



Demographic and Income Profile

4150 Macland Rd, Powder Springs, Georgia, 30127
Ring: 1 mile radius

Prepared by Esri
Latitude: 33.90346
Longitude: -84.67469

Summary	Census 2010	Census 2020	2022	2027
Population	2,173	2,817	3,092	3,407
Households	738	976	1,070	1,176
Families	599	-	854	935
Average Household Size	2.94	2.89	2.89	2.90
Owner Occupied Housing Units	643	-	965	1,064
Renter Occupied Housing Units	91	-	105	112
Median Age	39.6	-	40.7	41.0

Trends: 2022-2027 Annual Rate	Area	State	National
Population	1.96%	0.51%	0.25%
Households	1.91%	0.56%	0.31%
Families	1.83%	0.51%	0.28%
Owner HHs	1.97%	0.77%	0.53%
Median Household Income	1.79%	3.59%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	55	5.1%	38	3.2%
\$15,000 - \$24,999	30	2.8%	18	1.5%
\$25,000 - \$34,999	60	5.6%	38	3.2%
\$35,000 - \$49,999	75	7.0%	39	3.3%
\$50,000 - \$74,999	143	13.4%	173	14.7%
\$75,000 - \$99,999	122	11.4%	201	17.1%
\$100,000 - \$149,999	187	17.5%	168	14.3%
\$150,000 - \$199,999	214	20.0%	235	20.0%
\$200,000+	182	17.0%	266	22.6%

Median Household Income	\$109,640	\$119,836
Average Household Income	\$139,622	\$163,939
Per Capita Income	\$49,923	\$58,433

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	139	6.4%	169	5.5%	189	5.5%
5 - 9	150	6.9%	209	6.8%	225	6.6%
10 - 14	158	7.3%	220	7.1%	232	6.8%
15 - 19	165	7.6%	222	7.2%	232	6.8%
20 - 24	116	5.3%	142	4.6%	149	4.4%
25 - 34	207	9.5%	315	10.2%	338	9.9%
35 - 44	350	16.1%	479	15.5%	560	16.4%
45 - 54	387	17.8%	453	14.7%	474	13.9%
55 - 64	272	12.5%	419	13.6%	420	12.3%
65 - 74	141	6.5%	297	9.6%	359	10.5%
75 - 84	65	3.0%	129	4.2%	181	5.3%
85+	24	1.1%	38	1.2%	48	1.4%

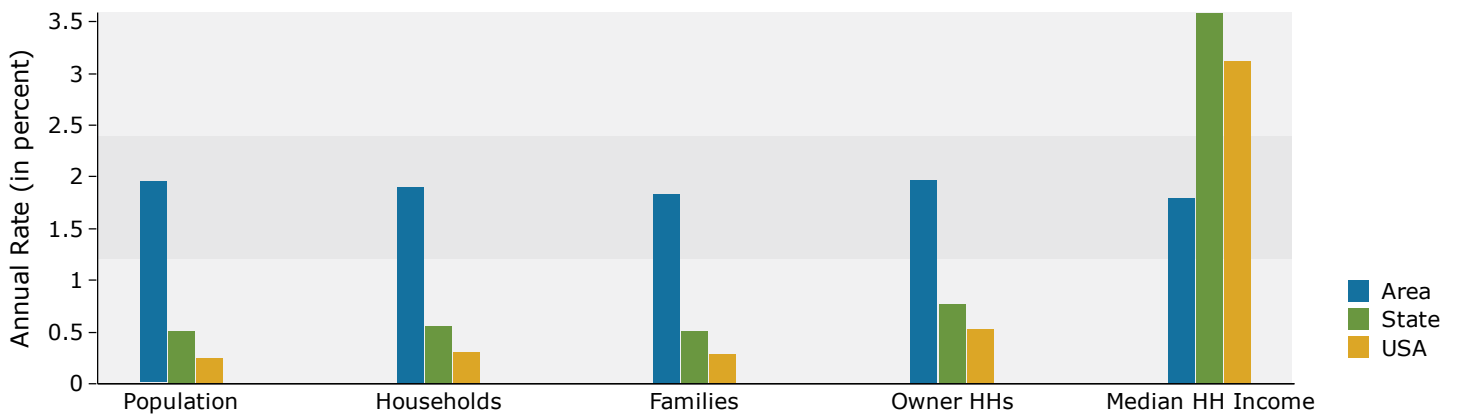
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,284	59.1%	1,201	42.6%	1,285	41.6%	1,329	39.0%
Black Alone	718	33.0%	1,178	41.8%	1,312	42.4%	1,497	43.9%
American Indian Alone	4	0.2%	9	0.3%	9	0.3%	10	0.3%
Asian Alone	72	3.3%	80	2.8%	91	2.9%	107	3.1%
Pacific Islander Alone	0	0.0%	2	0.1%	2	0.1%	2	0.1%
Some Other Race Alone	52	2.4%	126	4.5%	141	4.6%	165	4.8%
Two or More Races	43	2.0%	221	7.8%	252	8.2%	297	8.7%
Hispanic Origin (Any Race)	148	6.8%	265	9.4%	295	9.5%	333	9.8%

