



Executive Summary

Drive Times: 5, 10, 15 drive time minute radii

3479 Hwy 81, McDonough, GA 30252, USA

Latitude: 33.4375

Longitude: -84.0401

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	6,192	29,883	66,607
2020 Population	7,133	35,368	78,110
2022 Population	7,168	35,886	80,028
2027 Population	7,101	36,353	82,011
2010-2020 Annual Rate	1.42%	1.70%	1.61%
2020-2022 Annual Rate	0.22%	0.65%	1.08%
2022-2027 Annual Rate	-0.19%	0.26%	0.49%
2022 Male Population	48.6%	48.2%	48.0%
2022 Female Population	51.4%	51.8%	52.0%
2022 Median Age	37.1	36.3	36.1

In the identified area, the current year population is 80,028. In 2020, the Census count in the area was 78,110. The rate of change since 2020 was 1.08% annually. The five-year projection for the population in the area is 82,011 representing a change of 0.49% annually from 2022 to 2027. Currently, the population is 48.0% male and 52.0% female.

Median Age

The median age in this area is 36.1, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	69.2%	58.3%	50.1%
2022 Black Alone	19.9%	31.2%	39.0%
2022 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2022 Asian Alone	1.5%	1.4%	1.4%
2022 Pacific Islander Alone	0.0%	0.1%	0.1%
2022 Other Race	2.3%	2.5%	2.8%
2022 Two or More Races	6.7%	6.4%	6.4%
2022 Hispanic Origin (Any Race)	5.9%	5.6%	6.0%

Persons of Hispanic origin represent 6.0% of the population in the identified area compared to 19.0% 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 63.8 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	119	108	92
2010 Households	2,042	10,105	22,561
2020 Households	2,305	11,699	26,415
2022 Households	2,318	11,904	27,128
2027 Households	2,295	12,046	27,762
2010-2020 Annual Rate	1.22%	1.48%	1.59%
2020-2022 Annual Rate	0.25%	0.78%	1.19%
2022-2027 Annual Rate	-0.20%	0.24%	0.46%
2022 Average Household Size	3.09	3.01	2.93

The household count in this area has changed from 26,415 in 2020 to 27,128 in the current year, a change of 1.19% annually. The five-year projection of households is 27,762, a change of 0.46% annually from the current year total. Average household size is currently 2.93, compared to 2.94 in the year 2020. The number of families in the current year is 20,865 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

March 24, 2023



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Mortgage Income			
2022 Percent of Income for Mortgage	13.3%	14.5%	14.8%
Median Household Income			
2022 Median Household Income	\$91,736	\$88,983	\$78,558
2027 Median Household Income	\$105,912	\$103,261	\$92,966
2022-2027 Annual Rate	2.92%	3.02%	3.43%
Average Household Income			
2022 Average Household Income	\$118,570	\$113,746	\$102,499
2027 Average Household Income	\$136,693	\$130,812	\$118,405
2022-2027 Annual Rate	2.89%	2.84%	2.93%
Per Capita Income			
2022 Per Capita Income	\$38,429	\$37,560	\$34,789
2027 Per Capita Income	\$44,275	\$43,148	\$40,141
2022-2027 Annual Rate	2.87%	2.81%	2.90%

Households by Income

Current median household income is \$78,558 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$92,966 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$102,499 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$118,405 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$34,789 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$40,141 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	177	162	158
2010 Total Housing Units	2,164	10,853	24,648
2010 Owner Occupied Housing Units	1,839	8,401	17,455
2010 Renter Occupied Housing Units	203	1,707	5,105
2010 Vacant Housing Units	122	748	2,087
2020 Total Housing Units	2,363	12,098	27,479
2020 Vacant Housing Units	58	399	1,064
2022 Total Housing Units	2,378	12,318	28,259
2022 Owner Occupied Housing Units	1,970	9,276	19,494
2022 Renter Occupied Housing Units	348	2,628	7,634
2022 Vacant Housing Units	60	414	1,131
2027 Total Housing Units	2,378	12,525	29,076
2027 Owner Occupied Housing Units	1,958	9,463	20,194
2027 Renter Occupied Housing Units	337	2,584	7,568
2027 Vacant Housing Units	83	479	1,314

Currently, 69.0% of the 28,259 housing units in the area are owner occupied; 27.0%, renter occupied; and 4.0% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 27,479 housing units in the area and 3.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.25%. Median home value in the area is \$220,882, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.65% annually to \$264,268.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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