Community Profile

Lawrenceville Town Center
455 Grayson Hwy, Lawrenceville, Georgia, 30046
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	6,734	68,811	161,489
2020 Total Population	7,639	77,501	189,544
2020 Group Quarters	39	1,288	3,095
2026 Total Population	9,438	84,760	203,269
2026 Group Quarters	38	1,313	2,991
2031 Total Population	10,023	89,844	214,248
2026-2031 Annual Rate	1.21%	1.17%	1.06%
2026 Total Daytime Population	18,209	92,443	192,975
Workers	12,710	49,003	91,234
Residents	5,499	43,440	101,741

Household Summary			
2010 Total Households	2,450	22,493	51,999
2010 Average Household Size	2.71	3.00	3.04
2020 Total Households	2,746	24,841	59,917
2020 Average Household Size	2.77	3.07	3.11
2026 Total Households	3,421	27,363	64,902
2026 Average Household Size	2.75	3.05	3.09
2031 Total Households	3,653	29,218	68,798
2031 Average Household Size	2.73	3.03	3.07
2026-2031 Annual Rate	1.32%	1.32%	1.17%
2026 Families	2,192	20,391	49,840
2026 Average Family Size	3.51	3.52	3.52
2031 Families	2,313	21,552	52,391
2031 Average Family Size	3.52	3.52	3.53
2026-2031 Growth Rate	1.08%	1.11%	1.00%

Median Household Income			
2026	$57,804	$88,374	$98,994
2031	$66,400	$103,434	$112,841

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$27,210	$35,305	$37,915
2031	$31,231	$40,116	$43,066

2026 Households by Income			
Household Income Base	3,422	27,362	64,899
<$10,000	8.0%	4.5%	4.7%
$10,000-14,999	5.3%	2.3%	1.6%
$15,000-19,999	1.8%	1.5%	1.3%
$20,000-24,999	2.8%	1.7%	1.5%
$25,000-29,999	1.2%	2.3%	1.9%
$30,000-34,999	3.0%	2.3%	2.0%
$35,000-39,999	6.4%	2.4%	2.2%
$40,000-44,999	11.5%	3.8%	3.1%
$45,000-49,999	3.0%	3.1%	2.7%
$50,000-59,999	8.7%	8.9%	7.1%
$60,000-74,999	11.0%	8.8%	8.2%
$75000-99999	12.3%	13.9%	14.0%
$100,000-124,999	8.5%	11.5%	12.6%
$125,000-149,999	5.5%	9.9%	10.1%
$150000-199999	5.8%	11.3%	13.0%
$200,000-249,999	2.9%	6.2%	6.7%
$250,000-299,999	1.1%	2.8%	3.6%
$300,000-399,999	0.8%	1.7%	2.3%
$400,000-499,999	0.2%	0.4%	0.5%
$500,000+	0.2%	0.6%	0.8%
Average Household Income	$75,453	$108,072	$117,822

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	86	96
Percent of Income for Mortgage	40.1%	26.7%	23.7%
Wealth Index	50	79	90

Median Home Value			
2026	$393,947	$401,345	$399,189
2031	$434,447	$435,845	$438,667

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,516	17,430	46,318
<$50,000	2.0%	1.0%	1.1%
$50,000 - $99,999	2.4%	0.3%	0.2%
$100,000 - $149,999	0.1%	0.3%	0.2%
$150,000 - $199,999	2.8%	1.5%	1.3%
$200,000 - $249,999	6.9%	3.3%	3.5%
$250,000 - $299,999	12.1%	8.4%	8.5%
$300,000 - $399,999	25.1%	34.8%	35.4%
$400,000 - $499,999	39.6%	33.3%	28.4%
$500,000 - $749,999	5.2%	14.6%	17.1%
$750,000 - $999,999	2.6%	1.2%	2.6%
$1,000,000 - $1,499,999	0.8%	1.1%	0.8%
$1,500,000 - $1,999,999	0.1%	0.1%	0.3%
$2,000,000 +	0.1%	0.2%	0.5%
Average Home Value	$391,939	$426,606	$443,070

