

Executive Summary

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

2963 Cobb Pkwy, Atlanta, GA 30339, USA

Latitude: 33.8819

Longitude: -84.4601

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	3,932	74,781	257,515
2020 Population	6,505	88,680	305,615
2024 Population	7,176	94,731	320,881
2029 Population	8,196	99,304	331,784
2010-2020 Annual Rate	5.16%	1.72%	1.73%
2020-2024 Annual Rate	2.34%	1.57%	1.15%
2024-2029 Annual Rate	2.69%	0.95%	0.67%
2020 Male Population	47.9%	47.9%	49.0%
2020 Female Population	52.1%	52.1%	51.0%
2020 Median Age	33.2	33.8	33.7
2024 Male Population	49.4%	48.8%	49.8%
2024 Female Population	50.6%	51.2%	50.2%
2024 Median Age	33.4	34.4	34.3

In the identified area, the current year population is 320,881. In 2020, the Census count in the area was 305,615. The rate of change since 2020 was 1.15% annually. The five-year projection for the population in the area is 331,784 representing a change of 0.67% annually from 2024 to 2029. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 34.3, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	52.3%	43.7%	50.0%
2024 Black Alone	28.6%	32.3%	25.1%
2024 American Indian/Alaska Native Alone	0.2%	0.4%	0.5%
2024 Asian Alone	9.0%	9.2%	8.1%
2024 Pacific Islander Alone	0.0%	0.0%	0.1%
2024 Other Race	2.9%	5.2%	6.7%
2024 Two or More Races	7.0%	9.0%	9.5%
2024 Hispanic Origin (Any Race)	7.4%	10.4%	13.4%

Persons of Hispanic origin represent 13.4% of the population in the identified area compared to 19.6% 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 74.4 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	97	104	119
2010 Households	2,434	37,601	115,759
2020 Households	4,038	45,694	141,183
2024 Households	4,472	48,849	149,725
2029 Households	5,121	51,757	157,869
2010-2020 Annual Rate	5.19%	1.97%	2.01%
2020-2024 Annual Rate	2.43%	1.58%	1.39%
2024-2029 Annual Rate	2.75%	1.16%	1.06%
2024 Average Household Size	1.60	1.94	2.08

The household count in this area has changed from 141,183 in 2020 to 149,725 in the current year, a change of 1.39% annually. The five-year projection of households is 157,869, a change of 1.06% annually from the current year total. Average household size is currently 2.08, compared to 2.10 in the year 2020. The number of families in the current year is 68,970 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 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

April 21, 2025

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Mortgage Income			
2024 Percent of Income for Mortgage	40.1%	36.6%	33.3%
Median Household Income			
2024 Median Household Income	\$106,787	\$92,030	\$101,078
2029 Median Household Income	\$114,758	\$104,275	\$115,151
2024-2029 Annual Rate	1.45%	2.53%	2.64%
Average Household Income			
2024 Average Household Income	\$150,148	\$138,691	\$152,107
2029 Average Household Income	\$167,728	\$156,016	\$173,591
2024-2029 Annual Rate	2.24%	2.38%	2.68%
Per Capita Income			
2024 Per Capita Income	\$88,673	\$71,333	\$71,225
2029 Per Capita Income	\$99,703	\$81,107	\$82,849
2024-2029 Annual Rate	2.37%	2.60%	3.07%
GINI Index			
2024 Gini Index	30.5	35.9	36.6
Households by Income			

Current median household income is \$101,078 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$115,151 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$152,107 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$173,591 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$71,225 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$82,849 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	62	68	74
2010 Total Housing Units	2,688	42,669	132,735
2010 Owner Occupied Housing Units	603	13,358	53,611
2010 Renter Occupied Housing Units	1,831	24,243	62,148
2010 Vacant Housing Units	254	5,068	16,976
2020 Total Housing Units	4,396	49,880	153,980
2020 Owner Occupied Housing Units	742	15,364	62,057
2020 Renter Occupied Housing Units	3,296	30,330	79,126
2020 Vacant Housing Units	355	4,143	12,865
2024 Total Housing Units	4,813	53,318	163,287
2024 Owner Occupied Housing Units	764	16,707	67,059
2024 Renter Occupied Housing Units	3,708	32,142	82,666
2024 Vacant Housing Units	341	4,469	13,562
2029 Total Housing Units	5,437	56,111	171,307
2029 Owner Occupied Housing Units	786	17,804	70,276
2029 Renter Occupied Housing Units	4,335	33,953	87,593
2029 Vacant Housing Units	316	4,354	13,438

Socioeconomic Status Index

2024 Socioeconomic Status Index	67.5	58.6	57.0
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Currently, 41.1% of the 163,287 housing units in the area are owner occupied; 50.6%, renter occupied; and 8.3% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 153,980 housing units in the area and 8.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.39%. Median home value in the area is \$538,069, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.51% annually to \$609,044.

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