

Executive Summary

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

3237 S Cherokee Ln STE 1110, Woodstock,

Latitude: 34.087

Longitude: -84.4719

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	7,344	50,340	129,723
2020 Population	9,379	60,769	152,266
2025 Population	10,295	64,480	160,610
2030 Population	10,825	67,079	166,324
2010-2020 Annual Rate	2.48%	1.90%	1.62%
2020-2025 Annual Rate	1.79%	1.14%	1.02%
2025-2030 Annual Rate	1.01%	0.79%	0.70%
2020 Male Population	46.3%	48.5%	48.8%
2020 Female Population	53.7%	51.5%	51.2%
2020 Median Age	40.3	40.3	40.4
2025 Male Population	47.1%	49.1%	49.3%
2025 Female Population	52.9%	50.9%	50.7%
2025 Median Age	41.1	41.2	41.0

In the identified area, the current year population is 160,610. In 2020, the Census count in the area was 152,266. The rate of change since 2020 was 1.02% annually. The five-year projection for the population in the area is 166,324 representing a change of 0.70% annually from 2025 to 2030. Currently, the population is 49.3% male and 50.7% female.

Median Age

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

Race and Ethnicity

2025 White Alone	67.6%	71.3%	70.2%
2025 Black Alone	9.5%	8.0%	9.2%
2025 American Indian/Alaska Native Alone	0.1%	0.3%	0.3%
2025 Asian Alone	6.3%	5.2%	5.5%
2025 Pacific Islander Alone	0.1%	0.0%	0.0%
2025 Other Race	5.3%	4.4%	4.2%
2025 Two or More Races	11.0%	10.7%	10.4%
2025 Hispanic Origin (Any Race)	12.8%	11.6%	11.3%

Persons of Hispanic origin represent 11.3% 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 58.6 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	118	152	154
2010 Households	2,831	18,610	47,329
2020 Households	3,457	22,379	55,517
2025 Households	3,719	23,803	59,251
2030 Households	3,925	24,923	61,836
2010-2020 Annual Rate	2.02%	1.86%	1.61%
2020-2025 Annual Rate	1.40%	1.18%	1.25%
2025-2030 Annual Rate	1.08%	0.92%	0.86%
2025 Average Household Size	2.71	2.69	2.69

The household count in this area has changed from 55,517 in 2020 to 59,251 in the current year, a change of 1.25% annually. The five-year projection of households is 61,836, a change of 0.86% annually from the current year total. Average household size is currently 2.69, compared to 2.72 in the year 2020. The number of families in the current year is 43,139 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.

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Mortgage Income			
2025 Percent of Income for Mortgage	21.3%	25.1%	25.3%
Median Household Income			
2025 Median Household Income	\$117,708	\$122,071	\$120,144
2030 Median Household Income	\$129,415	\$136,351	\$134,299
2025-2030 Annual Rate	1.91%	2.24%	2.25%
Average Household Income			
2025 Average Household Income	\$135,496	\$158,250	\$158,167
2030 Average Household Income	\$148,958	\$173,490	\$172,711
2025-2030 Annual Rate	1.91%	1.86%	1.77%
Per Capita Income			
2025 Per Capita Income	\$50,775	\$58,531	\$58,375
2030 Per Capita Income	\$56,057	\$64,552	\$64,213
2025-2030 Annual Rate	2.00%	1.98%	1.92%
GINI Index			
2025 Gini Index	34.0	40.1	41.4
Households by Income			

Current median household income is \$120,144 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$134,299 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$158,167 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$172,711 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$58,375 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$64,213 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	112	95	94
2010 Total Housing Units	2,965	19,779	50,118
2010 Owner Occupied Housing Units	2,426	15,558	39,272
2010 Renter Occupied Housing Units	405	3,052	8,057
2010 Vacant Housing Units	134	1,169	2,789
2020 Total Housing Units	3,564	23,220	57,742
2020 Owner Occupied Housing Units	2,884	17,955	44,239
2020 Renter Occupied Housing Units	573	4,424	11,278
2020 Vacant Housing Units	112	804	2,246
2025 Total Housing Units	3,799	24,452	61,202
2025 Owner Occupied Housing Units	3,185	19,620	48,194
2025 Renter Occupied Housing Units	534	4,183	11,057
2025 Vacant Housing Units	80	649	1,951
2030 Total Housing Units	4,029	25,673	64,106
2030 Owner Occupied Housing Units	3,409	20,745	50,724
2030 Renter Occupied Housing Units	516	4,178	11,111
2030 Vacant Housing Units	104	750	2,270
Socioeconomic Status Index			
2025 Socioeconomic Status Index	61.0	63.1	59.8

Currently, 78.7% of the 61,202 housing units in the area are owner occupied; 18.1%, renter occupied; and 3.2% 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 57,742 housing units in the area and 3.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.11%. Median home value in the area is \$486,477, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.29% annually to \$544,683.

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Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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