



Executive Summary

Rings: 1, 3, 5 mile radii

4961 Lower Roswell Rd, Marietta, GA

Latitude: 33.9664

Longitude: -84.4067

	1 mile	3 mile	5 mile
Population			
2010 Population	7,230	62,427	193,672
2020 Population	8,457	69,408	219,513
2023 Population	8,557	68,931	222,502
2028 Population	8,580	68,666	222,126
2010-2020 Annual Rate	1.58%	1.07%	1.26%
2020-2023 Annual Rate	0.36%	-0.21%	0.42%
2023-2028 Annual Rate	0.05%	-0.08%	-0.03%
2020 Male Population	47.7%	48.1%	48.6%
2020 Female Population	52.3%	51.9%	51.4%
2020 Median Age	44.5	40.1	38.5
2023 Male Population	48.0%	48.5%	49.0%
2023 Female Population	52.0%	51.5%	51.0%
2023 Median Age	48.4	42.2	40.6

In the identified area, the current year population is 222,502. In 2020, the Census count in the area was 219,513. The rate of change since 2020 was 0.42% annually. The five-year projection for the population in the area is 222,126 representing a change of -0.03% annually from 2023 to 2028. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 40.6, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	69.1%	63.7%	59.3%
2023 Black Alone	3.7%	12.1%	13.6%
2023 American Indian/Alaska Native Alone	0.3%	0.2%	0.3%
2023 Asian Alone	17.8%	12.4%	13.1%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	1.5%	2.8%	4.5%
2023 Two or More Races	7.7%	8.7%	9.1%
2023 Hispanic Origin (Any Race)	5.5%	7.8%	10.2%

Persons of Hispanic origin represent 10.2% 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 67.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	259	204	176
2010 Households	2,796	25,220	80,957
2020 Households	3,096	27,280	90,219
2023 Households	3,124	27,172	91,236
2028 Households	3,143	27,161	91,504
2010-2020 Annual Rate	1.02%	0.79%	1.09%
2020-2023 Annual Rate	0.28%	-0.12%	0.35%
2023-2028 Annual Rate	0.12%	-0.01%	0.06%
2023 Average Household Size	2.71	2.53	2.43

The household count in this area has changed from 90,219 in 2020 to 91,236 in the current year, a change of 0.35% annually. The five-year projection of households is 91,504, a change of 0.06% annually from the current year total. Average household size is currently 2.43, compared to 2.42 in the year 2020. The number of families in the current year is 55,421 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	24.5%	25.8%	26.5%
Median Household Income			
2023 Median Household Income	\$138,855	\$119,607	\$111,644
2028 Median Household Income	\$161,576	\$137,526	\$127,845
2023-2028 Annual Rate	3.08%	2.83%	2.75%
Average Household Income			
2023 Average Household Income	\$206,085	\$175,876	\$166,347
2028 Average Household Income	\$230,932	\$197,755	\$188,217
2023-2028 Annual Rate	2.30%	2.37%	2.50%
Per Capita Income			
2023 Per Capita Income	\$75,446	\$69,657	\$68,336
2028 Per Capita Income	\$84,813	\$78,578	\$77,676
2023-2028 Annual Rate	2.37%	2.44%	2.60%
GINI Index			
2023 Gini Index	33.7	33.1	34.6

Households by Income

Current median household income is \$111,644 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$127,845 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$166,347 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$188,217 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$68,336 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$77,676 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	103	97	93
2010 Total Housing Units	2,939	26,865	87,634
2010 Owner Occupied Housing Units	2,507	18,065	50,517
2010 Renter Occupied Housing Units	289	7,159	30,445
2010 Vacant Housing Units	143	1,645	6,677
2020 Total Housing Units	3,230	28,464	95,667
2020 Owner Occupied Housing Units	2,738	19,231	54,122
2020 Renter Occupied Housing Units	358	8,049	36,097
2020 Vacant Housing Units	110	1,186	5,433
2023 Total Housing Units	3,249	28,301	96,626
2023 Owner Occupied Housing Units	2,955	20,232	57,678
2023 Renter Occupied Housing Units	169	6,940	33,558
2023 Vacant Housing Units	125	1,129	5,390
2028 Total Housing Units	3,261	28,636	97,711
2028 Owner Occupied Housing Units	2,984	20,264	58,070
2028 Renter Occupied Housing Units	159	6,897	33,434
2028 Vacant Housing Units	118	1,475	6,207

Socioeconomic Status Index

2023 Socioeconomic Status Index	63.2	65.3	63.5
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Currently, 59.7% of the 96,626 housing units in the area are owner occupied; 34.7%, renter occupied; and 5.6% 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 95,667 housing units in the area and 5.7% vacant housing units. The annual rate of change in housing units since 2020 is 0.31%. Median home value in the area is \$492,479, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.20% annually to \$522,777.

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