Data Note: Income is expressed in current dollars.

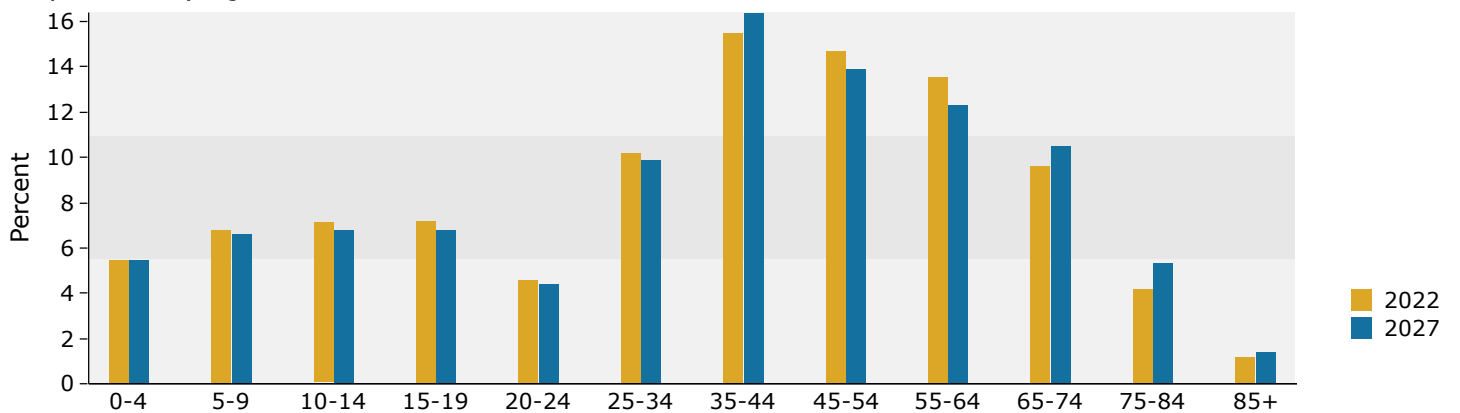
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

