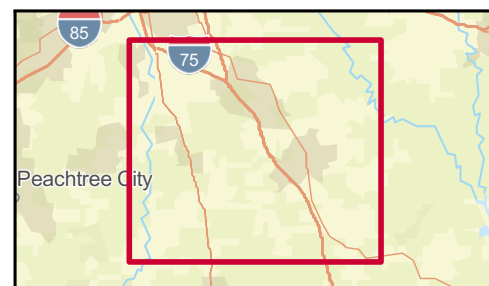
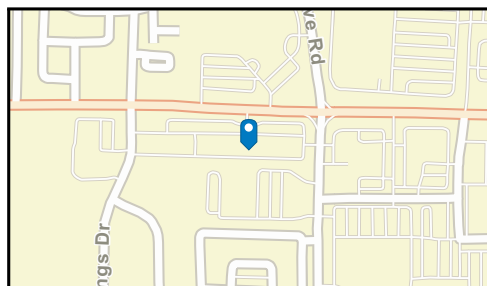
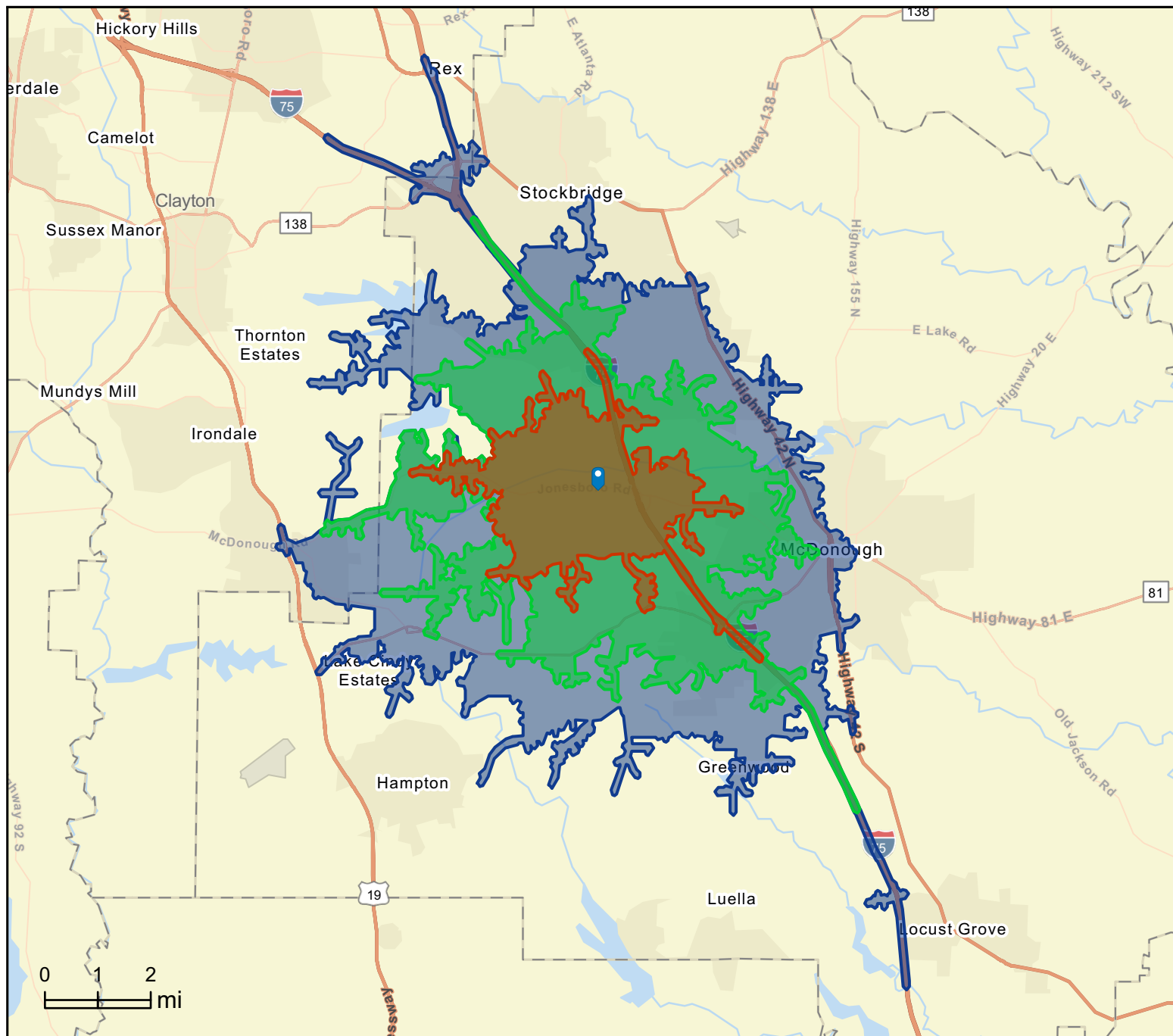


