

Executive Summary

Isaiah's Landing • East Town Crossing

Prepared by Graham Corporation

Latitude: 36.02967

Rings: 1, 3, 5 mile radii

Longitude: -83.87482

	1 mile	3 miles	5 miles
Population			
2000 Population	2,811	32,291	88,275
2010 Population	2,943	35,211	93,931
2017 Population	3,132	38,108	99,936
2022 Population	3,333	40,054	104,257
2000-2010 Annual Rate	0.46%	0.87%	0.62%
2010-2017 Annual Rate	0.86%	1.10%	0.86%
2017-2022 Annual Rate	1.25%	1.00%	0.85%
2017 Male Population	47.3%	47.7%	48.4%
2017 Female Population	52.7%	52.3%	51.6%
2017 Median Age	42.7	42.0	40.2

In the identified area, the current year population is 99,936. In 2010, the Census count in the area was 93,931. The rate of change since 2010 was 0.86% annually. The five-year projection for the population in the area is 104,257 representing a change of 0.85% annually from 2017 to 2022. Currently, the population is 48.4% male and 51.6% female.

Median Age

The median age in this area is 42.7, compared to U.S. median age of 38.2.

Race and Ethnicity

2017 White Alone	79.1%	71.7%	73.4%
2017 Black Alone	15.9%	22.7%	20.3%
2017 American Indian/Alaska Native Alone	0.2%	0.2%	0.3%
2017 Asian Alone	1.6%	1.2%	0.8%
2017 Pacific Islander Alone	0.4%	0.1%	0.1%
2017 Other Race	0.7%	1.3%	2.2%
2017 Two or More Races	2.0%	2.8%	2.9%
2017 Hispanic Origin (Any Race)	2.9%	3.6%	4.7%

Persons of Hispanic origin represent 4.7% of the population in the identified area compared to 18.1% 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 47.2 in the identified area, compared to 64.0 for the U.S. as a whole.

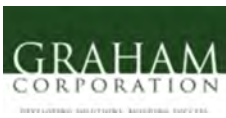
Households

2000 Households	1,352	14,138	38,907
2010 Households	1,457	15,426	40,739
2017 Total Households	1,538	16,476	42,903
2022 Total Households	1,633	17,217	44,583
2000-2010 Annual Rate	0.75%	0.88%	0.46%
2010-2017 Annual Rate	0.75%	0.91%	0.72%
2017-2022 Annual Rate	1.21%	0.88%	0.77%
2017 Average Household Size	2.03	2.28	2.27

The household count in this area has changed from 40,739 in 2010 to 42,903 in the current year, a change of 0.72% annually. The five-year projection of households is 44,583, a change of 0.77% annually from the current year total. Average household size is currently 2.27, compared to 2.25 in the year 2010. The number of families in the current year is 24,105 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2017 Median Household Income	\$45,274	\$44,983	\$37,789
2022 Median Household Income	\$50,550	\$50,561	\$41,263
2017-2022 Annual Rate	2.23%	2.37%	1.77%
Average Household Income			
2017 Average Household Income	\$56,714	\$60,272	\$52,827
2022 Average Household Income	\$64,624	\$68,391	\$60,159
2017-2022 Annual Rate	2.65%	2.56%	2.63%
Per Capita Income			
2017 Per Capita Income	\$26,155	\$26,210	\$23,320
2022 Per Capita Income	\$29,673	\$29,480	\$26,334
2017-2022 Annual Rate	2.56%	2.38%	2.46%

Current median household income is \$37,789 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$41,263 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$52,827 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$60,159 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$23,320 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$26,334 in five years, compared to \$34,828 for all U.S. households

Housing			
2000 Total Housing Units	1,434	15,661	43,305
2000 Owner Occupied Housing Units	924	9,691	23,318
2000 Renter Occupied Housing Units	427	4,447	15,590
2000 Vacant Housing Units	83	1,523	4,397
2010 Total Housing Units	1,660	17,532	46,187
2010 Owner Occupied Housing Units	976	10,342	24,150
2010 Renter Occupied Housing Units	481	5,084	16,589
2010 Vacant Housing Units	203	2,106	5,448
2017 Total Housing Units	1,827	18,583	48,502
2017 Owner Occupied Housing Units	972	10,522	23,972
2017 Renter Occupied Housing Units	566	5,954	18,931
2017 Vacant Housing Units	289	2,107	5,599
2022 Total Housing Units	1,944	19,407	50,380
2022 Owner Occupied Housing Units	1,016	10,993	24,866
2022 Renter Occupied Housing Units	616	6,223	19,717
2022 Vacant Housing Units	311	2,190	5,797

Currently, 49.4% of the 48,502 housing units in the area are owner occupied; 39.0%, renter occupied; and 11.5% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 46,187 housing units in the area - 52.3% owner occupied, 35.9% renter occupied, and 11.8% vacant. The annual rate of change in housing units since 2010 is 2.20%. Median home value in the area is \$129,603, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 2.73% annually to \$148,310.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

