



# Executive Summary

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

2522 E Piedmont Rd, Marietta, GA 30062,

Latitude: 34.013

Longitude: -84.493

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2010 Population	18,936	112,099	260,047
2020 Population	20,449	122,838	289,939
2023 Population	20,374	122,773	294,002
2028 Population	20,275	122,320	295,800
2010-2020 Annual Rate	0.77%	0.92%	1.09%
2020-2023 Annual Rate	-0.11%	-0.02%	0.43%
2023-2028 Annual Rate	-0.10%	-0.07%	0.12%
2023 Male Population	49.2%	49.3%	49.1%
2023 Female Population	50.8%	50.7%	50.9%
2023 Median Age	42.9	41.6	39.4

In the identified area, the current year population is 294,002. In 2020, the Census count in the area was 289,939. The rate of change since 2020 was 0.43% annually. The five-year projection for the population in the area is 295,800 representing a change of 0.12% annually from 2023 to 2028. Currently, the population is 49.1% male and 50.9% female.

### Median Age

The median age in this area is 39.4, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	63.3%	61.3%	61.1%
2023 Black Alone	12.0%	13.5%	14.7%
2023 American Indian/Alaska Native Alone	0.4%	0.5%	0.5%
2023 Asian Alone	9.0%	9.5%	7.7%
2023 Pacific Islander Alone	0.1%	0.0%	0.1%
2023 Other Race	4.7%	5.0%	5.7%
2023 Two or More Races	10.5%	10.2%	10.2%
2023 Hispanic Origin (Any Race)	10.3%	11.6%	12.5%

Persons of Hispanic origin represent 12.5% 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 67.6 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	160	158	151
2010 Households	7,122	42,034	98,733
2020 Households	7,664	45,367	108,519
2023 Households	7,668	45,514	110,135
2028 Households	7,665	45,524	111,402
2010-2020 Annual Rate	0.74%	0.77%	0.95%
2020-2023 Annual Rate	0.02%	0.10%	0.46%
2023-2028 Annual Rate	-0.01%	0.00%	0.23%
2023 Average Household Size	2.65	2.69	2.61

The household count in this area has changed from 108,519 in 2020 to 110,135 in the current year, a change of 0.46% annually. The five-year projection of households is 111,402, a change of 0.23% annually from the current year total. Average household size is currently 2.61, compared to 2.61 in the year 2020. The number of families in the current year is 73,458 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 data into 2020 geography.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	19.5%	21.8%	23.1%
<b>Median Household Income</b>			
2023 Median Household Income	\$114,786	\$107,669	\$103,253
2028 Median Household Income	\$130,370	\$121,896	\$116,081
2023-2028 Annual Rate	2.58%	2.51%	2.37%
<b>Average Household Income</b>			
2023 Average Household Income	\$143,091	\$141,790	\$141,143
2028 Average Household Income	\$163,150	\$161,573	\$159,287
2023-2028 Annual Rate	2.66%	2.65%	2.45%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$53,323	\$52,733	\$53,048
2028 Per Capita Income	\$61,078	\$60,329	\$60,171
2023-2028 Annual Rate	2.75%	2.73%	2.55%
<b>GINI Index</b>			
2023 Gini Index	31.9	35.1	36.6
<b>Households by Income</b>			
Current median household income is \$103,253 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$116,081 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$141,143 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$159,287 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$53,048 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$60,171 in five years, compared to \$47,525 for all U.S. households			
<b>Housing</b>			
2023 Housing Affordability Index	128	114	108
2010 Total Housing Units	7,498	44,803	106,821
2010 Owner Occupied Housing Units	6,229	32,128	69,189
2010 Renter Occupied Housing Units	893	9,905	29,547
2010 Vacant Housing Units	376	2,769	8,088
2020 Total Housing Units	7,878	47,511	113,886
2020 Vacant Housing Units	214	2,144	5,367
2023 Total Housing Units	7,869	47,518	115,234
2023 Owner Occupied Housing Units	6,847	35,750	78,092
2023 Renter Occupied Housing Units	821	9,764	32,043
2023 Vacant Housing Units	201	2,004	5,099
2028 Total Housing Units	7,885	47,677	116,730
2028 Owner Occupied Housing Units	6,899	36,104	79,585
2028 Renter Occupied Housing Units	766	9,420	31,817
2028 Vacant Housing Units	220	2,153	5,328
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	60.9	58.8	57.7

Currently, 67.8% of the 115,234 housing units in the area are owner occupied; 27.8%, renter occupied; and 4.4% 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 113,886 housing units in the area and 4.7% vacant housing units. The annual rate of change in housing units since 2020 is 0.36%. Median home value in the area is \$396,910, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.87% annually to \$414,556.

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**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.