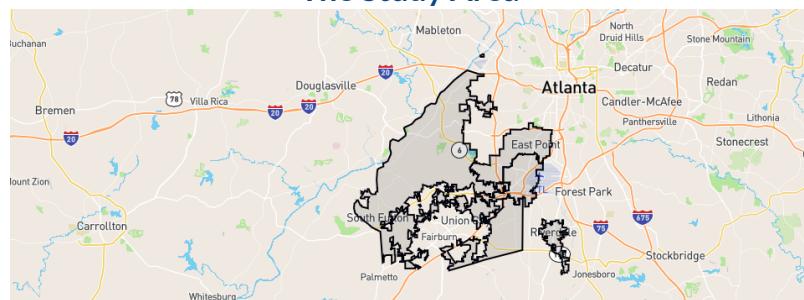


Study Area: Cities - South Fulton, Cities - College Park, Cities - East Point, Cities - Riverdale
Base State: GA
Current Year Estimate: 2024
5 Year Projection: 2029
10 Year Forecast: 2034
Date: 5/4/2025
Semi-Annual Projection: Fall

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



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

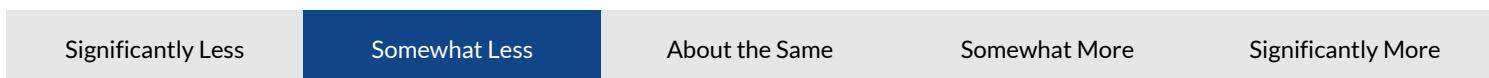
In the 10 year future, how is the population of school age children in this area expected to change?



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?

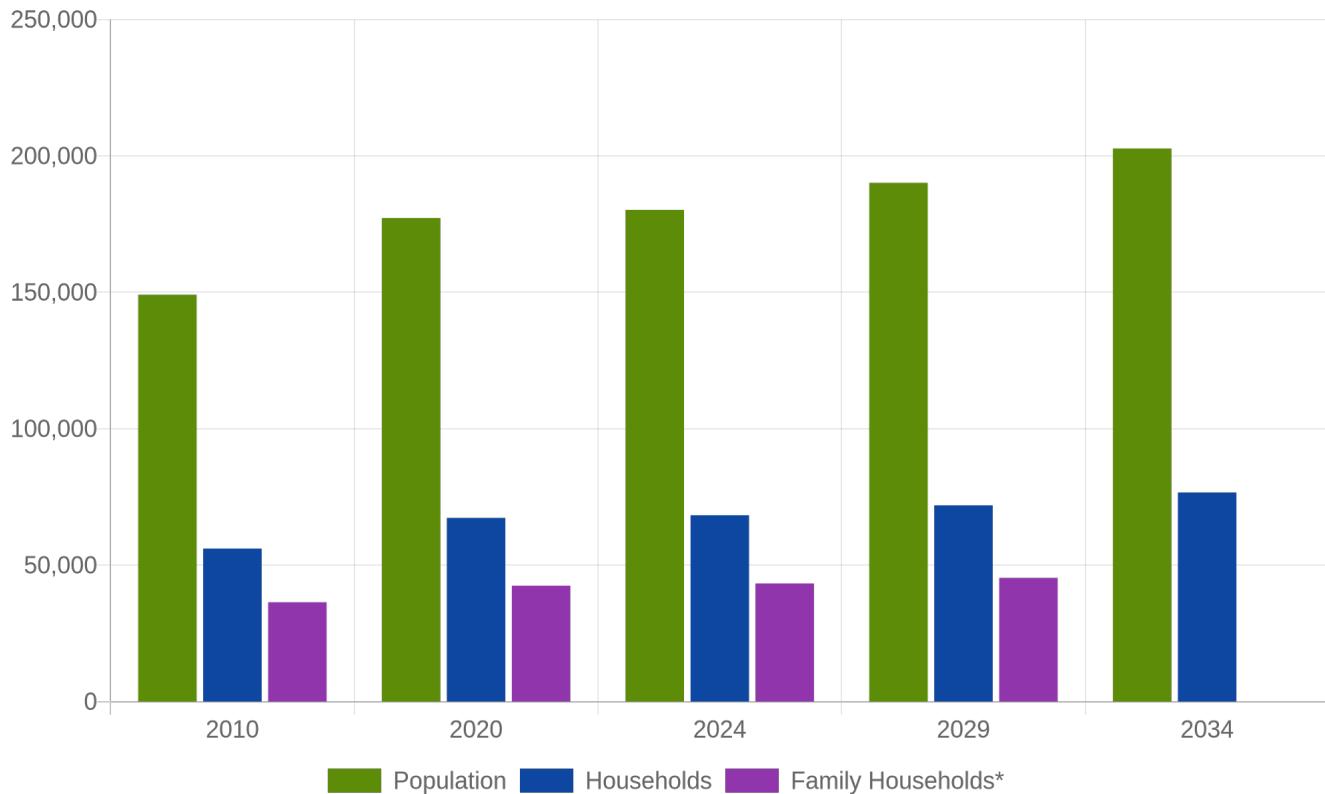
Asian (NH) **Black / African American (NH)** White (NH) Hispanic or Latino Pacific Islander / American Indian / Other

