



Demographic and Income Profile

3172 E Ponce de Leon Ave, Scottdale, Georgia, 30079 2
 3172 E Ponce de Leon Ave, Scottdale, Georgia, 30079
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.78660
 Longitude: -84.26542

Summary	Census 2010	Census 2020	2023	2028
Population	10,700	11,369	11,587	12,556
Households	4,693	5,151	5,333	5,891
Families	2,396	2,637	2,670	2,894
Average Household Size	2.27	2.17	2.14	2.10
Owner Occupied Housing Units	1,708	1,955	2,352	2,451
Renter Occupied Housing Units	2,985	3,196	2,981	3,441
Median Age	33.3	36.2	35.1	35.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	1.62%	0.51%	0.30%
Households	2.01%	0.65%	0.49%
Families	1.62%	0.59%	0.44%
Owner HHs	0.83%	0.82%	0.66%
Median Household Income	2.96%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	478	9.0%	404	6.9%
\$15,000 - \$24,999	317	5.9%	281	4.8%
\$25,000 - \$34,999	396	7.4%	374	6.3%
\$35,000 - \$49,999	489	9.2%	515	8.7%
\$50,000 - \$74,999	979	18.4%	1,014	17.2%
\$75,000 - \$99,999	597	11.2%	654	11.1%
\$100,000 - \$149,999	1,004	18.8%	1,194	20.3%
\$150,000 - \$199,999	382	7.2%	580	9.8%
\$200,000+	691	13.0%	874	14.8%

Median Household Income	\$75,240	\$87,062
Average Household Income	\$113,146	\$129,312
Per Capita Income	\$52,678	\$61,195

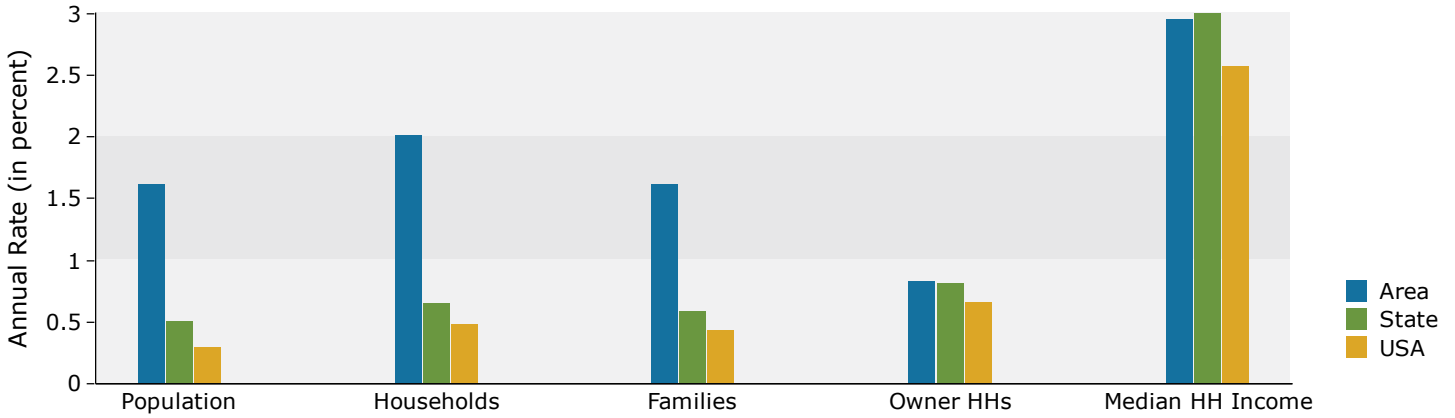
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	965	9.0%	722	6.4%	839	7.2%	910	7.2%
5 - 9	647	6.0%	613	5.4%	758	6.5%	749	6.0%
10 - 14	561	5.2%	602	5.3%	679	5.9%	733	5.8%
15 - 19	511	4.8%	529	4.7%	597	5.2%	668	5.3%
20 - 24	809	7.6%	644	5.7%	777	6.7%	945	7.5%
25 - 34	2,214	20.7%	2,335	20.5%	2,117	18.3%	2,149	17.1%
35 - 44	1,793	16.8%	1,791	15.8%	1,828	15.8%	1,928	15.4%
45 - 54	1,410	13.2%	1,457	12.8%	1,304	11.3%	1,470	11.7%
55 - 64	960	9.0%	1,274	11.2%	1,153	9.9%	1,167	9.3%
65 - 74	399	3.7%	930	8.2%	807	7.0%	878	7.0%
75 - 84	255	2.4%	348	3.1%	434	3.7%	594	4.7%
85+	175	1.6%	123	1.1%	295	2.5%	364	2.9%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	3,810	35.6%	4,456	39.2%	4,166	36.0%	4,109	32.7%
Black Alone	4,706	44.0%	4,150	36.5%	4,507	38.9%	5,087	40.5%
American Indian Alone	28	0.3%	52	0.5%	56	0.5%	61	0.5%
Asian Alone	1,651	15.4%	1,673	14.7%	1,740	15.0%	1,965	15.6%
Pacific Islander Alone	4	0.0%	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	185	1.7%	257	2.3%	288	2.5%	341	2.7%
Two or More Races	317	3.0%	779	6.9%	828	7.1%	991	7.9%
Hispanic Origin (Any Race)	425	4.0%	670	5.9%	740	6.4%	868	6.9%

