

Executive Summary

Rings: 1, 3, 5 mile radii

3176 Main St STE 200, Duluth, GA 30096,

Latitude: 34.00140

Longitude: -84.14620

	1 mile	3 mile	5 mile
Population			
2010 Population	6,565	54,579	172,389
2020 Population	7,787	62,796	200,479
2025 Population	8,644	65,225	214,701
2030 Population	9,165	68,071	225,261
2010-2020 Annual Rate	1.72%	1.41%	1.52%
2020-2025 Annual Rate	2.01%	0.73%	1.31%
2025-2030 Annual Rate	1.18%	0.86%	0.96%
2020 Male Population	49.4%	48.6%	48.5%
2020 Female Population	50.6%	51.4%	51.5%
2020 Median Age	40.1	38.9	37.1
2025 Male Population	49.8%	49.2%	49.1%
2025 Female Population	50.2%	50.8%	50.9%
2025 Median Age	40.3	39.8	37.9

In the identified area, the current year population is 214,701. In 2020, the Census count in the area was 200,479. The rate of change since 2020 was 1.31% annually. The five-year projection for the population in the area is 225,261 representing a change of 0.96% annually from 2025 to 2030. Currently, the population is 49.1% male and 50.9% female.

Median Age

The median age in this area is 37.9, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	39.1%	31.9%	28.9%
2025 Black Alone	13.6%	18.2%	20.4%
2025 American Indian/Alaska Native Alone	0.7%	0.5%	0.6%
2025 Asian Alone	21.4%	30.2%	28.9%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	13.9%	9.3%	11.3%
2025 Two or More Races	11.2%	9.8%	9.9%
2025 Hispanic Origin (Any Race)	24.2%	18.0%	20.5%

Persons of Hispanic origin represent 20.5% 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 84.4 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	103	119	116
2010 Households	2,406	20,275	61,955
2020 Households	2,840	23,094	73,068
2025 Households	3,241	24,328	79,392
2030 Households	3,468	25,584	84,047
2010-2020 Annual Rate	1.67%	1.31%	1.66%
2020-2025 Annual Rate	2.55%	1.00%	1.59%
2025-2030 Annual Rate	1.36%	1.01%	1.15%
2025 Average Household Size	2.65	2.68	2.70

The household count in this area has changed from 73,068 in 2020 to 79,392 in the current year, a change of 1.59% annually. The five-year projection of households is 84,047, a change of 1.15% annually from the current year total. Average household size is currently 2.70, compared to 2.74 in the year 2020. The number of families in the current year is 55,226 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	26.8%	29.5%	33.0%
Median Household Income			
2025 Median Household Income	\$103,163	\$97,657	\$92,638
2030 Median Household Income	\$111,599	\$110,176	\$104,647
2025-2030 Annual Rate	1.58%	2.44%	2.47%
Average Household Income			
2025 Average Household Income	\$121,521	\$135,647	\$132,523
2030 Average Household Income	\$131,732	\$149,032	\$145,569
2025-2030 Annual Rate	1.63%	1.90%	1.90%
Per Capita Income			
2025 Per Capita Income	\$44,945	\$51,028	\$49,045
2030 Per Capita Income	\$49,169	\$56,517	\$54,357
2025-2030 Annual Rate	1.81%	2.06%	2.08%
GINI Index			
2025 Gini Index	40.8	43.9	45.9
Households by Income			

Current median household income is \$92,638 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$104,647 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$132,523 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$145,569 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$49,045 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$54,357 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	85	78	70
2010 Total Housing Units	2,600	21,726	66,665
2010 Owner Occupied Housing Units	1,936	12,975	36,728
2010 Renter Occupied Housing Units	470	7,301	25,228
2010 Vacant Housing Units	194	1,451	4,710
2020 Total Housing Units	3,015	24,414	77,263
2020 Owner Occupied Housing Units	1,962	13,645	38,989
2020 Renter Occupied Housing Units	878	9,449	34,079
2020 Vacant Housing Units	156	1,164	4,243
2025 Total Housing Units	3,396	25,445	83,776
2025 Owner Occupied Housing Units	2,206	14,992	43,157
2025 Renter Occupied Housing Units	1,035	9,336	36,235
2025 Vacant Housing Units	155	1,117	4,384
2030 Total Housing Units	3,653	26,850	88,458
2030 Owner Occupied Housing Units	2,404	15,850	45,901
2030 Renter Occupied Housing Units	1,064	9,734	38,146
2030 Vacant Housing Units	185	1,266	4,411
Socioeconomic Status Index			
2025 Socioeconomic Status Index	55.9	55.1	51.3

Currently, 51.5% of the 83,776 housing units in the area are owner occupied; 43.3%, renter occupied; and 5.2% 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 77,263 housing units in the area and 5.5% vacant housing units. The annual rate of change in housing units since 2020 is 1.55%. Median home value in the area is \$487,973, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 1.93% annually to \$537,005.

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