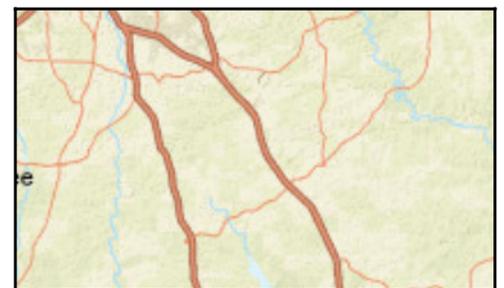
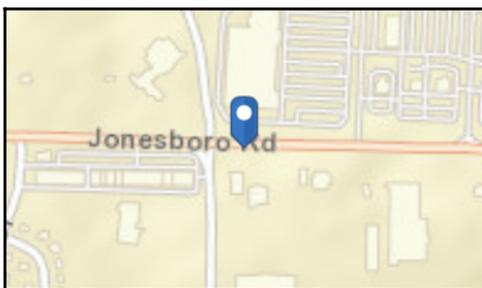
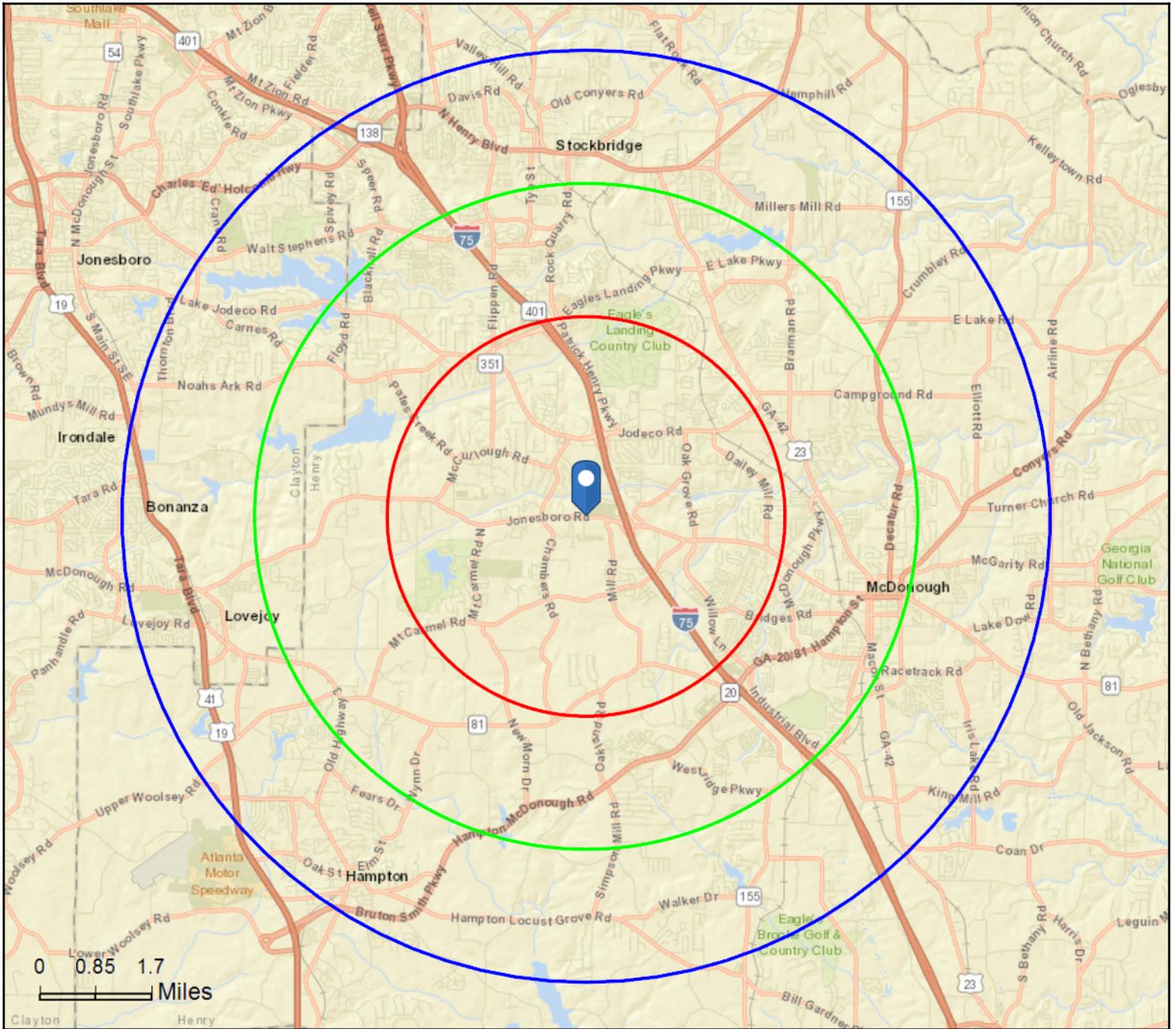


