

Executive Summary

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

135 Strickland Rd, Alpharetta, GA 30004,

Latitude: 34.1284 Longitude: -84.2539

			Longitude. 04.2000
	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	11,114	40,627	106,991
2020 Population	15,011	57,108	147,253
2024 Population	15,930	61,053	155,939
2029 Population	16,677	63,653	162,681
2010-2020 Annual Rate	3.05%	3.46%	3.25%
2020-2024 Annual Rate	1.41%	1.58%	1.36%
2024-2029 Annual Rate	0.92%	0.84%	0.85%
2020 Male Population	48.9%	48.9%	48.9%
2020 Female Population	51.1%	51.1%	51.1%
2020 Median Age	35.5	36.6	38.2
2024 Male Population	49.8%	49.8%	49.8%
2024 Female Population	50.2%	50.2%	50.2%
2024 Median Age	36.5	37.6	39.2

In the identified area, the current year population is 155,939. In 2020, the Census count in the area was 147,253. The rate of change since 2020 was 1.36% annually. The five-year projection for the population in the area is 162,681 representing a change of 0.85% annually from 2024 to 2029. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 39.2, compared to U.S. median age of 39.3.

Race and Ethnicity			
2024 White Alone	39.4%	47.6%	54.7%
2024 Black Alone	11.7%	10.9%	8.4%
2024 American Indian/Alaska Native Alone	0.5%	0.4%	0.3%
2024 Asian Alone	29.6%	27.6%	24.5%
2024 Pacific Islander Alone	0.0%	0.0%	0.0%
2024 Other Race	7.9%	4.5%	3.6%
2024 Two or More Races	10.9%	9.0%	8.5%
2024 Hispanic Origin (Any Race)	16.4%	10.9%	9.2%

Persons of Hispanic origin represent 9.2% of the population in the identified area compared to 19.6% 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 68.8 in the identified area, compared to 72.5 for the U.S. as a whole.

Households			
2024 Wealth Index	142	153	185
2010 Households	3,878	15,184	38,548
2020 Households	5,042	20,605	51,675
2024 Households	5,348	22,016	55,071
2029 Households	5,610	23,095	57,840
2010-2020 Annual Rate	2.66%	3.10%	2.97%
2020-2024 Annual Rate	1.40%	1.57%	1.51%
2024-2029 Annual Rate	0.96%	0.96%	0.99%
2024 Average Household Size	2.98	2.77	2.82

The household count in this area has changed from 51,675 in 2020 to 55,071 in the current year, a change of 1.51% annually. The five-year projection of households is 57,840, a change of 0.99% annually from the current year total. Average household size is currently 2.82, compared to 2.84 in the year 2020. The number of families in the current year is 41,760 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 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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Mortgage Income			
2024 Percent of Income for Mortgage	28.5%	26.5%	24.8%
Median Household Income			
2024 Median Household Income	\$122,188	\$132,197	\$152,216
2029 Median Household Income	\$137,096	\$150,256	\$166,574
2024-2029 Annual Rate	2.33%	2.59%	1.82%
Average Household Income			
2024 Average Household Income	\$159,890	\$172,067	\$195,125
2029 Average Household Income	\$183,040	\$194,298	\$220,060
2024-2029 Annual Rate	2.74%	2.46%	2.43%
Per Capita Income			
2024 Per Capita Income	\$53,627	\$61,442	\$68,781
2029 Per Capita Income	\$61,499	\$69,798	\$78,089
2024-2029 Annual Rate	2.78%	2.58%	2.57%
GINI Index			
2024 Gini Index	29.9	30.0	27.9
Households by Income			

Current median household income is \$152,216 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$166,574 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$195,125 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$220,060 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$68,781 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$78,089 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	87	93	99
2010 Total Housing Units	4,059	16,108	40,856
2010 Owner Occupied Housing Units	3,118	10,827	28,910
2010 Renter Occupied Housing Units	761	4,357	9,638
2010 Vacant Housing Units	181	924	2,308
2020 Total Housing Units	5,214	21,912	54,365
2020 Owner Occupied Housing Units	3,702	13,851	37,374
2020 Renter Occupied Housing Units	1,340	6,754	14,301
2020 Vacant Housing Units	191	1,241	2,622
2024 Total Housing Units	5,480	23,123	57,440
2024 Owner Occupied Housing Units	4,029	15,066	40,496
2024 Renter Occupied Housing Units	1,319	6,950	14,575
2024 Vacant Housing Units	132	1,107	2,369
2029 Total Housing Units	5,762	24,345	60,376
2029 Owner Occupied Housing Units	4,284	15,999	42,968
2029 Renter Occupied Housing Units	1,326	7,096	14,872
2029 Vacant Housing Units	152	1,250	2,536
Socioeconomic Status Index			
2024 Socioeconomic Status Index	55.2	59.5	62.7

Currently, 70.5% of the 57,440 housing units in the area are owner occupied; 25.4%, renter occupied; and 4.1% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 54,365 housing units in the area and 4.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.30%. Median home value in the area is \$602,457, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.13% annually to \$637,301.

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