



# Executive Summary

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

3246 Atlanta Rd SE, Smyrna, GA 30080,

Latitude: 33.8739

Longitude: -84.5016

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population</b>			
2000 Population	26,352	99,803	247,117
2010 Population	28,558	107,987	260,116
2020 Population	33,438	126,391	297,772
2025 Population	35,767	134,415	318,489
2000-2010 Annual Rate	0.81%	0.79%	0.51%
2010-2020 Annual Rate	1.55%	1.55%	1.33%
2020-2025 Annual Rate	1.36%	1.24%	1.35%
2020 Male Population	48.8%	49.2%	49.3%
2020 Female Population	51.2%	50.8%	50.7%
2020 Median Age	36.0	34.7	34.7

In the identified area, the current year population is 297,772. In 2010, the Census count in the area was 260,116. The rate of change since 2010 was 1.33% annually. The five-year projection for the population in the area is 318,489 representing a change of 1.35% annually from 2020 to 2025. Currently, the population is 49.3% male and 50.7% female.

### Median Age

The median age in this area is 36.0, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	53.1%	47.8%	46.8%
2020 Black Alone	29.9%	32.1%	35.0%
2020 American Indian/Alaska Native Alone	0.3%	0.4%	0.4%
2020 Asian Alone	7.6%	7.2%	5.9%
2020 Pacific Islander Alone	0.0%	0.1%	0.0%
2020 Other Race	5.8%	8.7%	8.4%
2020 Two or More Races	3.2%	3.7%	3.5%
2020 Hispanic Origin (Any Race)	14.6%	19.9%	18.6%

Persons of Hispanic origin represent 18.6% of the population in the identified area compared to 18.8% 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 75.9 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	118	99	110
2000 Households	12,501	44,971	102,046
2010 Households	13,605	49,204	109,302
2020 Total Households	15,611	57,496	125,387
2025 Total Households	16,609	61,145	134,192
2000-2010 Annual Rate	0.85%	0.90%	0.69%
2010-2020 Annual Rate	1.35%	1.53%	1.35%
2020-2025 Annual Rate	1.25%	1.24%	1.37%
2020 Average Household Size	2.13	2.19	2.34

The household count in this area has changed from 109,302 in 2010 to 125,387 in the current year, a change of 1.35% annually. The five-year projection of households is 134,192, a change of 1.37% annually from the current year total. Average household size is currently 2.34, compared to 2.34 in the year 2010. The number of families in the current year is 67,080 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	17.4%	17.5%	17.2%
<b>Median Household Income</b>			
2020 Median Household Income	\$81,337	\$73,591	\$70,360
2025 Median Household Income	\$88,403	\$80,344	\$76,799
2020-2025 Annual Rate	1.68%	1.77%	1.77%
<b>Average Household Income</b>			
2020 Average Household Income	\$113,829	\$102,310	\$105,840
2025 Average Household Income	\$125,561	\$112,691	\$116,338
2020-2025 Annual Rate	1.98%	1.95%	1.91%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$53,194	\$46,106	\$44,375
2025 Per Capita Income	\$58,360	\$50,785	\$48,763
2020-2025 Annual Rate	1.87%	1.95%	1.90%

### Households by Income

Current median household income is \$70,360 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$76,799 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$105,840 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$116,338 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$44,375 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$48,763 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	135	135	137
2000 Total Housing Units	13,300	47,997	108,713
2000 Owner Occupied Housing Units	5,901	18,335	47,480
2000 Renter Occupied Housing Units	6,600	26,636	54,566
2000 Vacant Housing Units	799	3,026	6,667
2010 Total Housing Units	15,207	55,689	125,075
2010 Owner Occupied Housing Units	6,885	21,775	54,059
2010 Renter Occupied Housing Units	6,720	27,429	55,243
2010 Vacant Housing Units	1,602	6,485	15,773
2020 Total Housing Units	16,901	63,137	139,210
2020 Owner Occupied Housing Units	7,820	24,144	58,844
2020 Renter Occupied Housing Units	7,791	33,352	66,543
2020 Vacant Housing Units	1,290	5,641	13,823
2025 Total Housing Units	17,916	66,827	148,278
2025 Owner Occupied Housing Units	8,330	25,379	61,881
2025 Renter Occupied Housing Units	8,279	35,766	72,312
2025 Vacant Housing Units	1,307	5,682	14,086

Currently, 42.3% of the 139,210 housing units in the area are owner occupied; 47.8%, renter occupied; and 9.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 125,075 housing units in the area - 43.2% owner occupied, 44.2% renter occupied, and 12.6% vacant. The annual rate of change in housing units since 2010 is 4.87%. Median home value in the area is \$289,361, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.33% annually to \$324,664.

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.