

Clayton County Housing Assessment & Strategy

June 2026



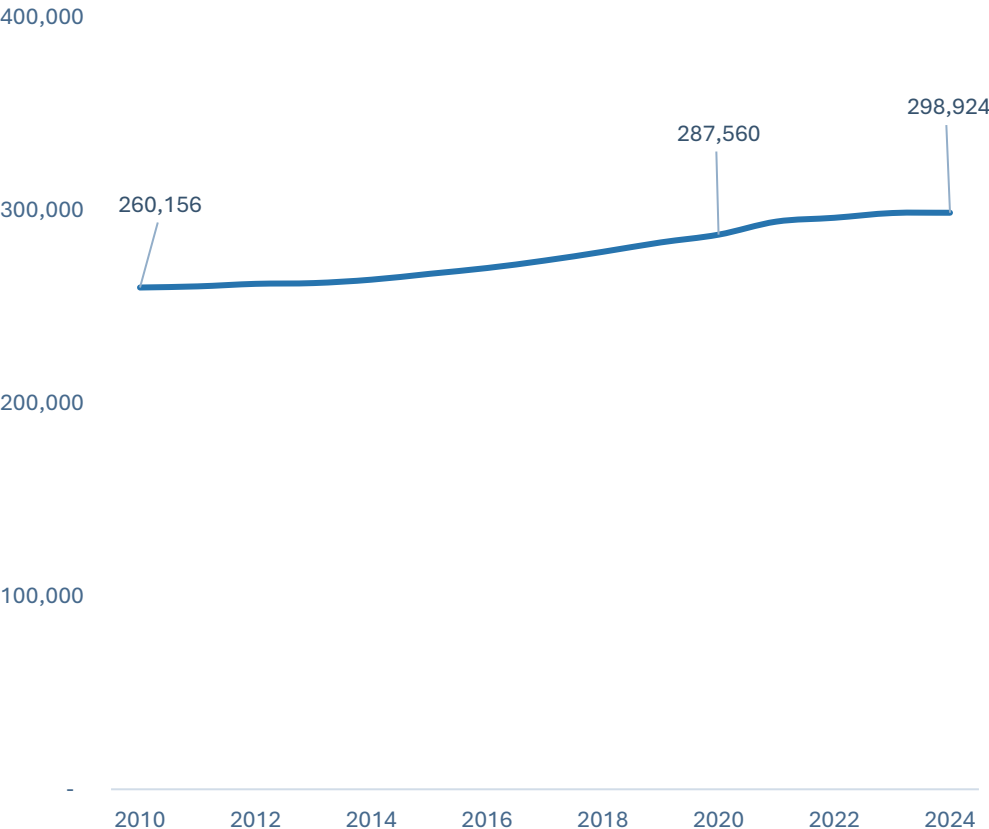
Presented by:



Clayton County

Demographic Trends

Clayton County Population,
2010 - 2024



Slow Growth

Since 2010, Clayton County has added **38,768** residents, constituting an increase of **15%**

27,404

Residents Added
2010 - 2020

11,364

Residents Added
2020 - 2024

1%

Average Annual
Rate of Population
Growth 2010 - 2024

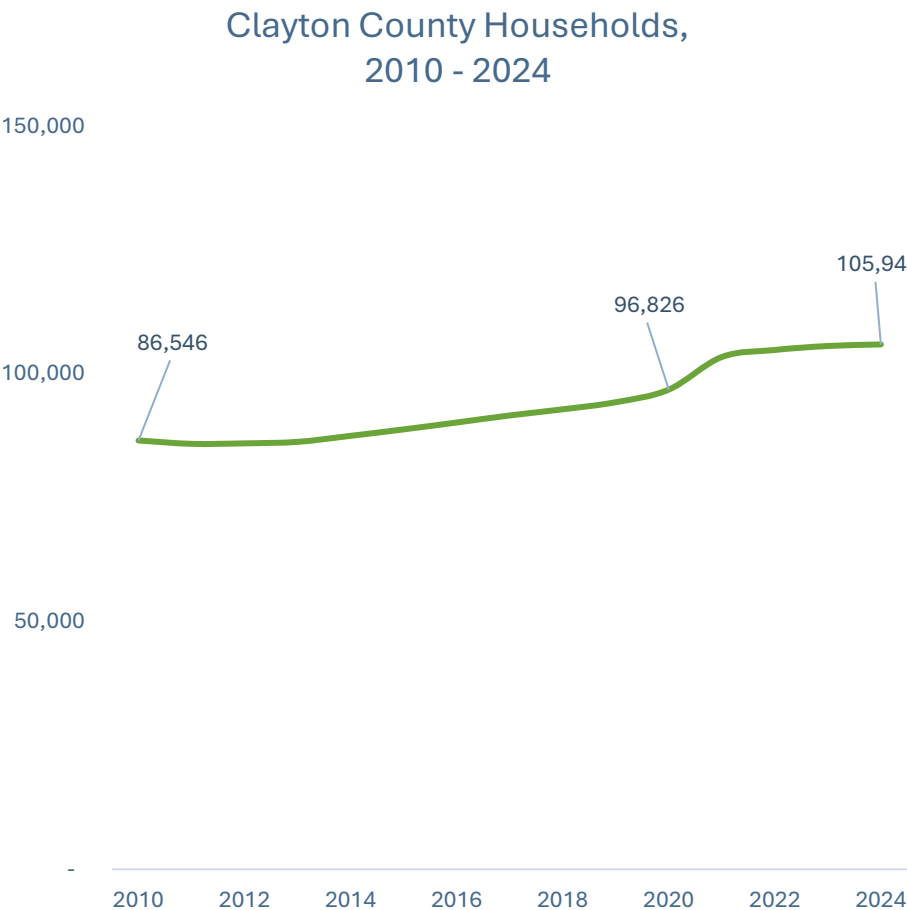
~2,800

New Residents
Added Annually
2010 - 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Demographic Trends



Increased Household Formation

Since 2020, household growth has nearly matched population growth, pointing towards **higher rate of household formation and smaller households.**

10,280

Households Added
2010 - 2020

9,115

Households Added
2020 - 2024

1%

Average Annual
Rate of Household
Growth 2010 - 2020

2%

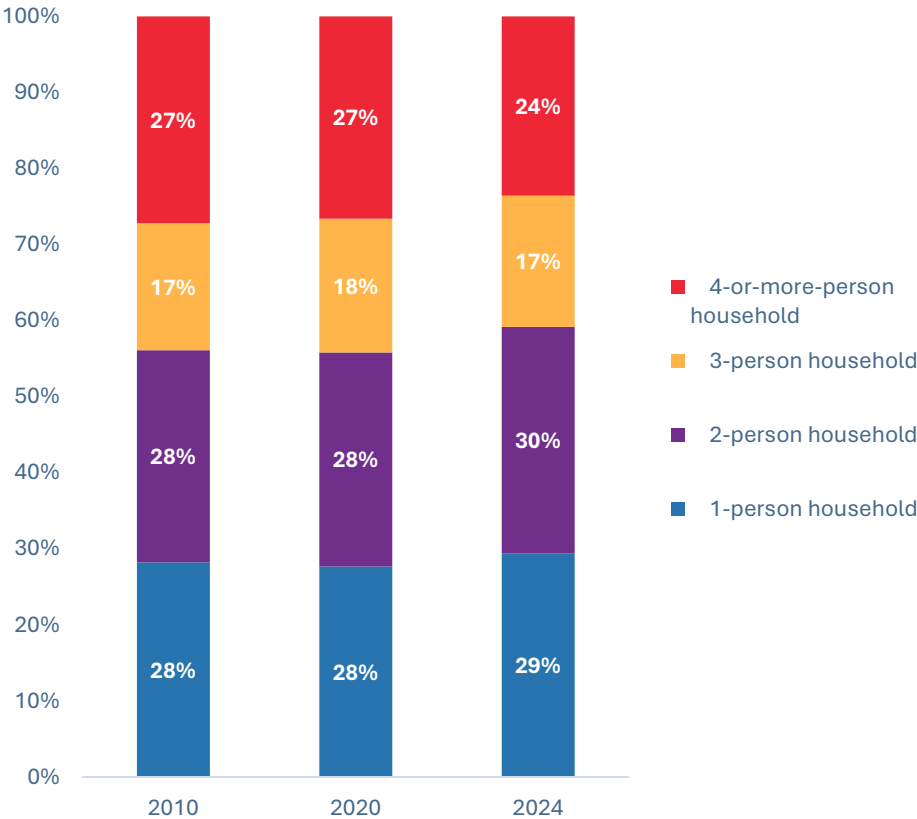
Average Annual
Rate of Household
Growth 2020 - 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Demographic Trends

Clayton County Household Size Distribution,
2010, 2020, & 2024



Smaller Households

While the distribution of households by size within the county has shifted relatively little since 2010, the changes that have occurred have resulted in greater shares of smaller households comprised of 1 or 2 persons.