Site Map

Towne Centre Village
1971 Jonesboro Rd, McDonough, Georgia, 30253
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 33.46390
Longitude: -84.22270



Community Profile

Towne Centre Village
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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	5,940	23,928	62,263
2020 Total Population	9,716	33,791	80,127
2020 Group Quarters	0	40	1,670
2024 Total Population	11,511	37,351	88,130
2024 Group Quarters	0	38	1,692
2029 Total Population	14,806	42,915	94,754
2024-2029 Annual Rate	5.16%	2.82%	1.46%
2024 Total Daytime Population	12,433	45,058	97,085
Workers	6,176	25,851	52,058
Residents	6,257	19,207	45,027
Household Summary			
2010 Households	1,968	8,355	22,015
2010 Average Household Size	3.02	2.86	2.76
2020 Total Households	3,277	11,811	28,361
2020 Average Household Size	2.96	2.86	2.77
2024 Households	3,929	13,216	31,432
2024 Average Household Size	2.93	2.82	2.75
2029 Households	5,102	15,269	34,092
2029 Average Household Size	2.90	2.81	2.73
2024-2029 Annual Rate	5.36%	2.93%	1.64%
2010 Families	1,603	6,368	16,048
2010 Average Family Size	3.34	3.29	3.24
2024 Families	3,011	9,629	22,264
2024 Average Family Size	3.30	3.27	3.26
2029 Families	3,908	11,189	24,160
2029 Average Family Size	3.27	3.24	3.24
2024-2029 Annual Rate	5.35%	3.05%	1.65%
Housing Unit Summary			
2000 Housing Units	1,317	5,478	14,167
Owner Occupied Housing Units	90.6%	84.6%	75.6%
Renter Occupied Housing Units	6.9%	12.4%	19.4%
Vacant Housing Units	2.5%	2.9%	5.0%
2010 Housing Units	2,105	9,063	24,378
Owner Occupied Housing Units	79.2%	69.0%	60.1%
Renter Occupied Housing Units	14.3%	23.1%	30.2%
Vacant Housing Units	6.5%	7.8%	9.7%
2020 Housing Units	3,423	12,375	29,879
Owner Occupied Housing Units	72.8%	65.9%	58.8%
Renter Occupied Housing Units	23.0%	29.5%	36.1%
Vacant Housing Units	4.3%	4.3%	4.8%
2024 Housing Units	4,542	14,174	33,342
Owner Occupied Housing Units	61.1%	63.7%	60.3%
Renter Occupied Housing Units	25.4%	29.5%	34.0%
Vacant Housing Units	13.5%	6.8%	5.7%
2029 Housing Units	5,658	16,218	35,960
Owner Occupied Housing Units	50.9%	58.0%	58.6%
Renter Occupied Housing Units	39.3%	36.2%	36.2%
Vacant Housing Units	9.8%	5.9%	5.2%

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.

