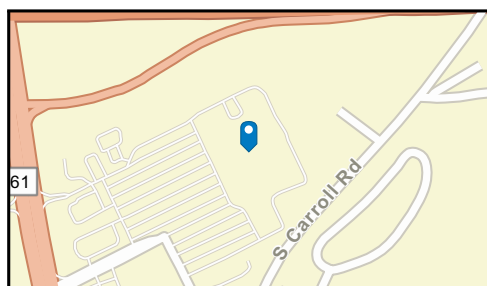
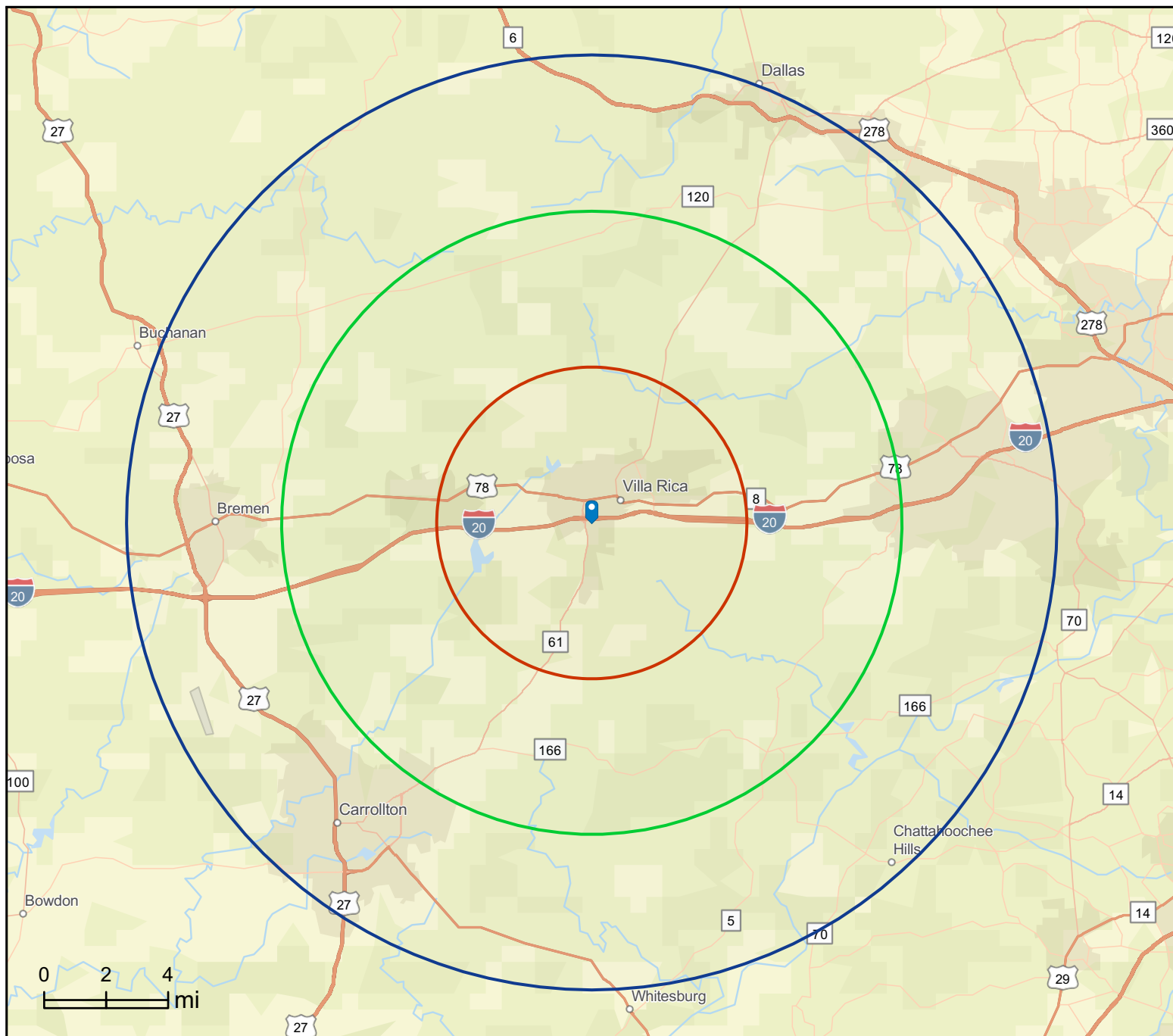


