



# Executive Summary

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

4961 Lower Roswell Rd, Marietta, GA

Latitude: 33.9664

Longitude: -84.4067

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2010 Population	9,483	60,985	233,019
2020 Population	10,618	66,940	259,975
2023 Population	10,692	67,967	263,698
2028 Population	10,696	68,075	263,410
2010-2020 Annual Rate	1.14%	0.94%	1.10%
2020-2023 Annual Rate	0.21%	0.47%	0.44%
2023-2028 Annual Rate	0.01%	0.03%	-0.02%
2020 Male Population	48.1%	48.5%	48.6%
2020 Female Population	51.9%	51.5%	51.4%
2020 Median Age	44.8	42.8	37.7
2023 Male Population	48.4%	48.9%	49.2%
2023 Female Population	51.6%	51.1%	50.8%
2023 Median Age	48.1	45.5	39.4

In the identified area, the current year population is 263,698. In 2020, the Census count in the area was 259,975. The rate of change since 2020 was 0.44% annually. The five-year projection for the population in the area is 263,410 representing a change of -0.02% annually from 2023 to 2028. Currently, the population is 49.2% male and 50.8% 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	71.8%	70.2%	56.6%
2023 Black Alone	3.2%	7.2%	16.4%
2023 American Indian/Alaska Native Alone	0.2%	0.2%	0.4%
2023 Asian Alone	15.5%	11.7%	11.3%
2023 Pacific Islander Alone	0.0%	0.0%	0.1%
2023 Other Race	1.5%	2.2%	5.5%
2023 Two or More Races	7.7%	8.5%	9.8%
2023 Hispanic Origin (Any Race)	5.4%	6.8%	11.7%

Persons of Hispanic origin represent 11.7% 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 70.5 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	267	248	157
2010 Households	3,592	23,020	97,642
2020 Households	3,820	24,336	108,630
2023 Households	3,842	24,837	110,037
2028 Households	3,858	25,008	110,486
2010-2020 Annual Rate	0.62%	0.56%	1.07%
2020-2023 Annual Rate	0.18%	0.63%	0.40%
2023-2028 Annual Rate	0.08%	0.14%	0.08%
2023 Average Household Size	2.76	2.72	2.38

The household count in this area has changed from 108,630 in 2020 to 110,037 in the current year, a change of 0.40% annually. The five-year projection of households is 110,486, a change of 0.08% annually from the current year total. Average household size is currently 2.38, compared to 2.38 in the year 2020. The number of families in the current year is 65,012 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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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	22.8%	20.7%	27.3%
<b>Median Household Income</b>			
2023 Median Household Income	\$151,763	\$150,107	\$103,452
2028 Median Household Income	\$166,624	\$163,006	\$117,162
2023-2028 Annual Rate	1.89%	1.66%	2.52%
<b>Average Household Income</b>			
2023 Average Household Income	\$211,368	\$200,367	\$152,412
2028 Average Household Income	\$234,220	\$223,733	\$172,790
2023-2028 Annual Rate	2.07%	2.23%	2.54%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$75,552	\$73,770	\$63,606
2028 Per Capita Income	\$84,048	\$82,784	\$72,473
2023-2028 Annual Rate	2.15%	2.33%	2.64%
<b>GINI Index</b>			
2023 Gini Index	31.9	29.9	36.4

### Households by Income

Current median household income is \$103,452 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$117,162 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$152,412 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$172,790 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$63,606 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$72,473 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	110	120	91
2010 Total Housing Units	3,733	24,367	106,577
2010 Owner Occupied Housing Units	3,260	19,939	57,073
2010 Renter Occupied Housing Units	333	3,071	40,575
2010 Vacant Housing Units	141	1,347	8,935
2020 Total Housing Units	3,946	25,633	115,623
2020 Owner Occupied Housing Units	3,448	20,690	60,919
2020 Renter Occupied Housing Units	372	3,646	47,711
2020 Vacant Housing Units	128	1,204	6,938
2023 Total Housing Units	3,962	26,162	116,936
2023 Owner Occupied Housing Units	3,643	21,483	65,097
2023 Renter Occupied Housing Units	199	3,354	44,940
2023 Vacant Housing Units	120	1,325	6,899
2028 Total Housing Units	3,975	26,528	118,301
2028 Owner Occupied Housing Units	3,670	21,511	65,665
2028 Renter Occupied Housing Units	188	3,497	44,821
2028 Vacant Housing Units	117	1,520	7,815

### Socioeconomic Status Index

2023 Socioeconomic Status Index	65.4	67.3	60.2
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Currently, 55.7% of the 116,936 housing units in the area are owner occupied; 38.4%, renter occupied; and 5.9% 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 115,623 housing units in the area and 6.0% vacant housing units. The annual rate of change in housing units since 2020 is 0.35%. Median home value in the area is \$470,041, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.94% annually to \$492,573.

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