



Executive Summary

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

2561 Lake Oconee Pkwy, Greensboro, GA

Latitude: 33.5441

Longitude: -83.208

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	561	4,959	9,961
2020 Population	564	6,156	12,733
2023 Population	598	6,601	13,821
2028 Population	630	7,007	14,744
2010-2020 Annual Rate	0.05%	2.19%	2.49%
2020-2023 Annual Rate	1.82%	2.17%	2.55%
2023-2028 Annual Rate	1.05%	1.20%	1.30%
2020 Male Population	47.2%	47.7%	48.3%
2020 Female Population	52.8%	52.3%	51.7%
2020 Median Age	38.3	46.3	51.1
2023 Male Population	47.8%	48.9%	49.4%
2023 Female Population	52.2%	51.1%	50.6%
2023 Median Age	38.0	49.6	54.4

In the identified area, the current year population is 13,821. In 2020, the Census count in the area was 12,733. The rate of change since 2020 was 2.55% annually. The five-year projection for the population in the area is 14,744 representing a change of 1.30% 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 54.4, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	27.3%	48.9%	58.1%
2023 Black Alone	59.5%	39.1%	31.3%
2023 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2023 Asian Alone	0.8%	0.9%	1.0%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	6.2%	5.4%	4.3%
2023 Two or More Races	6.0%	5.5%	5.0%
2023 Hispanic Origin (Any Race)	11.2%	9.6%	7.8%

Persons of Hispanic origin represent 7.8% 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 62.3 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	30	123	164
2010 Households	197	1,932	4,016
2020 Households	197	2,379	5,235
2023 Households	222	2,619	5,690
2028 Households	236	2,803	6,123
2010-2020 Annual Rate	0.00%	2.10%	2.69%
2020-2023 Annual Rate	3.74%	3.00%	2.60%
2023-2028 Annual Rate	1.23%	1.37%	1.48%
2023 Average Household Size	2.65	2.50	2.42

The household count in this area has changed from 5,235 in 2020 to 5,690 in the current year, a change of 2.60% annually. The five-year projection of households is 6,123, a change of 1.48% annually from the current year total. Average household size is currently 2.42, compared to 2.42 in the year 2020. The number of families in the current year is 3,919 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	14.7%	32.0%	30.1%
Median Household Income			
2023 Median Household Income	\$38,234	\$59,511	\$72,830
2028 Median Household Income	\$40,595	\$68,725	\$80,808
2023-2028 Annual Rate	1.21%	2.92%	2.10%
Average Household Income			
2023 Average Household Income	\$46,394	\$100,741	\$121,775
2028 Average Household Income	\$52,043	\$113,954	\$135,903
2023-2028 Annual Rate	2.32%	2.50%	2.22%
Per Capita Income			
2023 Per Capita Income	\$17,051	\$41,914	\$51,169
2028 Per Capita Income	\$19,232	\$47,746	\$57,609
2023-2028 Annual Rate	2.44%	2.64%	2.40%
GINI Index			
2023 Gini Index	41.9	45.8	44.0

Households by Income

Current median household income is \$72,830 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$80,808 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$121,775 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$135,903 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$51,169 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$57,609 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	169	78	83
2010 Total Housing Units	241	2,401	5,315
2010 Owner Occupied Housing Units	99	1,193	2,822
2010 Renter Occupied Housing Units	98	739	1,195
2010 Vacant Housing Units	44	469	1,299
2020 Total Housing Units	234	2,856	6,510
2020 Owner Occupied Housing Units	107	1,592	3,897
2020 Renter Occupied Housing Units	90	787	1,338
2020 Vacant Housing Units	22	454	1,336
2023 Total Housing Units	245	3,119	7,005
2023 Owner Occupied Housing Units	123	1,766	4,273
2023 Renter Occupied Housing Units	99	853	1,417
2023 Vacant Housing Units	23	500	1,315
2028 Total Housing Units	255	3,284	7,413
2028 Owner Occupied Housing Units	133	1,921	4,656
2028 Renter Occupied Housing Units	103	882	1,467
2028 Vacant Housing Units	19	481	1,290

Socioeconomic Status Index

2023 Socioeconomic Status Index	42.8	48.0	50.1
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Currently, 61.0% of the 7,005 housing units in the area are owner occupied; 20.2%, renter occupied; and 18.8% 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 6,510 housing units in the area and 20.5% vacant housing units. The annual rate of change in housing units since 2020 is 2.28%. Median home value in the area is \$365,200, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.51% annually to \$393,533.

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