



Executive Summary

Cascade Citi Shopping Center
590 Cascade Ave SW Atlanta GA 30310
Drive Times: 5, 10, 15 minute radii

Latitude: 33.738
Longitude: -84.435

	5 minute	10 minute	15 minute
Population			
2000 Population	21,753	121,441	336,618
2010 Population	17,024	102,696	314,332
2016 Population	17,899	108,481	338,646
2021 Population	18,936	114,102	360,006
2000-2010 Annual Rate	-2.42%	-1.66%	-0.68%
2010-2016 Annual Rate	0.81%	0.88%	1.20%
2016-2021 Annual Rate	1.13%	1.02%	1.23%
2016 Male Population	47.1%	47.9%	49.7%
2016 Female Population	52.9%	52.1%	50.3%
2016 Median Age	38.5	33.8	33.0

In the identified area, the current year population is 338,646. In 2010, the Census count in the area was 314,332. The rate of change since 2010 was 1.20% annually. The five-year projection for the population in the area is 360,006 representing a change of 1.23% annually from 2016 to 2021. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 38.5, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	2.5%	9.6%	23.1%
2016 Black Alone	94.6%	86.4%	68.5%
2016 American Indian/Alaska Native Alone	0.4%	0.2%	0.2%
2016 Asian Alone	0.4%	0.9%	3.3%
2016 Pacific Islander Alone	0.0%	0.0%	0.0%
2016 Other Race	0.4%	0.9%	2.4%
2016 Two or More Races	1.7%	2.0%	2.4%
2016 Hispanic Origin (Any Race)	1.4%	2.8%	5.4%

Persons of Hispanic origin represent 5.4% 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 53.0 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	8,243	44,887	124,230
2010 Households	7,001	40,779	129,387
2016 Total Households	7,315	42,807	139,450
2021 Total Households	7,715	45,125	148,891
2000-2010 Annual Rate	-1.62%	-0.96%	0.41%
2010-2016 Annual Rate	0.70%	0.78%	1.21%
2016-2021 Annual Rate	1.07%	1.06%	1.32%
2016 Average Household Size	2.43	2.32	2.22

The household count in this area has changed from 129,387 in 2010 to 139,450 in the current year, a change of 1.21% annually. The five-year projection of households is 148,891, a change of 1.32% annually from the current year total. Average household size is currently 2.22, compared to 2.22 in the year 2010. The number of families in the current year is 63,312 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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Median Household Income			
2016 Median Household Income	\$26,480	\$28,106	\$36,404
2021 Median Household Income	\$26,335	\$27,982	\$37,235
2016-2021 Annual Rate	-0.11%	-0.09%	0.45%
Average Household Income			
2016 Average Household Income	\$37,573	\$44,560	\$58,101
2021 Average Household Income	\$39,846	\$48,152	\$63,872
2016-2021 Annual Rate	1.18%	1.56%	1.91%
Per Capita Income			
2016 Per Capita Income	\$15,522	\$18,892	\$25,471
2021 Per Capita Income	\$16,396	\$20,289	\$27,871
2016-2021 Annual Rate	1.10%	1.44%	1.82%

Households by Income

Current median household income is \$36,404 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$37,235 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$58,101 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$63,872 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$25,471 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$27,871 in five years, compared to \$32,025 for all U.S. households

Housing			
2000 Total Housing Units	9,292	50,909	138,479
2000 Owner Occupied Housing Units	3,880	17,107	51,131
2000 Renter Occupied Housing Units	4,363	27,781	73,099
2000 Vacant Housing Units	1,049	6,021	14,249
2010 Total Housing Units	9,355	53,747	162,273
2010 Owner Occupied Housing Units	2,941	15,437	55,547
2010 Renter Occupied Housing Units	4,060	25,342	73,840
2010 Vacant Housing Units	2,354	12,968	32,886
2016 Total Housing Units	9,746	56,737	173,928
2016 Owner Occupied Housing Units	2,676	14,121	52,429
2016 Renter Occupied Housing Units	4,639	28,686	87,021
2016 Vacant Housing Units	2,431	13,930	34,478
2021 Total Housing Units	10,267	59,837	184,953
2021 Owner Occupied Housing Units	2,782	14,719	55,344
2021 Renter Occupied Housing Units	4,933	30,406	93,548
2021 Vacant Housing Units	2,552	14,712	36,062

Currently, 30.1% of the 173,928 housing units in the area are owner occupied; 50.0%, renter occupied; and 19.8% 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 162,273 housing units in the area - 34.2% owner occupied, 45.5% renter occupied, and 20.3% vacant. The annual rate of change in housing units since 2010 is 3.13%. Median home value in the area is \$160,857, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 3.99% annually to \$195,621.

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.