May 19, 2023

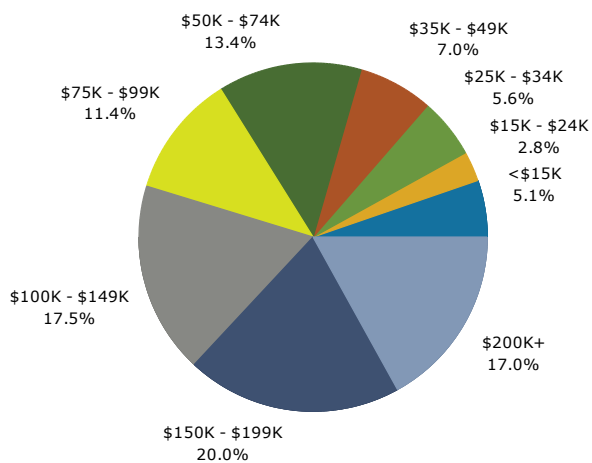
Trends 2022-2027



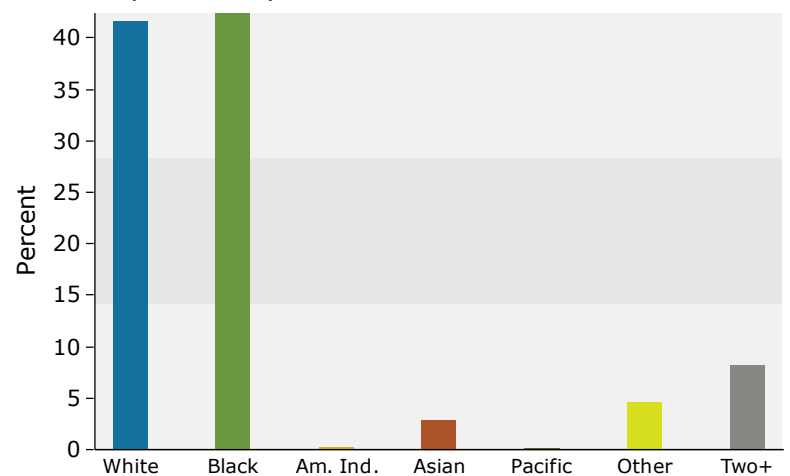
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 9.5%



Demographic and Income Profile

4150 Macland Rd, Powder Springs, Georgia, 30127
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.90346
Longitude: -84.67469

Summary	Census 2010	Census 2020	2022	2027
Population	39,355	45,684	46,610	47,560
Households	13,175	15,298	15,619	15,952
Families	10,723	-	12,544	12,784
Average Household Size	2.98	2.98	2.98	2.98
Owner Occupied Housing Units	11,590	-	13,778	14,094
Renter Occupied Housing Units	1,585	-	1,841	1,858
Median Age	37.7	-	39.3	39.6

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.40%	0.51%	0.25%
Households	0.42%	0.56%	0.31%
Families	0.38%	0.51%	0.28%
Owner HHs	0.45%	0.77%	0.53%
Median Household Income	2.81%	3.59%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	606	3.9%	385	2.4%
\$15,000 - \$24,999	415	2.7%	265	1.7%
\$25,000 - \$34,999	700	4.5%	539	3.4%
\$35,000 - \$49,999	1,326	8.5%	1,014	6.4%
\$50,000 - \$74,999	2,511	16.1%	2,220	13.9%
\$75,000 - \$99,999	2,240	14.3%	2,207	13.8%
\$100,000 - \$149,999	3,175	20.3%	3,394	21.3%
\$150,000 - \$199,999	2,727	17.5%	3,420	21.4%
\$200,000+	1,920	12.3%	2,508	15.7%

Median Household Income	\$100,120	\$114,990
Average Household Income	\$127,460	\$149,334
Per Capita Income	\$42,569	\$49,908

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,425	6.2%	2,533	5.4%	2,605	5.5%
5 - 9	3,159	8.0%	2,872	6.2%	2,828	5.9%
10 - 14	3,524	9.0%	3,264	7.0%	3,117	6.6%
15 - 19	3,398	8.6%	3,313	7.1%	2,984	6.3%
20 - 24	1,979	5.0%	2,614	5.6%	2,306	4.8%
25 - 34	3,649	9.3%	6,479	13.9%	6,512	13.7%
35 - 44	6,212	15.8%	5,477	11.8%	6,567	13.8%
45 - 54	7,234	18.4%	6,730	14.4%	5,957	12.5%
55 - 64	4,365	11.1%	6,874	14.7%	6,636	14.0%
65 - 74	2,222	5.6%	4,276	9.2%	5,104	10.7%
75 - 84	931	2.4%	1,742	3.7%	2,376	5.0%
85+	258	0.7%	435	0.9%	567	1.2%

