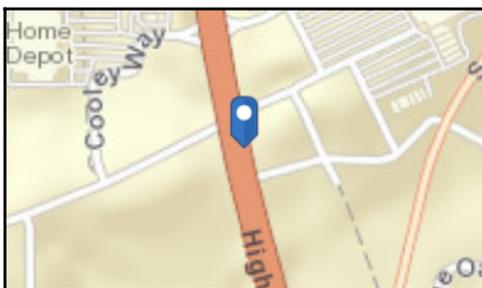
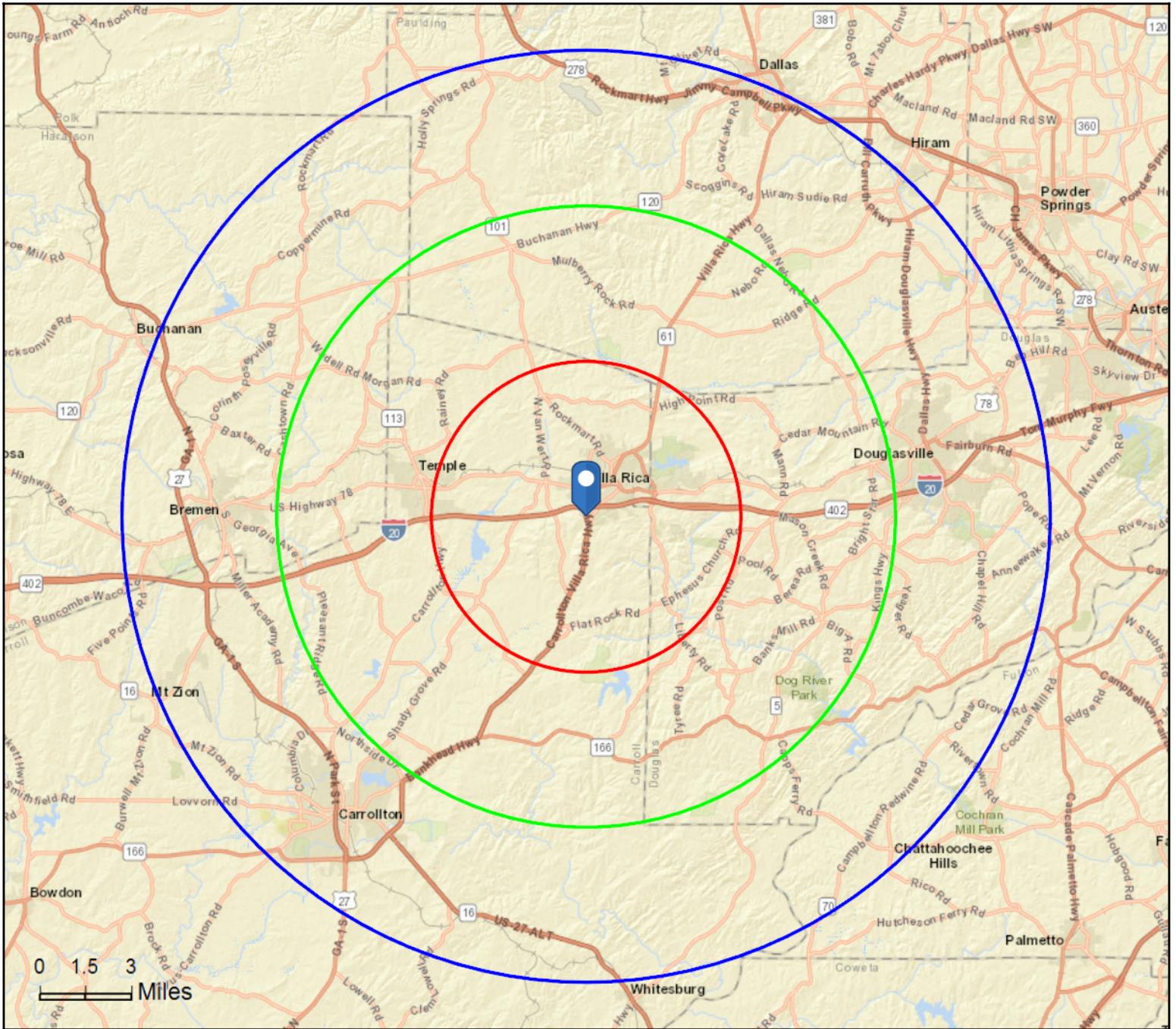


