



Executive Summary

Rings: 1, 3, 5 mile radii

3000 Windy Hill Rd SE, Marietta, GA 30067,

Latitude: 33.9043

Longitude: -84.4658

	1 mile	3 mile	5 mile
Population			
2000 Population	12,687	74,580	179,874
2010 Population	12,276	76,598	187,197
2019 Population	16,020	91,053	211,273
2024 Population	18,135	98,166	225,398
2000-2010 Annual Rate	-0.33%	0.27%	0.40%
2010-2019 Annual Rate	2.92%	1.89%	1.32%
2019-2024 Annual Rate	2.51%	1.52%	1.30%
2019 Male Population	50.6%	49.3%	49.6%
2019 Female Population	49.4%	50.7%	50.4%
2019 Median Age	33.3	34.1	35.8

In the identified area, the current year population is 211,273. In 2010, the Census count in the area was 187,197. The rate of change since 2010 was 1.32% annually. The five-year projection for the population in the area is 225,398 representing a change of 1.30% annually from 2019 to 2024. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 33.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	34.2%	45.1%	55.5%
2019 Black Alone	37.8%	35.0%	26.4%
2019 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2019 Asian Alone	16.3%	9.4%	7.3%
2019 Pacific Islander Alone	0.1%	0.1%	0.0%
2019 Other Race	7.7%	6.6%	7.1%
2019 Two or More Races	3.6%	3.6%	3.4%
2019 Hispanic Origin (Any Race)	14.5%	13.6%	16.2%

Persons of Hispanic origin represent 16.2% 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 72.1 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	65	91	131
2000 Households	6,516	35,864	78,312
2010 Households	6,495	37,622	82,176
2019 Total Households	8,212	44,477	92,811
2024 Total Households	9,231	47,901	99,057
2000-2010 Annual Rate	-0.03%	0.48%	0.48%
2010-2019 Annual Rate	2.57%	1.83%	1.32%
2019-2024 Annual Rate	2.37%	1.49%	1.31%
2019 Average Household Size	1.95	2.05	2.26

The household count in this area has changed from 82,176 in 2010 to 92,811 in the current year, a change of 1.32% annually. The five-year projection of households is 99,057, a change of 1.31% annually from the current year total. Average household size is currently 2.26, compared to 2.26 in the year 2010. The number of families in the current year is 49,343 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	25.9%	24.5%	26.1%
Median Household Income			
2019 Median Household Income	\$62,433	\$61,829	\$71,757
2024 Median Household Income	\$77,425	\$73,076	\$82,434
2019-2024 Annual Rate	4.40%	3.40%	2.81%
Average Household Income			
2019 Average Household Income	\$87,149	\$93,492	\$112,709
2024 Average Household Income	\$102,712	\$105,898	\$125,222
2019-2024 Annual Rate	3.34%	2.52%	2.13%
Per Capita Income			
2019 Per Capita Income	\$44,153	\$44,935	\$49,323
2024 Per Capita Income	\$51,670	\$50,898	\$54,783
2019-2024 Annual Rate	3.19%	2.52%	2.12%

Households by Income

Current median household income is \$71,757 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$82,434 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$112,709 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$125,222 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$49,323 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$54,783 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	94	100	93
2000 Total Housing Units	7,098	38,899	83,247
2000 Owner Occupied Housing Units	1,148	11,583	35,873
2000 Renter Occupied Housing Units	5,368	24,281	42,439
2000 Vacant Housing Units	582	3,035	4,935
2010 Total Housing Units	7,407	43,289	92,686
2010 Owner Occupied Housing Units	1,553	12,822	39,060
2010 Renter Occupied Housing Units	4,942	24,800	43,116
2010 Vacant Housing Units	912	5,667	10,510
2019 Total Housing Units	9,166	49,425	101,900
2019 Owner Occupied Housing Units	1,684	13,937	41,821
2019 Renter Occupied Housing Units	6,528	30,540	50,990
2019 Vacant Housing Units	954	4,948	9,089
2024 Total Housing Units	10,153	52,877	108,158
2024 Owner Occupied Housing Units	1,854	15,272	45,238
2024 Renter Occupied Housing Units	7,378	32,629	53,819
2024 Vacant Housing Units	922	4,976	9,101

Currently, 41.0% of the 101,900 housing units in the area are owner occupied; 50.0%, renter occupied; and 8.9% 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 92,686 housing units in the area - 42.1% owner occupied, 46.5% renter occupied, and 11.3% vacant. The annual rate of change in housing units since 2010 is 4.30%. Median home value in the area is \$383,014, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 2.28% annually to \$428,626.

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.