Towne Centre Village
1971 Jonesboro Rd, McDonough, Georgia, 30253
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.46439
Longitude: -84.22084





Community Profile

Towne Centre Village
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	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	14,572	43,821	83,418
2010 Total Population	22,499	71,012	135,710
2019 Total Population	27,698	83,287	158,558
2019 Group Quarters	3	873	1,899
2024 Total Population	30,548	90,427	172,740
2019-2024 Annual Rate	1.98%	1.66%	1.73%
2019 Total Daytime Population	25,290	87,166	147,758
Workers	11,043	43,277	63,210
Residents	14,247	43,889	84,548
Household Summary			
2000 Households	4,803	15,344	29,044
2000 Average Household Size	3.03	2.79	2.80
2010 Households	7,465	25,274	48,005
2010 Average Household Size	3.01	2.78	2.79
2019 Households	9,053	29,221	55,446
2019 Average Household Size	3.06	2.82	2.83
2024 Households	9,924	31,571	60,217
2024 Average Household Size	3.08	2.84	2.84
2019-2024 Annual Rate	1.85%	1.56%	1.66%
2010 Families	5,849	18,706	35,709
2010 Average Family Size	3.40	3.24	3.24
2019 Families	7,012	21,441	40,886
2019 Average Family Size	3.48	3.31	3.30
2024 Families	7,657	23,094	44,239
2024 Average Family Size	3.50	3.33	3.32
2019-2024 Annual Rate	1.78%	1.50%	1.59%
Housing Unit Summary			
2000 Housing Units	4,931	16,036	30,495
Owner Occupied Housing Units	86.1%	76.5%	78.7%
Renter Occupied Housing Units	11.3%	19.2%	16.5%
Vacant Housing Units	2.6%	4.3%	4.8%
2010 Housing Units	8,013	27,662	52,978
Owner Occupied Housing Units	73.4%	63.4%	64.2%
Renter Occupied Housing Units	19.7%	28.0%	26.4%
Vacant Housing Units	6.8%	8.6%	9.4%
2019 Housing Units	9,759	31,834	60,535
Owner Occupied Housing Units	72.0%	61.6%	62.2%
Renter Occupied Housing Units	20.8%	30.2%	29.4%
Vacant Housing Units	7.2%	8.2%	8.4%
2024 Housing Units	10,830	34,781	66,281
Owner Occupied Housing Units	72.0%	62.3%	63.3%
Renter Occupied Housing Units	19.6%	28.5%	27.6%
Vacant Housing Units	8.4%	9.2%	9.1%
Median Household Income			
2019	\$74,714	\$66,643	\$62,583
2024	\$80,126	\$75,413	\$70,460
Median Home Value			
2019	\$186,758	\$181,421	\$172,540
2024	\$218,771	\$207,003	\$197,916
Per Capita Income			
2019	\$31,183	\$28,754	\$27,434
2024	\$33,909	\$31,811	\$30,585
Median Age			
2010	35.9	35.0	34.8
2019	36.8	36.2	36.2
2024	36.9	35.9	35.8