Site Map

Villa Rica Commons
600 Carrollton Villa Rica Hwy, Villa Rica, Georgia, 30180
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 33.72017
Longitude: -84.93496



July 10, 2024

Community Profile

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	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	34,441	112,619	279,928
2020 Total Population	38,697	123,069	304,952
2020 Group Quarters	0	242	4,314
2024 Total Population	41,615	130,030	318,216
2024 Group Quarters	0	231	4,089
2029 Total Population	43,766	136,102	329,705
2024-2029 Annual Rate	1.01%	0.92%	0.71%
2024 Total Daytime Population	34,787	97,093	270,806
Workers	13,250	28,776	102,260
Residents	21,537	68,317	168,546
Household Summary			
2010 Households	12,090	39,110	96,660
2010 Average Household Size	2.85	2.87	2.84
2020 Total Households	13,560	42,955	106,247
2020 Average Household Size	2.85	2.86	2.83
2024 Households	14,654	45,630	111,636
2024 Average Household Size	2.84	2.84	2.81
2029 Households	15,523	48,101	116,573
2029 Average Household Size	2.82	2.82	2.79
2024-2029 Annual Rate	1.16%	1.06%	0.87%
2010 Families	9,144	30,446	72,677
2010 Average Family Size	3.26	3.24	3.25
2024 Families	10,642	34,008	80,877
2024 Average Family Size	3.28	3.25	3.28
2029 Families	11,190	35,605	83,818
2029 Average Family Size	3.27	3.24	3.26
2024-2029 Annual Rate	1.01%	0.92%	0.72%
Housing Unit Summary			
2000 Housing Units	7,132	27,438	74,037
Owner Occupied Housing Units	71.5%	78.9%	72.8%
Renter Occupied Housing Units	19.3%	14.7%	21.4%
Vacant Housing Units	9.2%	6.5%	5.8%
2010 Housing Units	13,563	43,382	107,417
Owner Occupied Housing Units	65.1%	70.4%	66.3%
Renter Occupied Housing Units	24.1%	19.8%	23.7%
Vacant Housing Units	10.9%	9.8%	10.0%
2020 Housing Units	14,351	45,482	112,475
Owner Occupied Housing Units	67.4%	71.7%	67.1%
Renter Occupied Housing Units	27.1%	22.8%	27.3%
Vacant Housing Units	5.5%	5.5%	5.6%
2024 Housing Units	15,372	47,941	117,325
Owner Occupied Housing Units	70.6%	74.6%	70.0%
Renter Occupied Housing Units	24.7%	20.6%	25.2%
Vacant Housing Units	4.7%	4.8%	4.8%
2029 Housing Units	16,211	50,514	122,476
Owner Occupied Housing Units	72.6%	76.8%	72.6%
Renter Occupied Housing Units	23.2%	18.4%	22.6%
Vacant Housing Units	4.2%	4.8%	4.8%