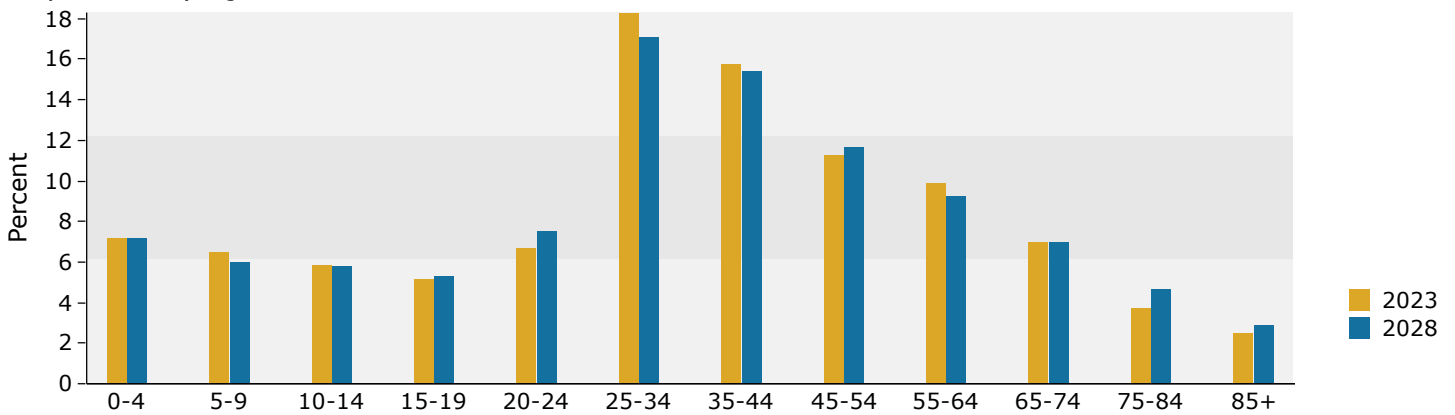
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