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



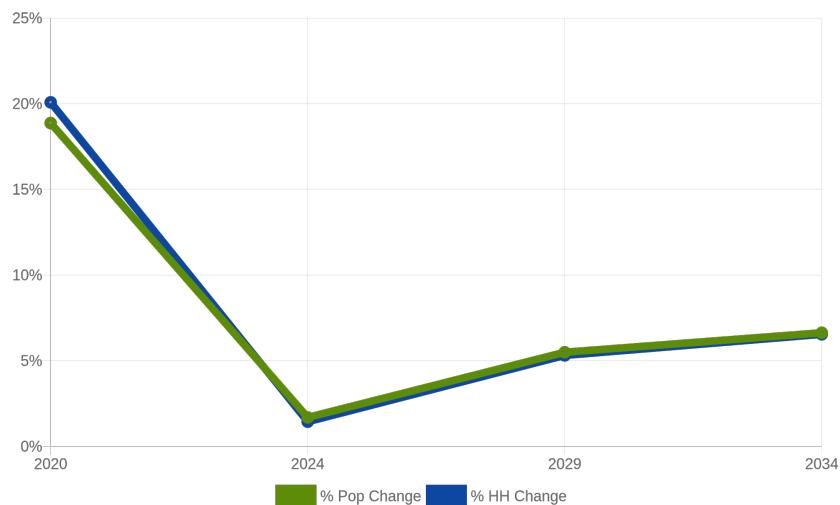
Population, Households & Families

	2010	2020	2024	2029	2034
Population	149,074	177,205	180,199	190,099	202,702
Change Count		28,131	2,994	9,900	12,603
Percent Change		18.87%	1.69%	5.49%	6.63%
Households	56,056	67,313	68,283	71,912	76,618
Change Count		11,257	970	3,629	4,706
Percent Change		20.08%	1.44%	5.31%	6.54%
Population / Households	2.65	2.63	2.63	2.64	2.64
Change Count		-0.2	0.00	0.00	0.00
Percent Change		-1.01%	0.24%	0.17%	0.08%
Family Households*	36,395	42,462	43,284	45,320	0
Change Count		6,067	822	2,036	
Percent Change		16.67%	1.94%	4.70%	

* Family Household data is not projected out 10 years.