August 12, 2024

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2024 Households by Income			
Household Income Base	3,929	13,216	31,432
<\$15,000	2.4%	3.7%	5.1%
\$15,000 - \$24,999	2.4%	2.8%	3.6%
\$25,000 - \$34,999	3.4%	4.0%	5.6%
\$35,000 - \$49,999	3.9%	9.4%	10.6%
\$50,000 - \$74,999	22.7%	17.7%	20.0%
\$75,000 - \$99,999	16.9%	16.5%	15.5%
\$100,000 - \$149,999	24.6%	25.4%	23.1%
\$150,000 - \$199,999	15.2%	13.4%	10.5%
\$200,000+	8.5%	7.0%	5.9%
Average Household Income	\$116,121	\$108,438	\$99,103
2029 Households by Income			
Household Income Base	5,102	15,269	34,092
<\$15,000	1.9%	2.7%	4.1%
\$15,000 - \$24,999	1.5%	1.7%	2.4%
\$25,000 - \$34,999	2.4%	2.7%	4.2%
\$35,000 - \$49,999	4.2%	7.3%	8.7%
\$50,000 - \$74,999	19.4%	15.6%	18.0%
\$75,000 - \$99,999	16.5%	16.3%	15.9%
\$100,000 - \$149,999	25.7%	28.2%	26.3%
\$150,000 - \$199,999	18.3%	16.9%	13.4%
\$200,000+	10.1%	8.6%	7.1%
Average Household Income	\$130,142	\$124,364	\$113,542
2024 Owner Occupied Housing Units by Value			
Total	2,775	9,029	20,092
<\$50,000	0.4%	0.8%	2.3%
\$50,000 - \$99,999	0.3%	0.4%	1.2%
\$100,000 - \$149,999	1.3%	1.7%	2.3%
\$150,000 - \$199,999	3.9%	5.8%	5.6%
\$200,000 - \$249,999	3.6%	7.0%	9.3%
\$250,000 - \$299,999	20.3%	23.1%	24.2%
\$300,000 - \$399,999	42.2%	38.0%	34.3%
\$400,000 - \$499,999	12.0%	9.3%	9.8%
\$500,000 - \$749,999	15.0%	12.5%	10.1%
\$750,000 - \$999,999	0.2%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.5%	0.7%	0.4%
Average Home Value	\$385,933	\$367,778	\$342,716
2029 Owner Occupied Housing Units by Value			
Total	2,879	9,401	21,090
<\$50,000	0.1%	0.2%	1.6%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.2%	0.4%	0.9%
\$150,000 - \$199,999	1.1%	1.5%	1.8%
\$200,000 - \$249,999	1.5%	3.1%	4.9%
\$250,000 - \$299,999	15.1%	18.0%	20.4%
\$300,000 - \$399,999	46.2%	44.2%	41.5%
\$400,000 - \$499,999	13.9%	11.8%	12.7%
\$500,000 - \$749,999	20.4%	18.4%	14.2%
\$750,000 - \$999,999	0.3%	0.8%	0.7%
\$1,000,000 - \$1,499,999	0.7%	0.8%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.7%	0.4%
Average Home Value	\$423,255	\$415,954	\$384,658

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.

