

Gwinnett's Movers: How Many Residents Need a New Doctor, Mechanic or Plumber Each Year

What Census data say about residents who changed homes in the past year across five North Atlanta counties

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11.6%

of Gwinnett residents lived elsewhere a year earlier

~118,000

people that implies in Gwinnett (rough scale)

+12.5%

Forsyth population growth since 2020, fastest of five counties

38.1%

of Gwinnett residents speak a language other than English at home

BOTTOM LINE

About one in nine Gwinnett residents lived at a different address a year earlier, and Forsyth, Cherokee and Hall are growing about twice as fast as Gwinnett. Gwinnett has the highest shares of foreign-born residents and non-English speakers of the five counties. The data cannot show how many movers are truly new to the area, so this study sizes the audience and does not claim how it behaves.

Executive Summary

Every year, a share of the people who live in North Atlanta change homes. Some stay in the same county, and some arrive from somewhere else. All of them need a doctor, a mechanic, a plumber or a place to eat before they have any history with a local business. That makes movers a steady audience for local marketing.

This brief uses U.S. Census Bureau QuickFacts, drawing on the American Community Survey (ACS) 2020-2024 and the July 2025 population estimates, for Gwinnett, Fulton, Forsyth, Hall and Cherokee counties. It shows how many residents did not live in the same house a year earlier, how fast each county is growing, and how many residents are foreign-born or speak another language at home. It cannot say how many movers are new to the area, and it says so.

Finding 1: Roughly One in Nine Gwinnett Residents Lived Somewhere Else a Year Earlier

In Gwinnett, 88.4% of residents lived in the same house a year earlier, so 11.6% did not. Forsyth, Hall and Cherokee are within a point of that (10.9% to 11.7%), and Fulton County is higher at 17.3%.

11.6%

of Gwinnett residents age 1 and older did not live in the same house one year earlier (ACS 2020-2024), about 118,000 people on the 2025 population estimate.

Share of residents who did not live in the same house one year earlier



Source: U.S. Census Bureau QuickFacts, ACS 2020-2024 5-year estimates (100 minus the percent in the same house 1 year ago). Bars on a 0-20% scale.

Applying these shares to the July 2025 population gives a rough scale: about 118,000 people in Gwinnett, 190,000 in Fulton, 34,000 in Cherokee, 31,000 in Forsyth and 27,000 in Hall. That mixes a five-year rate with a 2025 headcount, so treat the counts as an illustration, not a count of people.

Finding 2: Growth Is Fastest Outside Gwinnett and Fulton

Since the April 2020 census base, Forsyth grew 12.5%, Cherokee 12.2%, Hall 11.7%, Gwinnett 6.3% and Fulton 3.0%. Gwinnett added about 60,700 people, and its population was 1,018,099 on July 1, 2025.

+12.5%

Forsyth County's population change from April 2020 to July 2025, the fastest of the five counties.

Population change, April 2020 to July 2025



Source: U.S. Census Bureau QuickFacts, population estimates V2025. Bars on a 0-15% scale.

Finding 3: Many Newcomers May Not Search in English Alone

Gwinnett has the highest shares of foreign-born residents (28.4%) and of residents who speak a language other than English at home (38.1% of people age 5 and over) among the five counties. Forsyth follows at 22.9% and 27.7%, and Hall at 16.9% and 29.1%.

County	Foreign-born	Language other than English at home
Gwinnett County	28.4%	38.1%
Hall County	16.9%	29.1%
Forsyth County	22.9%	27.7%
Fulton County	14.1%	17.7%
Cherokee County	10.3%	13.3%

These are shares of all residents, not of movers. The Census tables used here do not split movers by language or birthplace, so no claim is made about newcomers specifically.

Finding 4: What the Public Tables Do Not Show

The "same house" measure counts anyone who moved, including people who moved a few miles within the same county. Some of those residents already know the local businesses. The ACS publishes a breakdown of movers by where they came from (same county, another Georgia county, another state, abroad), but that table was not retrieved for this brief. The share of movers who are truly new to the area is therefore unknown here.

A Census Reporter profile of the Lawrenceville area in Gwinnett (ACS 2024) shows a similar picture, with 12.5% of residents having moved in the past year and 40,410 households averaging 3.1 people.

What This Means for Local Businesses and Marketers

- 1 Treat newcomers as a continuous audience.** About one in nine Gwinnett residents changed addresses in a year. A business that is easy to find for someone with no history in the area reaches this group.
- 2 Keep basic profile details complete and current.** Hours, services, address and phone are what a newcomer sees first. That follows from the audience described here, not from a Census figure.
- 3 Plan for more than one language where it fits.** Gwinnett's language and foreign-born shares are the highest of the five counties. Whether it pays off depends on a business's own customers.
- 4 Watch the faster-growing counties.** Forsyth, Cherokee and Hall each grew more than 11% since 2020, about twice Gwinnett's pace.
- 5 Pull the movers-by-origin table next.** It would show how many movers come from outside the county and would sharpen this study.

Data Table: Key Figures and Sources

County	Population (July 2025)	Same house 1 yr ago	Change since Apr. 2020
Fulton County	1,098,791	82.7%	+3.0%
Gwinnett County	1,018,099	88.4%	+6.3%
Hall County	226,568	88.3%	+11.7%
Cherokee County	299,273	88.5%	+12.2%
Forsyth County	282,805	89.1%	+12.5%

About Make It Loud Digital Marketing

Make It Loud Digital Marketing, based in Buford, Georgia, provides SEO, AI search optimization (GEO), Google Business Profile optimization, web design, Google Ads, social media marketing, podcast production and authority marketing for businesses across Metro Atlanta and North Georgia. See makeitloud.net or call (678) 325-4007.

Methodology, Limitations & Sources

Method. All figures come from public documents reviewed in October 2026 and are reported as published. Where a figure came from a news or association summary of a primary study, it is labeled as reported.

Limitations.

- The 'same house 1 year ago' rate includes moves within the same county, so it does not measure arrivals from outside the area.

- Mover counts multiply a 2020-2024 five-year rate by the July 2025 population estimate and are rough illustrations.
- County figures are not specific to any industry or customer type.
- Language and foreign-born shares describe all residents, not movers.
- The ACS movers-by-origin table and city-level figures were not retrieved; the Census API could not be accessed directly, so figures come from QuickFacts pages and a Census Reporter profile.
- Margins of error are not shown.

Disclaimer. This brief offers general information only. It is not legal, financial or purchasing advice. Figures come from third-party public sources and may change; confirm current details before relying on them.

Sources

- U.S. Census Bureau, QuickFacts: Gwinnett, Fulton, Forsyth, Hall and Cherokee counties, Georgia (ACS 2020-2024 5-year; population estimates V2025).
- Census Reporter, Lawrenceville PUMA profile, Gwinnett County (ACS 2024).