29%

Increase in 1 or 2
Person Households
Since 2010

48,552

1 or 2 Person
Households in 2010

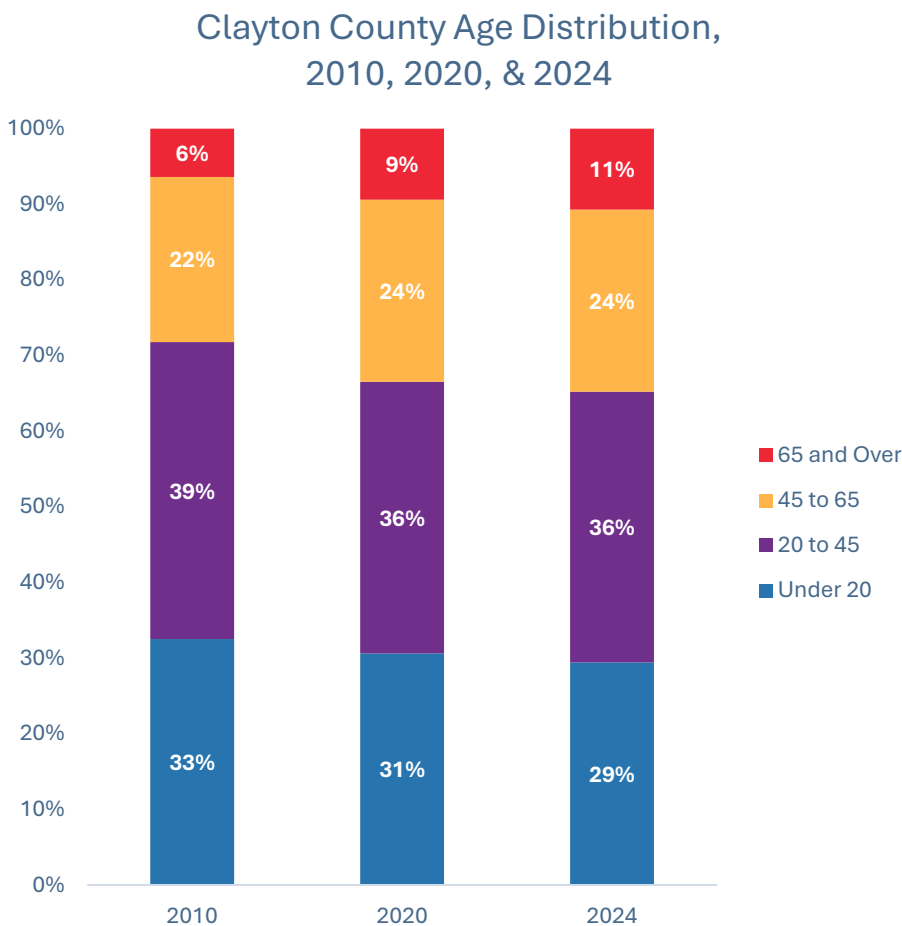
62,691

1 or 2 Person
Households in 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Demographic Trends



Aging Population

Since 2010, Clayton County’s population aged 65 and older grew from 6% of the population to 11% of the population, while the share of those younger than 45 decreased. The number of seniors within the county has doubled since 2010.

93%

Increase in Senior Population

16,566

Population Aged 65 and Older in 2010

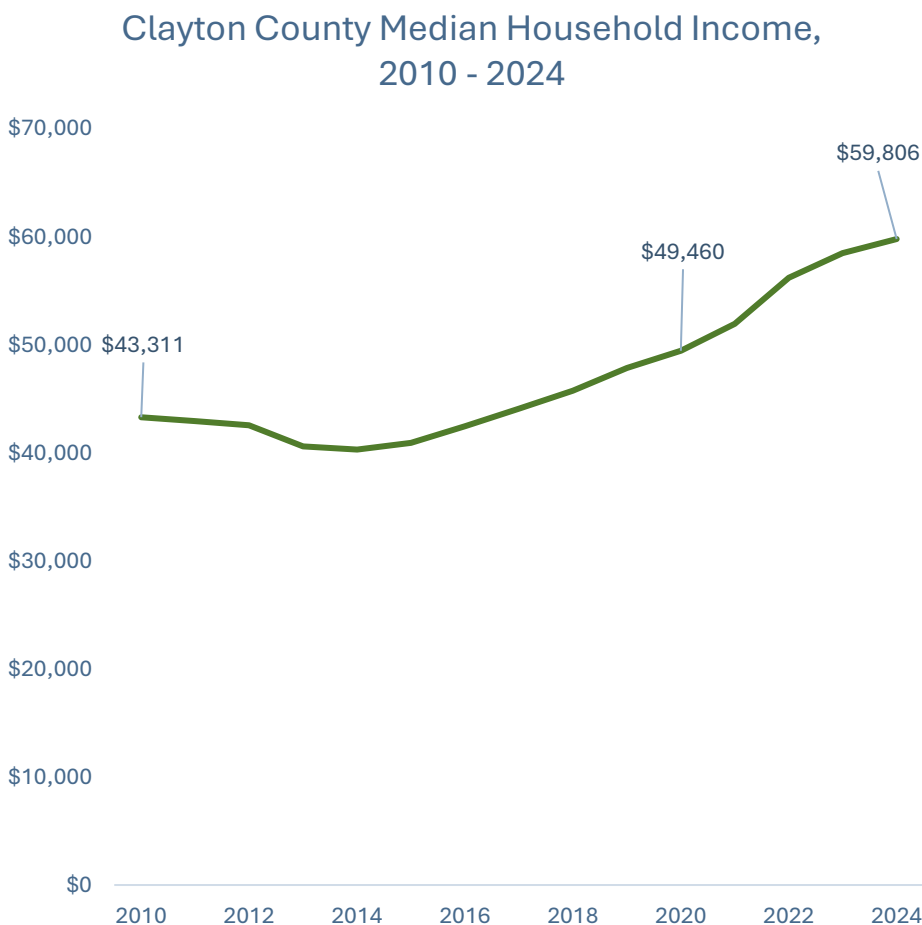
32,022

Population Aged 65 and Older in 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Economic Trends



Slow Recovery with Recent Uplift

In the wake of the Great Financial Crisis, household incomes across Clayton County were hard-hit, decreasing from 2010 to 2014, with a reversal of this trend beginning in 2015. Increases in household incomes have accelerated since 2020.

+14%

+\$6.1K

Increase in Median Household Income, 2010 - 2020

+21%

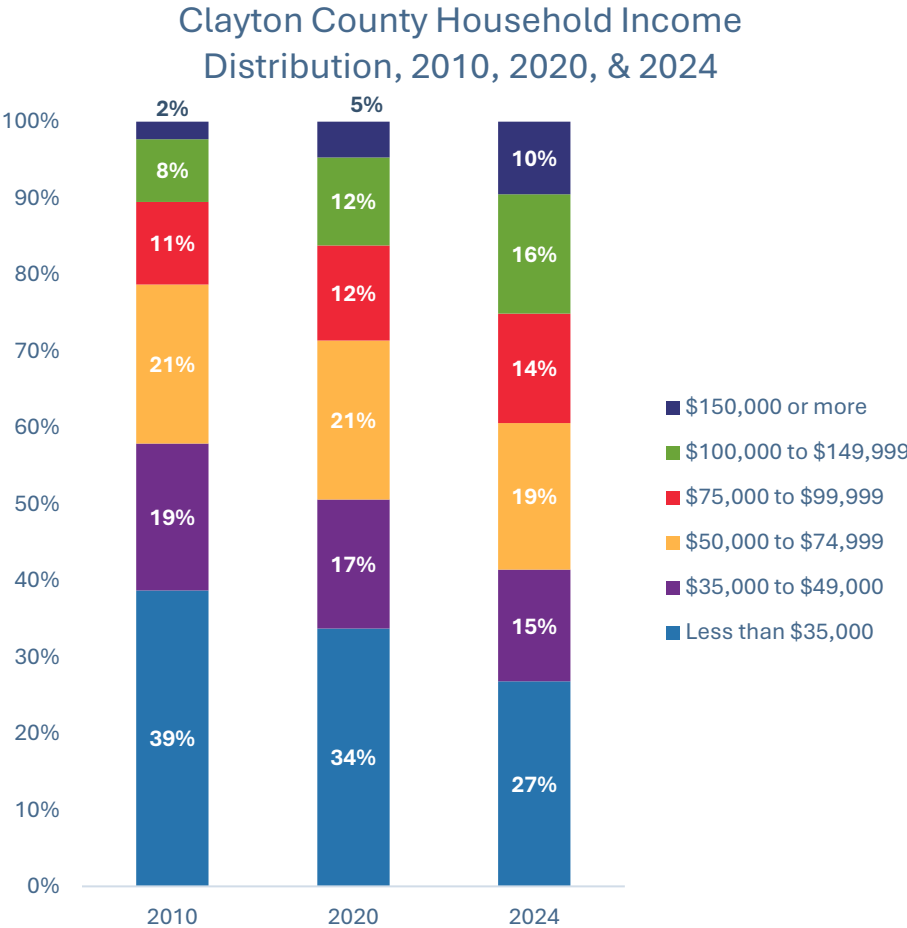
+\$10.3K

Increase in Median Household Income, 2020 - 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Economic Trends



Stability & Growth

Households earning below \$75,000 and \$35,000 has declined since 2010. The number of households in these income brackets has remained relatively stable, while the number of higher-income households has increased

68,112
Households Earning
Less than \$75K,
2010

64,200
Households Earning
Less than \$75K,
2024

18,434
Households Earning
More than \$75K,
2010

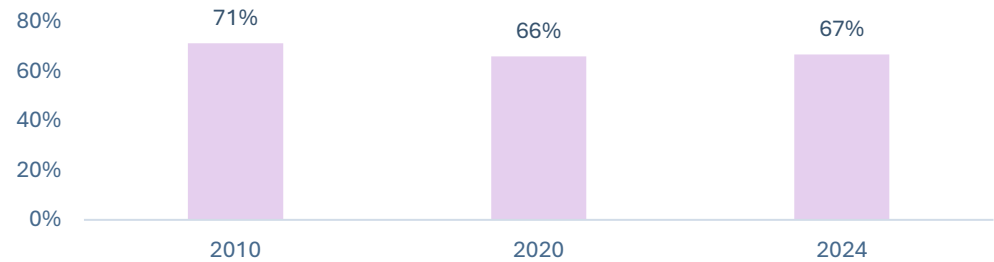
41,741
Households Earning
More than \$75K,
2024

Source: Census American Community Survey 5-Year Estimates

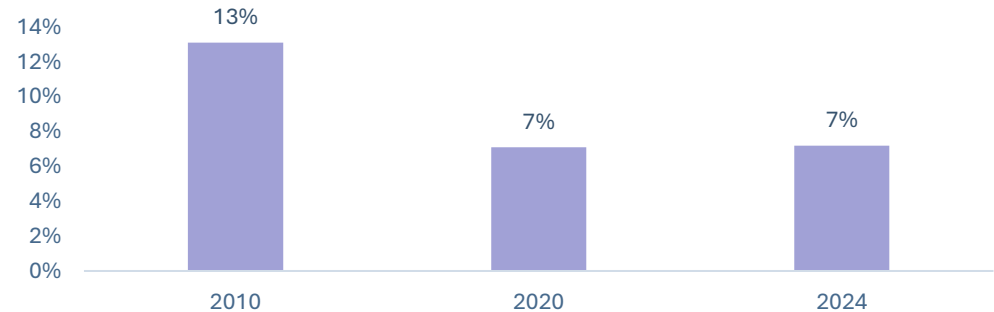
Clayton County

Economic Trends

Clayton County Labor Force Participation, 16+ Population, 2010, 2022 & 2024



Clayton County Unemployment Rate, 2010, 2020 & 2024



Labor Force & Unemployment

Labor force participation has declined slightly since 2010, largely reflecting the county's growing retiree population.

