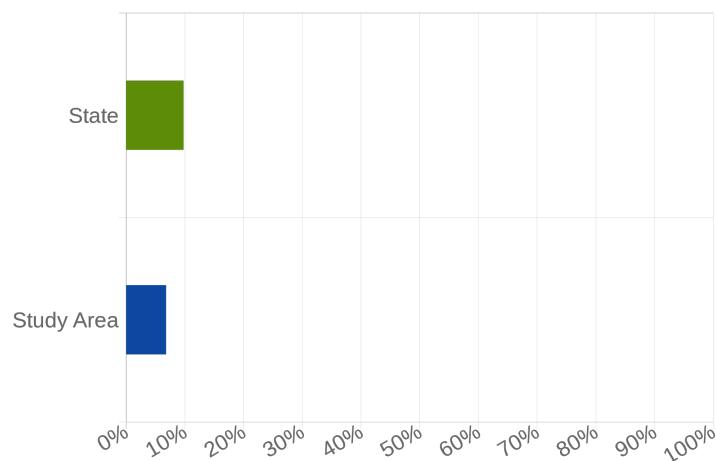
This section examines three key financial indicators – household income, family income, and poverty levels – to assess community opportunity or distress.

## Average Household Income Trends



## Income Trends: Households and Families

	2020	2024	2029	2020 - 2029 Change
Average Household Income	\$78,005	\$98,342	\$117,363	\$39,358
Median Household Income	\$63,209	\$75,307	\$90,879	\$27,670
Per Capita Income	\$30,282	\$38,176	\$45,569	\$15,287
Median Family Income		\$80,007	\$87,365	\$7,358

Percentage of Families Below Poverty Line:  
Current Year

## Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	11,230	93.20%	90.22%
Below poverty level	820	6.80%	9.78%
Total	12,050		

## 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](mailto:misupport@acst.com) or call 1-877-230-3212