Villa Rica  
600 Carrollton Villa Rica Hwy, Villa Rica, Georgia, 30180  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 33.71764  
Longitude: -84.93827





# Community Profile

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

Prepared by Esri  
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	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	18,752	71,766	195,547
2010 Total Population	34,840	109,175	276,342
2019 Total Population	37,882	118,246	300,517
2019 Group Quarters	12	495	5,295
2024 Total Population	39,967	125,593	318,265
2019-2024 Annual Rate	1.08%	1.21%	1.15%
2019 Total Daytime Population	31,669	87,594	251,266
Workers	10,990	22,868	89,800
Residents	20,679	64,726	161,466
<b>Household Summary</b>			
2000 Households	6,739	25,106	68,670
2000 Average Household Size	2.78	2.84	2.79
2010 Households	12,264	37,897	95,360
2010 Average Household Size	2.84	2.87	2.85
2019 Households	13,253	40,795	102,975
2019 Average Household Size	2.86	2.89	2.87
2024 Households	13,959	43,243	108,893
2024 Average Household Size	2.86	2.89	2.87
2019-2024 Annual Rate	1.04%	1.17%	1.12%
2010 Families	9,282	29,405	71,703
2010 Average Family Size	3.25	3.24	3.25
2019 Families	9,924	31,353	76,638
2019 Average Family Size	3.29	3.27	3.29
2024 Families	10,409	33,120	80,722
2024 Average Family Size	3.30	3.29	3.30
2019-2024 Annual Rate	0.96%	1.10%	1.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,401	26,840	72,921
Owner Occupied Housing Units	71.7%	78.4%	72.6%
Renter Occupied Housing Units	19.3%	15.1%	21.5%
Vacant Housing Units	8.9%	6.5%	5.8%
2010 Housing Units	13,761	42,038	105,963
Owner Occupied Housing Units	65.2%	70.3%	66.1%
Renter Occupied Housing Units	23.9%	19.9%	23.9%
Vacant Housing Units	10.9%	9.9%	10.0%
2019 Housing Units	14,589	44,752	113,067
Owner Occupied Housing Units	64.8%	68.3%	64.5%
Renter Occupied Housing Units	26.0%	22.8%	26.6%
Vacant Housing Units	9.2%	8.8%	8.9%
2024 Housing Units	15,344	47,439	119,845
Owner Occupied Housing Units	66.1%	69.6%	65.5%
Renter Occupied Housing Units	24.9%	21.6%	25.3%
Vacant Housing Units	9.0%	8.8%	9.1%
<b>Median Household Income</b>			
2019	\$59,077	\$59,631	\$58,337
2024	\$67,746	\$67,454	\$64,939
<b>Median Home Value</b>			
2019	\$153,104	\$155,155	\$160,141
2024	\$182,422	\$185,231	\$186,055
<b>Per Capita Income</b>			
2019	\$26,280	\$25,600	\$25,138
2024	\$30,083	\$28,971	\$28,208
<b>Median Age</b>			
2010	33.8	35.2	34.1
2019	35.7	37.1	35.7
2024	36.2	37.5	36.3