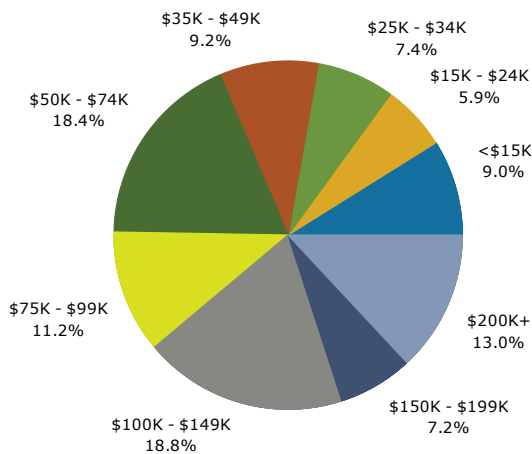
Trends 2023-2028



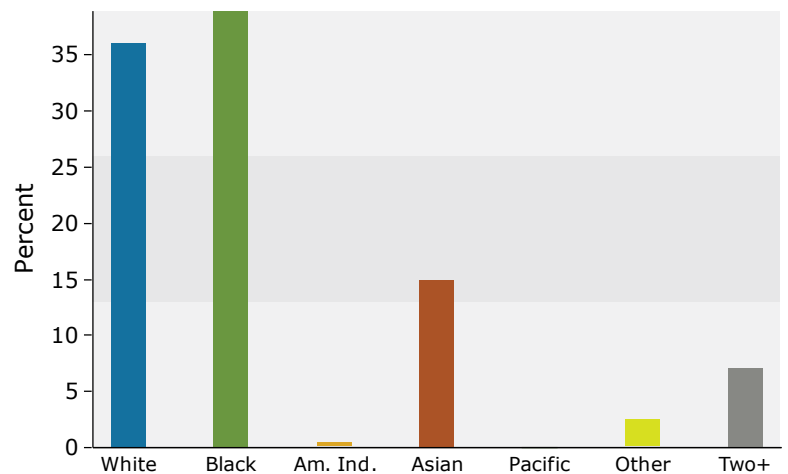
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 6.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



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Summary	Census 2010	Census 2020	2023	2028
Population	107,139	120,858	125,385	128,866
Households	43,982	48,723	50,610	52,532
Families	23,789	27,544	26,001	26,828
Average Household Size	2.34	2.40	2.40	2.38
Owner Occupied Housing Units	22,084	23,305	25,730	26,366
Renter Occupied Housing Units	21,898	25,418	24,880	26,166
Median Age	34.9	35.8	36.7	36.8

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.55%	0.51%	0.30%
Households	0.75%	0.65%	0.49%
Families	0.63%	0.59%	0.44%
Owner HHs	0.49%	0.82%	0.66%
Median Household Income	3.41%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	4,777	9.4%	3,939	7.5%
\$15,000 - \$24,999	2,670	5.3%	2,116	4.0%
\$25,000 - \$34,999	4,228	8.4%	3,768	7.2%
\$35,000 - \$49,999	5,635	11.1%	4,895	9.3%
\$50,000 - \$74,999	7,701	15.2%	7,412	14.1%
\$75,000 - \$99,999	5,938	11.7%	6,321	12.0%
\$100,000 - \$149,999	8,029	15.9%	9,274	17.7%
\$150,000 - \$199,999	4,605	9.1%	6,210	11.8%
\$200,000+	7,027	13.9%	8,596	16.4%

Median Household Income	\$75,950	\$89,833
Average Household Income	\$119,000	\$138,204
Per Capita Income	\$48,242	\$56,544

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,220	7.7%	7,990	6.6%	7,883	6.3%	8,159	6.3%
5 - 9	6,626	6.2%	8,208	6.8%	7,858	6.3%	7,717	6.0%
10 - 14	5,825	5.4%	7,682	6.4%	7,752	6.2%	7,546	5.9%
15 - 19	5,995	5.6%	6,503	5.4%	7,819	6.2%	8,047	6.2%
20 - 24	8,234	7.7%	8,109	6.7%	9,484	7.6%	10,286	8.0%
25 - 34	18,846	17.6%	20,312	16.8%	18,857	15.0%	19,466	15.1%
35 - 44	17,218	16.1%	18,162	15.0%	18,105	14.4%	17,376	13.5%
45 - 54	14,990	14.0%	15,571	12.9%	15,592	12.4%	16,046	12.5%
55 - 64	11,196	10.4%	12,972	10.7%	14,320	11.4%	13,834	10.7%
65 - 74	5,123	4.8%	9,779	8.1%	10,947	8.7%	11,621	9.0%
75 - 84	3,193	3.0%	3,955	3.3%	4,779	3.8%	6,485	5.0%
85+	1,673	1.6%	1,615	1.3%	1,987	1.6%	2,282	1.8%