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 10, 2024

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	5 miles	10 miles	15 miles
2024 Households by Income			
Household Income Base	14,654	45,630	111,636
<\$15,000	5.5%	5.2%	6.2%
\$15,000 - \$24,999	5.3%	4.6%	5.5%
\$25,000 - \$34,999	5.7%	4.9%	5.4%
\$35,000 - \$49,999	7.0%	8.3%	9.6%
\$50,000 - \$74,999	18.0%	17.2%	17.2%
\$75,000 - \$99,999	19.5%	19.4%	17.7%
\$100,000 - \$149,999	22.9%	24.0%	21.7%
\$150,000 - \$199,999	9.8%	10.9%	10.9%
\$200,000+	6.3%	5.6%	5.8%
Average Household Income	\$100,138	\$100,498	\$98,241
2029 Households by Income			
Household Income Base	15,523	48,101	116,573
<\$15,000	4.6%	4.2%	5.0%
\$15,000 - \$24,999	3.9%	3.3%	3.9%
\$25,000 - \$34,999	4.4%	3.7%	4.2%
\$35,000 - \$49,999	5.1%	6.6%	7.9%
\$50,000 - \$74,999	15.0%	14.6%	15.3%
\$75,000 - \$99,999	19.7%	19.3%	17.8%
\$100,000 - \$149,999	26.8%	27.5%	24.8%
\$150,000 - \$199,999	12.8%	14.0%	14.1%
\$200,000+	7.7%	6.8%	7.1%
Average Household Income	\$115,476	\$115,295	\$112,951
2024 Owner Occupied Housing Units by Value			
Total	10,857	35,745	82,098
<\$50,000	2.8%	3.4%	3.5%
\$50,000 - \$99,999	1.4%	2.2%	2.7%
\$100,000 - \$149,999	3.2%	3.6%	4.7%
\$150,000 - \$199,999	12.8%	11.2%	11.5%
\$200,000 - \$249,999	16.4%	15.1%	14.8%
\$250,000 - \$299,999	20.7%	18.5%	16.7%
\$300,000 - \$399,999	26.8%	23.7%	25.6%
\$400,000 - \$499,999	7.6%	10.6%	8.8%
\$500,000 - \$749,999	6.1%	8.0%	8.3%
\$750,000 - \$999,999	1.8%	3.0%	2.7%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$310,645	\$328,493	\$324,208
2029 Owner Occupied Housing Units by Value			
Total	11,769	38,796	88,941
<\$50,000	1.1%	1.4%	1.4%
\$50,000 - \$99,999	0.3%	0.5%	0.7%
\$100,000 - \$149,999	0.7%	0.8%	1.2%
\$150,000 - \$199,999	5.3%	4.3%	4.6%
\$200,000 - \$249,999	10.7%	9.5%	9.4%
\$250,000 - \$299,999	20.0%	17.0%	15.4%
\$300,000 - \$399,999	34.3%	29.9%	32.7%
\$400,000 - \$499,999	10.3%	16.0%	13.5%
\$500,000 - \$749,999	12.6%	14.7%	14.6%
\$750,000 - \$999,999	3.9%	4.8%	5.0%
\$1,000,000 - \$1,499,999	0.5%	0.8%	1.0%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.3%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$380,494	\$404,334	\$403,858

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 10, 2024

Community Profile

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	5 miles	10 miles	15 miles
Median Household Income			
2024	\$83,819	\$85,593	\$81,856
2029	\$95,473	\$97,256	\$92,812
Median Home Value			
2024	\$282,544	\$289,242	\$288,434
2029	\$334,583	\$355,371	\$352,603
Per Capita Income			
2024	\$35,387	\$35,263	\$34,486
2029	\$41,100	\$40,737	\$39,949
Median Age			
2010	33.7	35.2	34.1
2020	36.5	37.9	36.9
2024	36.9	38.4	37.4
2029	37.6	39.1	38.2
2020 Population by Age			
Total	38,697	123,069	304,952
0 - 4	6.5%	5.9%	5.9%
5 - 9	7.0%	6.7%	6.7%
10 - 14	7.7%	7.7%	7.6%
15 - 24	13.9%	13.6%	14.9%
25 - 34	13.0%	12.3%	12.5%
35 - 44	13.3%	13.0%	12.8%
45 - 54	13.5%	14.3%	14.0%
55 - 64	12.0%	12.8%	12.4%
65 - 74	8.4%	8.7%	8.3%
75 - 84	3.8%	4.0%	3.8%
85 +	1.0%	1.0%	1.1%
18 +	74.3%	75.0%	75.2%
2024 Population by Age			
Total	41,613	130,031	318,216
0 - 4	6.4%	5.9%	5.8%
5 - 9	6.8%	6.4%	6.3%
10 - 14	7.2%	7.0%	6.9%
15 - 24	13.6%	13.6%	14.8%
25 - 34	13.4%	12.7%	13.1%
35 - 44	13.5%	13.1%	12.8%
45 - 54	13.0%	13.5%	13.1%
55 - 64	12.0%	12.9%	12.6%
65 - 74	8.5%	9.1%	8.8%
75 - 84	4.4%	4.7%	4.5%
85 +	1.2%	1.2%	1.2%
18 +	75.3%	76.4%	76.7%
2029 Population by Age			
Total	43,765	136,104	329,707
0 - 4	6.4%	5.9%	5.8%
5 - 9	6.3%	5.9%	5.8%
10 - 14	6.6%	6.4%	6.2%
15 - 24	12.6%	12.4%	13.6%
25 - 34	14.5%	14.0%	14.3%
35 - 44	13.6%	13.2%	13.1%
45 - 54	12.3%	12.5%	12.1%
55 - 64	11.7%	12.7%	12.3%
65 - 74	9.4%	10.3%	9.9%
75 - 84	5.2%	5.5%	5.3%
85 +	1.3%	1.4%	1.5%
18 +	76.8%	78.1%	78.5%