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

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	5 miles	10 miles	15 miles
<b>2019 Households by Income</b>			
Household Income Base	13,253	40,795	102,975
<\$15,000	7.2%	7.5%	8.2%
\$15,000 - \$24,999	10.7%	8.9%	9.1%
\$25,000 - \$34,999	7.3%	7.9%	8.3%
\$35,000 - \$49,999	15.4%	15.7%	15.6%
\$50,000 - \$74,999	20.5%	20.4%	20.6%
\$75,000 - \$99,999	15.6%	15.4%	15.1%
\$100,000 - \$149,999	15.3%	15.8%	14.9%
\$150,000 - \$199,999	4.9%	6.1%	6.0%
\$200,000+	3.2%	2.1%	2.2%
Average Household Income	\$74,943	\$74,154	\$73,222
<b>2024 Households by Income</b>			
Household Income Base	13,959	43,243	108,893
<\$15,000	5.4%	5.8%	6.3%
\$15,000 - \$24,999	8.9%	7.6%	7.9%
\$25,000 - \$34,999	6.4%	6.9%	7.3%
\$35,000 - \$49,999	14.0%	14.5%	14.6%
\$50,000 - \$74,999	19.6%	19.8%	20.2%
\$75,000 - \$99,999	16.5%	16.2%	16.1%
\$100,000 - \$149,999	18.9%	18.9%	17.5%
\$150,000 - \$199,999	6.5%	7.9%	7.5%
\$200,000+	3.8%	2.5%	2.5%
Average Household Income	\$85,942	\$84,080	\$82,302
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	9,459	30,571	72,868
<\$50,000	5.3%	5.5%	5.2%
\$50,000 - \$99,999	17.7%	16.2%	14.8%
\$100,000 - \$149,999	25.7%	26.2%	25.7%
\$150,000 - \$199,999	20.4%	19.6%	21.1%
\$200,000 - \$249,999	11.5%	10.2%	11.2%
\$250,000 - \$299,999	7.2%	8.2%	7.7%
\$300,000 - \$399,999	7.9%	7.7%	7.4%
\$400,000 - \$499,999	2.1%	3.5%	3.2%
\$500,000 - \$749,999	1.4%	2.4%	2.5%
\$750,000 - \$999,999	0.1%	0.1%	0.6%
\$1,000,000 - \$1,499,999	0.5%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$184,922	\$189,327	\$196,871
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	10,144	32,997	78,517
<\$50,000	4.5%	4.6%	4.3%
\$50,000 - \$99,999	12.9%	11.7%	10.8%
\$100,000 - \$149,999	20.1%	20.8%	20.4%
\$150,000 - \$199,999	19.2%	18.3%	20.1%
\$200,000 - \$249,999	12.7%	11.0%	11.9%
\$250,000 - \$299,999	9.1%	10.0%	9.3%
\$300,000 - \$399,999	12.6%	11.5%	10.8%
\$400,000 - \$499,999	3.5%	5.5%	5.1%
\$500,000 - \$749,999	3.1%	5.6%	4.9%
\$750,000 - \$999,999	0.4%	0.4%	1.3%
\$1,000,000 - \$1,499,999	1.3%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.5%	0.2%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$231,214	\$232,931	\$241,686

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri  
 Latitude: 33.71764  
 Longitude: -84.93827

	5 miles	10 miles	15 miles
<b>2010 Population by Age</b>			
Total	34,839	109,175	276,345
0 - 4	8.1%	7.3%	7.3%
5 - 9	8.4%	8.0%	7.8%
10 - 14	8.1%	8.1%	7.9%
15 - 24	12.9%	13.1%	15.0%
25 - 34	14.5%	13.3%	13.2%
35 - 44	15.5%	15.8%	15.6%
45 - 54	13.3%	14.2%	14.1%
55 - 64	10.1%	10.7%	10.1%
65 - 74	5.9%	6.2%	5.7%
75 - 84	2.6%	2.6%	2.5%
85 +	0.8%	0.9%	0.9%
18 +	71.0%	71.8%	72.2%
<b>2019 Population by Age</b>			
Total	37,881	118,245	300,516
0 - 4	7.3%	6.6%	6.6%
5 - 9	7.5%	7.0%	6.8%
10 - 14	7.5%	7.1%	7.0%
15 - 24	12.3%	12.3%	14.2%
25 - 34	14.4%	14.1%	14.4%
35 - 44	14.3%	13.8%	13.4%
45 - 54	13.0%	13.8%	13.6%
55 - 64	11.3%	12.3%	11.9%
65 - 74	8.2%	8.6%	7.9%
75 - 84	3.3%	3.5%	3.3%
85 +	0.9%	1.0%	1.0%
18 +	73.7%	75.3%	75.6%
<b>2024 Population by Age</b>			
Total	39,966	125,590	318,266
0 - 4	7.1%	6.5%	6.5%
5 - 9	7.5%	6.9%	6.7%
10 - 14	7.6%	7.2%	7.0%
15 - 24	11.9%	11.6%	13.4%
25 - 34	14.1%	14.3%	14.6%
35 - 44	14.4%	13.9%	13.6%
45 - 54	12.4%	12.7%	12.4%
55 - 64	11.2%	12.2%	11.8%
65 - 74	8.7%	9.2%	8.7%
75 - 84	4.2%	4.5%	4.2%
85 +	1.0%	1.1%	1.1%
18 +	73.7%	75.4%	75.8%
<b>2010 Population by Sex</b>			
Males	16,833	53,372	134,085
Females	18,007	55,803	142,257
<b>2019 Population by Sex</b>			
Males	18,347	57,862	146,141
Females	19,535	60,384	154,376
<b>2024 Population by Sex</b>			
Males	19,408	61,532	155,109
Females	20,559	64,061	163,156