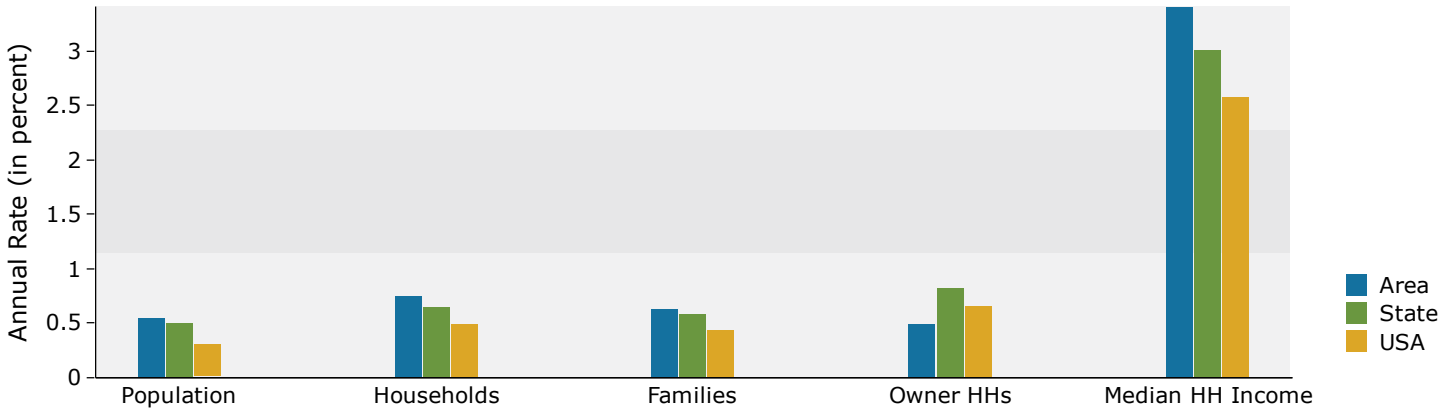
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	45,734	42.7%	50,286	41.6%	49,993	39.9%	47,757	37.1%
Black Alone	46,306	43.2%	44,373	36.7%	46,888	37.4%	49,400	38.3%
American Indian Alone	289	0.3%	349	0.3%	373	0.3%	405	0.3%
Asian Alone	10,266	9.6%	15,101	12.5%	16,234	12.9%	17,747	13.8%
Pacific Islander Alone	57	0.1%	37	0.0%	39	0.0%	40	0.0%
Some Other Race Alone	1,550	1.4%	2,737	2.3%	3,050	2.4%	3,416	2.7%
Two or More Races	2,937	2.7%	7,976	6.6%	8,809	7.0%	10,101	7.8%

Hispanic Origin (Any Race)	4,311	4.0%	7,116	5.9%	8,045	6.4%	8,900	6.9%
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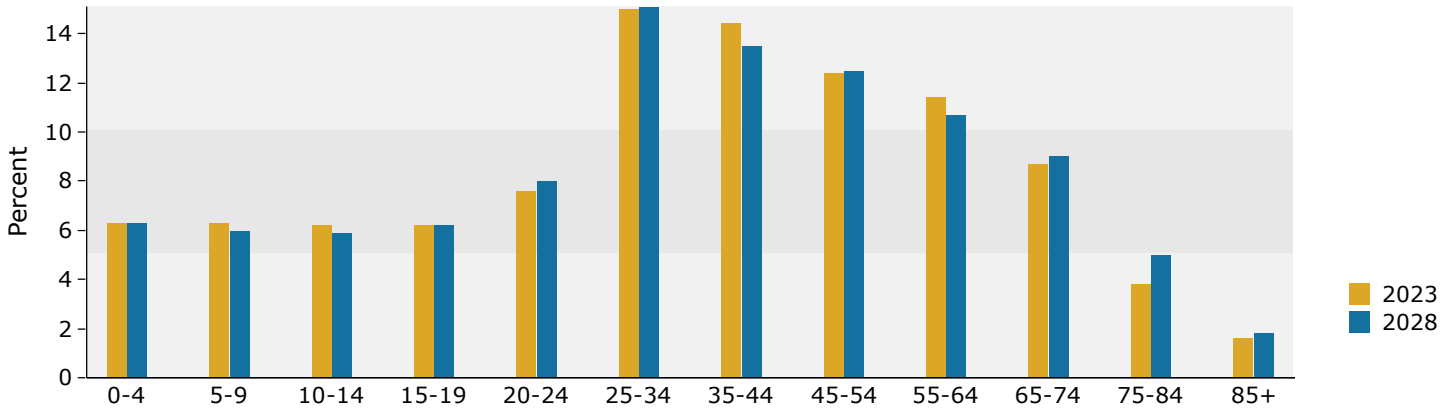
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

