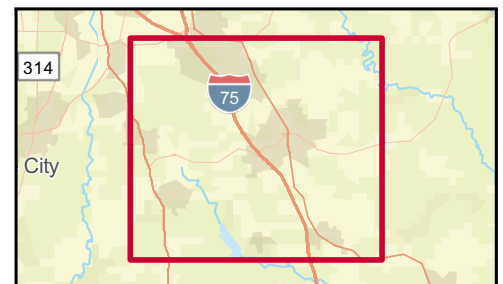
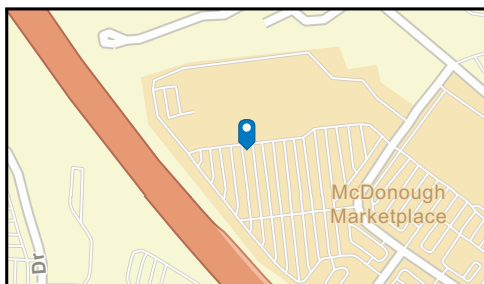
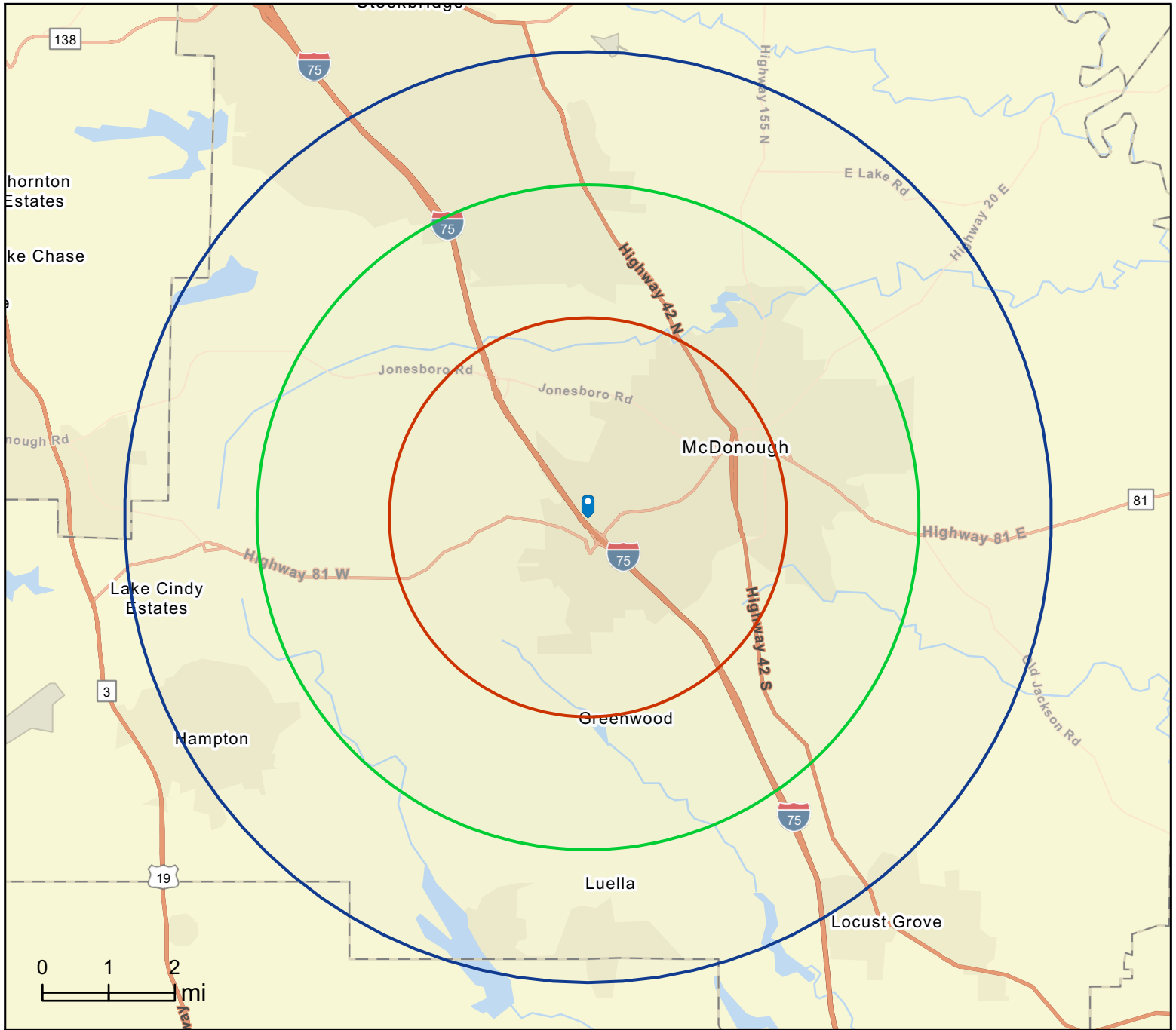