Population and Households Theme

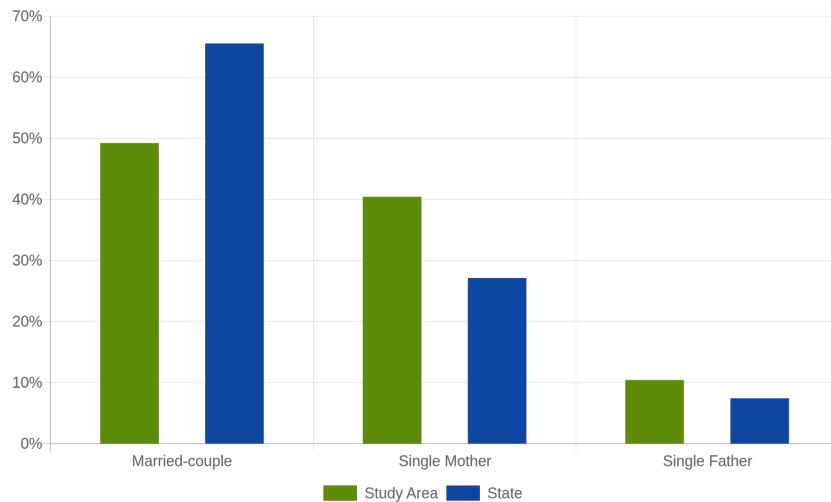
Population and Household Percentage Change



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

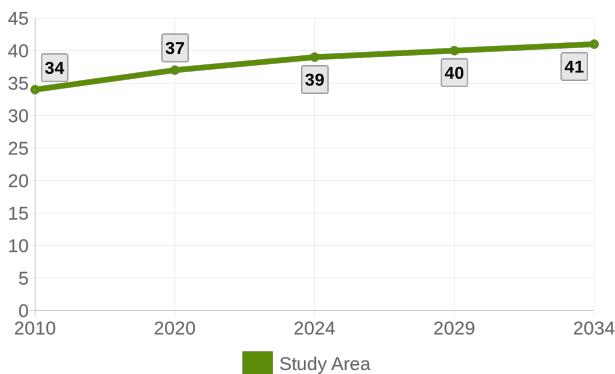
	Actual Hhlds by Year		2020 - 2029		Percent of all Hhlds by Year		2020 - 2029	
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Married-couple	7,273	9,073	10,961	3,688	45.48%	49.25%	48.45%	2.97%
Single Mother	7,198	7,442	8,759	1,561	45.02%	40.40%	38.71%	-6.31%
Single Father	1,519	1,908	2,905	1,386	9.50%	10.36%	12.84%	3.34%
Total	15,990	18,423	22,625	6,635				

Age Theme

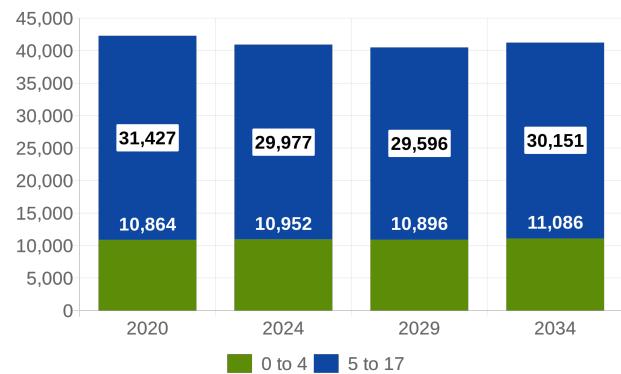
10 Year Average Age and Children 0 to 17 Trends

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	10,864	10,952	10,896	11,086	6.13%	6.08%	5.73%	5.47%
Required Formal Schooling: 5 to 17	31,427	29,977	29,596	30,151	17.73%	16.64%	15.57%	14.87%
College/Career Starts: 18 to 24	16,097	16,530	17,693	17,556	9.08%	9.17%	9.31%	8.66%
Singles & Young Families: 25 to 34	26,234	24,282	23,698	25,904	14.80%	13.48%	12.47%	12.78%
Families & Empty Nesters: 35 to 54	49,664	50,301	51,844	53,336	28.03%	27.91%	27.27%	26.31%
Enrichment Yrs Singles/Cpls: 55 to 64	20,324	21,386	23,619	25,735	11.47%	11.87%	12.42%	12.70%
Retirement Opportunities: 65 & over	22,595	26,771	32,753	38,935	12.75%	14.86%	17.23%	19.21%
Total	177,205	180,199	190,099	202,703				