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri  
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	5 miles	10 miles	15 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	34,840	109,176	276,343
White Alone	72.7%	75.8%	69.2%
Black Alone	21.1%	18.7%	24.5%
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	2.3%	2.1%	2.6%
Two or More Races	2.3%	2.2%	2.3%
Hispanic Origin	5.5%	5.0%	6.1%
Diversity Index	48.6	44.8	52.2
<b>2019 Population by Race/Ethnicity</b>			
Total	37,883	118,245	300,518
White Alone	67.1%	70.1%	63.0%
Black Alone	25.2%	23.0%	29.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.5%	1.2%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.8%	2.5%	3.1%
Two or More Races	2.9%	2.8%	2.9%
Hispanic Origin	6.8%	6.4%	7.5%
Diversity Index	55.1	52.0	58.4
<b>2024 Population by Race/Ethnicity</b>			
Total	39,965	125,593	318,265
White Alone	63.8%	66.9%	59.6%
Black Alone	27.5%	25.2%	31.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.7%	1.4%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	2.8%	3.3%
Two or More Races	3.4%	3.2%	3.3%
Hispanic Origin	7.5%	7.1%	8.2%
Diversity Index	58.5	55.6	61.3
<b>2010 Population by Relationship and Household Type</b>			
Total	34,840	109,175	276,342
In Households	100.0%	99.5%	98.2%
In Family Households	89.1%	89.7%	86.9%
Householder	26.7%	26.9%	26.0%
Spouse	19.7%	20.3%	18.9%
Child	35.7%	35.4%	34.8%
Other relative	4.6%	4.5%	4.6%
Nonrelative	2.5%	2.5%	2.6%
In Nonfamily Households	10.8%	9.8%	11.3%
In Group Quarters	0.0%	0.5%	1.8%
Institutionalized Population	0.0%	0.4%	0.9%
Noninstitutionalized Population	0.0%	0.0%	0.9%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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	5 miles	10 miles	15 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	24,796	79,273	196,629
Less than 9th Grade	4.3%	4.2%	3.9%
9th - 12th Grade, No Diploma	8.8%	9.2%	8.5%
High School Graduate	27.7%	27.5%	27.0%
GED/Alternative Credential	6.5%	6.9%	6.4%
Some College, No Degree	23.5%	23.0%	22.9%
Associate Degree	8.3%	7.8%	7.9%
Bachelor's Degree	12.6%	13.0%	14.4%
Graduate/Professional Degree	8.2%	8.2%	9.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	29,442	93,776	239,282
Never Married	27.0%	27.6%	31.0%
Married	55.3%	55.3%	52.3%
Widowed	4.4%	4.8%	5.0%
Divorced	13.4%	12.3%	11.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	95.1%	95.1%
Civilian Unemployed (Unemployment Rate)	5.5%	4.9%	4.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	17,500	54,440	140,842
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	8.2%	8.9%	8.9%
Manufacturing	15.0%	13.7%	11.9%
Wholesale Trade	3.6%	3.5%	3.5%
Retail Trade	10.8%	11.2%	11.8%
Transportation/Utilities	9.3%	8.9%	8.2%
Information	2.0%	2.3%	2.2%
Finance/Insurance/Real Estate	3.7%	4.0%	4.7%
Services	42.6%	42.2%	44.0%
Public Administration	4.3%	5.0%	4.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	17,501	54,439	140,842
White Collar	53.0%	54.5%	57.3%
Management/Business/Financial	11.9%	12.1%	12.7%
Professional	16.9%	17.0%	18.7%
Sales	10.5%	10.7%	11.5%
Administrative Support	13.7%	14.6%	14.5%
Services	18.0%	16.1%	16.6%
Blue Collar	28.9%	29.5%	26.1%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.9%	5.8%	5.7%
Installation/Maintenance/Repair	3.8%	5.1%	4.7%
Production	8.9%	8.9%	7.5%
Transportation/Material Moving	10.3%	9.5%	8.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	34,840	109,175	276,342
Population Inside Urbanized Area	66.3%	49.6%	55.7%
Population Inside Urbanized Cluster	5.1%	12.5%	17.8%
Rural Population	28.6%	37.8%	26.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
<b>2010 Households by Type</b>			
Total	12,264	37,897	95,360
Households with 1 Person	19.5%	17.9%	19.4%