Housing Unit Summary			
2010 Total Housing Units	2,830	24,646	56,080
Owner Occupied Housing Units	50.7%	67.5%	75.2%
Renter Occupied Housing Units	49.3%	32.5%	24.8%
Vacant Housing Units	13.4%	8.7%	7.3%
2020 Housing Units	2,881	26,025	62,365
Owner Occupied Housing Units	44.8%	63.8%	70.7%
Renter Occupied Housing Units	55.2%	36.2%	29.3%
Vacant Housing Units	4.3%	4.4%	3.9%
2026 Housing Units	3,636	29,259	68,523
Owner Occupied Housing Units	44.3%	63.7%	71.4%
Renter Occupied Housing Units	55.7%	36.3%	28.6%
Vacant Housing Units	5.9%	6.5%	5.3%
2031 Total Housing Units	3,916	31,234	73,003
Owner Occupied Housing Units	45.1%	63.1%	71.2%
Renter Occupied Housing Units	54.9%	36.9%	28.8%
Vacant Housing Units	6.7%	6.5%	5.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,609	41,200	99,079
Females	4,829	43,560	104,190

Median Age			
2010	34.4	32.9	33.8
2020	35.5	35.2	35.8
2026	36.3	36.0	36.6
2031	37.5	36.8	37.4

2026 Population by Age			
Total	9,440	84,760	203,268
0 - 4	6.6%	5.8%	5.6%
5 - 9	7.1%	6.1%	6.0%
10 - 14	6.6%	6.5%	6.5%
15 - 24	13.7%	14.9%	14.2%
25 - 34	14.1%	15.5%	15.5%
35 - 44	13.7%	13.0%	13.2%
45 - 54	12.3%	12.7%	12.8%
55 - 64	10.6%	12.1%	12.3%
65 - 74	9.2%	8.0%	8.4%
75 - 84	5.4%	4.1%	4.0%
85 +	1.5%	1.1%	1.1%
18 +	75.7%	77.4%	77.7%

2026 Population 15+ by Marital Status			
Total	7,527	69,208	166,277
Never Married	35.5%	38.1%	35.8%
Married	48.5%	49.7%	52.2%
Widowed	7.0%	3.1%	3.5%
Divorced	9.0%	9.1%	8.5%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,238	56,570	137,341
Less than 9th Grade	9.9%	6.7%	5.7%
9th - 12th Grade, No Diploma	4.9%	6.6%	5.2%
High School Graduate	20.9%	20.4%	20.7%
GED/Alternative Credential	4.4%	4.4%	3.7%
Some College, No Degree	19.1%	16.5%	16.1%
Associate Degree	10.1%	11.4%	10.8%
Bachelor's Degree	21.3%	21.4%	24.6%
Graduate/Professional Degree	9.3%	12.6%	13.2%

2020 Population by Race/Ethnicity			
Total	7,639	77,501	189,544
White Alone	34.2%	29.5%	32.7%
Black Alone	28.2%	37.0%	33.9%
American Indian Alone	1.1%	1.1%	0.9%
Asian Alone	5.8%	9.4%	10.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	17.6%	12.1%	10.9%
Two or More Races	17.6%	12.1%	10.9%
Hispanic Origin	32.4%	23.8%	22.3%
Diversity Index	86.1	83.5	83.2

2026 Population by Race/Ethnicity			
Total	9,439	84,760	203,269
White Alone	29.8%	25.5%	28.1%
Black Alone	28.8%	38.3%	35.7%
American Indian Alone	1.2%	1.1%	0.9%
Asian Alone	6.1%	10.4%	11.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	19.4%	13.3%	11.9%
Two or More Races	14.6%	11.4%	11.6%
Hispanic Origin	35.4%	25.4%	23.8%
Diversity Index	87.2	84.3	84.2

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	4,228	44,099	106,233
White Collar	48.6%	54.7%	58.8%
Management/Business/Financial	15.5%	13.7%	16.6%
Professional	14.1%	21.7%	22.6%
Sales	7.8%	9.2%	9.0%
Administrative Support	11.2%	10.1%	10.6%
Services	17.9%	17.0%	16.1%

