

Executive Summary

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

3176 Main St, Duluth, GA 30096, USA

Latitude: 34.00130

Longitude: -84.14620

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	4,811	54,672	171,123
2020 Population	6,057	63,979	202,782
2025 Population	7,044	68,831	218,073
2030 Population	7,580	72,598	228,466
2010-2020 Annual Rate	2.33%	1.58%	1.71%
2020-2025 Annual Rate	2.92%	1.40%	1.39%
2025-2030 Annual Rate	1.48%	1.07%	0.94%
2020 Male Population	50.0%	48.4%	48.4%
2020 Female Population	50.0%	51.6%	51.6%
2020 Median Age	38.8	38.4	37.0
2025 Male Population	50.3%	49.1%	49.0%
2025 Female Population	49.7%	50.9%	51.0%
2025 Median Age	39.2	39.0	37.8

In the identified area, the current year population is 218,073. In 2020, the Census count in the area was 202,782. The rate of change since 2020 was 1.39% annually. The five-year projection for the population in the area is 228,466 representing a change of 0.94% annually from 2025 to 2030. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 37.8, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	36.3%	29.9%	28.9%
2025 Black Alone	13.2%	18.9%	20.6%
2025 American Indian/Alaska Native Alone	0.8%	0.5%	0.6%
2025 Asian Alone	23.0%	31.4%	28.4%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	15.3%	9.6%	11.4%
2025 Two or More Races	11.3%	9.7%	10.1%
2025 Hispanic Origin (Any Race)	26.3%	18.4%	20.9%

Persons of Hispanic origin represent 20.9% 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	96	105	111
2010 Households	1,610	20,069	61,573
2020 Households	2,097	23,417	74,204
2025 Households	2,505	25,676	81,088
2030 Households	2,728	27,258	85,763
2010-2020 Annual Rate	2.68%	1.55%	1.88%
2020-2025 Annual Rate	3.44%	1.77%	1.70%
2025-2030 Annual Rate	1.72%	1.20%	1.13%
2025 Average Household Size	2.81	2.68	2.68

The household count in this area has changed from 74,204 in 2020 to 81,088 in the current year, a change of 1.70% annually. The five-year projection of households is 85,763, a change of 1.13% annually from the current year total. Average household size is currently 2.68, compared to 2.73 in the year 2020. The number of families in the current year is 56,096 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.

February 04, 2026

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Mortgage Income			
2025 Percent of Income for Mortgage	27.2%	29.5%	31.9%
Median Household Income			
2025 Median Household Income	\$101,555	\$92,665	\$92,813
2030 Median Household Income	\$109,100	\$103,931	\$104,768
2025-2030 Annual Rate	1.44%	2.32%	2.45%
Average Household Income			
2025 Average Household Income	\$119,474	\$125,801	\$129,876
2030 Average Household Income	\$129,671	\$137,615	\$142,449
2025-2030 Annual Rate	1.65%	1.81%	1.87%
Per Capita Income			
2025 Per Capita Income	\$44,098	\$47,733	\$48,306
2030 Per Capita Income	\$48,380	\$52,644	\$53,490
2025-2030 Annual Rate	1.87%	1.98%	2.06%
GINI Index			
2025 Gini Index	42.2	44.2	45.6
Households by Income			

Current median household income is \$92,813 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$104,768 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$129,876 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$142,449 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$48,306 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$53,490 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	84	78	73
2010 Total Housing Units	1,768	21,527	66,439
2010 Owner Occupied Housing Units	1,277	12,571	36,690
2010 Renter Occupied Housing Units	333	7,498	24,883
2010 Vacant Housing Units	158	1,458	4,866
2020 Total Housing Units	2,261	24,827	78,623
2020 Owner Occupied Housing Units	1,339	13,307	39,471
2020 Renter Occupied Housing Units	758	10,110	34,733
2020 Vacant Housing Units	134	1,254	4,342
2025 Total Housing Units	2,652	26,944	85,668
2025 Owner Occupied Housing Units	1,570	14,887	43,529
2025 Renter Occupied Housing Units	935	10,789	37,559
2025 Vacant Housing Units	147	1,268	4,580
2030 Total Housing Units	2,892	28,641	90,381
2030 Owner Occupied Housing Units	1,758	15,914	46,289
2030 Renter Occupied Housing Units	970	11,344	39,474
2030 Vacant Housing Units	164	1,383	4,618
Socioeconomic Status Index			
2025 Socioeconomic Status Index	55.0	53.6	51.3

Currently, 50.8% of the 85,668 housing units in the area are owner occupied; 43.8%, renter occupied; and 5.3% 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 78,623 housing units in the area and 5.5% vacant housing units. The annual rate of change in housing units since 2020 is 1.65%. Median home value in the area is \$473,293, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 1.75% annually to \$516,293.

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