

Executive Summary

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

3870 Peachtree Industrial Blvd, Duluth, GA

Latitude: 33.9879

Longitude: -84.1691

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	7,781	59,164	179,686
2020 Population	8,349	66,998	204,688
2025 Population	8,229	70,442	214,600
2030 Population	8,177	72,584	220,741
2010-2020 Annual Rate	0.71%	1.25%	1.31%
2020-2025 Annual Rate	-0.28%	0.96%	0.90%
2025-2030 Annual Rate	-0.13%	0.60%	0.57%
2020 Male Population	47.5%	48.7%	48.7%
2020 Female Population	52.5%	51.3%	51.3%
2020 Median Age	35.0	38.2	37.2
2025 Male Population	48.2%	49.3%	49.2%
2025 Female Population	51.8%	50.7%	50.8%
2025 Median Age	36.0	39.1	38.1

In the identified area, the current year population is 214,600. In 2020, the Census count in the area was 204,688. The rate of change since 2020 was 0.90% annually. The five-year projection for the population in the area is 220,741 representing a change of 0.57% annually from 2025 to 2030. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 38.1, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	31.4%	32.8%	32.6%
2025 Black Alone	32.6%	18.7%	19.7%
2025 American Indian/Alaska Native Alone	0.5%	0.6%	0.7%
2025 Asian Alone	15.1%	25.7%	24.9%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	9.9%	11.7%	11.9%
2025 Two or More Races	10.5%	10.5%	10.2%
2025 Hispanic Origin (Any Race)	19.5%	21.4%	21.5%

Persons of Hispanic origin represent 21.5% 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 84.6 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	72	112	120
2010 Households	3,306	22,218	64,828
2020 Households	3,469	25,144	74,812
2025 Households	3,455	26,862	79,547
2030 Households	3,448	27,896	82,514
2010-2020 Annual Rate	0.48%	1.24%	1.44%
2020-2025 Annual Rate	-0.08%	1.27%	1.18%
2025-2030 Annual Rate	-0.04%	0.76%	0.74%
2025 Average Household Size	2.38	2.62	2.70

The household count in this area has changed from 74,812 in 2020 to 79,547 in the current year, a change of 1.18% annually. The five-year projection of households is 82,514, a change of 0.74% annually from the current year total. Average household size is currently 2.70, compared to 2.73 in the year 2020. The number of families in the current year is 54,667 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.

October 15, 2025

Executive Summary

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

3870 Peachtree Industrial Blvd, Duluth, GA

Latitude: 33.9879

Longitude: -84.1691

	5 drive time minute	10 drive time minute	15 drive time minute
Mortgage Income			
2025 Percent of Income for Mortgage	33.3%	29.9%	32.3%
Median Household Income			
2025 Median Household Income	\$77,056	\$93,237	\$94,361
2030 Median Household Income	\$83,680	\$105,280	\$107,708
2025-2030 Annual Rate	1.66%	2.46%	2.68%
Average Household Income			
2025 Average Household Income	\$105,445	\$129,248	\$135,060
2030 Average Household Income	\$112,185	\$142,677	\$149,341
2025-2030 Annual Rate	1.25%	2.00%	2.03%
Per Capita Income			
2025 Per Capita Income	\$44,445	\$49,649	\$50,355
2030 Per Capita Income	\$47,555	\$55,234	\$56,164
2025-2030 Annual Rate	1.36%	2.15%	2.21%
GINI Index			
2025 Gini Index	40.8	44.6	46.1
Households by Income			

Current median household income is \$94,361 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$107,708 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$135,060 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$149,341 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$50,355 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$56,164 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	68	77	72
2010 Total Housing Units	3,561	23,962	70,481
2010 Owner Occupied Housing Units	1,127	13,922	38,872
2010 Renter Occupied Housing Units	2,179	8,296	25,955
2010 Vacant Housing Units	255	1,744	5,653
2020 Total Housing Units	3,659	26,692	79,026
2020 Owner Occupied Housing Units	1,191	14,259	40,968
2020 Renter Occupied Housing Units	2,278	10,885	33,844
2020 Vacant Housing Units	174	1,390	4,082
2025 Total Housing Units	3,616	28,256	83,677
2025 Owner Occupied Housing Units	1,283	15,962	44,575
2025 Renter Occupied Housing Units	2,172	10,900	34,972
2025 Vacant Housing Units	161	1,394	4,130
2030 Total Housing Units	3,653	29,496	87,108
2030 Owner Occupied Housing Units	1,342	16,789	46,813
2030 Renter Occupied Housing Units	2,106	11,107	35,701
2030 Vacant Housing Units	205	1,600	4,594
Socioeconomic Status Index			
2025 Socioeconomic Status Index	51.9	53.6	51.7

Currently, 53.3% of the 83,677 housing units in the area are owner occupied; 41.8%, renter occupied; and 4.9% 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 79,026 housing units in the area and 5.2% vacant housing units. The annual rate of change in housing units since 2020 is 1.10%. Median home value in the area is \$486,982, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.13% annually to \$541,114.

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.

October 15, 2025