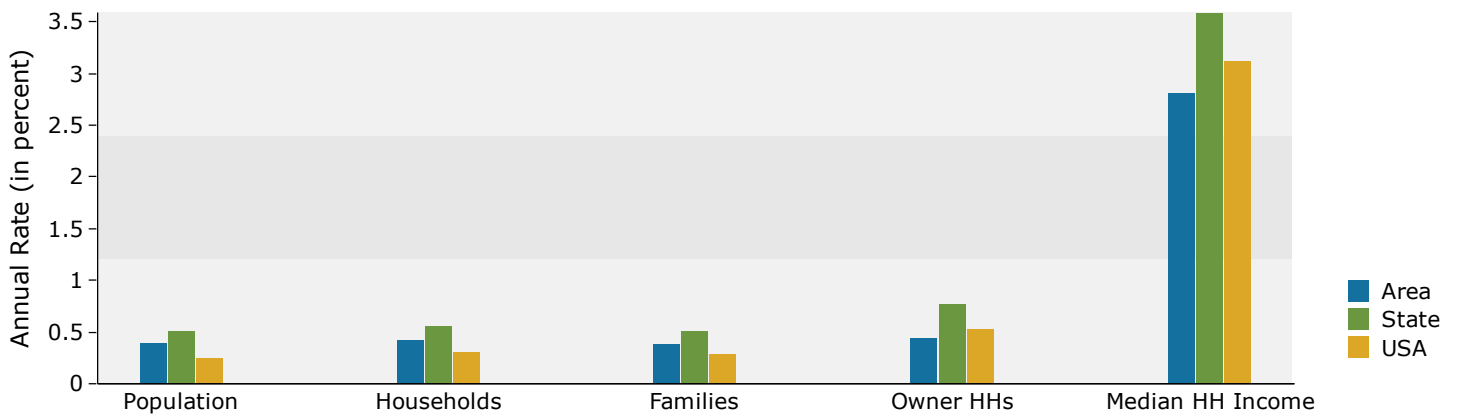
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	22,986	58.4%	20,286	44.4%	20,494	44.0%	20,041	42.1%
Black Alone	13,099	33.3%	17,170	37.6%	17,521	37.6%	18,212	38.3%
American Indian Alone	102	0.3%	230	0.5%	238	0.5%	256	0.5%
Asian Alone	734	1.9%	1,077	2.4%	1,122	2.4%	1,199	2.5%
Pacific Islander Alone	6	0.0%	28	0.1%	28	0.1%	28	0.1%
Some Other Race Alone	1,456	3.7%	2,780	6.1%	2,855	6.1%	3,064	6.4%
Two or More Races	972	2.5%	4,113	9.0%	4,352	9.3%	4,760	10.0%
Hispanic Origin (Any Race)	3,333	8.5%	5,831	12.8%	5,996	12.9%	6,257	13.2%

Data Note: Income is expressed in current dollars.