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: 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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2019 Households by Income			
Household Income Base	9,053	29,221	55,446
<\$15,000	5.6%	7.4%	7.8%
\$15,000 - \$24,999	4.8%	7.0%	7.5%
\$25,000 - \$34,999	7.9%	8.8%	8.6%
\$35,000 - \$49,999	11.7%	12.4%	13.8%
\$50,000 - \$74,999	20.2%	19.4%	20.5%
\$75,000 - \$99,999	15.8%	17.6%	17.4%
\$100,000 - \$149,999	18.7%	16.7%	15.4%
\$150,000 - \$199,999	9.3%	6.5%	5.2%
\$200,000+	6.0%	4.3%	3.9%
Average Household Income	\$93,013	\$82,571	\$78,784
2024 Households by Income			
Household Income Base	9,924	31,571	60,217
<\$15,000	4.4%	5.5%	5.9%
\$15,000 - \$24,999	4.0%	5.9%	6.3%
\$25,000 - \$34,999	7.1%	7.6%	7.5%
\$35,000 - \$49,999	10.7%	11.5%	12.9%
\$50,000 - \$74,999	19.5%	19.0%	20.1%
\$75,000 - \$99,999	16.5%	18.7%	18.6%
\$100,000 - \$149,999	20.6%	19.2%	18.0%
\$150,000 - \$199,999	11.0%	7.9%	6.5%
\$200,000+	6.2%	4.6%	4.3%
Average Household Income	\$101,687	\$91,834	\$88,155
2019 Owner Occupied Housing Units by Value			
Total	7,025	19,596	37,640
<\$50,000	5.1%	5.6%	6.2%
\$50,000 - \$99,999	5.0%	6.1%	9.1%
\$100,000 - \$149,999	23.6%	24.3%	25.0%
\$150,000 - \$199,999	22.3%	22.2%	21.5%
\$200,000 - \$249,999	12.0%	15.5%	13.2%
\$250,000 - \$299,999	8.3%	7.7%	8.4%
\$300,000 - \$399,999	9.7%	7.8%	7.8%
\$400,000 - \$499,999	5.7%	5.5%	4.4%
\$500,000 - \$749,999	5.9%	3.1%	2.3%
\$750,000 - \$999,999	2.0%	1.7%	1.6%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$243,120	\$223,562	\$211,423
2024 Owner Occupied Housing Units by Value			
Total	7,802	21,668	41,932
<\$50,000	4.7%	4.9%	5.3%
\$50,000 - \$99,999	3.7%	4.7%	6.9%
\$100,000 - \$149,999	17.4%	18.3%	19.2%
\$150,000 - \$199,999	19.9%	20.0%	19.3%
\$200,000 - \$249,999	11.4%	15.4%	13.4%
\$250,000 - \$299,999	8.7%	8.3%	9.7%
\$300,000 - \$399,999	12.4%	10.6%	10.6%
\$400,000 - \$499,999	8.5%	8.6%	7.5%
\$500,000 - \$749,999	9.0%	5.1%	3.9%
\$750,000 - \$999,999	3.5%	3.4%	3.3%
\$1,000,000 - \$1,499,999	0.7%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$288,379	\$267,319	\$256,987

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

Towne Centre Village
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	3 miles	5 miles	7 miles
2010 Population by Age			
Total	22,500	71,010	135,709
0 - 4	6.6%	6.9%	7.0%
5 - 9	7.9%	8.0%	7.9%
10 - 14	9.1%	8.6%	8.5%
15 - 24	13.9%	13.9%	13.9%
25 - 34	10.9%	12.6%	13.1%
35 - 44	17.3%	16.9%	16.5%
45 - 54	16.4%	15.0%	14.7%
55 - 64	10.5%	9.8%	9.9%
65 - 74	4.9%	5.1%	5.3%
75 - 84	2.0%	2.4%	2.5%
85 +	0.5%	0.7%	0.7%
18 +	70.7%	71.1%	71.3%
2019 Population by Age			
Total	27,699	83,287	158,559
0 - 4	6.1%	6.3%	6.4%
5 - 9	6.7%	6.7%	6.8%
10 - 14	7.3%	7.1%	7.0%
15 - 24	13.0%	13.3%	13.1%
25 - 34	14.5%	15.1%	15.2%
35 - 44	13.2%	13.3%	13.4%
45 - 54	15.4%	14.9%	14.4%
55 - 64	12.9%	12.1%	12.1%
65 - 74	7.4%	7.3%	7.6%
75 - 84	2.7%	3.0%	3.2%
85 +	0.7%	0.9%	0.9%
18 +	75.5%	75.8%	75.8%
2024 Population by Age			
Total	30,547	90,425	172,741
0 - 4	6.2%	6.3%	6.4%
5 - 9	6.5%	6.6%	6.7%
10 - 14	7.1%	7.0%	7.0%
15 - 24	11.4%	11.9%	11.9%
25 - 34	15.9%	17.0%	17.0%
35 - 44	14.1%	13.8%	13.7%
45 - 54	13.2%	12.8%	12.5%
55 - 64	12.9%	12.1%	11.9%
65 - 74	8.3%	7.9%	8.1%
75 - 84	3.6%	3.7%	3.9%
85 +	0.8%	1.0%	1.0%
18 +	76.1%	76.3%	76.1%
2010 Population by Sex			
Males	10,724	33,634	64,749
Females	11,775	37,378	70,961
2019 Population by Sex			
Males	13,198	39,596	75,959
Females	14,500	43,691	82,598
2024 Population by Sex			
Males	14,563	43,109	82,952
Females	15,986	47,318	89,788

