

Executive Summary

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

415 Memorial Dr SE Suite B, Atlanta, GA

Latitude: 33.7466

Longitude: -84.3742

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	21,643	150,457	425,268
2020 Population	29,858	184,875	487,148
2024 Population	34,781	198,731	507,864
2029 Population	36,608	211,657	528,359
2010-2020 Annual Rate	3.27%	2.08%	1.37%
2020-2024 Annual Rate	3.66%	1.72%	0.98%
2024-2029 Annual Rate	1.03%	1.27%	0.79%
2020 Male Population	51.4%	50.7%	49.2%
2020 Female Population	48.6%	49.3%	50.8%
2020 Median Age	32.5	32.3	33.6
2024 Male Population	51.3%	51.3%	49.9%
2024 Female Population	48.7%	48.7%	50.1%
2024 Median Age	33.2	33.1	34.4

In the identified area, the current year population is 507,864. In 2020, the Census count in the area was 487,148. The rate of change since 2020 was 0.98% annually. The five-year projection for the population in the area is 528,359 representing a change of 0.79% annually from 2024 to 2029. Currently, the population is 49.9% male and 50.1% female.

Median Age

The median age in this area is 34.4, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	45.6%	40.9%	34.6%
2024 Black Alone	40.1%	44.7%	51.6%
2024 American Indian/Alaska Native Alone	0.2%	0.2%	0.3%
2024 Asian Alone	4.3%	5.0%	4.4%
2024 Pacific Islander Alone	0.1%	0.1%	0.0%
2024 Other Race	2.0%	2.1%	2.8%
2024 Two or More Races	7.7%	6.9%	6.3%
2024 Hispanic Origin (Any Race)	7.1%	6.3%	6.7%

Persons of Hispanic origin represent 6.7% 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 65.7 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	87	85	86
2010 Households	9,790	66,610	181,801
2020 Households	13,699	87,414	220,328
2024 Households	16,637	96,040	234,532
2029 Households	17,831	105,420	251,035
2010-2020 Annual Rate	3.42%	2.76%	1.94%
2020-2024 Annual Rate	4.68%	2.24%	1.48%
2024-2029 Annual Rate	1.40%	1.88%	1.37%
2024 Average Household Size	1.80	1.86	2.04

The household count in this area has changed from 220,328 in 2020 to 234,532 in the current year, a change of 1.48% annually. The five-year projection of households is 251,035, a change of 1.37% annually from the current year total. Average household size is currently 2.04, compared to 2.08 in the year 2020. The number of families in the current year is 98,220 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.

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Mortgage Income			
2024 Percent of Income for Mortgage	39.5%	34.4%	34.2%
Median Household Income			
2024 Median Household Income	\$91,387	\$88,675	\$80,364
2029 Median Household Income	\$109,209	\$106,818	\$100,000
2024-2029 Annual Rate	3.63%	3.79%	4.47%
Average Household Income			
2024 Average Household Income	\$135,469	\$130,251	\$122,606
2029 Average Household Income	\$157,929	\$153,669	\$145,016
2024-2029 Annual Rate	3.12%	3.36%	3.41%
Per Capita Income			
2024 Per Capita Income	\$67,069	\$63,636	\$56,991
2029 Per Capita Income	\$79,894	\$77,197	\$69,198
2024-2029 Annual Rate	3.56%	3.94%	3.96%
GINI Index			
2024 Gini Index	42.6	42.2	43.2
Households by Income			

Current median household income is \$80,364 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$100,000 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$122,606 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$145,016 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$56,991 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$69,198 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	62	71	71
2010 Total Housing Units	11,902	81,319	222,618
2010 Owner Occupied Housing Units	4,178	28,172	81,424
2010 Renter Occupied Housing Units	5,611	38,437	100,377
2010 Vacant Housing Units	2,112	14,709	40,817
2020 Total Housing Units	15,194	98,104	250,043
2020 Owner Occupied Housing Units	4,886	33,987	90,130
2020 Renter Occupied Housing Units	8,813	53,426	130,198
2020 Vacant Housing Units	1,433	10,612	29,641
2024 Total Housing Units	18,475	109,149	266,145
2024 Owner Occupied Housing Units	5,791	38,262	99,994
2024 Renter Occupied Housing Units	10,846	57,778	134,538
2024 Vacant Housing Units	1,838	13,109	31,613
2029 Total Housing Units	19,616	118,085	282,557
2029 Owner Occupied Housing Units	6,276	41,145	106,842
2029 Renter Occupied Housing Units	11,555	64,275	144,193
2029 Vacant Housing Units	1,785	12,665	31,522
Socioeconomic Status Index			
2024 Socioeconomic Status Index	50.5	50.6	48.6

Currently, 37.6% of the 266,145 housing units in the area are owner occupied; 50.6%, renter occupied; and 11.9% 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 250,043 housing units in the area and 11.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.48%. Median home value in the area is \$439,467, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 5.08% annually to \$562,927.

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