# Executive Summary

Rings: 1, 3, 5 mile radii

3237 S Cherokee Ln STE 1110, Woodstock,
Latitude: 34.087
Longitude: -84.472

| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **Population** | | | |
| 2010 Population | 7,663 | 49,184 | 129,980 |
| 2020 Population | 10,013 | 60,668 | 152,992 |
| 2025 Population | 11,060 | 64,525 | 162,241 |
| 2030 Population | 11,649 | 67,354 | 168,553 |
| 2010-2020 Annual Rate | 2.71% | 2.12% | 1.64% |
| 2020-2025 Annual Rate | 1.91% | 1.18% | 1.12% |
| 2025-2030 Annual Rate | 1.04% | 0.86% | 0.77% |
| 2020 Male Population | 46.4% | 48.5% | 48.9% |
| 2020 Female Population | 53.6% | 51.5% | 51.1% |
| 2020 Median Age | 39.9 | 40.1 | 40.3 |
| 2025 Male Population | 47.2% | 49.1% | 49.5% |
| 2025 Female Population | 52.8% | 50.9% | 50.5% |
| 2025 Median Age | 40.7 | 40.9 | 41.0 |

In the identified area, the current year population is 162,241. In 2020, the Census count in the area was 152,992. The rate of change since 2020 was 1.12% annually. The five-year projection for the population in the area is 168,553 representing a change of 0.77% annually from 2025 to 2030. Currently, the population is 49.5% male and 50.5% female.

**Median Age**

The median age in this area is 41.0, compared to U.S. median age of 39.6.

| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **Race and Ethnicity** | | | |
| 2025 White Alone | 68.0% | 70.7% | 70.9% |
| 2025 Black Alone | 9.4% | 7.9% | 8.8% |
| 2025 American Indian/Alaska Native Alone | 0.1% | 0.3% | 0.4% |
| 2025 Asian Alone | 6.5% | 5.4% | 5.5% |
| 2025 Pacific Islander Alone | 0.1% | 0.0% | 0.0% |
| 2025 Other Race | 4.9% | 4.6% | 4.2% |
| 2025 Two or More Races | 11.0% | 11.0% | 10.3% |
| 2025 Hispanic Origin (Any Race) | 12.2% | 12.3% | 11.1% |

Persons of Hispanic origin represent 11.1% of the population in the identified area compared to 19.7% 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 57.8 in the identified area, compared to 72.7 for the U.S. as a whole.

| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **Households** | | | |
| 2025 Wealth Index | 114 | 147 | 151 |
| 2010 Households | 3,243 | 18,283 | 46,889 |
| 2020 Households | 4,028 | 22,161 | 55,314 |
| 2025 Households | 4,328 | 23,511 | 59,413 |
| 2030 Households | 4,574 | 24,643 | 62,182 |
| 2010-2020 Annual Rate | 2.19% | 1.94% | 1.67% |
| 2020-2025 Annual Rate | 1.38% | 1.13% | 1.37% |
| 2025-2030 Annual Rate | 1.11% | 0.94% | 0.92% |
| 2025 Average Household Size | 2.50 | 2.72 | 2.72 |

The household count in this area has changed from 55,314 in 2020 to 59,413 in the current year, a change of 1.37% annually. The five-year projection of households is 62,182, a change of 0.92% annually from the current year total. Average household size is currently 2.72, compared to 2.75 in the year 2020. The number of families in the current year is 43,781 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 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

August 06, 2025

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|---|---|---|---|
| **Mortgage Income** | | | |
| 2025 Percent of Income for Mortgage | 22.4% | 25.1% | 25.5% |
| **Median Household Income** | | | |
| 2025 Median Household Income | $116,006 | $119,882 | $120,126 |
| 2030 Median Household Income | $128,106 | $134,845 | $133,635 |
| 2025-2030 Annual Rate | 2.00% | 2.38% | 2.15% |
| **Average Household Income** | | | |
| 2025 Average Household Income | $135,558 | $152,453 | $156,410 |
| 2030 Average Household Income | $149,279 | $168,183 | $170,531 |
| 2025-2030 Annual Rate | 1.95% | 1.98% | 1.74% |
| **Per Capita Income** | | | |
| 2025 Per Capita Income | $51,447 | $55,461 | $57,263 |
| 2030 Per Capita Income | $56,794 | $61,424 | $62,885 |
| 2025-2030 Annual Rate | 2.00% | 2.06% | 1.89% |
| **GINI Index** | | | |
| 2025 Gini Index | 35.3 | 39.8 | 41.0 |
| **Households by Income** | | | |

Current median household income is $120,126 in the area, compared to $81,624 for all U.S. households. Median household income is projected to be $133,635 in five years, compared to $92,476 all U.S. households.

Current average household income is $156,410 in this area, compared to $116,179 for all U.S. households. Average household income is projected to be $170,531 in five years, compared to $128,612 for all U.S. households.

Current per capita income is $57,263 in the area, compared to the U.S. per capita income of $45,360. The per capita income is projected to be $62,885 in five years, compared to $50,744 for all U.S. households.

| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **Housing** | | | |
| 2025 Housing Affordability Index | 106 | 95 | 93 |
| 2010 Total Housing Units | 3,420 | 19,366 | 49,700 |
| 2010 Owner Occupied Housing Units | 2,524 | 15,351 | 39,509 |
| 2010 Renter Occupied Housing Units | 719 | 2,932 | 7,380 |
| 2010 Vacant Housing Units | 177 | 1,083 | 2,811 |
| 2020 Total Housing Units | 4,158 | 22,951 | 57,637 |
| 2020 Owner Occupied Housing Units | 3,067 | 18,089 | 44,552 |
| 2020 Renter Occupied Housing Units | 961 | 4,072 | 10,762 |
| 2020 Vacant Housing Units | 135 | 798 | 2,198 |
| 2025 Total Housing Units | 4,425 | 24,101 | 61,610 |
| 2025 Owner Occupied Housing Units | 3,421 | 19,695 | 48,620 |
| 2025 Renter Occupied Housing Units | 907 | 3,816 | 10,793 |
| 2025 Vacant Housing Units | 97 | 590 | 2,197 |
| 2030 Total Housing Units | 4,700 | 25,362 | 64,702 |
| 2030 Owner Occupied Housing Units | 3,684 | 20,894 | 51,185 |
| 2030 Renter Occupied Housing Units | 890 | 3,749 | 10,997 |
| 2030 Vacant Housing Units | 126 | 719 | 2,520 |
| **Socioeconomic Status Index** | | | |
| 2025 Socioeconomic Status Index | 61.9 | 62.2 | 59.9 |

Currently, 78.9% of the 61,610 housing units in the area are owner occupied; 17.5%, renter occupied; and 3.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 57,637 housing units in the area and 3.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.28%. Median home value in the area is $489,629, compared to a median home value of $370,578 for the U.S. In five years, median value is projected to change by 2.31% annually to $548,765.

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