August 12, 2024

Community Profile

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	7 minutes	10 minutes	13 minutes
Median Household Income			
2024	\$96,609	\$92,180	\$81,549
2029	\$105,135	\$103,883	\$93,728
Median Home Value			
2024	\$348,079	\$329,461	\$314,795
2029	\$369,384	\$360,609	\$348,251
Per Capita Income			
2024	\$39,434	\$38,454	\$35,403
2029	\$44,812	\$44,342	\$40,903
Median Age			
2010	37.0	36.2	34.6
2020	38.0	37.6	36.6
2024	37.4	37.8	37.0
2029	37.4	38.4	37.8
2020 Population by Age			
Total	9,716	33,791	80,127
0 - 4	5.8%	5.6%	5.7%
5 - 9	6.2%	6.2%	6.4%
10 - 14	8.0%	7.8%	7.8%
15 - 24	14.5%	14.5%	14.5%
25 - 34	11.7%	12.5%	13.5%
35 - 44	13.7%	13.5%	13.7%
45 - 54	15.3%	15.0%	14.5%
55 - 64	13.1%	12.7%	12.2%
65 - 74	7.9%	7.8%	7.5%
75 - 84	3.1%	3.4%	3.3%
85 +	0.8%	1.0%	1.0%
18 +	74.4%	75.4%	75.3%
2024 Population by Age			
Total	11,513	37,351	88,130
0 - 4	5.9%	5.6%	5.7%
5 - 9	6.5%	6.1%	6.1%
10 - 14	6.7%	6.6%	6.6%
15 - 24	14.3%	14.2%	14.4%
25 - 34	13.5%	13.9%	14.5%
35 - 44	13.1%	13.3%	13.5%
45 - 54	14.3%	13.9%	13.6%
55 - 64	12.7%	12.8%	12.4%
65 - 74	8.3%	8.4%	8.0%
75 - 84	3.8%	4.2%	4.0%
85 +	0.9%	1.1%	1.1%
18 +	76.5%	77.3%	77.2%
2029 Population by Age			
Total	14,807	42,915	94,754
0 - 4	6.0%	5.6%	5.7%
5 - 9	6.0%	5.6%	5.6%
10 - 14	6.5%	6.1%	6.0%
15 - 24	12.6%	12.6%	13.0%
25 - 34	15.5%	15.2%	15.6%
35 - 44	13.6%	13.7%	13.8%
45 - 54	12.6%	12.6%	12.5%
55 - 64	12.1%	12.5%	12.2%
65 - 74	9.4%	9.7%	9.4%
75 - 84	4.6%	5.0%	4.8%
85 +	1.1%	1.4%	1.4%
18 +	77.8%	79.0%	79.0%

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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2020 Population by Sex			
Males	4,617	15,736	37,646
Females	5,099	18,055	42,481
2024 Population by Sex			
Males	5,544	17,699	42,136
Females	5,967	19,652	45,994
2029 Population by Sex			
Males	7,108	20,315	45,177
Females	7,698	22,600	49,577
2010 Population by Race/Ethnicity			
Total	5,940	23,929	62,261
White Alone	55.4%	53.2%	45.7%
Black Alone	33.7%	36.5%	43.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	6.1%	4.7%	4.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.6%	3.2%
Two or More Races	2.4%	2.6%	2.8%
Hispanic Origin	6.3%	7.0%	7.7%
Diversity Index	62.5	63.4	65.4
2020 Population by Race/Ethnicity			
Total	9,716	33,791	80,127
White Alone	24.8%	26.9%	24.6%
Black Alone	58.3%	57.0%	59.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.5%	5.1%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.5%	3.8%	4.1%
Two or More Races	6.6%	6.9%	6.6%
Hispanic Origin	7.3%	7.9%	8.5%
Diversity Index	64.4	65.3	64.2
2024 Population by Race/Ethnicity			
Total	11,513	37,351	88,130
White Alone	19.5%	21.8%	20.3%
Black Alone	63.1%	61.4%	63.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.5%	5.2%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.7%	4.0%	4.3%
Two or More Races	6.8%	7.1%	6.7%
Hispanic Origin	7.7%	8.4%	8.9%
Diversity Index	61.7	63.2	62.0
2029 Population by Race/Ethnicity			
Total	14,806	42,915	94,756
White Alone	18.0%	20.8%	19.2%
Black Alone	64.0%	61.6%	64.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	6.8%	5.5%	4.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.8%	4.1%	4.4%
Two or More Races	7.1%	7.5%	7.1%
Hispanic Origin	8.1%	8.8%	9.3%
Diversity Index	61.5	63.6	62.1

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.

