

TWO

Duluth in Context

In order to better plan for the future, we need to understand where we are now.

Who lives in Duluth? What is their income? How old are our residents? Examining and understanding this demographic information can help identify possible opportunities and needs. For example, older communities need more medical services while younger cities require more educational services. Similarly, understanding income levels in the city can better identify which areas of the city need certain services more than others. The following pages of graphs and tables provide a snapshot of where Duluth is today with some comparisons and context to better explain the data.



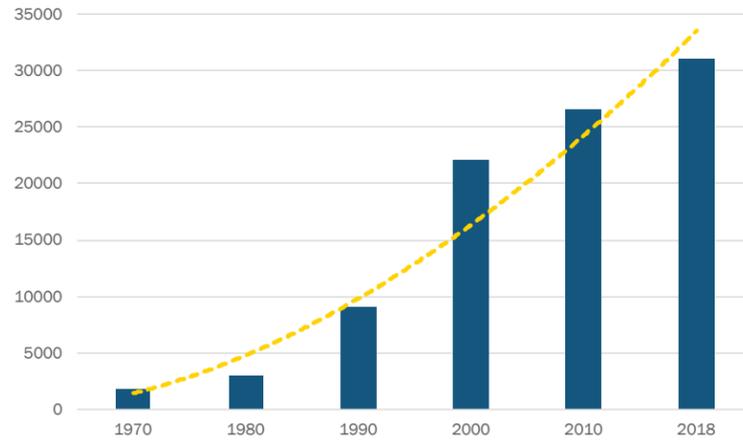
RIGHT: Iron figure of a girl sings joyful as part of the *Dream Keepers* art installation on the Town Green.

Similarly to the metro-Atlanta suburbs as a whole, Duluth grew at a slow and steady rate through the 1970's. The City began to experience rapid population growth during the late 1990's into the mid-2000's. This rapid expanse of the suburbs into Gwinnett County is not unique to the region, many regions all across the nation have experienced this population dispersion from the inner city to the 'burbs at some point in their history. It is argued that "white flight" contributed to our region's suburbanization after the 1996 Atlanta Olympic games and an increase of diverse immigration into Atlanta and the center residential rings. ARC projects that growth in the region and Gwinnett County will continue, with Gwinnett having over 1.3 million residents in 2040, the largest population in Georgia.

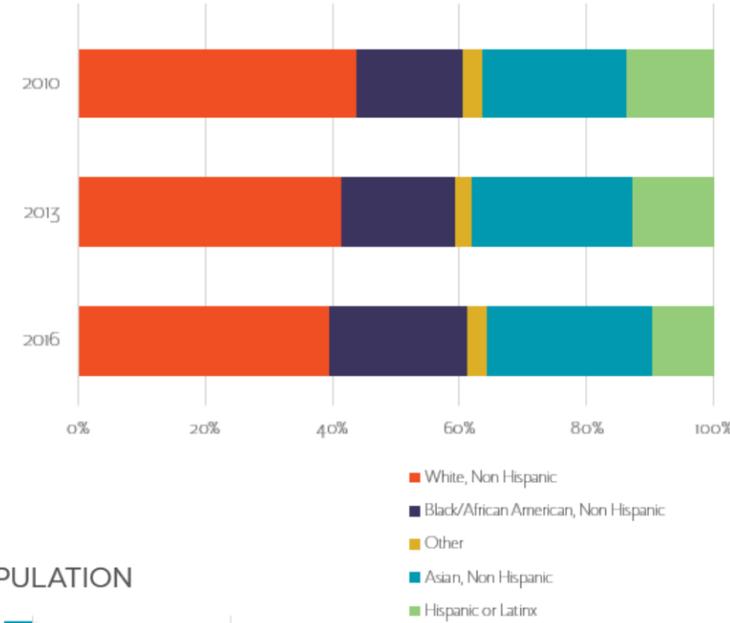
Over the last decade, Duluth has continued to become more and more ethnically diverse. In fact, Duluth is a minority-majority with over 60% of the City's residents being of non-Caucasian decent. Duluth's percentage of Asian population is twice of that of Gwinnett County. Conversely, the City's white, Hispanic and African American population percentages are lower than Gwinnett County (2012-2016 American Community Survey 5-year estimates).