Site Map

McDonough Marketplace
135 Willow Ln, McDonough, Georgia, 30253
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.43215
Longitude: -84.18492



Community Profile

McDonough Marketplace
 135 Willow Ln, McDonough, Georgia, 30253
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 33.43215
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	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	31,693	62,851	108,156
2020 Total Population	42,557	81,670	134,463
2020 Group Quarters	488	529	733
2024 Total Population	48,564	89,402	146,190
2024 Group Quarters	472	511	713
2029 Total Population	54,431	98,731	157,231
2024-2029 Annual Rate	2.31%	2.00%	1.47%
2024 Total Daytime Population	55,679	89,424	145,026
Workers	30,338	43,430	69,572
Residents	25,341	45,994	75,454
Household Summary			
2010 Households	11,283	21,823	37,738
2010 Average Household Size	2.74	2.84	2.84
2020 Total Households	15,461	28,503	46,866
2020 Average Household Size	2.72	2.85	2.85
2024 Households	17,846	31,542	51,308
2024 Average Household Size	2.69	2.82	2.84
2029 Households	20,178	35,243	55,770
2029 Average Household Size	2.67	2.79	2.81
2024-2029 Annual Rate	2.49%	2.24%	1.68%
2010 Families	8,043	16,437	28,648
2010 Average Family Size	3.25	3.28	3.27
2024 Families	12,284	22,898	37,846
2024 Average Family Size	3.23	3.33	3.33
2029 Families	13,946	25,540	41,015
2029 Average Family Size	3.20	3.29	3.30
2024-2029 Annual Rate	2.57%	2.21%	1.62%
Housing Unit Summary			
2000 Housing Units	6,169	11,870	21,212
Owner Occupied Housing Units	69.3%	78.7%	78.1%
Renter Occupied Housing Units	25.5%	16.8%	17.4%
Vacant Housing Units	5.2%	4.5%	4.5%
2010 Housing Units	12,712	24,095	41,426
Owner Occupied Housing Units	51.9%	63.9%	66.2%
Renter Occupied Housing Units	36.8%	26.6%	24.9%
Vacant Housing Units	11.2%	9.4%	8.9%
2020 Housing Units	16,265	29,818	49,071
Owner Occupied Housing Units	50.3%	62.5%	65.8%
Renter Occupied Housing Units	44.7%	33.1%	29.7%
Vacant Housing Units	4.9%	4.4%	4.4%
2024 Housing Units	19,053	33,258	53,891
Owner Occupied Housing Units	50.9%	62.6%	66.8%
Renter Occupied Housing Units	42.8%	32.2%	28.4%
Vacant Housing Units	6.3%	5.2%	4.8%
2029 Housing Units	21,360	36,905	58,346
Owner Occupied Housing Units	50.0%	61.6%	66.6%
Renter Occupied Housing Units	44.4%	33.9%	29.0%
Vacant Housing Units	5.5%	4.5%	4.4%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