August 12, 2024

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2020 Population by Relationship and Household Type			
Total	9,716	33,791	80,127
In Households	100.0%	99.9%	97.9%
Householder	33.8%	35.2%	35.3%
Opposite-Sex Spouse	17.8%	16.6%	14.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.5%	1.7%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	31.4%	30.6%	30.4%
Adopted Child	0.6%	0.7%	0.6%
Stepchild	1.9%	1.7%	1.5%
Grandchild	3.5%	3.6%	3.6%
Brother or Sister	1.5%	1.6%	1.6%
Parent	2.1%	2.0%	1.9%
Parent-in-law	0.5%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.6%
Other Relatives	2.3%	2.4%	2.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.1%	2.3%	2.5%
In Group Quarters	0.0%	0.1%	2.1%
Institutionalized	0.0%	0.1%	1.9%
Noninstitutionalized	0.0%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	7,672	25,231	59,201
Less than 9th Grade	0.9%	1.2%	2.1%
9th - 12th Grade, No Diploma	5.6%	4.5%	4.6%
High School Graduate	19.6%	25.3%	25.4%
GED/Alternative Credential	3.3%	4.0%	4.2%
Some College, No Degree	23.8%	21.5%	20.6%
Associate Degree	15.3%	12.5%	13.0%
Bachelor's Degree	21.9%	21.2%	20.3%
Graduate/Professional Degree	9.6%	9.9%	9.7%
2024 Population 15+ by Marital Status			
Total	9,314	30,542	71,909
Never Married	32.1%	33.9%	37.6%
Married	55.6%	51.3%	47.2%
Widowed	2.2%	4.0%	3.9%
Divorced	10.1%	10.8%	11.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,425	18,976	43,999
Population 16+ Employed	98.5%	97.2%	96.3%
Population 16+ Unemployment rate	1.5%	2.8%	3.7%
Population 16-24 Employed	11.6%	12.5%	12.9%
Population 16-24 Unemployment rate	2.7%	3.2%	5.8%
Population 25-54 Employed	65.5%	63.2%	63.3%
Population 25-54 Unemployment rate	1.7%	3.7%	4.3%
Population 55-64 Employed	16.3%	17.6%	17.6%
Population 55-64 Unemployment rate	0.7%	0.3%	0.9%
Population 65+ Employed	6.6%	6.7%	6.2%
Population 65+ Unemployment rate	0.3%	0.3%	0.8%

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2024 Employed Population 16+ by Industry			
Total	5,342	18,436	42,355
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.1%	4.1%	3.4%
Manufacturing	8.1%	6.8%	7.2%
Wholesale Trade	1.7%	2.4%	2.2%
Retail Trade	7.8%	9.8%	9.7%
Transportation/Utilities	20.2%	17.4%	18.6%
Information	2.5%	1.9%	1.8%
Finance/Insurance/Real Estate	8.8%	5.9%	4.6%
Services	39.1%	44.0%	43.7%
Public Administration	8.5%	7.7%	8.6%
2024 Employed Population 16+ by Occupation			
Total	5,341	18,435	42,353
White Collar	63.3%	60.3%	60.3%
Management/Business/Financial	21.0%	17.9%	15.9%
Professional	20.6%	20.5%	21.9%
Sales	9.2%	8.3%	8.2%
Administrative Support	12.5%	13.7%	14.4%
Services	12.3%	14.3%	15.3%
Blue Collar	24.4%	25.4%	24.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.6%	2.2%	2.2%
Installation/Maintenance/Repair	4.4%	4.2%	3.4%
Production	2.7%	3.6%	4.0%
Transportation/Material Moving	15.7%	15.3%	14.7%
2020 Households by Type			
Total	3,277	11,811	28,361
Married Couple Households	53.1%	47.7%	42.8%
With Own Children <18	22.5%	19.0%	17.1%
Without Own Children <18	30.6%	28.7%	25.7%
Cohabiting Couple Households	4.6%	5.3%	5.8%
With Own Children <18	1.8%	2.2%	2.5%
Without Own Children <18	2.8%	3.1%	3.3%
Male Householder, No Spouse/Partner	15.3%	15.8%	16.6%
Living Alone	9.0%	9.3%	10.1%
65 Years and over	2.1%	2.2%	2.2%
With Own Children <18	2.2%	2.1%	2.1%
Without Own Children <18, With Relatives	3.4%	3.5%	3.4%
No Relatives Present	0.7%	0.9%	1.0%
Female Householder, No Spouse/Partner	26.9%	31.2%	34.8%
Living Alone	9.4%	12.2%	13.3%
65 Years and over	3.8%	4.9%	5.1%
With Own Children <18	8.2%	8.6%	10.2%
Without Own Children <18, With Relatives	8.8%	9.5%	10.3%
No Relatives Present	0.5%	0.8%	1.0%
2020 Households by Size			
Total	3,277	11,811	28,361
1 Person Household	18.4%	21.6%	23.4%
2 Person Household	29.8%	29.7%	29.1%
3 Person Household	19.1%	18.5%	18.2%
4 Person Household	17.8%	15.8%	14.8%
5 Person Household	9.1%	8.7%	8.3%
6 Person Household	3.8%	3.5%	3.6%
7 + Person Household	2.0%	2.2%	2.4%