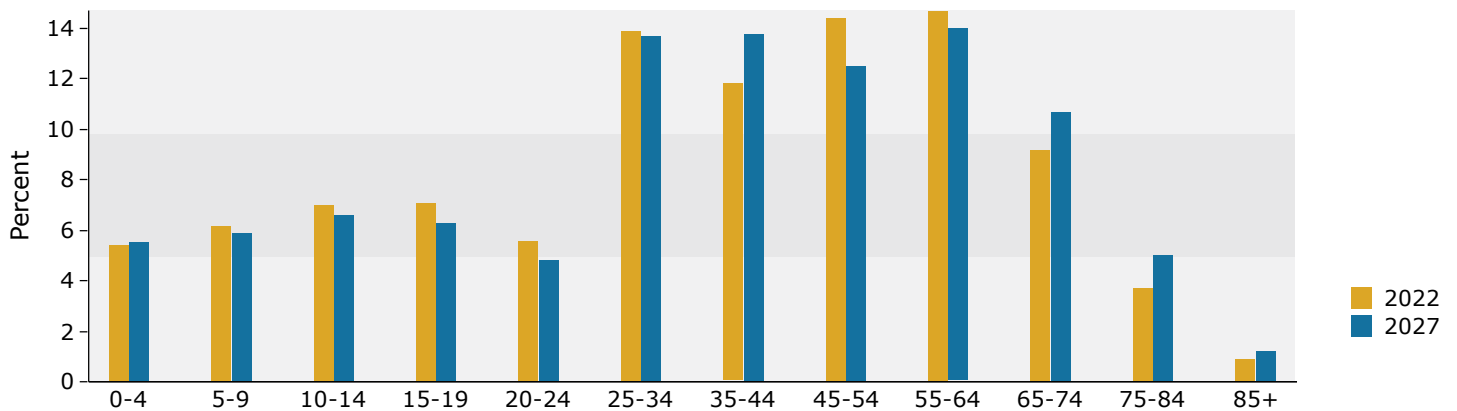
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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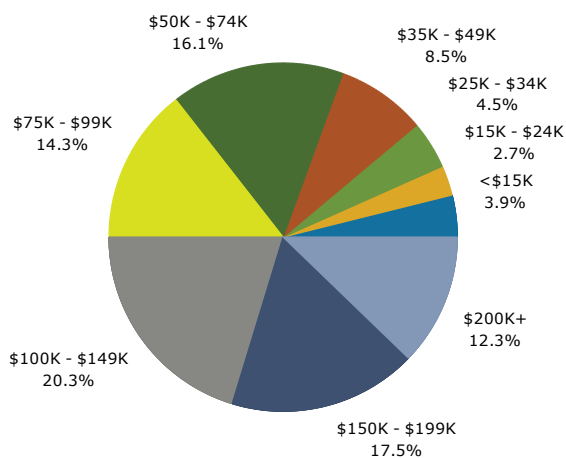
Trends 2022-2027



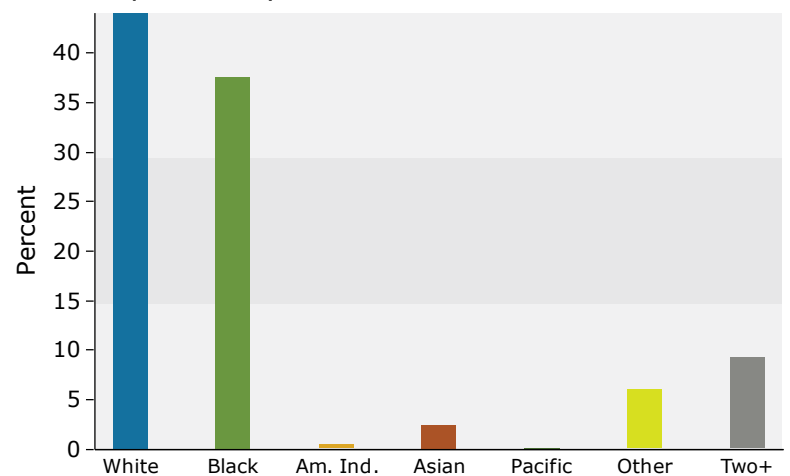
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 12.9%



Demographic and Income Profile

4150 Macland Rd, Powder Springs, Georgia, 30127
Ring: 5 mile radius

Prepared by Esri
Latitude: 33.90346
Longitude: -84.67469

Summary	Census 2010	Census 2020	2022	2027
Population	103,608	118,890	121,665	124,914
Households	35,703	41,077	42,124	43,289
Families	27,940	-	32,339	33,157
Average Household Size	2.88	2.88	2.87	2.87
Owner Occupied Housing Units	29,849	-	35,003	36,230
Renter Occupied Housing Units	5,848	-	7,121	7,059
Median Age	37.4	-	39.4	39.7

