



Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

3000 Windy Hill Rd SE, Marietta, GA 30067,

Latitude: 33.9043

Longitude: -84.4658

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2000 Population	10,121	90,888	256,075
2010 Population	10,536	91,752	268,470
2019 Population	14,273	108,111	305,430
2024 Population	16,313	116,029	327,494
2000-2010 Annual Rate	0.40%	0.09%	0.47%
2010-2019 Annual Rate	3.34%	1.79%	1.40%
2019-2024 Annual Rate	2.71%	1.42%	1.40%
2019 Male Population	50.6%	49.7%	49.5%
2019 Female Population	49.4%	50.3%	50.5%
2019 Median Age	32.8	34.0	35.8

In the identified area, the current year population is 305,430. In 2010, the Census count in the area was 268,470. The rate of change since 2010 was 1.40% annually. The five-year projection for the population in the area is 327,494 representing a change of 1.40% annually from 2019 to 2024. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 32.8, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	33.6%	47.1%	57.1%
2019 Black Alone	37.6%	33.3%	24.7%
2019 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2019 Asian Alone	16.6%	8.3%	7.4%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	8.2%	7.4%	7.2%
2019 Two or More Races	3.6%	3.5%	3.3%
2019 Hispanic Origin (Any Race)	15.4%	15.5%	16.3%

Persons of Hispanic origin represent 16.3% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 71.4 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	60	96	132
2000 Households	5,401	42,289	110,560
2010 Households	5,610	43,246	116,581
2019 Total Households	7,572	50,646	132,626
2024 Total Households	8,590	54,310	142,339
2000-2010 Annual Rate	0.38%	0.22%	0.53%
2010-2019 Annual Rate	3.30%	1.72%	1.40%
2019-2024 Annual Rate	2.55%	1.41%	1.42%
2019 Average Household Size	1.88	2.12	2.29

The household count in this area has changed from 116,581 in 2010 to 132,626 in the current year, a change of 1.40% annually. The five-year projection of households is 142,339, a change of 1.42% annually from the current year total. Average household size is currently 2.29, compared to 2.29 in the year 2010. The number of families in the current year is 70,330 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



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Mortgage Income			
2019 Percent of Income for Mortgage	24.0%	24.9%	24.9%
Median Household Income			
2019 Median Household Income	\$62,108	\$62,333	\$74,867
2024 Median Household Income	\$77,167	\$73,736	\$85,862
2019-2024 Annual Rate	4.44%	3.42%	2.78%
Average Household Income			
2019 Average Household Income	\$84,815	\$94,842	\$114,731
2024 Average Household Income	\$99,713	\$107,046	\$128,005
2019-2024 Annual Rate	3.29%	2.45%	2.21%
Per Capita Income			
2019 Per Capita Income	\$42,816	\$43,643	\$50,011
2024 Per Capita Income	\$50,019	\$49,265	\$55,836
2019-2024 Annual Rate	3.16%	2.45%	2.23%

Households by Income

Current median household income is \$74,867 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$85,862 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$114,731 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$128,005 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$50,011 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$55,836 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	101	98	97
2000 Total Housing Units	6,008	45,622	118,242
2000 Owner Occupied Housing Units	807	14,623	53,296
2000 Renter Occupied Housing Units	4,595	27,666	57,264
2000 Vacant Housing Units	606	3,333	7,682
2010 Total Housing Units	6,345	49,491	131,795
2010 Owner Occupied Housing Units	1,110	15,824	58,451
2010 Renter Occupied Housing Units	4,500	27,422	58,130
2010 Vacant Housing Units	735	6,245	15,214
2019 Total Housing Units	8,365	56,214	145,986
2019 Owner Occupied Housing Units	1,293	17,202	62,552
2019 Renter Occupied Housing Units	6,279	33,444	70,074
2019 Vacant Housing Units	793	5,568	13,360
2024 Total Housing Units	9,341	59,900	155,758
2024 Owner Occupied Housing Units	1,418	18,739	67,649
2024 Renter Occupied Housing Units	7,172	35,571	74,690
2024 Vacant Housing Units	751	5,590	13,419

Currently, 42.8% of the 145,986 housing units in the area are owner occupied; 48.0%, renter occupied; and 9.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 131,795 housing units in the area - 44.3% owner occupied, 44.1% renter occupied, and 11.5% vacant. The annual rate of change in housing units since 2010 is 4.65%. Median home value in the area is \$380,827, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 2.48% annually to \$430,496.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.