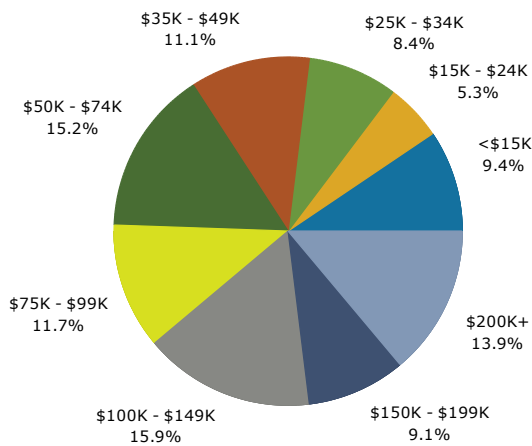
Trends 2023-2028



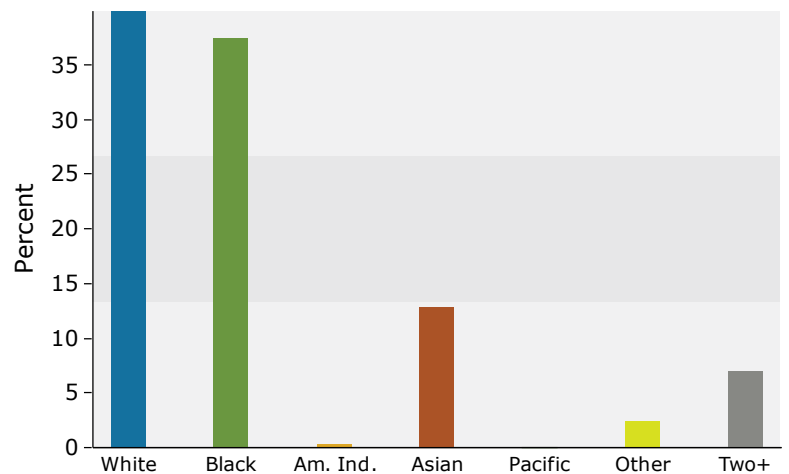
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 6.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



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Summary	Census 2010	Census 2020	2023	2028
Population	269,340	300,081	305,212	309,098
Households	109,226	121,400	124,060	126,710
Families	60,243	68,675	64,799	65,780
Average Household Size	2.38	2.41	2.40	2.38
Owner Occupied Housing Units	59,156	61,627	67,952	69,126
Renter Occupied Housing Units	50,067	59,773	56,108	57,583
Median Age	35.0	35.8	37.1	37.3

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.25%	0.51%	0.30%
Households	0.42%	0.65%	0.49%
Families	0.30%	0.59%	0.44%
Owner HHs	0.34%	0.82%	0.66%
Median Household Income	3.39%	3.01%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	12,065	9.7%	10,015	7.9%
\$15,000 - \$24,999	6,686	5.4%	5,245	4.1%
\$25,000 - \$34,999	10,145	8.2%	8,848	7.0%
\$35,000 - \$49,999	14,180	11.4%	12,150	9.6%
\$50,000 - \$74,999	19,656	15.8%	18,916	14.9%
\$75,000 - \$99,999	14,167	11.4%	14,865	11.7%
\$100,000 - \$149,999	18,932	15.3%	21,587	17.0%
\$150,000 - \$199,999	10,383	8.4%	13,869	10.9%
\$200,000+	17,847	14.4%	21,216	16.7%
Median Household Income	\$73,766		\$87,137	
Average Household Income	\$119,766		\$138,427	
Per Capita Income	\$48,870		\$56,945	

