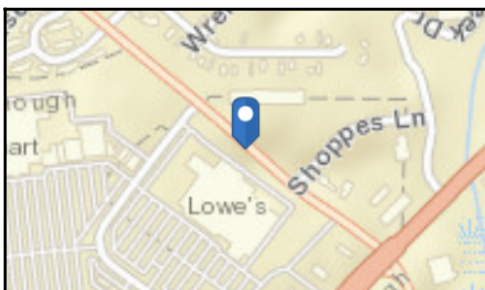
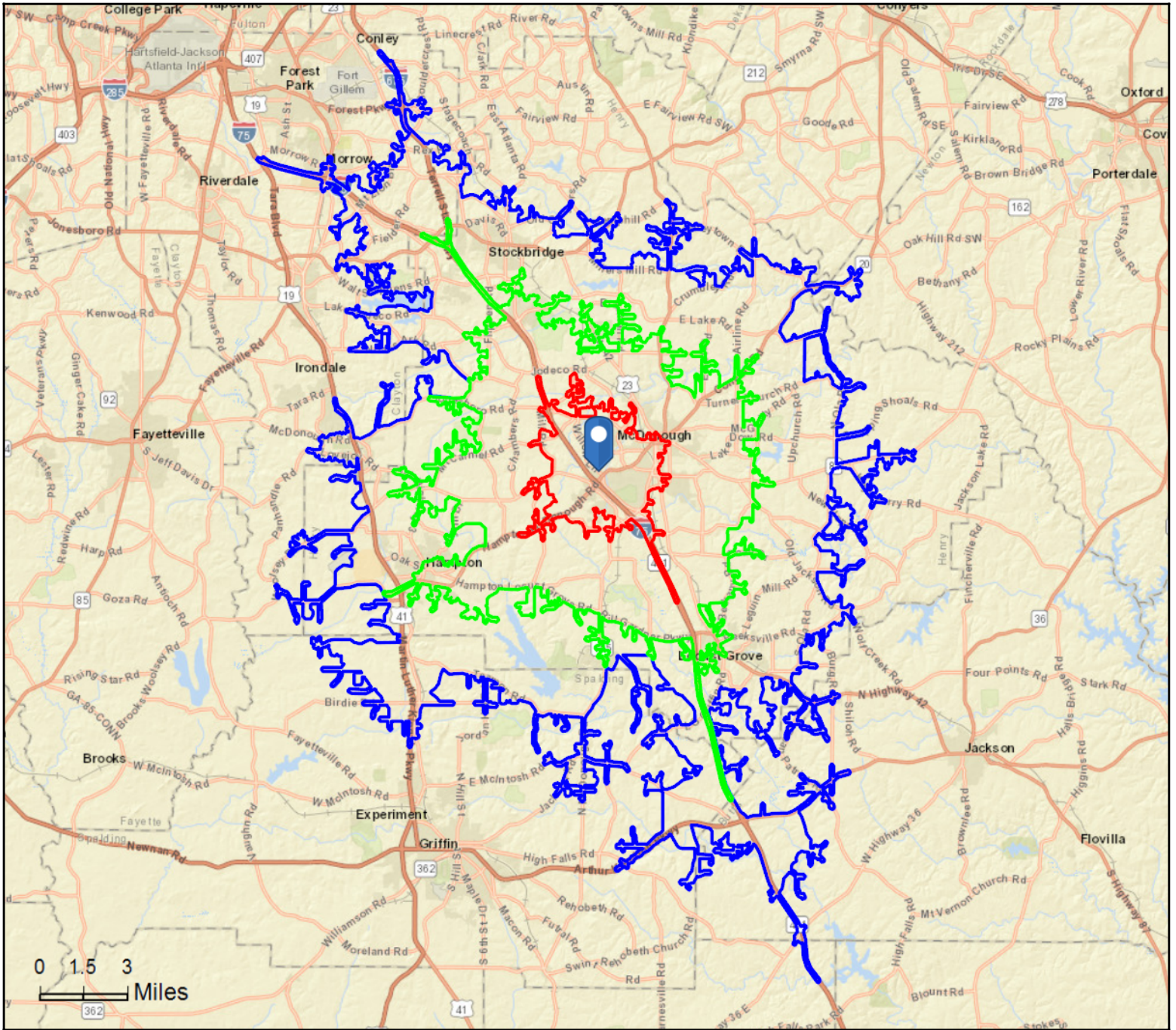