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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2020 Households by Tenure and Mortgage Status			
Total	3,277	11,811	28,361
Owner Occupied	76.0%	69.1%	61.9%
Owned with a Mortgage/Loan	64.6%	57.4%	51.2%
Owned Free and Clear	11.4%	11.6%	10.7%
Renter Occupied	24.0%	30.9%	38.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	109	101
Percent of Income for Mortgage	22.6%	22.4%	24.2%
Wealth Index	93	84	75
2020 Housing Units By Urban/ Rural Status			
Total	3,423	12,375	29,879
Urban Housing Units	98.4%	94.3%	94.8%
Rural Housing Units	1.6%	5.7%	5.2%
2020 Population By Urban/ Rural Status			
Total	9,716	33,791	80,127
Urban Population	98.5%	94.4%	94.7%
Rural Population	1.5%	5.6%	5.3%

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.

August 12, 2024

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Traditional Living (12B)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Home Improvement (4B)	Traditional Living (12B)	Traditional Living (12B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$9,938,131	\$31,310,840	\$69,062,952
Average Spent	\$2,529.43	\$2,369.16	\$2,197.22
Spending Potential Index	106	99	92
Education: Total \$	\$6,434,642	\$20,689,304	\$45,119,188
Average Spent	\$1,637.73	\$1,565.47	\$1,435.45
Spending Potential Index	95	91	83
Entertainment/Recreation: Total \$	\$16,497,318	\$51,649,191	\$111,734,840
Average Spent	\$4,198.86	\$3,908.08	\$3,554.81
Spending Potential Index	103	96	87
Food at Home: Total \$	\$28,854,745	\$91,983,527	\$202,462,472
Average Spent	\$7,344.04	\$6,960.01	\$6,441.29
Spending Potential Index	101	95	88
Food Away from Home: Total \$	\$16,427,401	\$51,283,758	\$112,059,603
Average Spent	\$4,181.06	\$3,880.43	\$3,565.14
Spending Potential Index	107	100	92
Health Care: Total \$	\$30,949,963	\$98,043,988	\$212,405,277
Average Spent	\$7,877.31	\$7,418.58	\$6,757.61
Spending Potential Index	102	96	88
HH Furnishings & Equipment: Total \$	\$13,041,170	\$40,899,995	\$88,817,063
Average Spent	\$3,319.21	\$3,094.73	\$2,825.69
Spending Potential Index	105	98	89
Personal Care Products & Services: Total \$	\$3,931,828	\$12,478,849	\$27,339,755
Average Spent	\$1,000.72	\$944.22	\$869.81
Spending Potential Index	100	95	87
Shelter: Total \$	\$106,011,684	\$334,271,783	\$731,279,715
Average Spent	\$26,981.85	\$25,292.96	\$23,265.45
Spending Potential Index	101	95	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,894,961	\$45,746,075	\$97,564,466
Average Spent	\$3,791.03	\$3,461.42	\$3,103.99
Spending Potential Index	108	99	89
Travel: Total \$	\$12,123,464	\$37,884,529	\$81,817,443
Average Spent	\$3,085.64	\$2,866.57	\$2,603.00
Spending Potential Index	102	94	86
Vehicle Maintenance & Repairs: Total \$	\$6,074,116	\$19,155,564	\$41,832,039
Average Spent	\$1,545.97	\$1,449.42	\$1,330.87
Spending Potential Index	104	98	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.

August 12, 2024