Unemployment fell sharply from 13% in 2010 to 7% in 2020 and has held there since, though it remains above both the Georgia and Atlanta MSA averages.

5.1%

Georgia
Unemployment
Rate, 2024

5.0%

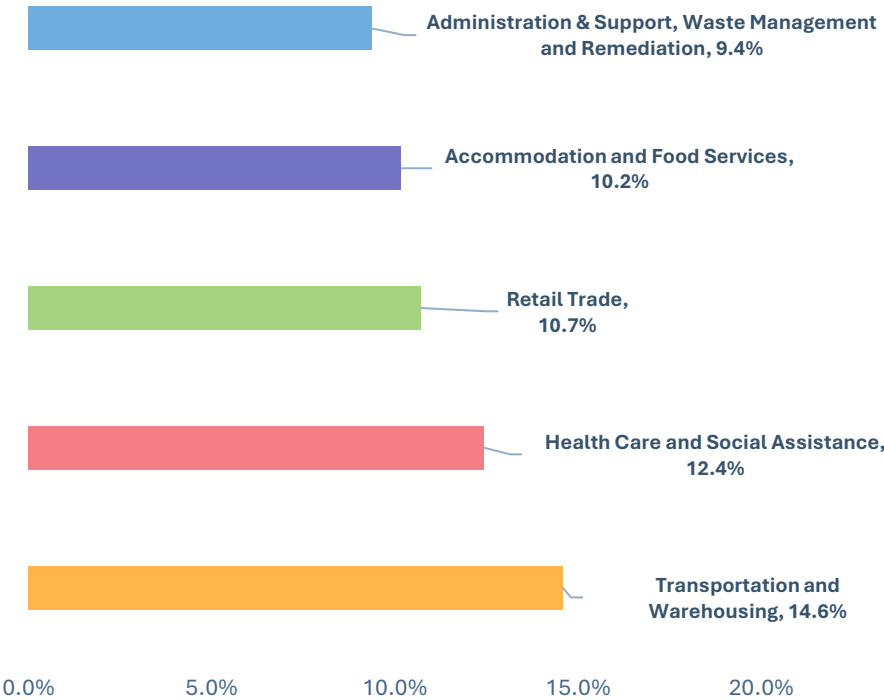
Atlanta MSA
Unemployment
Rate, 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Economic Trends

Top Five Employment Sectors for Clayton County Residents, 2023



Logistics & Services

Transportation and Warehousing employs the largest share of Clayton County residents, driven by proximity to Hartsfield-Jackson Airport, followed by Health Care and Social Assistance.

White-collar and professional industries are notably absent from the county's top five employment sectors.

18,172

Clayton County Residents Employed in Transportation & Warehousing

15,502

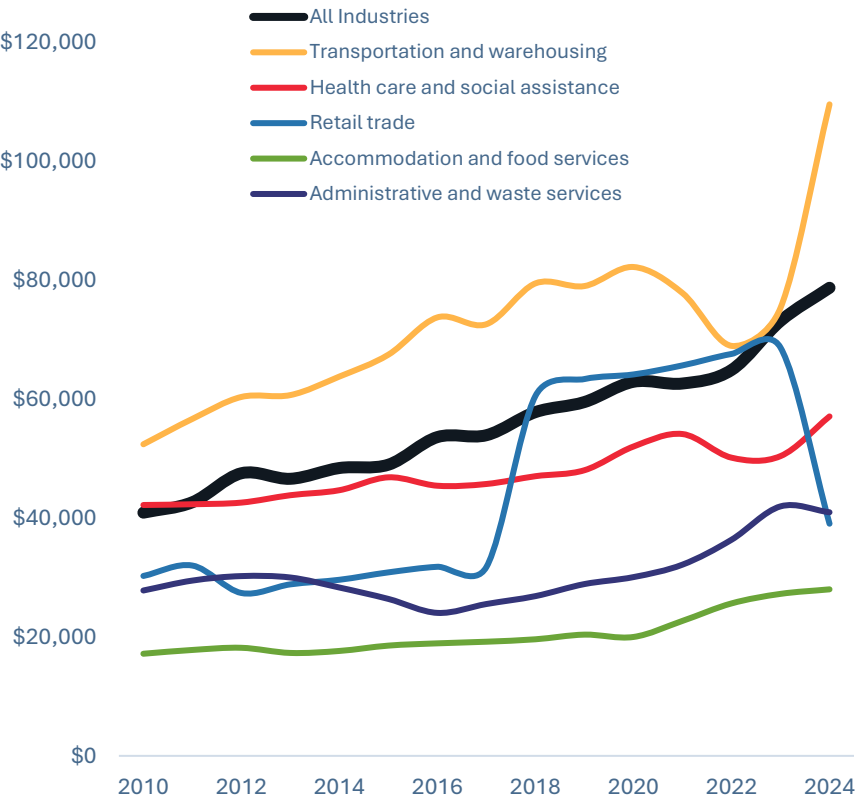
Clayton County Residents Employed in Health Care & Social Assistance

Source: Bureau of Labor Statistics

Clayton County

Economic Trends

Clayton County Wages, Overall & Top Five Industries, 2010 - 2024



Uneven Wage Growth

Overall wages grew 92% between 2010 and 2024, but growth was concentrated in Transportation and Warehousing (109%), while Retail (29%) and Health Care (35%) lagged significantly behind.

35%
Growth in Health Care
& Social Assistance
Wages

29%
Growth in Retail
Wages

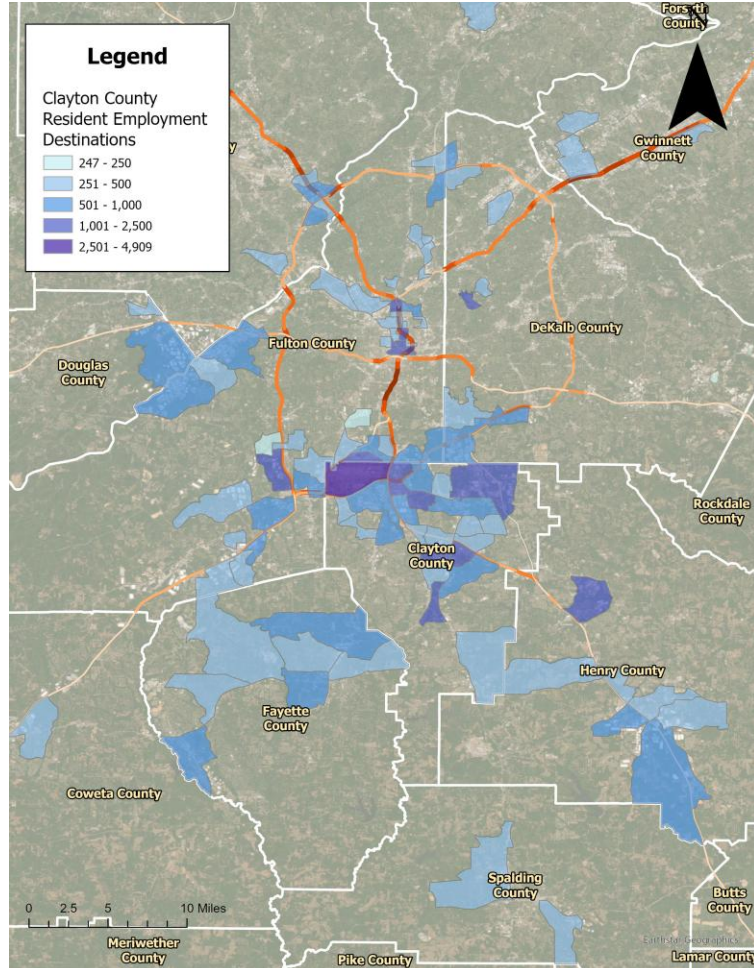
63%
Growth in
Accommodation and
Food Services Wages

47%
Growth in
Administrative &
Waste Services
Wages

Source: Bureau of Labor Statistics

Clayton County

● Economic Trends



Airport-Centric Employment

Employment for Clayton County residents is anchored around Hartsfield-Jackson Airport and nearby logistics corridors, with secondary concentrations along Fulton Industrial Boulevard.

A meaningful share of residents also commute daily to Downtown Atlanta, Midtown, and Buckhead.

Source: Census on the Map

Clayton County

Housing Trends

Post-Crisis Housing Deficit

The 2000s building boom, fueled by unsustainable lending, collapsed with the 2008 crash, and new housing deliveries since 2010 have remained below pre-2000 levels.

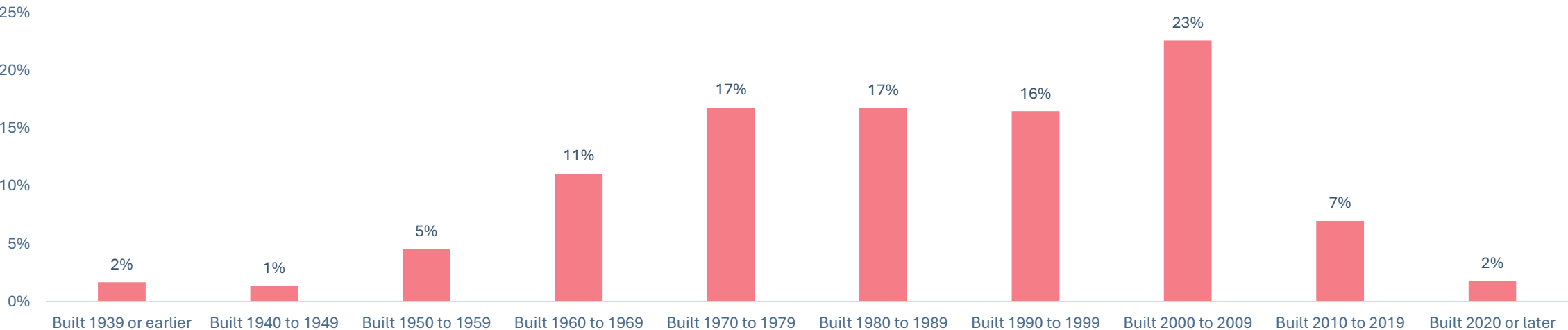
26.1K

Homes Built
2000 - 2010

11.3K

Homes Built
Since 2010

Clayton County Housing Units by Decade Built, 2024



Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends

Residential Stability or Stagnation?