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

July 10, 2024

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600 Carrollton Villa Rica Hwy, Villa Rica, Georgia, 30180
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	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	18,608	59,894	146,639
Females	20,089	63,175	158,313
2024 Population by Sex			
Males	20,385	64,326	155,537
Females	21,230	65,704	162,679
2029 Population by Sex			
Males	21,345	66,918	160,275
Females	22,420	69,185	169,430
2010 Population by Race/Ethnicity			
Total	34,441	112,619	279,928
White Alone	72.1%	75.8%	69.1%
Black Alone	21.6%	18.8%	24.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.1%	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.4%	2.0%	2.6%
Two or More Races	2.4%	2.2%	2.3%
Hispanic Origin	5.6%	4.9%	6.2%
Diversity Index	49.2	44.7	52.3
2020 Population by Race/Ethnicity			
Total	38,697	123,069	304,952
White Alone	62.3%	65.5%	57.5%
Black Alone	25.2%	22.5%	29.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.6%	1.1%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.0%	3.4%	4.2%
Two or More Races	7.4%	7.2%	7.1%
Hispanic Origin	6.8%	7.2%	8.7%
Diversity Index	60.0	58.0	64.3
2024 Population by Race/Ethnicity			
Total	41,614	130,029	318,215
White Alone	59.3%	62.4%	54.5%
Black Alone	27.1%	24.3%	31.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.7%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.4%	3.8%	4.7%
Two or More Races	8.1%	7.9%	7.7%
Hispanic Origin	7.7%	8.2%	9.8%
Diversity Index	62.9	61.3	66.8
2029 Population by Race/Ethnicity			
Total	43,766	136,101	329,705
White Alone	57.1%	60.5%	52.8%
Black Alone	28.2%	25.1%	32.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.9%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.7%	4.1%	5.0%
Two or More Races	8.7%	8.4%	8.2%
Hispanic Origin	8.5%	8.9%	10.5%
Diversity Index	64.9	63.3	68.3