# Site Map

McDonough Marketplace  
109 Willow Ln, McDonough, Georgia, 30253  
Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
Latitude: 33.43274  
Longitude: -84.18046





# Community Profile

McDonough Marketplace  
 109 Willow Ln, McDonough, Georgia, 30253  
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	11,579	37,719	123,429
2010 Total Population	19,115	70,640	200,684
2019 Total Population	22,907	85,379	231,061
2019 Group Quarters	731	891	2,139
2024 Total Population	24,875	95,129	252,183
2019-2024 Annual Rate	1.66%	2.19%	1.76%
2019 Total Daytime Population	25,792	97,695	200,016
Workers	14,342	51,995	76,875
Residents	11,450	45,700	123,141
<b>Household Summary</b>			
2000 Households	3,969	13,152	43,149
2000 Average Household Size	2.82	2.82	2.82
2010 Households	6,718	24,856	70,060
2010 Average Household Size	2.74	2.81	2.84
2019 Households	7,959	29,670	79,820
2019 Average Household Size	2.79	2.85	2.87
2024 Households	8,627	32,896	86,867
2024 Average Household Size	2.80	2.86	2.88
2019-2024 Annual Rate	1.62%	2.09%	1.71%
2010 Families	4,658	18,636	52,523
2010 Average Family Size	3.29	3.26	3.28
2019 Families	5,477	22,061	59,327
2019 Average Family Size	3.36	3.32	3.33
2024 Families	5,916	24,406	64,370
2024 Average Family Size	3.38	3.34	3.35
2019-2024 Annual Rate	1.55%	2.04%	1.65%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,215	13,781	45,319
Owner Occupied Housing Units	60.8%	77.7%	77.0%
Renter Occupied Housing Units	33.3%	17.7%	18.3%
Vacant Housing Units	5.8%	4.6%	4.8%
2010 Housing Units	7,679	27,481	77,359
Owner Occupied Housing Units	44.6%	63.4%	65.0%
Renter Occupied Housing Units	42.9%	27.1%	25.6%
Vacant Housing Units	12.5%	9.6%	9.4%
2019 Housing Units	9,014	32,653	87,166
Owner Occupied Housing Units	44.3%	62.1%	63.5%
Renter Occupied Housing Units	44.0%	28.8%	28.1%
Vacant Housing Units	11.7%	9.1%	8.4%
2024 Housing Units	9,873	36,512	95,409
Owner Occupied Housing Units	45.5%	63.4%	64.8%
Renter Occupied Housing Units	41.9%	26.7%	26.3%
Vacant Housing Units	12.6%	9.9%	9.0%
<b>Median Household Income</b>			
2019	\$50,577	\$65,644	\$61,647
2024	\$56,479	\$75,030	\$68,927
<b>Median Home Value</b>			
2019	\$142,263	\$181,623	\$169,409
2024	\$158,409	\$212,263	\$194,750
<b>Per Capita Income</b>			
2019	\$21,607	\$28,241	\$26,796
2024	\$24,707	\$31,562	\$29,984
<b>Median Age</b>			
2010	31.0	34.3	34.3
2019	32.9	35.4	35.6
2024	33.1	34.7	35.3