72% of Clayton County households have lived in their current unit for five or more years, which on one hand may reflect long-term community attachment, but could also suggest limited housing mobility, or a lack of viable alternatives.

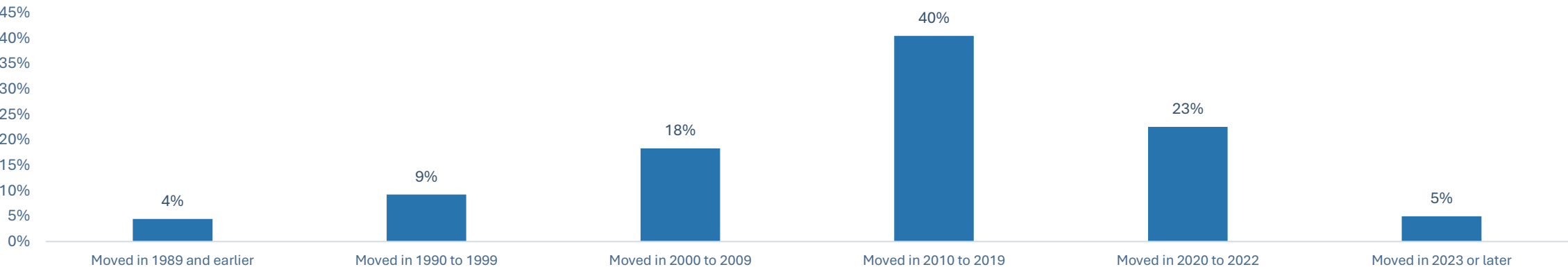
Households that Have Lived in Current Housing Unit For Five Years or More

72%

Households that Have Lived in Current Housing Unit For Four Years or Less

28%

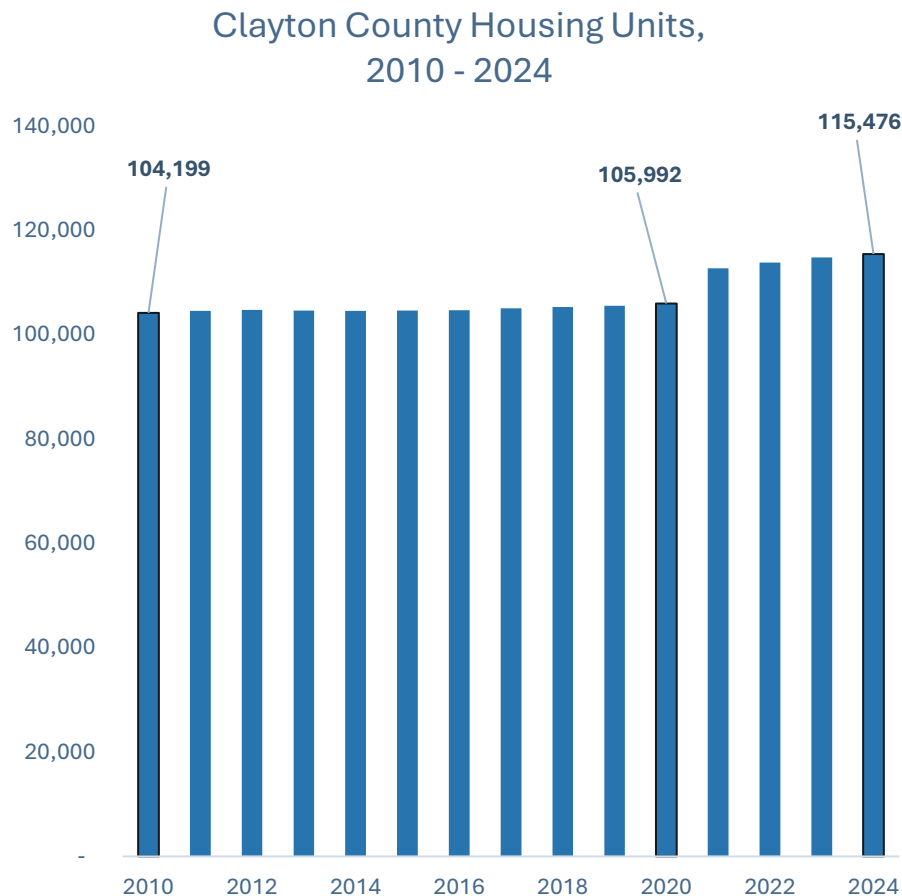
Clayton County Households by Period Moved into Current Housing Unit, 2024



Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends



Recent Uptick in Inventory

Fewer than 2,000 net housing units were added between 2010 and 2020, but nearly 9,500 were added between 2020 and 2024, signaling a significant acceleration in production.

+1,793

Increase in Housing Units Between 2010 and 2020

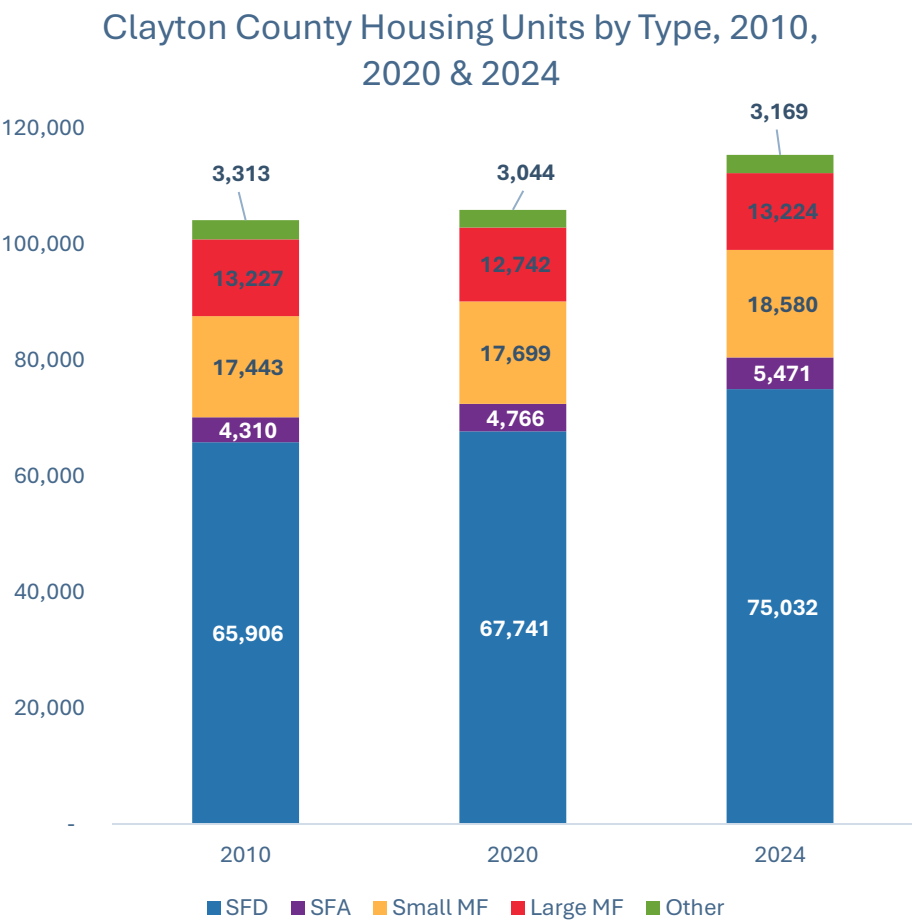
+9,484

Increase in Housing Units Between 2020 and 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends



Single-Family Detached Leading Growth

Over 9,100 single-family detached units have been added since 2010, dominating new inventory. Large multifamily units dipped between 2010 and 2020 before recovering, reflecting replacement of aging stock rather than net new supply.

7,291

Single-Family
Detached Units
Added Since 2020

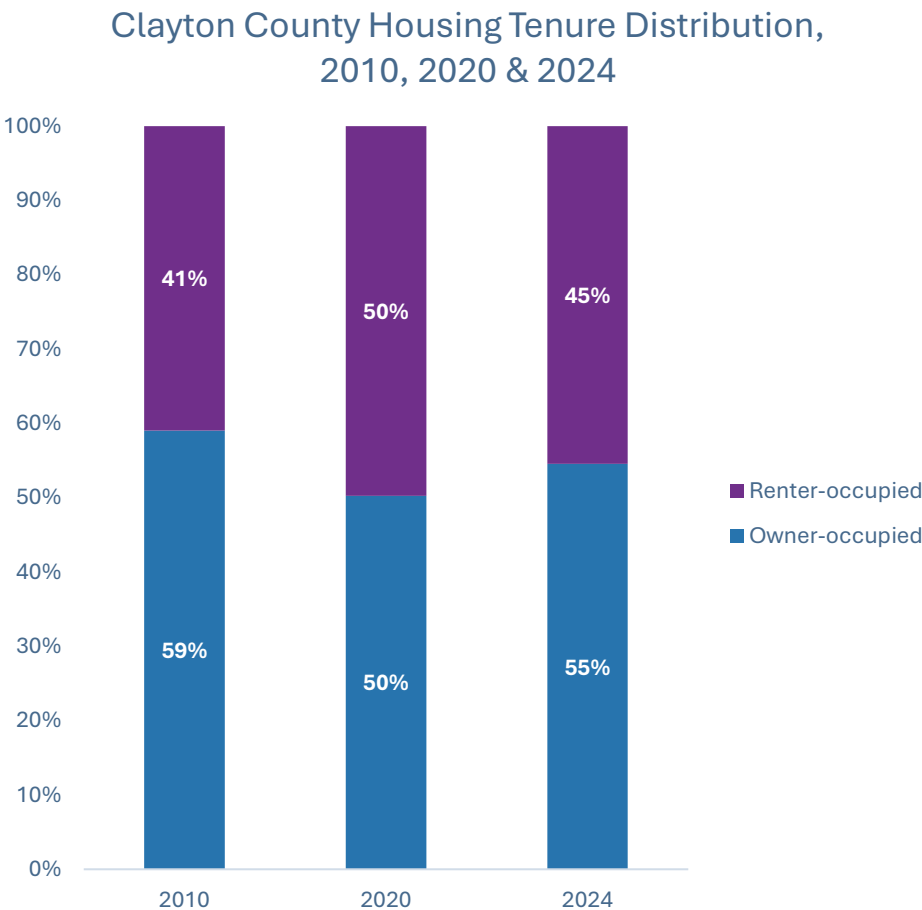
482

Large Multifamily
Units Added Since
2020

Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends



Homeownership Recovering, but Below MSA Norms

Owner-occupancy fell sharply between 2010 and 2020 in the wake of the subprime mortgage crisis, then partially rebounded.