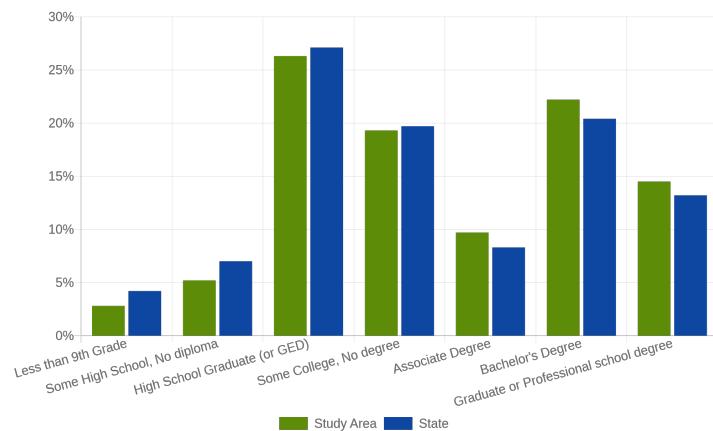
Education and Career Status Theme

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.

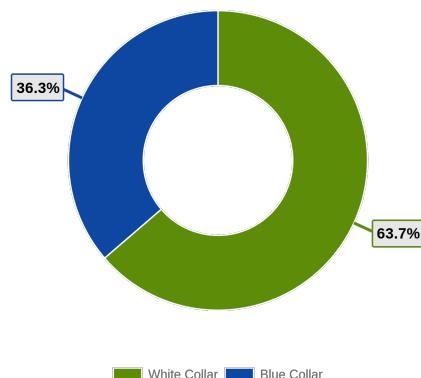
Level of Adult Education



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	3,410	3,637	227		2.78%	2.76%
Some High School, No diploma	6,390	6,884	494		5.21%	5.22%
High School Graduate (or GED)	32,329	34,217	1,888		26.34%	25.94%
Some College, No degree	23,705	24,844	1,139		19.31%	18.83%
Associate Degree	11,885	13,016	1,131		9.68%	9.87%
Bachelor's Degree	27,221	29,749	2,528		22.18%	22.55%
Graduate or Professional school degree	17,800	19,565	1,765		14.50%	14.83%
Total	122,740	131,912	9,172			

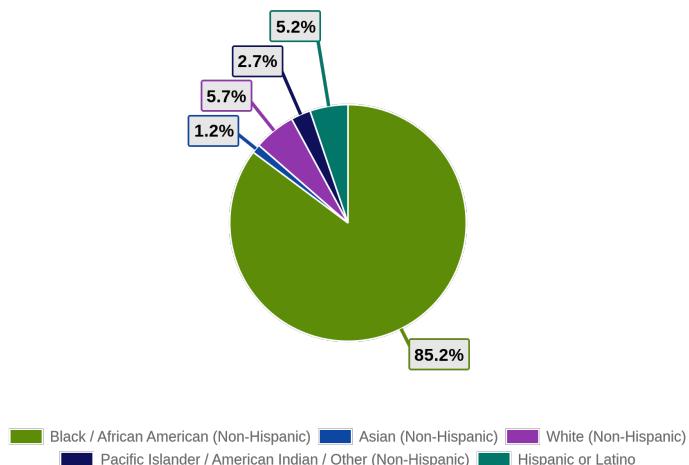
Percentage Blue Collar to White Collar Career Types