**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.



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Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2019 Households by Income</b>			
Household Income Base	7,959	29,670	79,820
<\$15,000	9.8%	7.7%	7.6%
\$15,000 - \$24,999	10.2%	7.2%	7.4%
\$25,000 - \$34,999	12.8%	8.8%	8.9%
\$35,000 - \$49,999	16.4%	12.6%	14.1%
\$50,000 - \$74,999	20.4%	19.3%	21.0%
\$75,000 - \$99,999	14.6%	17.6%	17.3%
\$100,000 - \$149,999	12.0%	16.5%	14.9%
\$150,000 - \$199,999	2.6%	5.9%	5.2%
\$200,000+	1.2%	4.3%	3.6%
Average Household Income	\$61,926	\$81,583	\$77,585
<b>2024 Households by Income</b>			
Household Income Base	8,627	32,896	86,867
<\$15,000	7.2%	5.9%	5.8%
\$15,000 - \$24,999	8.5%	6.0%	6.3%
\$25,000 - \$34,999	11.1%	7.6%	7.7%
\$35,000 - \$49,999	15.7%	11.7%	13.3%
\$50,000 - \$74,999	21.4%	18.8%	20.5%
\$75,000 - \$99,999	16.9%	18.4%	18.3%
\$100,000 - \$149,999	14.1%	19.0%	17.3%
\$150,000 - \$199,999	3.7%	7.6%	6.6%
\$200,000+	1.5%	5.0%	4.1%
Average Household Income	\$71,011	\$91,619	\$87,032
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,993	20,282	55,330
<\$50,000	15.1%	5.1%	6.5%
\$50,000 - \$99,999	9.2%	5.8%	10.9%
\$100,000 - \$149,999	30.4%	23.5%	24.2%
\$150,000 - \$199,999	26.7%	24.7%	21.5%
\$200,000 - \$249,999	9.3%	13.5%	12.5%
\$250,000 - \$299,999	2.9%	9.4%	8.7%
\$300,000 - \$399,999	4.1%	8.9%	7.8%
\$400,000 - \$499,999	1.2%	4.8%	3.9%
\$500,000 - \$749,999	0.7%	2.3%	2.1%
\$750,000 - \$999,999	0.2%	1.4%	1.1%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$152,829	\$222,010	\$207,663
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,492	23,146	61,793
<\$50,000	14.1%	4.3%	5.5%
\$50,000 - \$99,999	7.0%	4.0%	8.6%
\$100,000 - \$149,999	24.4%	16.7%	18.8%
\$150,000 - \$199,999	26.9%	21.6%	19.1%
\$200,000 - \$249,999	11.1%	13.7%	13.1%
\$250,000 - \$299,999	3.8%	10.4%	9.7%
\$300,000 - \$399,999	7.3%	12.8%	10.6%
\$400,000 - \$499,999	2.4%	8.3%	6.6%
\$500,000 - \$749,999	1.8%	3.8%	4.0%
\$750,000 - \$999,999	0.5%	3.1%	2.4%
\$1,000,000 - \$1,499,999	0.6%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$182,319	\$272,750	\$256,032

**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

McDonough Marketplace  
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 Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	19,116	70,640	200,683
0 - 4	8.2%	7.1%	7.2%
5 - 9	8.3%	8.3%	8.1%
10 - 14	8.1%	8.7%	8.6%
15 - 24	16.1%	13.9%	13.8%
25 - 34	15.8%	12.9%	13.3%
35 - 44	16.7%	16.9%	16.7%
45 - 54	12.5%	14.3%	14.5%
55 - 64	7.5%	9.5%	9.8%
65 - 74	4.0%	5.2%	5.1%
75 - 84	2.0%	2.5%	2.3%
85 +	0.8%	0.8%	0.6%
18 +	70.3%	70.5%	70.9%
<b>2019 Population by Age</b>			
Total	22,908	85,379	231,061
0 - 4	7.4%	6.6%	6.5%
5 - 9	7.3%	7.0%	6.8%
10 - 14	7.1%	7.3%	7.0%
15 - 24	14.2%	13.3%	13.5%
25 - 34	17.6%	15.2%	15.4%
35 - 44	14.0%	13.6%	13.3%
45 - 54	13.6%	14.4%	14.4%
55 - 64	9.8%	11.5%	11.8%
65 - 74	5.7%	7.1%	7.4%
75 - 84	2.5%	3.0%	3.0%
85 +	0.9%	0.9%	0.8%
18 +	74.3%	74.9%	75.5%
<b>2024 Population by Age</b>			
Total	24,875	95,129	252,183
0 - 4	7.5%	6.8%	6.6%
5 - 9	7.2%	7.0%	6.7%
10 - 14	7.0%	7.2%	7.0%
15 - 24	13.1%	12.0%	12.2%
25 - 34	19.1%	17.6%	17.0%
35 - 44	14.5%	14.0%	13.6%
45 - 54	11.9%	12.3%	12.5%
55 - 64	9.8%	11.2%	11.8%
65 - 74	6.0%	7.3%	7.9%
75 - 84	2.9%	3.5%	3.8%
85 +	0.9%	1.0%	0.9%
18 +	74.5%	75.1%	75.8%
<b>2010 Population by Sex</b>			
Males	8,990	33,424	96,149
Females	10,125	37,216	104,535
<b>2019 Population by Sex</b>			
Males	10,822	40,474	110,828
Females	12,085	44,905	120,233
<b>2024 Population by Sex</b>			
Males	11,778	45,139	121,138
Females	13,096	49,990	131,045

