

Executive Summary

1355 Roswell Rd, Marietta, Georgia, 30062
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.95220
 Longitude: -84.51229

	1 mile	3 miles	5 miles
Population			
2010 Population	7,476	65,238	198,592
2020 Population	8,237	70,931	216,410
2024 Population	8,303	72,765	222,892
2029 Population	8,306	73,264	227,408
2010-2020 Annual Rate	0.97%	0.84%	0.86%
2020-2024 Annual Rate	0.19%	0.60%	0.70%
2024-2029 Annual Rate	0.01%	0.14%	0.40%
2020 Male Population	50.2%	49.3%	48.9%
2020 Female Population	49.8%	50.7%	51.1%
2020 Median Age	30.4	34.3	35.1
2024 Male Population	51.0%	50.0%	49.6%
2024 Female Population	49.0%	50.0%	50.4%
2024 Median Age	31.6	35.3	35.9

In the identified area, the current year population is 222,892. In 2020, the Census count in the area was 216,410. The rate of change since 2020 was 0.70% annually. The five-year projection for the population in the area is 227,408 representing a change of 0.40% annually from 2024 to 2029. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 35.9, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	32.8%	44.4%	45.0%
2024 Black Alone	29.7%	23.1%	24.9%
2024 American Indian/Alaska Native Alone	2.1%	1.2%	0.8%
2024 Asian Alone	3.0%	6.1%	7.3%
2024 Pacific Islander Alone	0.2%	0.1%	0.1%
2024 Other Race	17.0%	13.0%	10.6%
2024 Two or More Races	15.1%	12.0%	11.4%
2024 Hispanic Origin (Any Race)	30.1%	23.2%	20.0%

Persons of Hispanic origin represent 20.0% of the population in the identified area compared to 19.6% 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 80.0 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	41	99	107
2010 Households	3,097	26,655	79,911
2020 Households	3,314	28,547	88,217
2024 Households	3,344	29,121	91,175
2029 Households	3,357	29,455	93,833
2010-2020 Annual Rate	0.68%	0.69%	0.99%
2020-2024 Annual Rate	0.21%	0.47%	0.78%
2024-2029 Annual Rate	0.08%	0.23%	0.58%
2024 Average Household Size	2.31	2.41	2.40

The household count in this area has changed from 88,217 in 2020 to 91,175 in the current year, a change of 0.78% annually. The five-year projection of households is 93,833, a change of 0.58% annually from the current year total. Average household size is currently 2.40, compared to 2.40 in the year 2020. The number of families in the current year is 52,178 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 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Executive Summary

1355 Roswell Rd, Marietta, Georgia, 30062
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.95220
 Longitude: -84.51229

	1 mile	3 miles	5 miles
Mortgage Income			
2024 Percent of Income for Mortgage	35.3%	34.6%	32.1%
Median Household Income			
2024 Median Household Income	\$58,009	\$77,529	\$85,394
2029 Median Household Income	\$65,560	\$91,413	\$101,152
2024-2029 Annual Rate	2.48%	3.35%	3.44%
Average Household Income			
2024 Average Household Income	\$74,242	\$115,073	\$124,846
2029 Average Household Income	\$87,140	\$133,882	\$143,114
2024-2029 Annual Rate	3.26%	3.07%	2.77%
Per Capita Income			
2024 Per Capita Income	\$28,769	\$45,740	\$51,170
2029 Per Capita Income	\$33,908	\$53,445	\$59,166
2024-2029 Annual Rate	3.34%	3.16%	2.95%
GINI Index			
2024 Gini Index	39.5	40.5	38.7
Households by Income			

Current median household income is \$85,394 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$101,152 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$124,846 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$143,114 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$51,170 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$59,166 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	71	73	78
2010 Total Housing Units	3,532	30,677	90,273
2010 Owner Occupied Housing Units	818	12,298	40,225
2010 Renter Occupied Housing Units	2,278	14,357	39,686
2010 Vacant Housing Units	435	4,022	10,362
2020 Total Housing Units	3,598	30,564	94,621
2020 Owner Occupied Housing Units	890	13,462	43,434
2020 Renter Occupied Housing Units	2,424	15,085	44,783
2020 Vacant Housing Units	298	2,051	6,363
2024 Total Housing Units	3,605	31,036	97,703
2024 Owner Occupied Housing Units	1,030	14,697	46,750
2024 Renter Occupied Housing Units	2,314	14,424	44,425
2024 Vacant Housing Units	261	1,915	6,528
2029 Total Housing Units	3,627	31,445	100,392
2029 Owner Occupied Housing Units	1,154	15,516	49,286
2029 Renter Occupied Housing Units	2,203	13,940	44,547
2029 Vacant Housing Units	270	1,990	6,559
Socioeconomic Status Index			
2024 Socioeconomic Status Index	40.7	48.0	51.2

Currently, 47.8% of the 97,703 housing units in the area are owner occupied; 45.5%, renter occupied; and 6.7% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 94,621 housing units in the area and 6.7% vacant housing units. The annual rate of change in housing units since 2020 is 0.76%. Median home value in the area is \$437,846, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.96% annually to \$482,504.

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 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

July 10, 2024