Community Diversity Theme

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

Current Year Racial/Ethnic Percentages

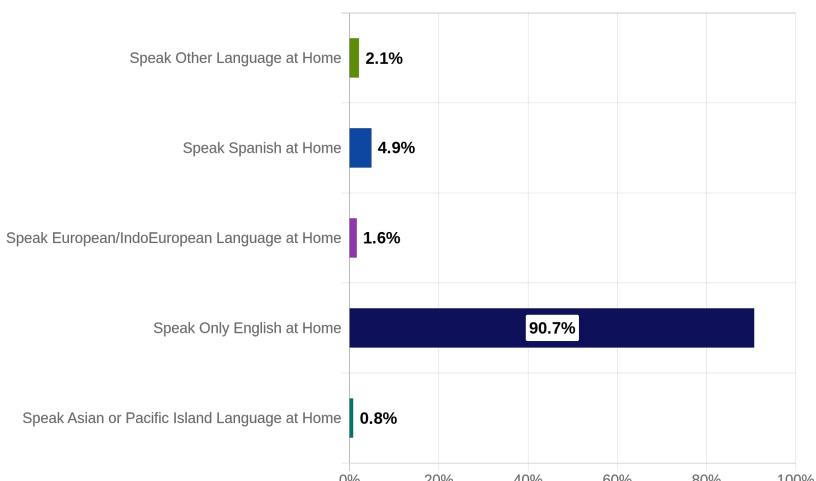


NOTE: Race and ethnicity breakdowns follow Census Bureau categories, reporting only those with extended detail.

Race/Ethnicity by Year

	Actual Population by Year			2020 - 2029	Percent of all Pop by Year			2020 - 2029 % Change
	2020	2024	2029		2020 %	2024 %	2029 %	
Black/African American (Non-Hispanic)	150,187	153,558	162,449	12,262	84.89%	85.22%	85.45%	0.56%
Asian (Non-Hispanic)	1,671	2,113	2,165	494	0.94%	1.17%	1.14%	0.20%
White (Non-Hispanic)*	9,274	10,313	10,779	1,505	5.24%	5.72%	5.67%	0.43%
Pacific Islander / American Indian / Other (Non-Hispanic)	5,685	4,896	5,053	-632	3.21%	2.72%	2.66%	-0.55%
Hispanic or Latino	10,095	9,320	9,654	-441	5.71%	5.17%	5.08%	-0.63%
Total	176,912	180,200	190,100	13,188				

Primary Language Spoken at Home

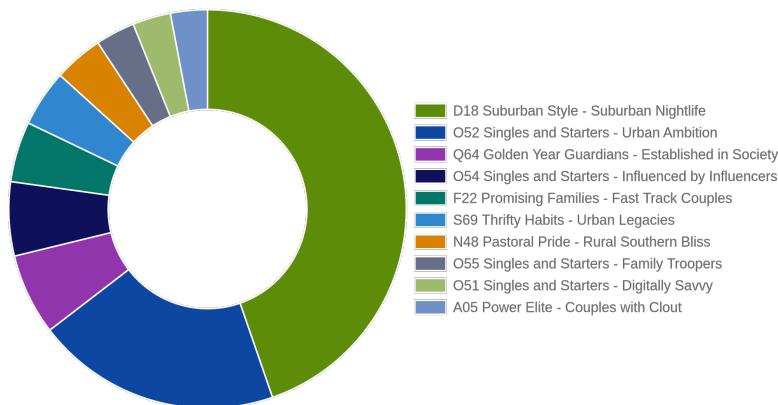


Community Diversity Theme

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
D18 Suburban Style - Suburban Nightlife	22,616	32.95%	298,207 7.05% 467
O52 Singles and Starters - Urban Ambition	10,044	14.63%	185,511 4.39% 333
Q64 Golden Year Guardians - Established in Society	3,328	4.85%	186,055 4.40% 110
O54 Singles and Starters - Influenced by Influencers	3,049	4.44%	117,233 2.77% 160
F22 Promising Families - Fast Track Couples	2,496	3.64%	153,804 3.64% 99
S69 Thrifty Habits - Urban Legacies	2,327	3.39%	105,574 2.50% 135
N48 Pastoral Pride - Rural Southern Bliss	2,011	2.93%	201,874 4.77% 61
O55 Singles and Starters - Family Troopers	1,606	2.34%	84,836 2.01% 116
O51 Singles and Starters - Digitally Savvy	1,563	2.28%	120,933 2.86% 79
A05 Power Elite - Couples with Clout	1,513	2.20%	113,262 2.68% 82
Total	50,552	1,567,289	