Households with 2+ People	80.5%	82.1%	80.6%
Family Households	75.7%	77.6%	75.2%
Husband-wife Families	55.7%	58.5%	54.9%
With Related Children	29.0%	29.7%	28.2%
Other Family (No Spouse Present)	19.9%	19.1%	20.3%
Other Family with Male Householder	5.4%	5.5%	5.4%
With Related Children	3.2%	3.4%	3.3%
Other Family with Female Householder	14.6%	13.6%	15.0%
With Related Children	10.3%	9.4%	10.5%
Nonfamily Households	4.8%	4.5%	5.4%
All Households with Children	43.1%	43.0%	42.6%
Multigenerational Households	6.0%	6.2%	6.0%
Unmarried Partner Households	6.7%	6.1%	6.1%
Male-female	5.9%	5.2%	5.4%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	12,263	37,898	95,360
1 Person Household	19.5%	17.9%	19.4%
2 Person Household	30.9%	31.6%	30.4%
3 Person Household	19.1%	19.4%	19.3%
4 Person Household	17.1%	17.4%	17.2%
5 Person Household	8.2%	8.4%	8.2%
6 Person Household	3.1%	3.2%	3.2%
7 + Person Household	2.2%	2.1%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	12,264	37,897	95,360
Owner Occupied	73.2%	77.9%	73.5%
Owned with a Mortgage/Loan	59.1%	62.5%	59.3%
Owned Free and Clear	14.0%	15.4%	14.2%
Renter Occupied	26.8%	22.1%	26.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,761	42,038	105,963
Housing Units Inside Urbanized Area	66.8%	49.1%	54.4%
Housing Units Inside Urbanized Cluster	5.3%	13.1%	18.6%
Rural Housing Units	27.8%	37.8%	26.9%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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 600 Carrollton Villa Rica Hwy, Villa Rica, Georgia, 30180  
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	5 miles	10 miles	15 miles
<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Traditional Living (12B)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Up and Coming Families (7A)	Traditional Living (12B)	Soccer Moms (4A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$24,668,921	\$74,662,877	\$187,199,644
Average Spent	\$1,861.38	\$1,830.20	\$1,817.91
Spending Potential Index	87	85	85
Education: Total \$	\$16,556,941	\$50,721,501	\$128,032,455
Average Spent	\$1,249.30	\$1,243.33	\$1,243.34
Spending Potential Index	78	78	78
Entertainment/Recreation: Total \$	\$37,541,676	\$114,718,681	\$285,714,653
Average Spent	\$2,832.69	\$2,812.08	\$2,774.60
Spending Potential Index	87	86	85
Food at Home: Total \$	\$59,899,923	\$182,075,004	\$455,656,041
Average Spent	\$4,519.73	\$4,463.17	\$4,424.92
Spending Potential Index	87	86	86
Food Away from Home: Total \$	\$42,816,789	\$129,848,017	\$324,198,579
Average Spent	\$3,230.72	\$3,182.94	\$3,148.32
Spending Potential Index	88	87	86
Health Care: Total \$	\$70,274,313	\$215,395,464	\$533,232,851
Average Spent	\$5,302.52	\$5,279.95	\$5,178.27
Spending Potential Index	89	89	87
HH Furnishings & Equipment: Total \$	\$25,133,084	\$76,261,327	\$189,343,701
Average Spent	\$1,896.41	\$1,869.38	\$1,838.73
Spending Potential Index	89	88	86
Personal Care Products & Services: Total \$	\$10,533,472	\$32,012,666	\$79,356,264
Average Spent	\$794.80	\$784.72	\$770.64
Spending Potential Index	90	89	87
Shelter: Total \$	\$203,871,066	\$613,532,261	\$1,543,586,683
Average Spent	\$15,383.01	\$15,039.40	\$14,989.92
Spending Potential Index	83	81	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,524,866	\$87,963,675	\$218,263,382
Average Spent	\$2,152.33	\$2,156.24	\$2,119.58
Spending Potential Index	87	87	85
Travel: Total \$	\$25,011,696	\$76,337,192	\$189,383,958
Average Spent	\$1,887.25	\$1,871.24	\$1,839.13
Spending Potential Index	84	83	82
Vehicle Maintenance & Repairs: Total \$	\$13,369,101	\$40,563,003	\$101,675,783
Average Spent	\$1,008.76	\$994.31	\$987.38
Spending Potential Index	88	87	86

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.