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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Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	19,116	70,640	200,683
White Alone	37.2%	50.4%	49.0%
Black Alone	53.5%	41.1%	41.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	3.1%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.0%	2.5%	3.3%
Two or More Races	3.0%	2.5%	2.6%
Hispanic Origin	8.8%	6.3%	7.6%
Diversity Index	64.3	62.6	64.7
<b>2019 Population by Race/Ethnicity</b>			
Total	22,907	85,380	231,060
White Alone	27.5%	39.0%	39.1%
Black Alone	61.9%	50.8%	49.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	2.4%	3.9%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	3.0%	3.6%
Two or More Races	3.3%	3.0%	3.1%
Hispanic Origin	10.1%	7.6%	8.6%
Diversity Index	62.4	64.6	66.3
<b>2024 Population by Race/Ethnicity</b>			
Total	24,875	95,129	252,183
White Alone	23.4%	34.0%	34.7%
Black Alone	65.4%	55.0%	53.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.6%	4.2%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	3.1%	3.7%
Two or More Races	3.4%	3.3%	3.4%
Hispanic Origin	10.5%	8.1%	9.1%
Diversity Index	60.8	64.2	66.1
<b>2010 Population by Relationship and Household Type</b>			
Total	19,115	70,640	200,684
In Households	96.2%	98.8%	99.0%
In Family Households	83.1%	88.2%	88.3%
Householder	24.3%	26.2%	26.1%
Spouse	13.6%	18.2%	17.9%
Child	36.7%	36.6%	36.5%
Other relative	5.6%	4.9%	5.4%
Nonrelative	2.9%	2.3%	2.5%
In Nonfamily Households	13.2%	10.5%	10.7%
In Group Quarters	3.8%	1.2%	1.0%
Institutionalized Population	3.7%	1.2%	1.0%
Noninstitutionalized Population	0.1%	0.0%	0.0%

**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.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	14,686	56,195	152,879
Less than 9th Grade	2.9%	2.4%	3.1%
9th - 12th Grade, No Diploma	9.2%	6.6%	6.9%
High School Graduate	25.9%	24.8%	25.8%
GED/Alternative Credential	4.6%	3.9%	4.5%
Some College, No Degree	24.2%	22.5%	22.1%
Associate Degree	11.0%	9.9%	9.2%
Bachelor's Degree	15.0%	18.5%	18.1%
Graduate/Professional Degree	7.2%	11.6%	10.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	17,931	67,542	183,972
Never Married	39.1%	33.3%	34.1%
Married	42.2%	49.5%	49.7%
Widowed	5.2%	4.7%	4.6%
Divorced	13.6%	12.4%	11.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.7%	94.8%
Civilian Unemployed (Unemployment Rate)	5.7%	5.3%	5.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	10,936	39,610	108,296
Agriculture/Mining	0.4%	0.1%	0.1%
Construction	5.0%	4.8%	5.5%
Manufacturing	7.8%	7.1%	6.3%
Wholesale Trade	3.5%	3.5%	3.4%
Retail Trade	14.1%	9.8%	10.3%
Transportation/Utilities	17.5%	15.6%	14.8%
Information	2.5%	2.3%	2.2%
Finance/Insurance/Real Estate	3.3%	5.1%	5.5%
Services	40.6%	44.3%	44.5%
Public Administration	5.3%	7.3%	7.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	10,938	39,612	108,296
White Collar	54.0%	60.6%	59.8%
Management/Business/Financial	9.2%	13.7%	12.9%
Professional	14.3%	19.0%	19.6%
Sales	10.3%	9.8%	9.5%
Administrative Support	20.2%	18.1%	17.8%
Services	15.6%	15.1%	16.3%
Blue Collar	30.4%	24.3%	23.9%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.2%	4.3%	4.5%
Installation/Maintenance/Repair	4.0%	4.3%	4.2%
Production	5.5%	4.4%	4.5%
Transportation/Material Moving	15.5%	11.2%	10.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,115	70,640	200,684
Population Inside Urbanized Area	96.7%	90.0%	86.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.3%	10.0%	13.1%