McDonough Marketplace
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	3 miles	5 miles	7 miles
2024 Households by Income			
Household Income Base	17,846	31,542	51,308
<\$15,000	6.6%	5.5%	4.8%
\$15,000 - \$24,999	3.8%	3.1%	3.0%
\$25,000 - \$34,999	5.0%	4.2%	4.4%
\$35,000 - \$49,999	11.5%	9.5%	10.0%
\$50,000 - \$74,999	22.3%	19.2%	18.5%
\$75,000 - \$99,999	15.8%	14.4%	14.7%
\$100,000 - \$149,999	22.8%	26.1%	25.1%
\$150,000 - \$199,999	7.7%	11.2%	12.2%
\$200,000+	4.4%	6.8%	7.3%
Average Household Income	\$90,975	\$104,308	\$106,439
2029 Households by Income			
Household Income Base	20,178	35,243	55,770
<\$15,000	5.1%	4.2%	3.7%
\$15,000 - \$24,999	2.6%	2.1%	2.0%
\$25,000 - \$34,999	3.7%	3.1%	3.2%
\$35,000 - \$49,999	9.3%	7.6%	8.0%
\$50,000 - \$74,999	19.9%	16.8%	16.2%
\$75,000 - \$99,999	16.6%	14.7%	14.7%
\$100,000 - \$149,999	26.2%	28.8%	28.0%
\$150,000 - \$199,999	10.4%	14.3%	15.4%
\$200,000+	6.0%	8.3%	8.7%
Average Household Income	\$106,385	\$119,465	\$121,590
2024 Owner Occupied Housing Units by Value			
Total	9,694	20,833	35,999
<\$50,000	2.4%	1.4%	1.4%
\$50,000 - \$99,999	2.0%	1.1%	1.1%
\$100,000 - \$149,999	3.1%	2.4%	2.3%
\$150,000 - \$199,999	7.0%	5.3%	5.1%
\$200,000 - \$249,999	9.3%	8.0%	8.9%
\$250,000 - \$299,999	27.0%	22.9%	21.9%
\$300,000 - \$399,999	37.0%	36.3%	34.9%
\$400,000 - \$499,999	7.1%	13.1%	13.7%
\$500,000 - \$749,999	4.4%	8.5%	9.7%
\$750,000 - \$999,999	0.2%	0.3%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.3%	0.2%
Average Home Value	\$316,776	\$347,954	\$351,545
2029 Owner Occupied Housing Units by Value			
Total	10,690	22,729	38,868
<\$50,000	1.0%	0.5%	0.5%
\$50,000 - \$99,999	0.5%	0.3%	0.2%
\$100,000 - \$149,999	1.4%	0.8%	0.6%
\$150,000 - \$199,999	2.2%	1.6%	1.5%
\$200,000 - \$249,999	5.4%	4.3%	4.8%
\$250,000 - \$299,999	22.9%	18.2%	17.5%
\$300,000 - \$399,999	47.0%	42.7%	40.0%
\$400,000 - \$499,999	10.5%	17.3%	18.0%
\$500,000 - \$749,999	7.9%	12.8%	15.0%
\$750,000 - \$999,999	0.6%	0.8%	1.1%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.4%	0.3%
Average Home Value	\$362,664	\$392,680	\$398,515