At 55%, Clayton County's homeownership rate still trails the Atlanta MSA average by 11 percentage points.

66%
Atlanta MSA Owner-Occupied Units, 2024

34%
Atlanta MSA Renter-Occupied Units, 2024

Source: Census American Community Survey 5-Year Estimates

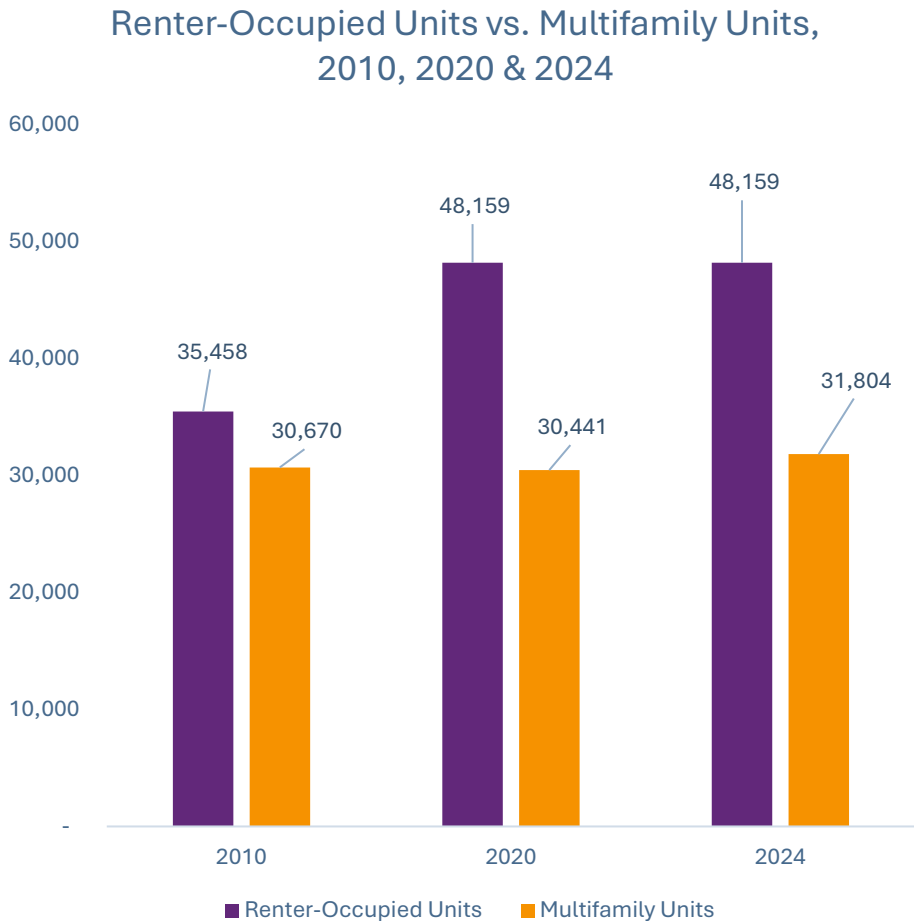
Clayton County

Housing Trends

Typology & Tenure: Dispelling Misconceptions

The assumption that renters and multifamily residents are interchangeable is contradicted by the data, even if every multifamily unit were renter-occupied, nearly 20,000 additional rental units would remain, most likely single-family detached homes.

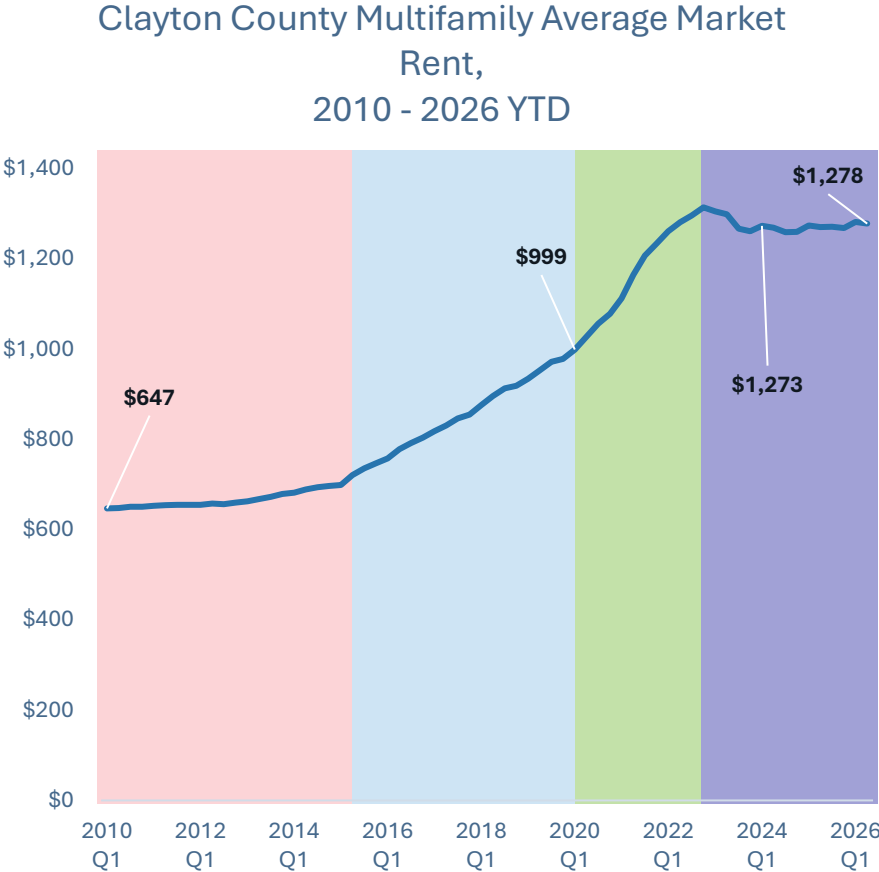
The renter population has grown since 2010 even without meaningful multifamily additions, as residents have turned to single-family rentals to meet their needs.



Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends



Rent Growth Cooling

Market rents surged between 2015 and 2023, growing 7–9% annually and adding over \$600 to average monthly rents.

2%
Annual Rent Growth
Between 2010 and
2015

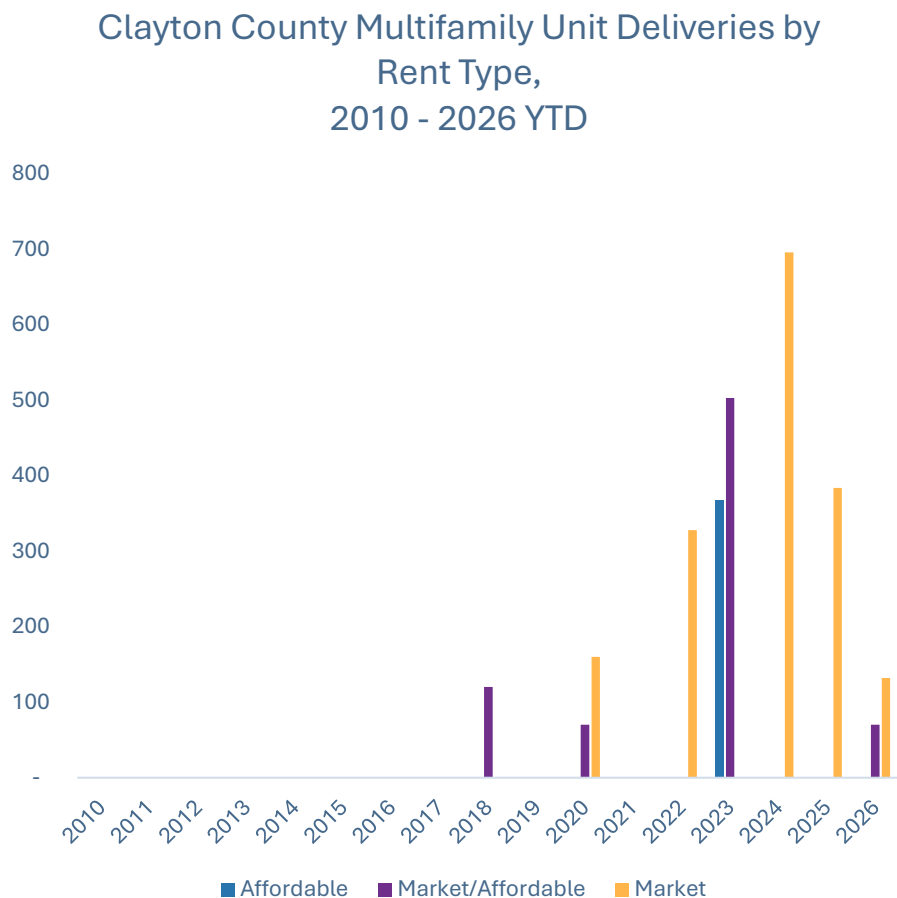
7%
Annual Rent Growth
Between 2015 and
2020

9%
Annual Rent Growth
Between 2020 and
2023

-1%
Annual Rent Growth
Between 2023 and
2026 YTD

Clayton County

Housing Trends



Renewed Multifamily Deliveries

Following a post-crash period defined by more demolitions than deliveries, market-rate multifamily production resumed at scale after 2018.