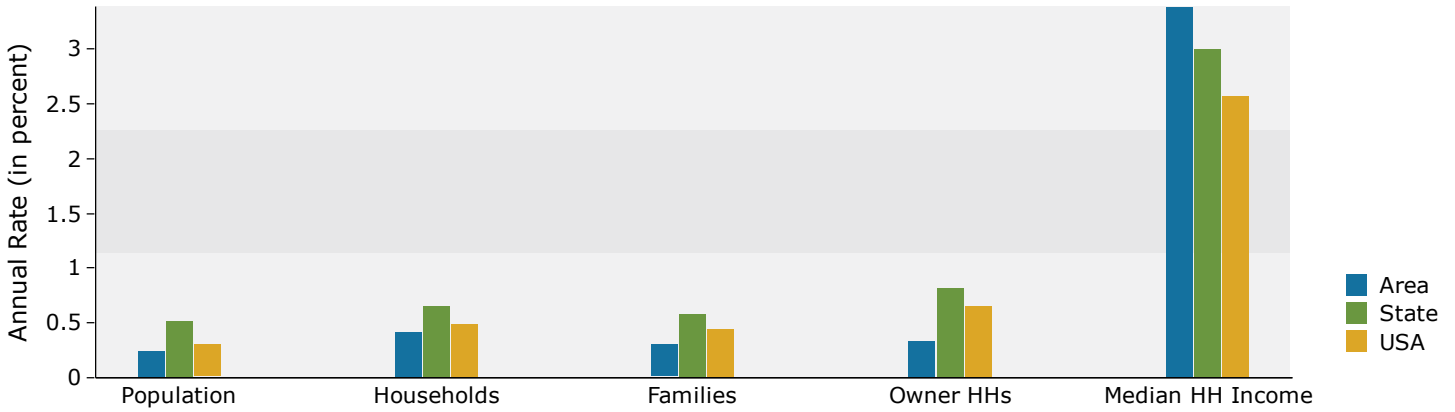
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,344	7.2%	18,738	6.2%	18,172	6.0%	18,612	6.0%
5 - 9	16,399	6.1%	18,502	6.2%	18,366	6.0%	17,671	5.7%
10 - 14	14,979	5.6%	17,921	6.0%	18,243	6.0%	17,605	5.7%
15 - 19	16,794	6.2%	15,349	5.1%	19,080	6.3%	19,324	6.3%
20 - 24	21,845	8.1%	21,666	7.2%	22,813	7.5%	24,390	7.9%
25 - 34	45,343	16.8%	54,037	18.0%	46,765	15.3%	46,807	15.1%
35 - 44	40,988	15.2%	43,639	14.5%	43,531	14.3%	42,373	13.7%
45 - 54	37,256	13.8%	37,160	12.4%	37,096	12.2%	37,700	12.2%
55 - 64	29,441	10.9%	33,192	11.1%	35,223	11.5%	33,390	10.8%
65 - 74	14,582	5.4%	24,924	8.3%	28,008	9.2%	28,740	9.3%
75 - 84	8,351	3.1%	10,692	3.6%	12,854	4.2%	16,620	5.4%
85+	4,020	1.5%	4,261	1.4%	5,063	1.7%	5,866	1.9%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	108,470	40.3%	115,229	38.4%	111,931	36.7%	105,963	34.3%
Black Alone	130,309	48.4%	129,238	43.1%	133,480	43.7%	137,063	44.3%
American Indian Alone	689	0.3%	962	0.3%	1,016	0.3%	1,105	0.4%
Asian Alone	18,283	6.8%	26,399	8.8%	28,247	9.3%	30,867	10.0%
Pacific Islander Alone	113	0.0%	83	0.0%	91	0.0%	93	0.0%
Some Other Race Alone	5,233	1.9%	9,048	3.0%	9,843	3.2%	10,745	3.5%
Two or More Races	6,243	2.3%	19,122	6.4%	20,604	6.8%	23,261	7.5%
Hispanic Origin (Any Race)	12,896	4.8%	19,735	6.6%	21,748	7.1%	23,658	7.7%

