



## Executive Summary

Stone Mountain Square Shopping Center  
 5370 U.S. Highway 78 Stone Mountain GA 30087  
 Drive Times: 5, 10, 15 minute radii

Latitude: 33.823  
 Longitude: -84.113

	5 minute	10 minute	15 minute
<b>Population</b>			
2000 Population	10,783	87,788	251,454
2010 Population	10,405	91,196	270,473
2016 Population	10,878	95,892	283,348
2021 Population	11,480	101,376	298,680
2000-2010 Annual Rate	-0.36%	0.38%	0.73%
2010-2016 Annual Rate	0.71%	0.81%	0.75%
2016-2021 Annual Rate	1.08%	1.12%	1.06%
2016 Male Population	49.2%	48.0%	48.0%
2016 Female Population	50.8%	52.0%	52.0%
2016 Median Age	42.6	37.9	36.7

In the identified area, the current year population is 283,348. In 2010, the Census count in the area was 270,473. The rate of change since 2010 was 0.75% annually. The five-year projection for the population in the area is 298,680 representing a change of 1.06% annually from 2016 to 2021. Currently, the population is 48.0% male and 52.0% female.

### Median Age

The median age in this area is 42.6, compared to U.S. median age of 38.0.

### Race and Ethnicity

2016 White Alone	46.0%	36.5%	34.4%
2016 Black Alone	36.6%	49.1%	49.3%
2016 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2016 Asian Alone	8.8%	6.9%	9.3%
2016 Pacific Islander Alone	0.1%	0.1%	0.1%
2016 Other Race	4.8%	3.7%	3.6%
2016 Two or More Races	3.3%	3.4%	3.2%
2016 Hispanic Origin (Any Race)	10.4%	8.3%	8.5%

Persons of Hispanic origin represent 8.5% of the population in the identified area compared to 17.9% 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 68.8 in the identified area, compared to 63.5 for the U.S. as a whole.

### Households

2000 Households	3,908	30,614	88,760
2010 Households	4,023	32,865	97,202
2016 Total Households	4,183	34,278	100,899
2021 Total Households	4,396	36,042	105,728
2000-2010 Annual Rate	0.29%	0.71%	0.91%
2010-2016 Annual Rate	0.63%	0.68%	0.60%
2016-2021 Annual Rate	1.00%	1.01%	0.94%
2016 Average Household Size	2.60	2.79	2.80

The household count in this area has changed from 97,202 in 2010 to 100,899 in the current year, a change of 0.60% annually. The five-year projection of households is 105,728, a change of 0.94% annually from the current year total. Average household size is currently 2.80, compared to 2.77 in the year 2010. The number of families in the current year is 70,856 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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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<b>Median Household Income</b>			
2016 Median Household Income	\$66,725	\$61,698	\$56,108
2021 Median Household Income	\$77,573	\$71,002	\$63,960
2016-2021 Annual Rate	3.06%	2.85%	2.65%
<b>Average Household Income</b>			
2016 Average Household Income	\$82,349	\$81,822	\$74,356
2021 Average Household Income	\$91,259	\$89,939	\$81,946
2016-2021 Annual Rate	2.08%	1.91%	1.96%
<b>Per Capita Income</b>			
2016 Per Capita Income	\$30,264	\$29,207	\$26,585
2021 Per Capita Income	\$33,431	\$31,907	\$29,102
2016-2021 Annual Rate	2.01%	1.78%	1.83%

Current median household income is \$56,108 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$63,960 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$74,356 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$81,946 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$26,585 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$29,102 in five years, compared to \$32,025 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	4,102	31,786	92,213
2000 Owner Occupied Housing Units	3,344	22,782	62,940
2000 Renter Occupied Housing Units	564	7,831	25,820
2000 Vacant Housing Units	194	1,173	3,453
2010 Total Housing Units	4,456	36,060	107,182
2010 Owner Occupied Housing Units	3,174	23,537	66,706
2010 Renter Occupied Housing Units	849	9,328	30,496
2010 Vacant Housing Units	433	3,195	9,980
2016 Total Housing Units	4,623	37,557	111,289
2016 Owner Occupied Housing Units	3,087	23,307	65,201
2016 Renter Occupied Housing Units	1,096	10,970	35,698
2016 Vacant Housing Units	440	3,279	10,390
2021 Total Housing Units	4,832	39,378	116,498
2021 Owner Occupied Housing Units	3,208	24,501	68,314
2021 Renter Occupied Housing Units	1,188	11,542	37,414
2021 Vacant Housing Units	436	3,336	10,770

Currently, 58.6% of the 111,289 housing units in the area are owner occupied; 32.1%, renter occupied; and 9.3% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 107,182 housing units in the area - 62.2% owner occupied, 28.5% renter occupied, and 9.3% vacant. The annual rate of change in housing units since 2010 is 1.69%. Median home value in the area is \$173,858, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 3.00% annually to \$201,503.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.