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

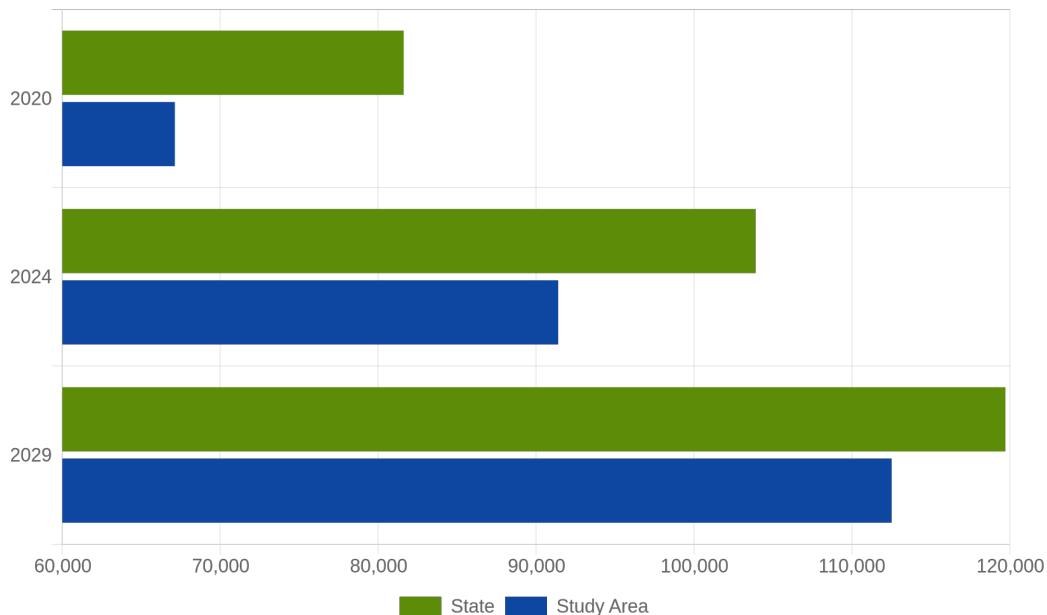
[Mission Impact Mosaic Application Guide by Bandy](#)

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA
Printed On: May 4, 2025 at 11:34AM (UTC)

Financial Resources Theme

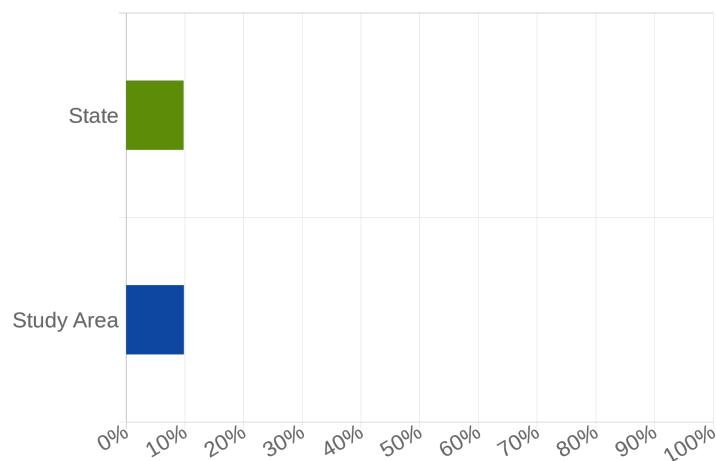
This section examines three key financial indicators – household income, family income, and poverty levels – to assess community opportunity or distress.

Average Household Income Trends



Income Trends: Households and Families

	2020	2024	2029	2020 - 2029 Change
Average Household Income	\$67,126	\$91,399	\$112,513	\$45,387
Median Household Income	\$56,965	\$72,760	\$89,558	\$32,593
Per Capita Income	\$25,498	\$34,634	\$42,562	\$17,064
Median Family Income		\$77,792	\$83,721	\$5,929

Percentage of Families Below Poverty Line:
Current Year

Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	39,023	90.16%	90.22%
Below poverty level	4,261	9.84%	9.78%
Total	43,284		

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