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 10, 2024

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	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	38,697	123,069	304,952
In Households	100.0%	99.8%	98.6%
Householder	35.2%	34.9%	34.9%
Opposite-Sex Spouse	17.9%	18.8%	17.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.3%	2.1%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.9%	28.7%	28.7%
Adopted Child	0.7%	0.8%	0.7%
Stepchild	2.0%	2.0%	1.9%
Grandchild	3.8%	3.9%	3.7%
Brother or Sister	1.4%	1.3%	1.3%
Parent	1.5%	1.4%	1.5%
Parent-in-law	0.5%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.7%	0.6%
Other Relatives	1.9%	1.8%	1.8%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	2.9%	2.8%	3.3%
In Group Quarters	0.0%	0.2%	1.4%
Institutionalized	0.0%	0.2%	0.6%
Noninstitutionalized	0.0%	0.0%	0.8%
2024 Population 25+ by Educational Attainment			
Total	27,478	87,295	210,617
Less than 9th Grade	2.5%	2.6%	2.7%
9th - 12th Grade, No Diploma	8.2%	7.6%	7.4%
High School Graduate	28.3%	28.3%	27.6%
GED/Alternative Credential	5.3%	6.6%	6.6%
Some College, No Degree	23.2%	21.8%	20.7%
Associate Degree	9.4%	8.9%	9.2%
Bachelor's Degree	14.7%	15.2%	16.5%
Graduate/Professional Degree	8.4%	8.9%	9.3%
2024 Population 15+ by Marital Status			
Total	33,135	104,966	257,713
Never Married	30.2%	28.2%	31.0%
Married	51.0%	55.0%	52.3%
Widowed	5.2%	5.3%	5.1%
Divorced	13.7%	11.5%	11.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	21,392	65,072	158,065
Population 16+ Employed	95.4%	96.4%	95.8%
Population 16+ Unemployment rate	4.6%	3.6%	4.2%
Population 16-24 Employed	14.2%	13.7%	14.6%
Population 16-24 Unemployment rate	11.1%	9.1%	10.9%
Population 25-54 Employed	66.0%	65.3%	64.1%
Population 25-54 Unemployment rate	3.8%	2.7%	3.0%
Population 55-64 Employed	15.0%	15.6%	15.8%
Population 55-64 Unemployment rate	2.4%	2.5%	2.4%
Population 65+ Employed	4.8%	5.4%	5.5%
Population 65+ Unemployment rate	1.4%	3.1%	3.6%

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

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	5 miles	10 miles	15 miles
2024 Employed Population 16+ by Industry			
Total	20,413	62,708	151,470
Agriculture/Mining	0.6%	0.4%	0.4%
Construction	7.7%	8.7%	8.1%
Manufacturing	18.4%	14.8%	13.6%
Wholesale Trade	2.1%	3.0%	2.8%
Retail Trade	11.2%	10.8%	10.7%
Transportation/Utilities	9.4%	10.0%	9.0%
Information	2.0%	2.0%	2.1%
Finance/Insurance/Real Estate	3.8%	4.0%	4.7%
Services	40.0%	41.3%	43.7%
Public Administration	4.7%	5.0%	5.0%
2024 Employed Population 16+ by Occupation			
Total	20,413	62,709	151,470
White Collar	55.9%	55.6%	57.8%
Management/Business/Financial	17.3%	15.8%	16.3%
Professional	19.8%	19.2%	20.3%
Sales	7.5%	8.5%	9.0%
Administrative Support	11.3%	12.0%	12.2%
Services	13.4%	14.1%	14.6%
Blue Collar	30.8%	30.3%	27.5%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	3.6%	5.1%	5.0%
Installation/Maintenance/Repair	5.7%	5.3%	4.6%
Production	10.9%	8.7%	7.8%
Transportation/Material Moving	10.3%	11.1%	10.0%
2020 Households by Type			
Total	13,560	42,955	106,247
Married Couple Households	51.3%	54.2%	50.5%
With Own Children <18	21.8%	21.7%	20.4%
Without Own Children <18	29.5%	32.5%	30.2%
Cohabiting Couple Households	6.9%	6.3%	6.3%
With Own Children <18	3.0%	2.6%	2.6%
Without Own Children <18	3.9%	3.7%	3.7%
Male Householder, No Spouse/Partner	15.6%	15.3%	15.8%
Living Alone	9.1%	9.1%	9.3%
65 Years and over	2.5%	2.6%	2.7%
With Own Children <18	1.8%	1.8%	1.8%
Without Own Children <18, With Relatives	3.7%	3.4%	3.4%
No Relatives Present	1.0%	1.0%	1.3%
Female Householder, No Spouse/Partner	26.1%	24.2%	27.4%
Living Alone	11.7%	10.2%	11.4%
65 Years and over	5.6%	5.0%	5.4%
With Own Children <18	6.3%	5.7%	6.7%
Without Own Children <18, With Relatives	7.2%	7.5%	8.1%
No Relatives Present	1.0%	0.8%	1.1%
2020 Households by Size			
Total	13,560	42,955	106,247
1 Person Household	20.7%	19.3%	20.7%
2 Person Household	30.2%	32.0%	31.1%
3 Person Household	18.8%	18.5%	18.2%
4 Person Household	16.0%	16.0%	15.8%
5 Person Household	8.2%	8.4%	8.3%
6 Person Household	3.5%	3.5%	3.6%
7 + Person Household	2.5%	2.3%	2.3%