New supply across affordable, mixed, and market-rate categories has helped absorb demand and support continued growth.

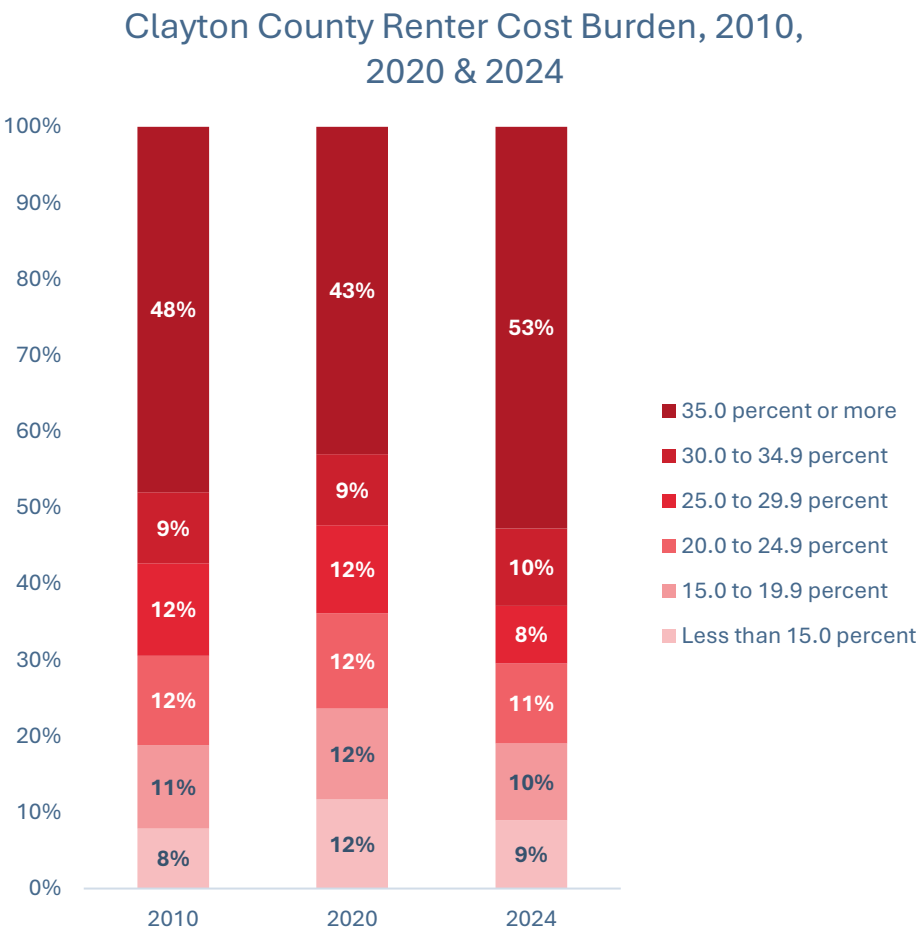
Delivered Between 2010 and 2026 YTD:



Source: CoStar

Clayton County

Housing Trends



Rising Renter Cost Burden

Renter cost burden dipped between 2010 and 2020 but has since worsened.

As of 2024, 63% of renters are cost-burdened, with 53% classified as severely cost-burdened, both figures higher than in 2010.

4,893

Moderately Cost
Burdened Renters,
2024

25,384

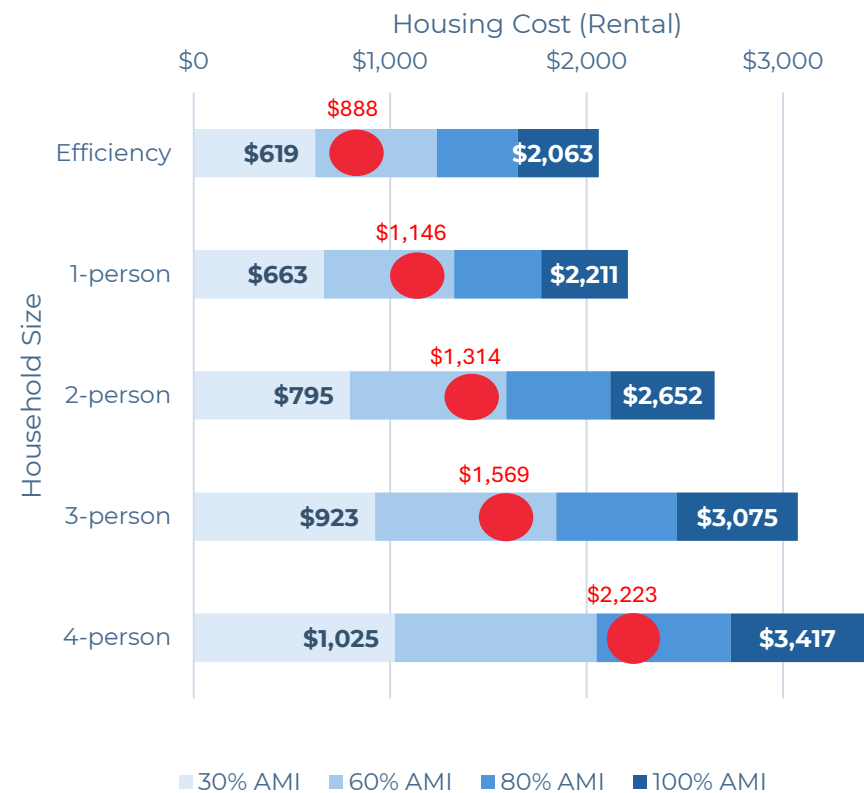
Severely Cost
Burdened Renters,
2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends

Atlanta MSA Housing Rental Costs by Household Size & Average Housing Costs in Clayton County



Rising Renter Cost Burden

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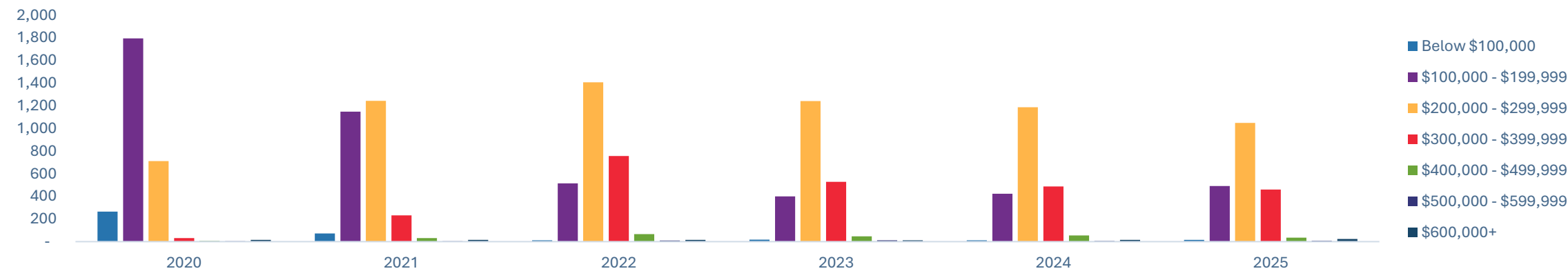
Severely Cost
Burdened Renters,
2024

Source: CoStar, Department of Housing and Urban Development

Clayton County

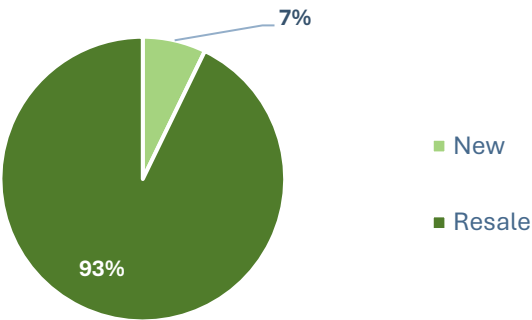
Housing Trends

Detached Housing Units by Sale Price, 2020 - 2025



Price Band:	2020 Count:	2025 Count:
\$100K-\$199K	1,796	491
\$200K-\$299K	712	1,049
\$300K-\$399K	32	460

New and Resale Share of Home Sales, 2020 - 2025

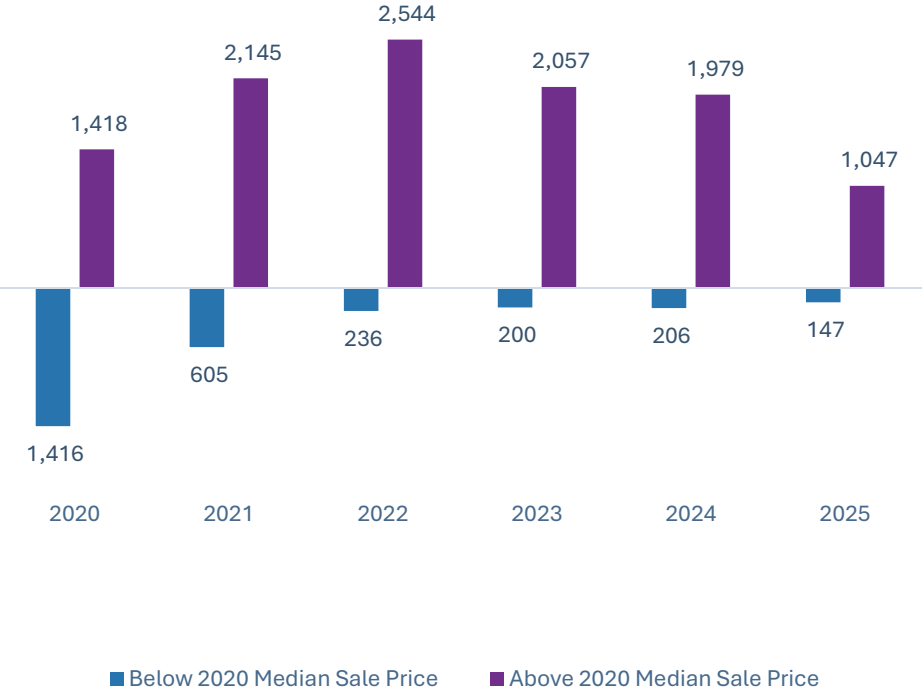


Source: SmartRE

Clayton County

Housing Trends

Count of Detached Homes by Sale Price
Relative to 2020 Median Sale Price



Rising Detached Home Sale Prices

Median sale price for detached homes increased by \$85,900 between 2020 and 2025.