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.53%	0.51%	0.25%
Households	0.55%	0.56%	0.31%
Families	0.50%	0.51%	0.28%
Owner HHs	0.69%	0.77%	0.53%
Median Household Income	3.42%	3.59%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	2,007	4.8%	1,366	3.2%
\$15,000 - \$24,999	1,575	3.7%	1,144	2.6%
\$25,000 - \$34,999	2,507	6.0%	1,952	4.5%
\$35,000 - \$49,999	4,326	10.3%	3,512	8.1%
\$50,000 - \$74,999	6,909	16.4%	6,545	15.1%
\$75,000 - \$99,999	5,972	14.2%	5,615	13.0%
\$100,000 - \$149,999	8,394	19.9%	9,593	22.2%
\$150,000 - \$199,999	5,703	13.5%	7,590	17.5%
\$200,000+	4,730	11.2%	5,972	13.8%

Median Household Income	\$88,949	\$105,246
Average Household Income	\$118,270	\$138,193
Per Capita Income	\$40,882	\$47,816

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,702	6.5%	6,843	5.6%	7,039	5.6%
5 - 9	8,095	7.8%	7,710	6.3%	7,630	6.1%
10 - 14	8,716	8.4%	8,506	7.0%	8,433	6.8%
15 - 19	8,320	8.0%	8,399	6.9%	7,886	6.3%
20 - 24	5,324	5.1%	6,728	5.5%	6,310	5.1%
25 - 34	10,938	10.6%	16,274	13.4%	16,342	13.1%
35 - 44	16,418	15.8%	15,066	12.4%	17,108	13.7%
45 - 54	17,927	17.3%	17,408	14.3%	16,122	12.9%
55 - 64	11,563	11.2%	17,192	14.1%	16,686	13.4%
65 - 74	5,860	5.7%	11,243	9.2%	13,154	10.5%
75 - 84	2,726	2.6%	4,739	3.9%	6,373	5.1%
85+	1,018	1.0%	1,557	1.3%	1,832	1.5%

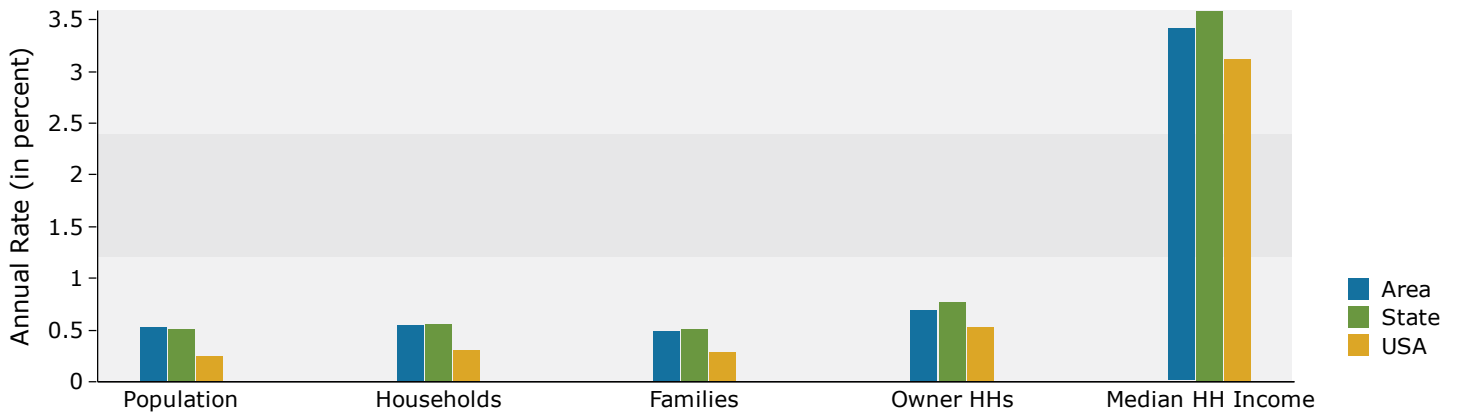
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	61,525	59.4%	55,321	46.5%	56,101	46.1%	55,520	44.4%
Black Alone	32,713	31.6%	41,401	34.8%	42,356	34.8%	44,179	35.4%
American Indian Alone	308	0.3%	603	0.5%	630	0.5%	686	0.5%
Asian Alone	2,206	2.1%	2,990	2.5%	3,119	2.6%	3,355	2.7%
Pacific Islander Alone	24	0.0%	91	0.1%	93	0.1%	93	0.1%
Some Other Race Alone	4,285	4.1%	7,917	6.7%	8,169	6.7%	8,770	7.0%
Two or More Races	2,547	2.5%	10,567	8.9%	11,196	9.2%	12,311	9.9%
Hispanic Origin (Any Race)	9,487	9.2%	16,299	13.7%	16,789	13.8%	17,501	14.0%