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

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	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	13,560	42,955	106,247
Owner Occupied	71.4%	75.9%	71.1%
Owned with a Mortgage/Loan	54.9%	57.0%	53.7%
Owned Free and Clear	16.5%	18.9%	17.3%
Renter Occupied	28.6%	24.1%	28.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	118	113
Percent of Income for Mortgage	21.1%	21.2%	22.1%
Wealth Index	79	81	79
2020 Housing Units By Urban/ Rural Status			
Total	14,351	45,482	112,475
Urban Housing Units	58.8%	50.5%	68.5%
Rural Housing Units	41.2%	49.5%	31.5%
2020 Population By Urban/ Rural Status			
Total	38,697	123,069	304,952
Urban Population	57.6%	50.6%	69.0%
Rural Population	42.4%	49.4%	31.0%

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.

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July 10, 2024

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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Traditional Living (12B)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Up and Coming Families (7A)	Up and Coming Families (7A)	Workday Drive (4A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$31,705,066	\$97,582,781	\$235,682,118
Average Spent	\$2,163.58	\$2,138.57	\$2,111.17
Spending Potential Index	91	90	89
Education: Total \$	\$20,154,335	\$64,029,196	\$155,822,585
Average Spent	\$1,375.35	\$1,403.23	\$1,395.81
Spending Potential Index	80	81	81
Entertainment/Recreation: Total \$	\$53,128,177	\$166,342,786	\$397,679,952
Average Spent	\$3,625.51	\$3,645.47	\$3,562.29
Spending Potential Index	89	89	87
Food at Home: Total \$	\$94,352,808	\$294,574,591	\$709,896,365
Average Spent	\$6,438.71	\$6,455.72	\$6,359.03
Spending Potential Index	88	88	87
Food Away from Home: Total \$	\$52,993,371	\$163,882,119	\$392,165,880
Average Spent	\$3,616.31	\$3,591.54	\$3,512.90
Spending Potential Index	93	92	90
Health Care: Total \$	\$102,429,774	\$322,708,241	\$770,550,956
Average Spent	\$6,989.88	\$7,072.28	\$6,902.35
Spending Potential Index	91	92	90
HH Furnishings & Equipment: Total \$	\$42,339,352	\$132,147,082	\$315,512,063
Average Spent	\$2,889.27	\$2,896.06	\$2,826.26
Spending Potential Index	91	92	89
Personal Care Products & Services: Total \$	\$12,694,783	\$39,624,588	\$95,293,639
Average Spent	\$866.30	\$868.39	\$853.61
Spending Potential Index	87	87	86
Shelter: Total \$	\$337,895,236	\$1,049,973,286	\$2,525,716,029
Average Spent	\$23,058.23	\$23,010.59	\$22,624.57
Spending Potential Index	86	86	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,014,901	\$153,999,197	\$361,389,841
Average Spent	\$3,344.81	\$3,374.96	\$3,237.22
Spending Potential Index	95	96	92
Travel: Total \$	\$38,510,160	\$120,663,904	\$287,980,689
Average Spent	\$2,627.96	\$2,644.40	\$2,579.64
Spending Potential Index	87	87	85
Vehicle Maintenance & Repairs: Total \$	\$19,887,588	\$61,867,230	\$148,470,471
Average Spent	\$1,357.14	\$1,355.85	\$1,329.95
Spending Potential Index	92	92	90

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 10, 2024