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

McDonough Marketplace
 135 Willow Ln, McDonough, Georgia, 30253
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 33.43215
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	3 miles	5 miles	7 miles
Median Household Income			
2024	\$75,811	\$88,011	\$88,999
2029	\$87,031	\$101,379	\$102,187
Median Home Value			
2024	\$298,528	\$324,465	\$326,858
2029	\$335,404	\$357,261	\$361,869
Per Capita Income			
2024	\$33,062	\$36,805	\$37,375
2029	\$38,777	\$42,564	\$43,147
Median Age			
2010	32.0	34.1	34.9
2020	34.3	36.5	37.4
2024	35.0	36.8	37.7
2029	36.4	37.6	38.3
2020 Population by Age			
Total	42,557	81,670	134,463
0 - 4	6.2%	5.8%	5.6%
5 - 9	7.0%	6.6%	6.5%
10 - 14	8.2%	8.1%	8.1%
15 - 24	14.9%	14.7%	14.5%
25 - 34	14.8%	12.8%	12.1%
35 - 44	14.2%	13.6%	13.4%
45 - 54	13.9%	14.7%	15.0%
55 - 64	10.7%	11.9%	12.3%
65 - 74	6.4%	7.4%	7.8%
75 - 84	3.1%	3.4%	3.6%
85 +	0.9%	1.0%	1.1%
18 +	73.9%	74.4%	74.6%
2024 Population by Age			
Total	48,565	89,403	146,190
0 - 4	6.2%	5.8%	5.6%
5 - 9	6.5%	6.3%	6.1%
10 - 14	7.1%	6.9%	6.9%
15 - 24	14.9%	14.6%	14.7%
25 - 34	15.5%	14.0%	13.3%
35 - 44	14.0%	13.4%	13.0%
45 - 54	13.4%	13.8%	14.0%
55 - 64	11.2%	12.3%	12.7%
65 - 74	6.8%	7.8%	8.2%
75 - 84	3.4%	4.0%	4.2%
85 +	1.0%	1.1%	1.2%
18 +	75.8%	76.4%	76.9%
2029 Population by Age			
Total	54,430	98,732	157,230
0 - 4	6.1%	5.8%	5.6%
5 - 9	6.0%	5.8%	5.6%
10 - 14	6.3%	6.2%	6.1%
15 - 24	13.7%	13.2%	13.0%
25 - 34	15.8%	15.4%	15.2%
35 - 44	14.4%	13.6%	13.1%
45 - 54	12.5%	12.5%	12.6%
55 - 64	11.6%	12.4%	12.8%
65 - 74	8.2%	9.1%	9.5%
75 - 84	4.2%	4.8%	5.0%
85 +	1.2%	1.4%	1.4%
18 +	77.8%	78.5%	79.0%
2020 Population by Sex			

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

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 135 Willow Ln, McDonough, Georgia, 30253
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	3 miles	5 miles	7 miles
Males	19,662	38,055	62,788
Females	22,895	43,615	71,675
2024 Population by Sex			
Males	22,808	42,360	69,566
Females	25,755	47,042	76,624
2029 Population by Sex			
Males	25,570	46,694	74,650
Females	28,861	52,037	82,581
2010 Population by Race/Ethnicity			
Total	31,692	62,851	108,155
White Alone	42.0%	49.3%	52.9%
Black Alone	49.3%	42.1%	38.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.3%	3.0%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	2.6%	2.3%
Two or More Races	2.8%	2.5%	2.5%
Hispanic Origin	7.8%	6.5%	6.0%
Diversity Index	63.9	62.9	61.7
2020 Population by Race/Ethnicity			
Total	42,557	81,670	134,463
White Alone	21.9%	27.9%	32.5%
Black Alone	64.3%	57.8%	53.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.5%	3.6%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	3.7%	3.5%
Two or More Races	6.8%	6.6%	6.6%
Hispanic Origin	8.7%	7.9%	7.7%
Diversity Index	60.6	64.2	66.0
2024 Population by Race/Ethnicity			
Total	48,565	89,402	146,190
White Alone	18.0%	23.3%	27.4%
Black Alone	67.8%	61.9%	57.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.7%	3.7%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	3.9%	3.8%
Two or More Races	6.8%	6.8%	6.9%
Hispanic Origin	8.9%	8.4%	8.2%
Diversity Index	58.2	62.3	64.8
2029 Population by Race/Ethnicity			
Total	54,430	98,731	157,231
White Alone	17.3%	22.1%	25.9%
Black Alone	67.8%	62.4%	58.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	4.0%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	4.0%	3.9%
Two or More Races	7.1%	7.1%	7.2%
Hispanic Origin	9.1%	8.7%	8.6%
Diversity Index	58.4	62.4	64.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

