



Executive Summary

Rings: 1, 3, 5 mile radii

1064 Richard D Sailors Pkwy, Powder

Latitude: 33.8641

Longitude: -84.6782

| | 1 mile | 3 mile | 5 mile |
|------------------------|--------|--------|---------|
| Population | | | |
| 2010 Population | 5,083 | 37,951 | 101,118 |
| 2020 Population | 5,761 | 44,554 | 115,905 |
| 2023 Population | 6,202 | 46,233 | 118,787 |
| 2028 Population | 6,932 | 48,507 | 121,827 |
| 2010-2020 Annual Rate | 1.26% | 1.62% | 1.37% |
| 2020-2023 Annual Rate | 2.30% | 1.14% | 0.76% |
| 2023-2028 Annual Rate | 2.25% | 0.96% | 0.51% |
| 2020 Male Population | 46.3% | 47.2% | 47.2% |
| 2020 Female Population | 53.7% | 52.8% | 52.8% |
| 2020 Median Age | 41.4 | 38.7 | 38.5 |
| 2023 Male Population | 47.0% | 47.8% | 47.9% |
| 2023 Female Population | 53.0% | 52.2% | 52.1% |
| 2023 Median Age | 39.7 | 38.1 | 38.4 |

In the identified area, the current year population is 118,787. In 2020, the Census count in the area was 115,905. The rate of change since 2020 was 0.76% annually. The five-year projection for the population in the area is 121,827 representing a change of 0.51% annually from 2023 to 2028. Currently, the population is 47.9% male and 52.1% female.

Median Age

The median age in this area is 38.4, compared to U.S. median age of 39.1.

Race and Ethnicity

| | | | |
|--|-------|-------|-------|
| 2023 White Alone | 35.9% | 29.5% | 35.1% |
| 2023 Black Alone | 41.7% | 51.4% | 44.6% |
| 2023 American Indian/Alaska Native Alone | 0.8% | 0.5% | 0.6% |
| 2023 Asian Alone | 1.4% | 1.9% | 2.2% |
| 2023 Pacific Islander Alone | 0.1% | 0.1% | 0.1% |
| 2023 Other Race | 9.5% | 7.7% | 8.2% |
| 2023 Two or More Races | 10.6% | 8.8% | 9.2% |
| 2023 Hispanic Origin (Any Race) | 18.1% | 15.0% | 16.0% |

Persons of Hispanic origin represent 16.0% 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 75.3 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

| | | | |
|-----------------------------|-------|--------|--------|
| 2023 Wealth Index | 88 | 93 | 97 |
| 2010 Households | 1,953 | 12,943 | 35,057 |
| 2020 Households | 2,112 | 15,116 | 40,396 |
| 2023 Households | 2,276 | 15,705 | 41,579 |
| 2028 Households | 2,571 | 16,633 | 42,948 |
| 2010-2020 Annual Rate | 0.79% | 1.56% | 1.43% |
| 2020-2023 Annual Rate | 2.33% | 1.18% | 0.89% |
| 2023-2028 Annual Rate | 2.47% | 1.15% | 0.65% |
| 2023 Average Household Size | 2.72 | 2.93 | 2.84 |

The household count in this area has changed from 40,396 in 2020 to 41,579 in the current year, a change of 0.89% annually. The five-year projection of households is 42,948, a change of 0.65% annually from the current year total. Average household size is currently 2.84, compared to 2.85 in the year 2020. The number of families in the current year is 30,595 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 | 19.6% | 21.8% | 21.0% |
| Median Household Income | | | |
| 2023 Median Household Income | \$82,256 | \$83,811 | \$82,918 |
| 2028 Median Household Income | \$100,615 | \$99,262 | \$96,786 |
| 2023-2028 Annual Rate | 4.11% | 3.44% | 3.14% |
| Average Household Income | | | |
| 2023 Average Household Income | \$103,102 | \$106,294 | \$106,524 |
| 2028 Average Household Income | \$120,152 | \$123,944 | \$122,752 |
| 2023-2028 Annual Rate | 3.11% | 3.12% | 2.88% |
| Per Capita Income | | | |
| 2023 Per Capita Income | \$37,429 | \$36,290 | \$37,399 |
| 2028 Per Capita Income | \$44,044 | \$42,702 | \$43,398 |
| 2023-2028 Annual Rate | 3.31% | 3.31% | 3.02% |
| GINI Index | | | |
| 2023 Gini Index | 35.3 | 35.6 | 36.6 |

Households by Income

Current median household income is \$82,918 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$96,786 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$106,524 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$122,752 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$37,399 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$43,398 in five years, compared to \$47,525 for all U.S. households

| | | | |
|------------------------------------|-------|--------|--------|
| Housing | | | |
| 2023 Housing Affordability Index | 124 | 114 | 118 |
| 2010 Total Housing Units | 2,132 | 14,432 | 38,833 |
| 2010 Owner Occupied Housing Units | 1,566 | 10,872 | 27,404 |
| 2010 Renter Occupied Housing Units | 388 | 2,070 | 7,654 |
| 2010 Vacant Housing Units | 179 | 1,489 | 3,776 |
| 2020 Total Housing Units | 2,210 | 15,718 | 42,145 |
| 2020 Owner Occupied Housing Units | 1,667 | 12,078 | 29,813 |
| 2020 Renter Occupied Housing Units | 445 | 3,038 | 10,583 |
| 2020 Vacant Housing Units | 98 | 618 | 1,797 |
| 2023 Total Housing Units | 2,367 | 16,305 | 43,260 |
| 2023 Owner Occupied Housing Units | 1,662 | 12,860 | 31,971 |
| 2023 Renter Occupied Housing Units | 614 | 2,845 | 9,608 |
| 2023 Vacant Housing Units | 91 | 600 | 1,681 |
| 2028 Total Housing Units | 2,622 | 17,176 | 44,613 |
| 2028 Owner Occupied Housing Units | 1,747 | 13,295 | 33,044 |
| 2028 Renter Occupied Housing Units | 824 | 3,338 | 9,904 |
| 2028 Vacant Housing Units | 51 | 543 | 1,665 |

Socioeconomic Status Index

| | | | |
|---------------------------------|------|------|------|
| 2023 Socioeconomic Status Index | 52.4 | 51.9 | 50.8 |
|---------------------------------|------|------|------|

Currently, 73.9% of the 43,260 housing units in the area are owner occupied; 22.2%, renter occupied; and 3.9% 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 42,145 housing units in the area and 4.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.81%. Median home value in the area is \$290,036, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.33% annually to \$309,814.

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.