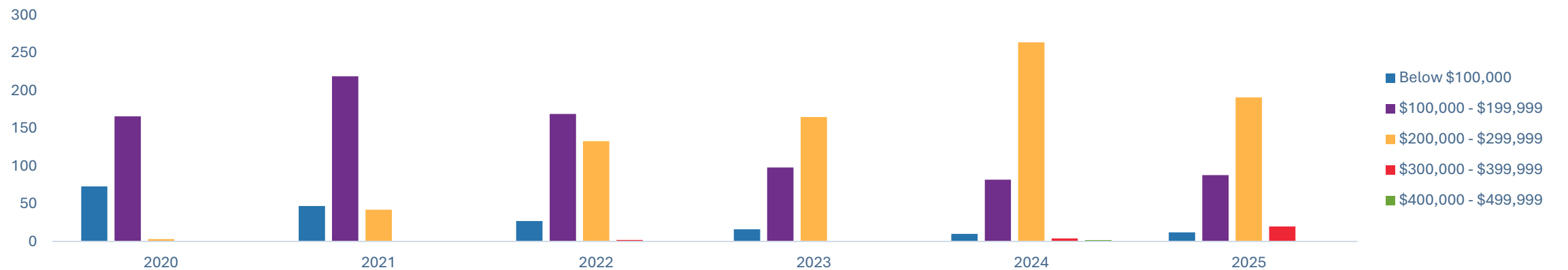
\$164,000 Median Sale Price 2020

\$249,900 Median Sale Price 2025

Clayton County

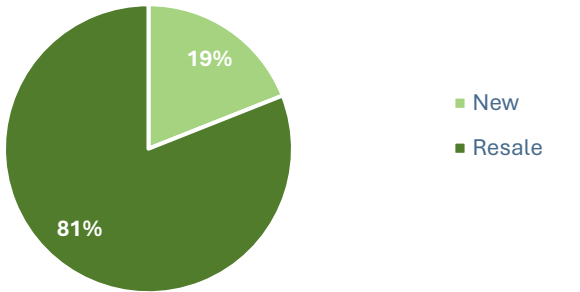
Housing Trends

Attached Housing Units by Sale Price, 2020 - 2025



Price Band:	2020 Count:	2025 Count:
< \$100K	73	12
\$100K-\$199K	166	88
\$200K-\$299K	3	191

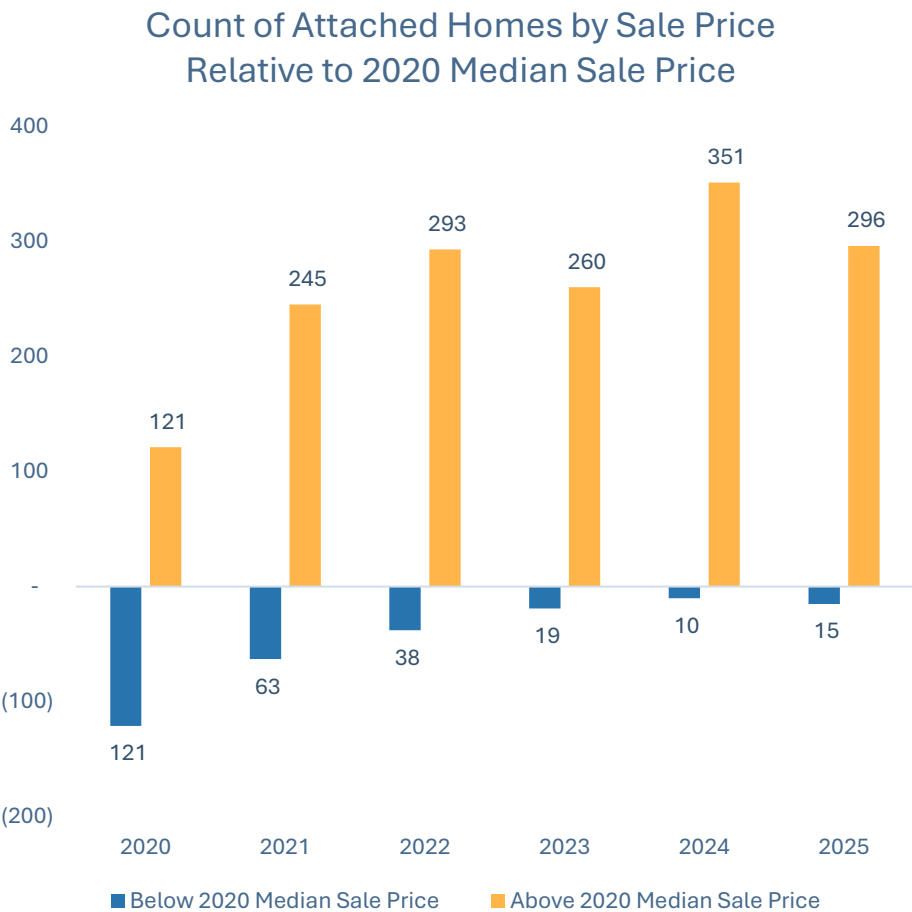
New and Resale Share of Home Sales, 2020 - 2025



Source: SmartRE

Clayton County

Housing Trends



Rising Attached Home Sale Prices

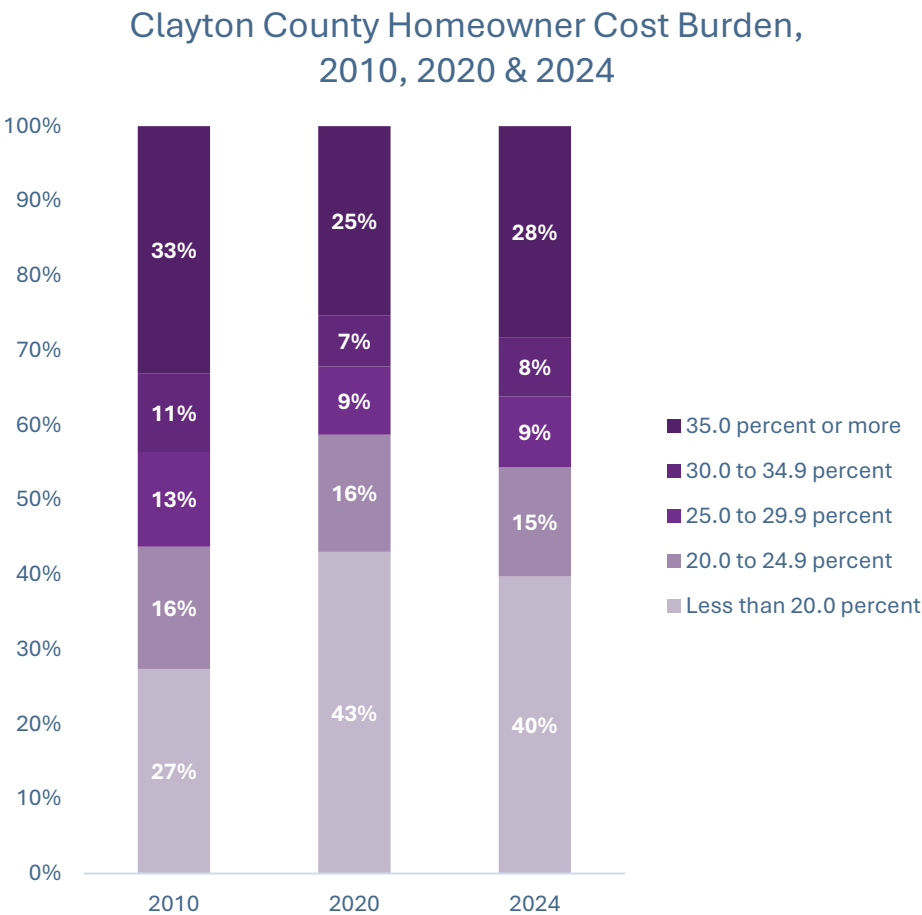
Median sale price for attached homes increased by \$126,500 between 2020 and 2025.

\$112,500 Median Sale Price 2020

\$239,000 Median Sale Price 2025

Clayton County

Housing Trends



Homeowner Cost Burden Declining

Cost burden among homeowners has improved, falling from 44% in 2010 to 36% in 2024, with 40% of owners now spending less than 20% of monthly income on housing.