The median age in Duluth (37.2) is slightly older than metro Atlanta (36.2). However, when compared to nearby cities such as Alpharetta, Roswell, Johns Creek and Berkeley Lake, Duluth is younger. This may be contributed to Duluth being more affordable to younger people and families than these other neighboring cities.

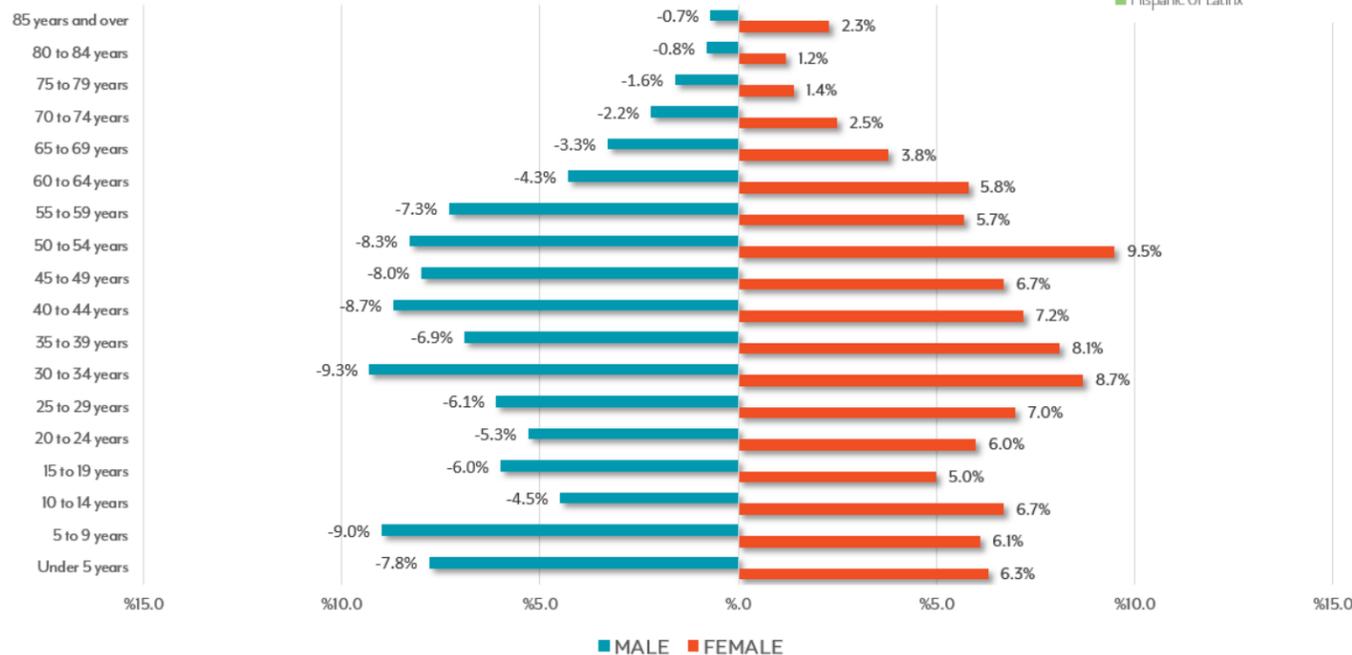
POPULATION GROWTH



RACIAL DISTRIBUTION CHANGE



DULUTH POPULATION



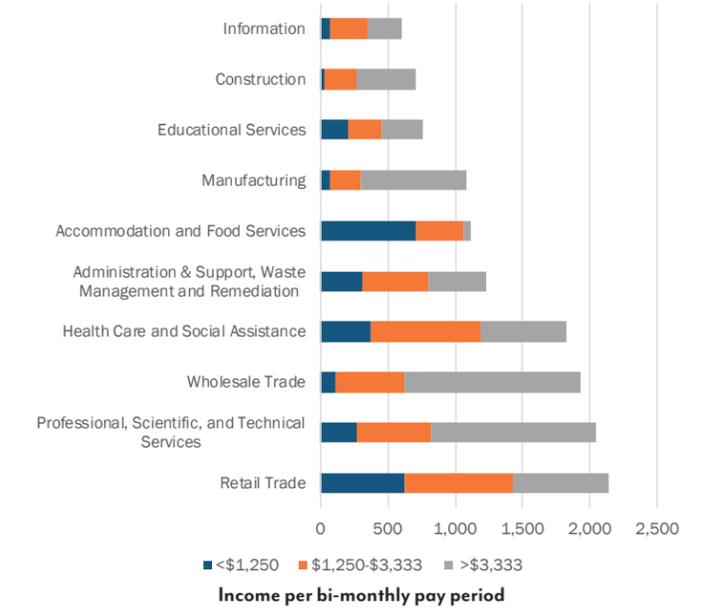
Duluth is home to a vast array of different types of businesses and places of employment. The diversified employment sectors help to sustain and maintain high employment numbers. Many of the 13,000 who travel into Duluth for employment work in retail trade. This is common among most cities as it takes many employees to run retail businesses. These jobs tend to be on the lower end of the earnings scale. The next highest sectors are Wholesale Trade and Professional, Scientific and Technical Services. Many of these employees work in the River Green professional park which is home to many distribution and tech companies. These jobs tend to be higher on the income scale.