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	3 miles	5 miles	7 miles
2020 Population by Relationship and Household Type			
Total	42,557	81,670	134,463
In Households	98.9%	99.4%	99.5%
Householder	35.9%	34.9%	34.8%
Opposite-Sex Spouse	13.4%	15.8%	16.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.1%	1.8%	1.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	31.6%	31.5%	31.1%
Adopted Child	0.7%	0.7%	0.7%
Stepchild	1.5%	1.6%	1.7%
Grandchild	3.7%	3.6%	3.6%
Brother or Sister	1.7%	1.6%	1.5%
Parent	1.9%	1.8%	1.8%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	2.4%	2.3%	2.2%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	2.3%	2.3%
In Group Quarters	1.1%	0.6%	0.5%
Institutionalized	1.0%	0.6%	0.4%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	31,759	59,349	97,639
Less than 9th Grade	1.5%	1.4%	1.7%
9th - 12th Grade, No Diploma	5.0%	4.6%	4.0%
High School Graduate	26.8%	25.8%	26.5%
GED/Alternative Credential	3.7%	4.0%	4.0%
Some College, No Degree	20.5%	20.5%	20.2%
Associate Degree	13.2%	12.7%	12.6%
Bachelor's Degree	22.6%	20.8%	20.3%
Graduate/Professional Degree	6.6%	10.3%	10.7%
2024 Population 15+ by Marital Status			
Total	38,979	72,412	119,082
Never Married	39.1%	35.8%	35.6%
Married	44.8%	49.3%	49.5%
Widowed	3.4%	3.7%	3.9%
Divorced	12.6%	11.3%	11.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	24,136	45,560	74,204
Population 16+ Employed	95.3%	95.2%	95.7%
Population 16+ Unemployment rate	4.7%	4.8%	4.3%
Population 16-24 Employed	14.9%	13.0%	13.0%
Population 16-24 Unemployment rate	6.3%	12.4%	10.1%
Population 25-54 Employed	63.9%	63.0%	62.5%
Population 25-54 Unemployment rate	5.8%	4.7%	4.4%
Population 55-64 Employed	16.6%	18.1%	18.4%
Population 55-64 Unemployment rate	0.0%	0.2%	0.6%
Population 65+ Employed	4.6%	5.9%	6.1%
Population 65+ Unemployment rate	0.6%	0.6%	0.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

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	3 miles	5 miles	7 miles
2024 Employed Population 16+ by Industry			
Total	23,004	43,394	71,009
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	3.6%	4.4%	4.1%
Manufacturing	8.5%	8.7%	7.3%
Wholesale Trade	2.5%	2.1%	1.9%
Retail Trade	10.3%	10.5%	10.0%
Transportation/Utilities	18.3%	18.2%	17.8%
Information	1.7%	1.9%	2.1%
Finance/Insurance/Real Estate	3.2%	4.7%	4.6%
Services	44.1%	42.0%	43.1%
Public Administration	7.6%	7.5%	8.9%
2024 Employed Population 16+ by Occupation			
Total	23,006	43,395	71,009
White Collar	54.8%	58.6%	60.0%
Management/Business/Financial	12.0%	16.2%	16.7%
Professional	21.5%	21.4%	22.3%
Sales	8.2%	8.8%	8.1%
Administrative Support	13.1%	12.2%	12.8%
Services	17.9%	15.0%	15.2%
Blue Collar	27.3%	26.3%	24.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.4%	2.9%	2.8%
Installation/Maintenance/Repair	4.0%	3.8%	3.7%
Production	5.1%	4.4%	3.9%
Transportation/Material Moving	15.6%	15.1%	14.4%
2020 Households by Type			
Total	15,461	28,503	46,866
Married Couple Households	37.9%	45.8%	48.2%
With Own Children <18	16.2%	19.0%	19.9%
Without Own Children <18	21.7%	26.8%	28.3%
Cohabiting Couple Households	6.5%	5.5%	5.2%
With Own Children <18	2.9%	2.5%	2.3%
Without Own Children <18	3.6%	3.0%	2.9%
Male Householder, No Spouse/Partner	17.8%	15.7%	15.0%
Living Alone	10.9%	9.2%	8.8%
65 Years and over	2.2%	2.2%	2.1%
With Own Children <18	2.2%	2.1%	2.0%
Without Own Children <18, With Relatives	3.4%	3.3%	3.3%
No Relatives Present	1.2%	1.1%	1.0%
Female Householder, No Spouse/Partner	37.8%	33.0%	31.6%
Living Alone	13.8%	12.3%	12.2%
65 Years and over	4.7%	4.8%	5.0%
With Own Children <18	11.8%	10.0%	9.2%
Without Own Children <18, With Relatives	11.0%	9.7%	9.3%
No Relatives Present	1.1%	0.9%	0.9%
2020 Households by Size			
Total	15,461	28,503	46,866
1 Person Household	24.7%	21.6%	21.0%
2 Person Household	28.1%	29.0%	29.4%
3 Person Household	18.4%	18.6%	18.6%
4 Person Household	14.2%	15.6%	15.9%
5 Person Household	8.3%	8.7%	8.8%
6 Person Household	3.8%	4.0%	3.9%
7 + Person Household	2.5%	2.5%	2.5%