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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2010 Population by Race/Ethnicity			
Total	22,500	71,012	135,709
White Alone	51.5%	45.3%	46.5%
Black Alone	37.3%	44.0%	43.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.2%	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	2.8%	3.0%
Two or More Races	2.7%	2.8%	2.7%
Hispanic Origin	7.1%	7.0%	7.3%
Diversity Index	64.7	65.1	64.9
2019 Population by Race/Ethnicity			
Total	27,698	83,288	158,558
White Alone	39.5%	34.4%	35.6%
Black Alone	46.9%	53.0%	52.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.5%	5.8%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	3.2%	3.4%
Two or More Races	3.3%	3.2%	3.2%
Hispanic Origin	8.7%	8.2%	8.5%
Diversity Index	68.1	65.8	65.8
2024 Population by Race/Ethnicity			
Total	30,547	90,429	172,741
White Alone	34.3%	29.7%	30.8%
Black Alone	51.1%	56.9%	56.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	7.0%	6.2%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	3.4%	3.6%
Two or More Races	3.5%	3.4%	3.4%
Hispanic Origin	9.4%	8.7%	9.0%
Diversity Index	68.2	65.0	65.1
2010 Population by Relationship and Household Type			
Total	22,499	71,012	135,710
In Households	100.0%	98.8%	98.7%
In Family Households	90.8%	87.7%	87.8%
Householder	26.8%	26.2%	26.2%
Spouse	19.7%	17.9%	17.8%
Child	36.9%	36.2%	36.0%
Other relative	5.2%	5.2%	5.3%
Nonrelative	2.3%	2.3%	2.4%
In Nonfamily Households	9.2%	11.1%	10.9%
In Group Quarters	0.0%	1.2%	1.3%
Institutionalized Population	0.0%	1.2%	1.3%
Noninstitutionalized Population	0.0%	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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2019 Population 25+ by Educational Attainment			
Total	18,514	55,504	105,881
Less than 9th Grade	2.5%	2.8%	2.8%
9th - 12th Grade, No Diploma	6.5%	6.1%	6.5%
High School Graduate	25.3%	23.9%	24.6%
GED/Alternative Credential	4.1%	3.9%	4.0%
Some College, No Degree	20.5%	22.1%	22.9%
Associate Degree	10.3%	9.3%	9.6%
Bachelor's Degree	17.1%	19.5%	18.5%
Graduate/Professional Degree	13.8%	12.4%	11.1%
2019 Population 15+ by Marital Status			
Total	22,106	66,583	126,701
Never Married	29.1%	33.1%	34.1%
Married	55.4%	49.9%	49.1%
Widowed	4.4%	4.6%	4.5%
Divorced	11.1%	12.5%	12.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	94.7%	94.7%
Civilian Unemployed (Unemployment Rate)	4.5%	5.3%	5.3%
2019 Employed Population 16+ by Industry			
Total	13,642	39,273	73,806
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	4.1%	3.9%	5.1%
Manufacturing	5.9%	6.0%	6.0%
Wholesale Trade	3.8%	3.4%	3.2%
Retail Trade	8.9%	9.8%	10.2%
Transportation/Utilities	13.7%	16.3%	16.0%
Information	2.1%	2.5%	2.5%
Finance/Insurance/Real Estate	6.1%	5.1%	5.6%
Services	47.3%	45.5%	44.4%
Public Administration	8.0%	7.3%	6.8%
2019 Employed Population 16+ by Occupation			
Total	13,643	39,273	73,803
White Collar	61.8%	61.7%	60.7%
Management/Business/Financial	16.6%	14.2%	13.5%
Professional	20.3%	19.6%	19.9%
Sales	9.4%	9.3%	9.7%
Administrative Support	15.5%	18.6%	17.7%
Services	15.5%	15.7%	15.5%
Blue Collar	22.7%	22.7%	23.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.2%	3.4%	4.3%
Installation/Maintenance/Repair	3.2%	3.3%	3.8%
Production	4.4%	4.0%	4.1%
Transportation/Material Moving	11.9%	11.9%	11.6%
2010 Population By Urban/ Rural Status			
Total Population	22,499	71,012	135,710
Population Inside Urbanized Area	89.7%	92.4%	91.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	10.3%	7.6%	8.2%