Residents of Duluth work in multiple employment sectors with the most common being Retail Trade, Professional, Scientific and Technical Services and Health Care. According to the Atlanta Regional Commission, 71% of Duluth residents are employed in "white collar" industries and 17% of working residents work in "blue collar" industries.

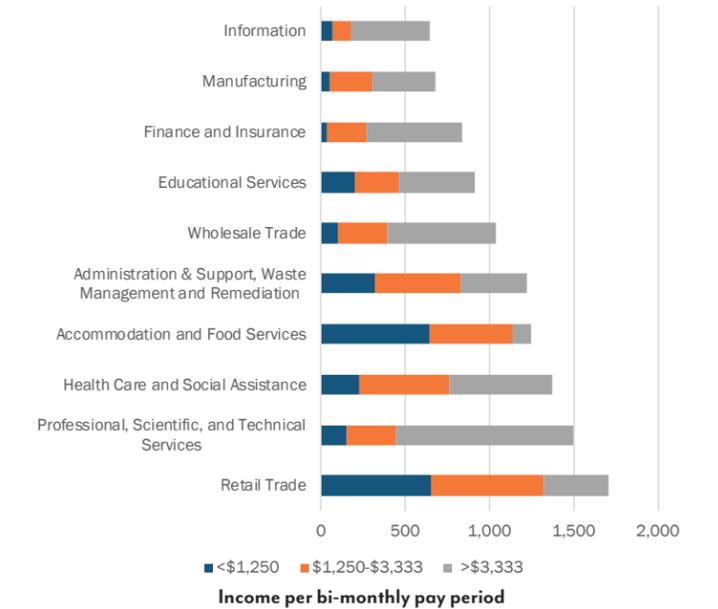
Approximately 13,726 workers commute into Duluth for work, while 12,127 commute out of Duluth. This leaves only about 688 workers who both live and work in Duluth city limits. This results in a turnover of over 25,000 commuters per day.

The median household income in Duluth is over \$65,000 annually. Duluth's median income is higher than Gwinnett County which has a median income of \$61,865, according to the US Census. As with any city, incomes in Duluth range widely. When grouped by household incomes, the largest group in Duluth making up 19.7% earn \$50,000-\$74,999. 51% of all households in Duluth earn between \$50,000-\$149,999. The smallest group of households totaling 5.5% earn over \$200,000 annually. While median household remained consistent from 2000 to 2010, median household income has increased in Duluth 13% since 2010.

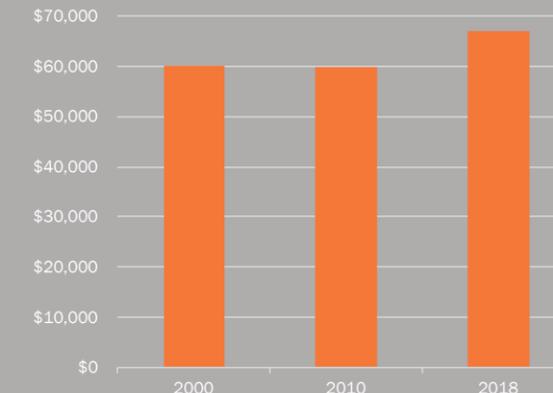
EMPLOYMENT SECTORS IN DULUTH



EMPLOYMENT OF DULUTH RESIDENTS



MEDIAN HOUSEHOLD INCOME



HOUSEHOLD INCOME: 2018