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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<b>2010 Households by Type</b>			
Total	6,718	24,856	70,059
Households with 1 Person	25.2%	21.0%	20.6%
Households with 2+ People	74.8%	79.0%	79.4%
Family Households	69.3%	75.0%	75.0%
Husband-wife Families	39.0%	51.9%	51.3%
With Related Children	22.4%	28.0%	27.3%
Other Family (No Spouse Present)	30.3%	23.0%	23.7%
Other Family with Male Householder	6.0%	5.0%	5.4%
With Related Children	3.9%	3.3%	3.4%
Other Family with Female Householder	24.3%	18.1%	18.3%
With Related Children	18.1%	13.3%	13.3%
Nonfamily Households	5.4%	4.1%	4.4%
All Households with Children	44.8%	45.0%	44.5%
Multigenerational Households	6.2%	6.1%	6.6%
Unmarried Partner Households	7.4%	5.5%	5.9%
Male-female	6.7%	4.8%	5.1%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	6,720	24,855	70,061
1 Person Household	25.2%	21.0%	20.6%
2 Person Household	27.2%	29.0%	29.3%
3 Person Household	19.3%	19.3%	19.0%
4 Person Household	14.6%	17.2%	17.1%
5 Person Household	7.7%	8.3%	8.4%
6 Person Household	3.8%	3.4%	3.5%
7 + Person Household	2.2%	2.0%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,718	24,856	70,060
Owner Occupied	50.9%	70.0%	71.7%
Owned with a Mortgage/Loan	44.4%	60.3%	60.9%
Owned Free and Clear	6.5%	9.7%	10.8%
Renter Occupied	49.1%	30.0%	28.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,679	27,481	77,359
Housing Units Inside Urbanized Area	96.9%	90.1%	87.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.1%	9.9%	12.8%

**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:** 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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	7 minutes	13 minutes	19 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Traditional Living (12B)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Modest Income Homes (12D)	Middleburg (4C)	Middleburg (4C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,552,014	\$60,416,137	\$154,677,440
Average Spent	\$1,577.08	\$2,036.27	\$1,937.83
Spending Potential Index	74	95	90
Education: Total \$	\$8,193,526	\$40,769,215	\$104,606,573
Average Spent	\$1,029.47	\$1,374.09	\$1,310.53
Spending Potential Index	65	86	82
Entertainment/Recreation: Total \$	\$18,505,571	\$90,504,522	\$231,704,587
Average Spent	\$2,325.11	\$3,050.37	\$2,902.84
Spending Potential Index	71	93	89
Food at Home: Total \$	\$30,016,823	\$143,156,669	\$368,843,383
Average Spent	\$3,771.43	\$4,824.96	\$4,620.94
Spending Potential Index	73	93	89
Food Away from Home: Total \$	\$21,591,752	\$104,364,082	\$267,480,257
Average Spent	\$2,712.87	\$3,517.50	\$3,351.04
Spending Potential Index	74	96	91
Health Care: Total \$	\$34,063,604	\$165,174,896	\$424,150,345
Average Spent	\$4,279.88	\$5,567.07	\$5,313.84
Spending Potential Index	72	94	90
HH Furnishings & Equipment: Total \$	\$12,603,972	\$61,834,152	\$157,153,737
Average Spent	\$1,583.61	\$2,084.06	\$1,968.85
Spending Potential Index	74	98	92
Personal Care Products & Services: Total \$	\$5,276,723	\$25,822,402	\$65,817,853
Average Spent	\$662.99	\$870.32	\$824.58
Spending Potential Index	75	98	93
Shelter: Total \$	\$103,338,736	\$500,911,951	\$1,282,821,663
Average Spent	\$12,983.88	\$16,882.78	\$16,071.43
Spending Potential Index	70	91	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,032,610	\$69,552,475	\$176,896,577
Average Spent	\$1,763.11	\$2,344.20	\$2,216.19
Spending Potential Index	71	95	89
Travel: Total \$	\$12,265,860	\$62,284,691	\$158,423,632
Average Spent	\$1,541.13	\$2,099.25	\$1,984.76
Spending Potential Index	69	94	88
Vehicle Maintenance & Repairs: Total \$	\$6,683,269	\$32,228,785	\$82,502,299
Average Spent	\$839.71	\$1,086.24	\$1,033.60
Spending Potential Index	73	95	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 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.