



Executive Summary

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

2848 E Atlanta Rd, Ellenwood, GA 30294,

Latitude: 33.6178

Longitude: -84.2438

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	11,117	64,530	190,589
2020 Population	11,959	71,457	207,726
2023 Population	12,387	72,071	209,544
2028 Population	12,362	72,163	211,022
2010-2020 Annual Rate	0.73%	1.02%	0.86%
2020-2023 Annual Rate	1.09%	0.26%	0.27%
2023-2028 Annual Rate	-0.04%	0.03%	0.14%
2023 Male Population	48.5%	47.6%	47.5%
2023 Female Population	51.5%	52.4%	52.5%
2023 Median Age	38.5	37.9	36.4

In the identified area, the current year population is 209,544. In 2020, the Census count in the area was 207,726. The rate of change since 2020 was 0.27% annually. The five-year projection for the population in the area is 211,022 representing a change of 0.14% annually from 2023 to 2028. Currently, the population is 47.5% male and 52.5% female.

Median Age

The median age in this area is 36.4, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	14.0%	12.0%	11.6%
2023 Black Alone	74.2%	76.2%	72.9%
2023 American Indian/Alaska Native Alone	0.3%	0.4%	0.5%
2023 Asian Alone	1.3%	2.0%	3.8%
2023 Pacific Islander Alone	0.1%	0.0%	0.0%
2023 Other Race	4.7%	4.3%	5.7%
2023 Two or More Races	5.4%	5.0%	5.4%
2023 Hispanic Origin (Any Race)	8.0%	7.6%	9.8%

Persons of Hispanic origin represent 9.8% of the population in the identified area compared to 19.4% 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 54.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	61	71	62
2010 Households	3,809	22,300	67,484
2020 Households	4,091	24,494	73,568
2023 Households	4,252	24,906	74,606
2028 Households	4,275	25,119	75,776
2010-2020 Annual Rate	0.72%	0.94%	0.87%
2020-2023 Annual Rate	1.19%	0.51%	0.43%
2023-2028 Annual Rate	0.11%	0.17%	0.31%
2023 Average Household Size	2.91	2.89	2.80

The household count in this area has changed from 73,568 in 2020 to 74,606 in the current year, a change of 0.43% annually. The five-year projection of households is 75,776, a change of 0.31% annually from the current year total. Average household size is currently 2.80, compared to 2.81 in the year 2020. The number of families in the current year is 51,685 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income			
2023 Percent of Income for Mortgage	17.7%	18.7%	20.9%
Median Household Income			
2023 Median Household Income	\$72,313	\$72,140	\$62,115
2028 Median Household Income	\$79,753	\$81,292	\$73,025
2023-2028 Annual Rate	1.98%	2.42%	3.29%
Average Household Income			
2023 Average Household Income	\$85,144	\$90,017	\$81,851
2028 Average Household Income	\$98,191	\$105,402	\$95,436
2023-2028 Annual Rate	2.89%	3.21%	3.12%
Per Capita Income			
2023 Per Capita Income	\$29,335	\$31,065	\$29,146
2028 Per Capita Income	\$34,093	\$36,638	\$34,275
2023-2028 Annual Rate	3.05%	3.36%	3.30%
GINI Index			
2023 Gini Index	37.0	36.7	38.8
Households by Income			
Current median household income is \$62,115 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$73,025 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$81,851 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$95,436 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$29,146 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$34,275 in five years, compared to \$47,525 for all U.S. households			
Housing			
2023 Housing Affordability Index	136	128	115
2010 Total Housing Units	4,142	24,293	75,853
2010 Owner Occupied Housing Units	3,268	19,092	47,236
2010 Renter Occupied Housing Units	542	3,206	20,243
2010 Vacant Housing Units	333	1,993	8,369
2020 Total Housing Units	4,292	25,541	78,826
2020 Vacant Housing Units	201	1,047	5,258
2023 Total Housing Units	4,438	25,877	79,493
2023 Owner Occupied Housing Units	3,254	19,873	49,646
2023 Renter Occupied Housing Units	998	5,033	24,960
2023 Vacant Housing Units	186	971	4,887
2028 Total Housing Units	4,469	26,205	81,082
2028 Owner Occupied Housing Units	3,303	20,335	51,332
2028 Renter Occupied Housing Units	972	4,783	24,444
2028 Vacant Housing Units	194	1,086	5,306
Socioeconomic Status Index			
2023 Socioeconomic Status Index	52.0	48.7	45.7

Currently, 62.5% of the 79,493 housing units in the area are owner occupied; 31.4%, renter occupied; and 6.1% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 78,826 housing units in the area and 6.7% vacant housing units. The annual rate of change in housing units since 2020 is 0.26%. Median home value in the area is \$215,630, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.69% annually to \$223,191.

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Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.