20,893

Homeowners Cost Burdened at Some Level, 2024

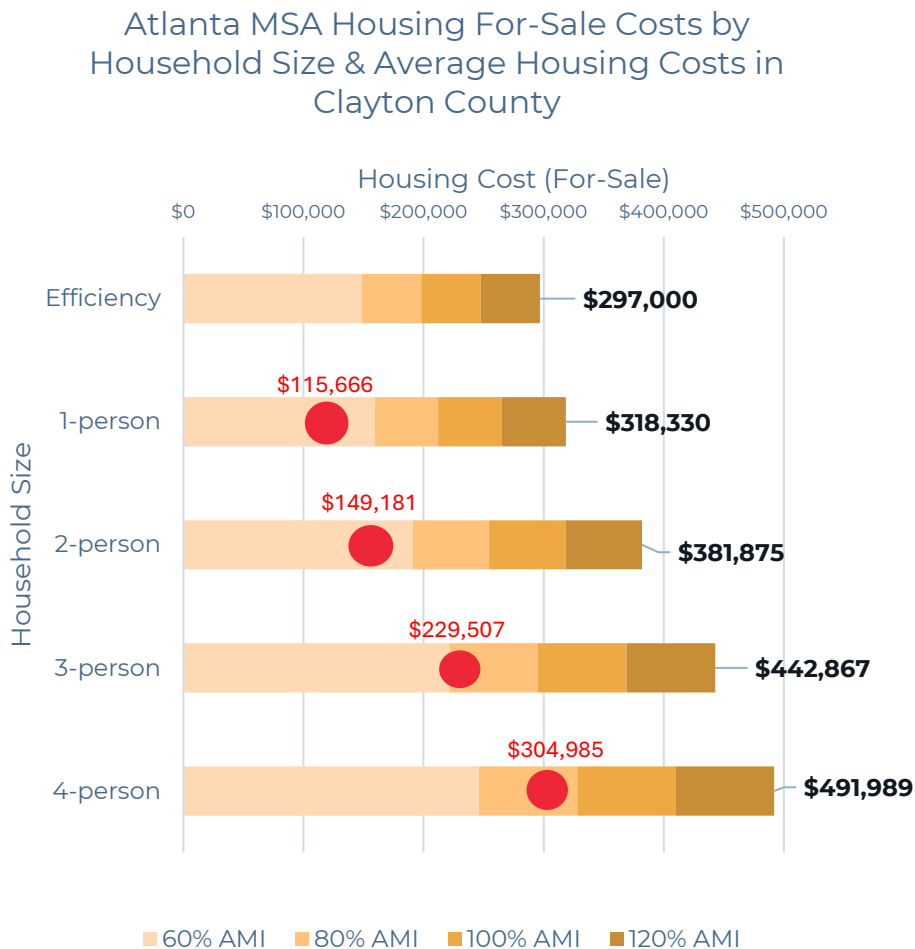
22,970

Homeowners Paying Less than 20% of Monthly Income on Housing, 2024

Source: Census American Community Survey 5-Year Estimates

Clayton County

Housing Trends



Homeownership within Reach

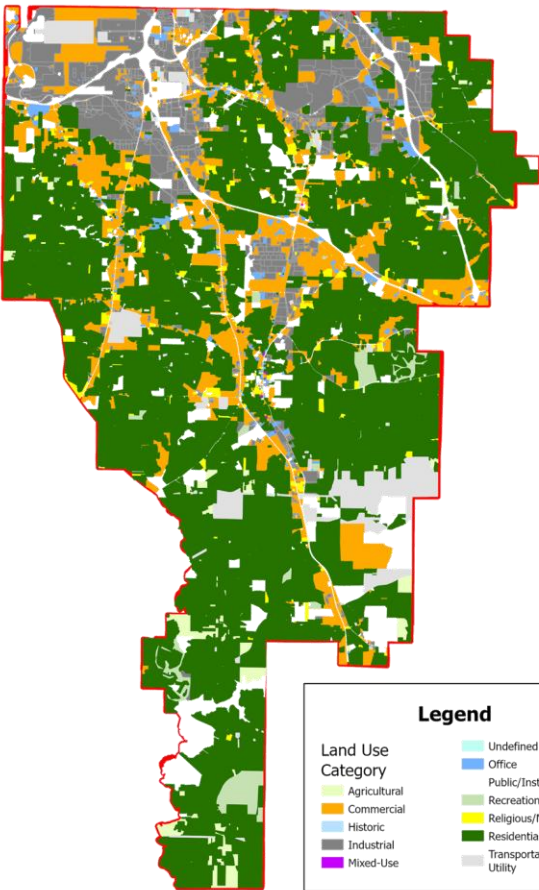
Clayton County's average for-sale home prices fall below 80% AMI thresholds for all bedroom types in the Atlanta MSA, with smaller units falling below 60%.

Targeted subsidies and affordability-aligned approvals can make homeownership accessible to more existing residents.

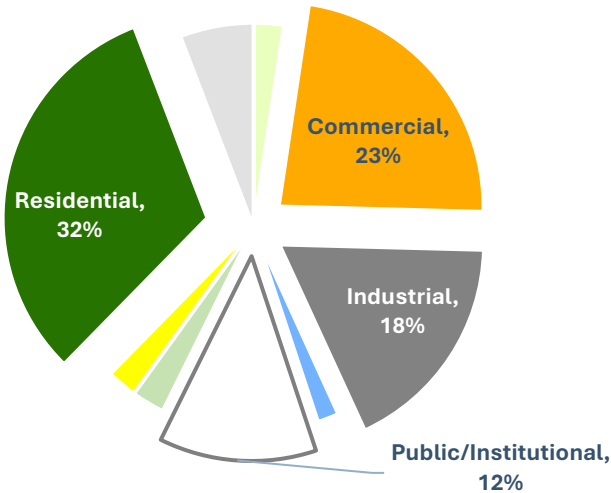
Source: SmartRE, Department of Housing & Urban Development

Clayton County

● Land Use Patterns



Share of Clayton County Total Land Acreage by Land Use Type



Historic Development Patterns

While the northwestern corner of Clayton County is dominated by the airport, the remainder of the county largely resembles other suburban counties from a land use perspective, with the largest single share of land devoted to residential uses, with commercial uses clustered along key corridors.

16,265
Acres of Residential Land

11,773
Acres of Commercial Land

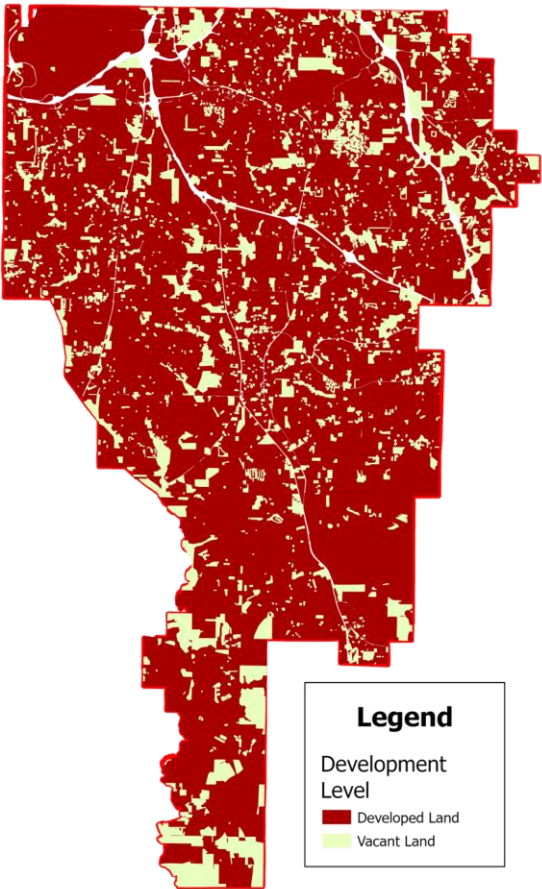
9,056
Acres of Industrial Land

6,339
Acres of Public/Institutional Land

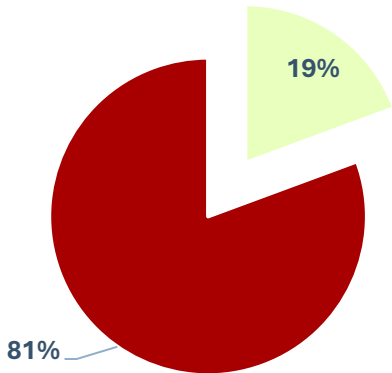
Source: Clayton County GIS

Clayton County

● Land Use Patterns



Share of Clayton County Total Land Acreage by Development Level



Significant Greenfield Remaining

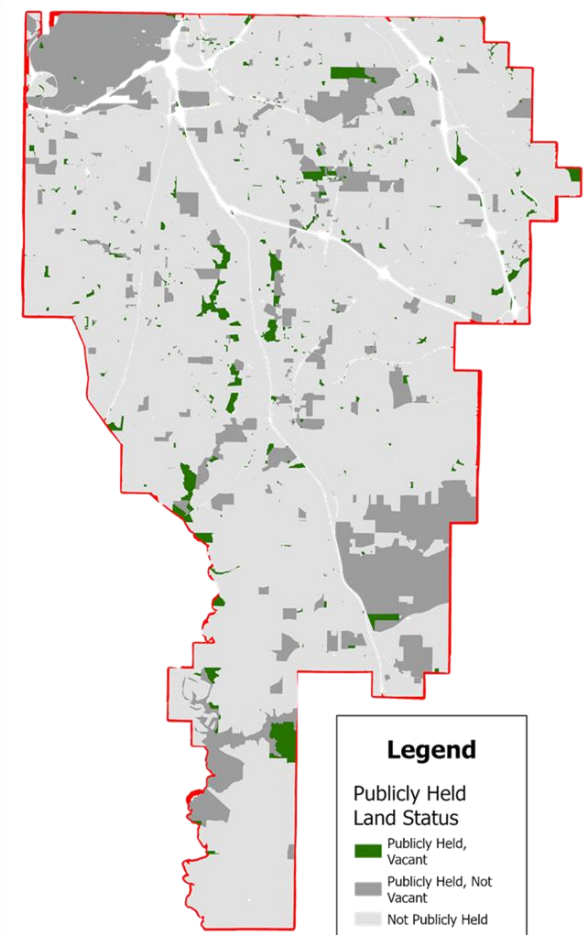
While the majority of Clayton County is developed, particularly on the county’s north end, there remains significant opportunity for greenfield development across nearly 10,000 acres, a significant share of which is already zoned for residential development by-right.



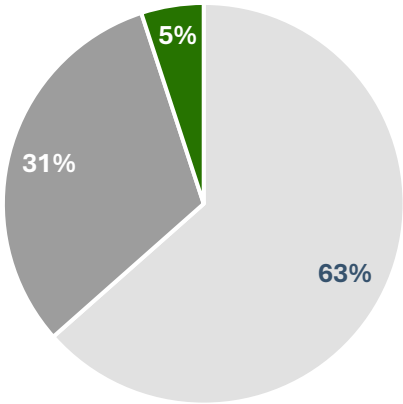
Source: Clayton County GIS

Clayton County

● Land Use Patterns



Share of Clayton County Total Land Acreage by Ownership & Development Level



Opportunities for Public Sector Support for Development

More than 2,500 acres of land in Clayton County are owned by public entities.

These holdings represent clear opportunities for publicly supported housing development in partnership with the private development community.

174

Acres Held by Cities

1,069

Acres Held by Clayton County

416

Acres Held by County Land Bank

680

Acres Held by Other Authorities & Agencies

Source: Clayton County GIS



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TERMS and LIMITING CONDITIONS

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