



Executive Summary

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

1064 Richard D Sailors Pkwy, Powder

Latitude: 33.8641

Longitude: -84.6782

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	13,075	66,092	182,068
2020 Population	15,110	77,265	204,724
2023 Population	15,988	79,281	210,119
2028 Population	17,018	81,843	215,181
2010-2020 Annual Rate	1.46%	1.57%	1.18%
2020-2023 Annual Rate	1.75%	0.80%	0.80%
2023-2028 Annual Rate	1.26%	0.64%	0.48%
2020 Male Population	46.7%	47.0%	47.8%
2020 Female Population	53.3%	53.0%	52.2%
2020 Median Age	39.0	38.2	37.9
2023 Male Population	47.3%	47.5%	48.5%
2023 Female Population	52.7%	52.5%	51.5%
2023 Median Age	39.4	37.9	37.9

In the identified area, the current year population is 210,119. In 2020, the Census count in the area was 204,724. The rate of change since 2020 was 0.80% annually. The five-year projection for the population in the area is 215,181 representing a change of 0.48% annually from 2023 to 2028. Currently, the population is 48.5% male and 51.5% female.

Median Age

The median age in this area is 37.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	31.1%	31.0%	38.0%
2023 Black Alone	48.5%	48.6%	40.7%
2023 American Indian/Alaska Native Alone	0.6%	0.6%	0.6%
2023 Asian Alone	1.7%	2.0%	2.3%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	8.5%	8.8%	8.8%
2023 Two or More Races	9.5%	9.0%	9.6%
2023 Hispanic Origin (Any Race)	16.4%	16.5%	17.3%

Persons of Hispanic origin represent 17.3% 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 76.7 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	93	84	101
2010 Households	4,652	22,923	63,400
2020 Households	5,247	26,923	72,293
2023 Households	5,575	27,770	74,511
2028 Households	5,987	28,887	76,776
2010-2020 Annual Rate	1.21%	1.62%	1.32%
2020-2023 Annual Rate	1.88%	0.96%	0.93%
2023-2028 Annual Rate	1.44%	0.79%	0.60%
2023 Average Household Size	2.84	2.83	2.79

The household count in this area has changed from 72,293 in 2020 to 74,511 in the current year, a change of 0.93% annually. The five-year projection of households is 76,776, a change of 0.60% annually from the current year total. Average household size is currently 2.79, compared to 2.80 in the year 2020. The number of families in the current year is 53,608 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 into 2020 geography and Census 2020 data.



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Mortgage Income			
2023 Percent of Income for Mortgage	20.9%	22.0%	21.3%
Median Household Income			
2023 Median Household Income	\$86,648	\$77,643	\$82,911
2028 Median Household Income	\$103,634	\$90,844	\$96,694
2023-2028 Annual Rate	3.65%	3.19%	3.12%
Average Household Income			
2023 Average Household Income	\$107,258	\$99,277	\$108,234
2028 Average Household Income	\$125,007	\$115,464	\$124,500
2023-2028 Annual Rate	3.11%	3.07%	2.84%
Per Capita Income			
2023 Per Capita Income	\$36,718	\$34,972	\$38,435
2028 Per Capita Income	\$43,155	\$40,976	\$44,468
2023-2028 Annual Rate	3.28%	3.22%	2.96%
GINI Index			
2023 Gini Index	34.8	37.1	37.1

Households by Income

Current median household income is \$82,911 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$96,694 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$108,234 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$124,500 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$38,435 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$44,468 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	118	113	117
2010 Total Housing Units	5,200	25,692	70,063
2010 Owner Occupied Housing Units	3,851	17,442	47,486
2010 Renter Occupied Housing Units	801	5,480	15,915
2010 Vacant Housing Units	548	2,769	6,663
2020 Total Housing Units	5,504	28,124	75,781
2020 Owner Occupied Housing Units	4,188	19,100	51,361
2020 Renter Occupied Housing Units	1,059	7,823	20,932
2020 Vacant Housing Units	222	1,175	3,445
2023 Total Housing Units	5,825	28,923	77,841
2023 Owner Occupied Housing Units	4,378	20,875	55,738
2023 Renter Occupied Housing Units	1,197	6,895	18,773
2023 Vacant Housing Units	250	1,153	3,330
2028 Total Housing Units	6,179	29,994	80,116
2028 Owner Occupied Housing Units	4,590	21,615	57,851
2028 Renter Occupied Housing Units	1,398	7,272	18,925
2028 Vacant Housing Units	192	1,107	3,340

Socioeconomic Status Index

2023 Socioeconomic Status Index	52.5	50.9	50.2
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Currently, 71.6% of the 77,841 housing units in the area are owner occupied; 24.1%, renter occupied; and 4.3% 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 75,781 housing units in the area and 4.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.83%. Median home value in the area is \$294,109, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.27% annually to \$313,305.

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