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July 09, 2024

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	3 miles	5 miles	7 miles
2020 Households by Tenure and Mortgage Status			
Total	15,461	28,503	46,866
Owner Occupied	52.9%	65.4%	68.9%
Owned with a Mortgage/Loan	44.6%	54.6%	57.1%
Owned Free and Clear	8.4%	10.8%	11.7%
Renter Occupied	47.1%	34.6%	31.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	105	106
Percent of Income for Mortgage	24.6%	23.1%	23.0%
Wealth Index	61	80	86
2020 Housing Units By Urban/ Rural Status			
Total	16,265	29,818	49,071
Urban Housing Units	97.1%	93.8%	89.7%
Rural Housing Units	2.9%	6.2%	10.3%
2020 Population By Urban/ Rural Status			
Total	42,557	81,670	134,463
Urban Population	97.1%	93.7%	89.2%
Rural Population	2.9%	6.3%	10.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024

Community Profile

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	3 miles	5 miles	7 miles
Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Traditional Living (12B)	Workday Drive (4A)	Workday Drive (4A)
3.	Workday Drive (4A)	Middleburg (4C)	Middleburg (4C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$36,691,878	\$72,566,531	\$119,238,827
Average Spent	\$2,056.03	\$2,300.63	\$2,323.98
Spending Potential Index	86	97	98
Education: Total \$	\$23,332,973	\$47,461,294	\$78,953,183
Average Spent	\$1,307.46	\$1,504.70	\$1,538.81
Spending Potential Index	76	87	89
Entertainment/Recreation: Total \$	\$57,947,185	\$118,241,652	\$196,629,411
Average Spent	\$3,247.07	\$3,748.70	\$3,832.33
Spending Potential Index	79	92	94
Food at Home: Total \$	\$106,902,708	\$211,816,762	\$349,645,743
Average Spent	\$5,990.29	\$6,715.39	\$6,814.64
Spending Potential Index	82	92	93
Food Away from Home: Total \$	\$58,939,510	\$118,331,486	\$195,608,587
Average Spent	\$3,302.67	\$3,751.55	\$3,812.44
Spending Potential Index	85	96	98
Health Care: Total \$	\$110,209,148	\$223,315,223	\$372,101,005
Average Spent	\$6,175.57	\$7,079.93	\$7,252.30
Spending Potential Index	80	92	94
HH Furnishings & Equipment: Total \$	\$46,302,831	\$93,858,322	\$155,956,888
Average Spent	\$2,594.58	\$2,975.66	\$3,039.62
Spending Potential Index	82	94	96
Personal Care Products & Services: Total \$	\$14,338,348	\$28,697,686	\$47,526,553
Average Spent	\$803.45	\$909.82	\$926.30
Spending Potential Index	81	91	93
Shelter: Total \$	\$384,409,725	\$769,974,991	\$1,272,384,424
Average Spent	\$21,540.39	\$24,411.10	\$24,798.95
Spending Potential Index	81	92	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,839,824	\$103,980,391	\$174,385,618
Average Spent	\$2,792.77	\$3,296.57	\$3,398.80
Spending Potential Index	80	94	97
Travel: Total \$	\$42,344,603	\$86,858,675	\$144,599,814
Average Spent	\$2,372.78	\$2,753.75	\$2,818.27
Spending Potential Index	78	91	93
Vehicle Maintenance & Repairs: Total \$	\$21,931,805	\$43,968,801	\$72,859,770
Average Spent	\$1,228.95	\$1,393.98	\$1,420.05
Spending Potential Index	83	94	96

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 09, 2024