



# Executive Summary

Rings: 1, 3, 5 mile radii

2522 E Piedmont Rd, Marietta, GA 30062,

Latitude: 34.013

Longitude: -84.493

	1 mile	3 mile	5 mile
<b>Population</b>			
2010 Population	8,258	60,894	172,733
2020 Population	8,889	66,496	192,683
2023 Population	8,917	66,309	193,437
2028 Population	8,891	65,919	193,417
2010-2020 Annual Rate	0.74%	0.88%	1.10%
2020-2023 Annual Rate	0.10%	-0.09%	0.12%
2023-2028 Annual Rate	-0.06%	-0.12%	0.00%
2023 Male Population	49.2%	49.4%	49.1%
2023 Female Population	50.8%	50.6%	50.9%
2023 Median Age	43.6	43.3	40.7

In the identified area, the current year population is 193,437. In 2020, the Census count in the area was 192,683. The rate of change since 2020 was 0.12% annually. The five-year projection for the population in the area is 193,417 representing a change of 0.00% 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 40.7, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	61.3%	64.6%	62.3%
2023 Black Alone	11.8%	10.5%	13.4%
2023 American Indian/Alaska Native Alone	0.5%	0.4%	0.5%
2023 Asian Alone	9.6%	10.7%	8.8%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	5.3%	3.8%	4.9%
2023 Two or More Races	11.4%	9.8%	10.1%
2023 Hispanic Origin (Any Race)	11.1%	9.6%	11.4%

Persons of Hispanic origin represent 11.4% 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 66.0 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	140	175	160
2010 Households	3,150	22,293	64,763
2020 Households	3,376	23,898	70,749
2023 Households	3,383	23,905	71,155
2028 Households	3,391	23,853	71,507
2010-2020 Annual Rate	0.70%	0.70%	0.89%
2020-2023 Annual Rate	0.06%	0.01%	0.18%
2023-2028 Annual Rate	0.05%	-0.04%	0.10%
2023 Average Household Size	2.63	2.77	2.67

The household count in this area has changed from 70,749 in 2020 to 71,155 in the current year, a change of 0.18% annually. The five-year projection of households is 71,507, a change of 0.10% annually from the current year total. Average household size is currently 2.67, compared to 2.67 in the year 2020. The number of families in the current year is 49,827 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	18.5%	19.8%	21.9%
<b>Median Household Income</b>			
2023 Median Household Income	\$114,220	\$117,629	\$108,329
2028 Median Household Income	\$126,858	\$134,251	\$122,153
2023-2028 Annual Rate	2.12%	2.68%	2.43%
<b>Average Household Income</b>			
2023 Average Household Income	\$134,046	\$150,873	\$144,989
2028 Average Household Income	\$152,433	\$171,791	\$163,864
2023-2028 Annual Rate	2.60%	2.63%	2.48%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$50,756	\$54,487	\$53,340
2028 Per Capita Income	\$58,030	\$62,271	\$60,545
2023-2028 Annual Rate	2.71%	2.71%	2.57%
<b>GINI Index</b>			
2023 Gini Index	30.2	32.8	35.2
<b>Households by Income</b>			
Current median household income is \$108,329 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$122,153 in five years, compared to \$82,410 for all U.S. households			
Current average household income is \$144,989 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$163,864 in five years, compared to \$122,048 for all U.S. households			
Current per capita income is \$53,340 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$60,545 in five years, compared to \$47,525 for all U.S. households			
<b>Housing</b>			
2023 Housing Affordability Index	135	127	114
2010 Total Housing Units	3,302	23,448	68,971
2010 Owner Occupied Housing Units	2,768	19,444	49,128
2010 Renter Occupied Housing Units	381	2,850	15,638
2010 Vacant Housing Units	152	1,155	4,208
2020 Total Housing Units	3,498	24,696	73,804
2020 Vacant Housing Units	122	798	3,055
2023 Total Housing Units	3,500	24,647	74,041
2023 Owner Occupied Housing Units	3,027	21,129	54,532
2023 Renter Occupied Housing Units	356	2,776	16,623
2023 Vacant Housing Units	117	742	2,886
2028 Total Housing Units	3,506	24,691	74,609
2028 Owner Occupied Housing Units	3,058	21,241	55,227
2028 Renter Occupied Housing Units	333	2,613	16,280
2028 Vacant Housing Units	115	838	3,102
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	61.6	61.1	58.9

Currently, 73.7% of the 74,041 housing units in the area are owner occupied; 22.5%, 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 73,804 housing units in the area and 4.1% vacant housing units. The annual rate of change in housing units since 2020 is 0.10%. Median home value in the area is \$394,975, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.78% annually to \$410,702.

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