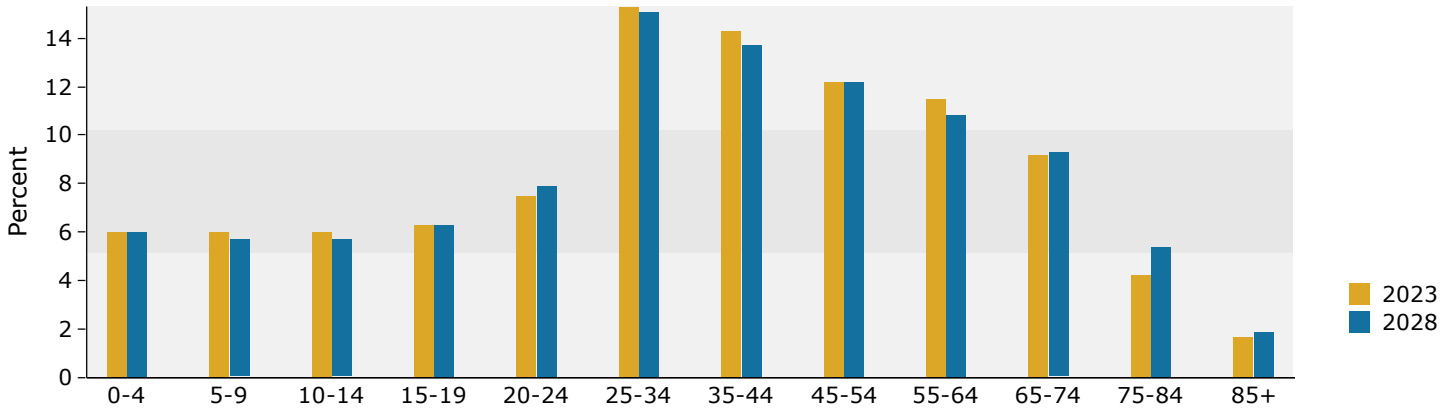
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

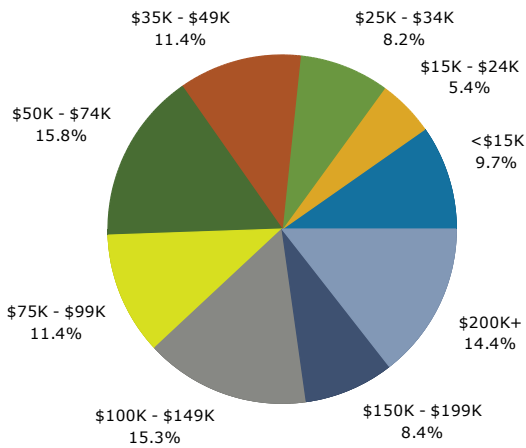
Trends 2023-2028



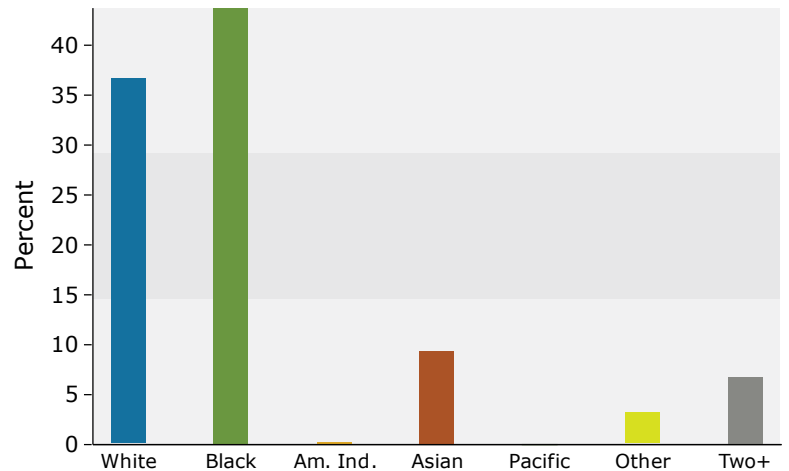
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 7.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.