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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2010 Households by Type			
Total	7,464	25,274	48,005
Households with 1 Person	17.8%	21.8%	21.3%
Households with 2+ People	82.2%	78.2%	78.7%
Family Households	78.4%	74.0%	74.4%
Husband-wife Families	57.9%	50.7%	50.7%
With Related Children	30.6%	27.0%	26.4%
Other Family (No Spouse Present)	20.4%	23.3%	23.7%
Other Family with Male Householder	4.7%	4.9%	5.2%
With Related Children	3.1%	3.2%	3.3%
Other Family with Female Householder	15.7%	18.4%	18.6%
With Related Children	11.5%	13.6%	13.6%
Nonfamily Households	3.9%	4.2%	4.3%
All Households with Children	45.6%	44.2%	43.7%
Multigenerational Households	6.7%	6.2%	6.4%
Unmarried Partner Households	5.0%	5.4%	5.6%
Male-female	4.3%	4.8%	5.0%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	7,464	25,273	48,006
1 Person Household	17.8%	21.8%	21.3%
2 Person Household	29.3%	29.0%	29.6%
3 Person Household	20.3%	19.4%	19.0%
4 Person Household	18.1%	16.8%	16.6%
5 Person Household	8.8%	7.8%	7.9%
6 Person Household	3.6%	3.3%	3.4%
7 + Person Household	2.2%	2.0%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	7,465	25,274	48,005
Owner Occupied	78.8%	69.4%	70.8%
Owned with a Mortgage/Loan	69.8%	60.3%	60.4%
Owned Free and Clear	9.1%	9.0%	10.4%
Renter Occupied	21.2%	30.6%	29.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,013	27,662	52,978
Housing Units Inside Urbanized Area	89.5%	92.6%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	10.5%	7.4%	7.9%

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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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Up and Coming Families (7A)	Soccer Moms (4A)	Middleburg (4C)
3.	Traditional Living (12B)	Middleburg (4C)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$20,624,935	\$59,781,033	\$108,486,786
Average Spent	\$2,278.24	\$2,045.82	\$1,956.62
Spending Potential Index	106	96	91
Education: Total \$	\$14,709,970	\$41,280,893	\$73,792,107
Average Spent	\$1,624.87	\$1,412.71	\$1,330.88
Spending Potential Index	102	89	84
Entertainment/Recreation: Total \$	\$31,333,427	\$90,099,541	\$163,696,012
Average Spent	\$3,461.11	\$3,083.38	\$2,952.35
Spending Potential Index	106	94	90
Food at Home: Total \$	\$48,688,931	\$142,160,747	\$259,312,407
Average Spent	\$5,378.21	\$4,865.02	\$4,676.85
Spending Potential Index	104	94	90
Food Away from Home: Total \$	\$35,670,280	\$103,306,954	\$187,768,477
Average Spent	\$3,940.16	\$3,535.37	\$3,386.51
Spending Potential Index	107	96	92
Health Care: Total \$	\$57,187,294	\$165,094,506	\$301,300,433
Average Spent	\$6,316.94	\$5,649.86	\$5,434.12
Spending Potential Index	106	95	92
HH Furnishings & Equipment: Total \$	\$21,334,063	\$61,151,811	\$110,801,321
Average Spent	\$2,356.57	\$2,092.74	\$1,998.36
Spending Potential Index	111	98	94
Personal Care Products & Services: Total \$	\$8,898,752	\$25,576,071	\$46,416,587
Average Spent	\$982.96	\$875.26	\$837.15
Spending Potential Index	111	99	94
Shelter: Total \$	\$172,825,857	\$498,794,828	\$901,130,076
Average Spent	\$19,090.45	\$17,069.74	\$16,252.39
Spending Potential Index	103	92	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,836,485	\$68,953,849	\$125,670,976
Average Spent	\$2,632.99	\$2,359.74	\$2,266.55
Spending Potential Index	106	95	91
Travel: Total \$	\$22,033,363	\$62,119,781	\$111,958,745
Average Spent	\$2,433.82	\$2,125.86	\$2,019.24
Spending Potential Index	108	95	90
Vehicle Maintenance & Repairs: Total \$	\$10,942,032	\$31,941,497	\$58,164,505
Average Spent	\$1,208.66	\$1,093.10	\$1,049.03
Spending Potential Index	106	96	92

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.