2026 Employed Pop 16+ by Occupation			
Total	4,228	44,099	106,233
Blue Collar	33.5%	28.2%	25.1%
Farming/Forestry/Fishing	0.1%	0.4%	0.2%
Construction/Extraction	12.5%	7.7%	6.4%
Installation/Maintenance/Repair	4.6%	4.0%	4.0%
Production	4.4%	4.8%	4.8%
Transportation/Material Moving	12.0%	11.3%	9.6%
White Collar	48.6%	54.7%	58.8%
Management/Business/Financial	15.5%	13.7%	16.6%
Professional	14.1%	21.7%	22.6%
Sales	7.8%	9.2%	9.0%
Administrative Support	11.2%	10.1%	10.6%
Services	17.9%	17.0%	16.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,228	44,099	106,233
Population 16+ Employed	95.5%	95.4%	96.0%
Population 16+ Unemployment rate	4.5%	4.6%	4.0%
Population 16-24 Employed	11.9%	12.6%	12.5%
Population 16-24 Unemployment rate	7.7%	9.2%	7.9%
Population 25-54 Employed	64.1%	61.7%	62.1%
Population 25-54 Unemployment rate	4.4%	4.1%	3.5%
Population 55-64 Employed	15%	16%	16%
Population 55-64 Unemployment rate	3.3%	4.1%	3.5%
Population 65+ Employed	4%	5%	5%
Population 65+ Unemployment rate	0.0%	0.0%	1.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,038	42,056	102,028
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	17.5%	10.8%	9.7%
Manufacturing	10.4%	7.9%	8.4%
Wholesale Trade	2.6%	2.2%	2.2%
Retail Trade	10.5%	12.6%	13.2%
Transportation/Utilities	5.0%	9.4%	8.3%
Information	3%	2%	2%
Finance/Insurance/Real Estate	7.0%	6.0%	5.7%
Services	40.6%	45.9%	47.1%
Public Administration	3.4%	3.2%	3.3%

2026 Consumer Spending			
Apparel & Services: Total $	$5,676,102	$62,701,665	$160,287,845
Average Spent	$1,659.19	$2,291.48	$2,469.69
Spending Potential Index	65	90	97
Education: Total $	$4,087,580	$46,481,798	$120,879,304
Average Spent	$1,194.85	$1,698.71	$1,862.49
Spending Potential Index	60	85	93
Entertainment/Recreation: Total $	$8,823,405	$101,445,951	$263,783,786
Average Spent	$2,579.19	$3,707.41	$4,064.34
Spending Potential Index	60	86	94
Food at Home: Total $	$17,277,857	$187,699,037	$478,436,848
Average Spent	$5,050.53	$6,859.59	$7,371.68
Spending Potential Index	64	87	94
Food Away from Home: Total $	$9,709,306	$110,177,352	$283,447,663
Average Spent	$2,838.15	$4,026.51	$4,367.32
Spending Potential Index	64	90	98
Health Care: Total $	$16,076,583	$188,738,096	$491,094,436
Average Spent	$4,699.38	$6,897.57	$7,566.71
Spending Potential Index	59	86	94
HH Furnishings & Equipment: Total $	$5,884,766	$68,409,962	$177,643,177
Average Spent	$1,720.19	$2,500.09	$2,737.10
Spending Potential Index	60	88	96
Personal Care Products & Services: Total $	$2,432,226	$27,972,260	$72,162,807
Average Spent	$710.97	$1,022.27	$1,111.87
Spending Potential Index	62	90	97

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$61,171,713	$665,026,197	$1,693,287,466
Average Spent	$17,881.24	$24,303.85	$26,089.91
Spending Potential Index	65	88	95
Support Payments/Gifts in Kind: Total $	$5,816,590	$73,527,545	$194,120,987
Average Spent	$1,700.26	$2,687.12	$2,990.99
Spending Potential Index	56	88	98
Travel: Total $	$7,451,381	$85,635,203	$223,509,178
Average Spent	$2,178.13	$3,129.60	$3,443.79
Spending Potential Index	60	86	94
Vehicle Maintenance & Repairs: Total $	$2,633,199	$29,614,532	$76,163,402
Average Spent	$769.72	$1,082.28	$1,173.51
Spending Potential Index	62	87	95

Top Tapestry Segment

1 mile

Diverse Horizons (C5):

This segment is characterized by large families in urban rental neighborhoods.

Learn more about this segment...

3 miles

Up and Coming Families (G2):

This segment is characterized by Southern suburbanites with diverse family structures, education, and employment.

Learn more about this segment...

5 miles

Up and Coming Families (G2):

This segment is characterized by Southern suburbanites with diverse family structures, education, and employment.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.