



# Executive Summary

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

945 Memorial Dr SE Suite 412, Atlanta, GA

Latitude: 33.7462

Longitude: -84.3574

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2010 Population	25,048	156,929	434,466
2020 Population	31,813	185,371	488,332
2023 Population	35,512	195,932	503,476
2028 Population	36,715	204,557	523,807
2010-2020 Annual Rate	2.42%	1.68%	1.18%
2020-2023 Annual Rate	3.44%	1.72%	0.94%
2023-2028 Annual Rate	0.67%	0.87%	0.79%
2020 Male Population	48.5%	49.6%	49.2%
2020 Female Population	51.5%	50.4%	50.8%
2020 Median Age	34.3	33.0	33.7
2023 Male Population	50.5%	50.2%	49.4%
2023 Female Population	49.5%	49.8%	50.6%
2023 Median Age	36.3	34.2	35.1

In the identified area, the current year population is 503,476. In 2020, the Census count in the area was 488,332. The rate of change since 2020 was 0.94% annually. The five-year projection for the population in the area is 523,807 representing a change of 0.79% annually from 2023 to 2028. Currently, the population is 49.4% male and 50.6% female.

### Median Age

The median age in this area is 35.1, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	51.9%	40.6%	33.9%
2023 Black Alone	33.7%	46.4%	52.8%
2023 American Indian/Alaska Native Alone	0.2%	0.2%	0.3%
2023 Asian Alone	4.0%	3.8%	4.4%
2023 Pacific Islander Alone	0.1%	0.1%	0.0%
2023 Other Race	1.7%	2.1%	2.4%
2023 Two or More Races	8.4%	6.8%	6.2%
2023 Hispanic Origin (Any Race)	6.7%	6.3%	6.2%

Persons of Hispanic origin represent 6.2% 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 64.7 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	93	86	84
2010 Households	12,448	67,917	181,185
2020 Households	16,960	83,613	214,423
2023 Households	19,061	89,050	223,912
2028 Households	19,835	94,233	236,632
2010-2020 Annual Rate	3.14%	2.10%	1.70%
2020-2023 Annual Rate	3.66%	1.96%	1.34%
2023-2028 Annual Rate	0.80%	1.14%	1.11%
2023 Average Household Size	1.81	1.98	2.09

The household count in this area has changed from 214,423 in 2020 to 223,912 in the current year, a change of 1.34% annually. The five-year projection of households is 236,632, a change of 1.11% annually from the current year total. Average household size is currently 2.09, compared to 2.11 in the year 2020. The number of families in the current year is 95,451 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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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	29.2%	32.5%	30.6%
<b>Median Household Income</b>			
2023 Median Household Income	\$97,761	\$80,504	\$72,822
2028 Median Household Income	\$111,432	\$97,048	\$87,498
2023-2028 Annual Rate	2.65%	3.81%	3.74%
<b>Average Household Income</b>			
2023 Average Household Income	\$134,767	\$122,172	\$114,609
2028 Average Household Income	\$155,379	\$141,968	\$133,947
2023-2028 Annual Rate	2.89%	3.05%	3.17%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$71,498	\$56,322	\$51,362
2028 Per Capita Income	\$82,972	\$66,313	\$60,913
2023-2028 Annual Rate	3.02%	3.32%	3.47%
<b>GINI Index</b>			
2023 Gini Index	40.5	43.4	44.6

### Households by Income

Current median household income is \$72,822 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$87,498 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$114,609 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$133,947 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$51,362 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$60,913 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	84	75	80
2010 Total Housing Units	14,649	81,706	219,793
2010 Owner Occupied Housing Units	6,168	31,127	84,045
2010 Renter Occupied Housing Units	6,282	36,782	97,145
2010 Vacant Housing Units	2,201	13,789	38,608
2020 Total Housing Units	18,429	93,013	242,875
2020 Owner Occupied Housing Units	7,286	36,140	91,117
2020 Renter Occupied Housing Units	9,674	47,473	123,306
2020 Vacant Housing Units	1,517	9,270	28,427
2023 Total Housing Units	20,762	99,600	253,385
2023 Owner Occupied Housing Units	8,179	40,023	102,023
2023 Renter Occupied Housing Units	10,882	49,027	121,889
2023 Vacant Housing Units	1,701	10,550	29,473
2028 Total Housing Units	21,484	104,735	265,938
2028 Owner Occupied Housing Units	8,374	41,052	104,602
2028 Renter Occupied Housing Units	11,461	53,181	132,030
2028 Vacant Housing Units	1,649	10,502	29,306
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	55.2	50.1	47.7

Currently, 40.3% of the 253,385 housing units in the area are owner occupied; 48.1%, renter occupied; and 11.6% 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 242,875 housing units in the area and 11.7% vacant housing units. The annual rate of change in housing units since 2020 is 1.31%. Median home value in the area is \$370,647, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.08% annually to \$410,868.

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