Data Note: Income is expressed in current dollars.

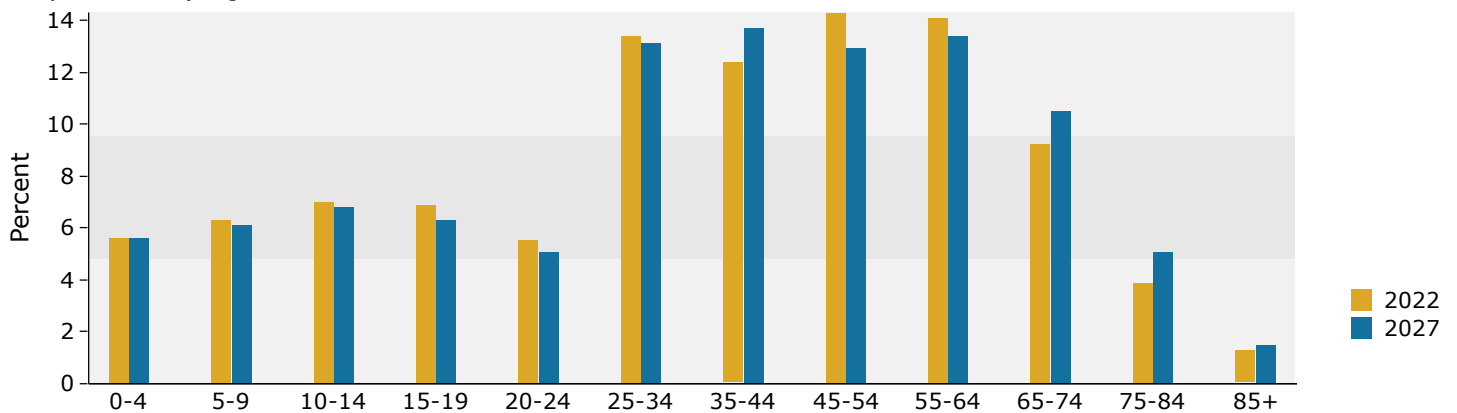
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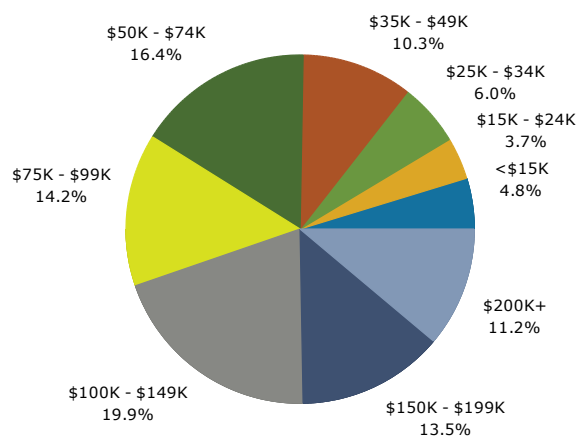
Trends 2022-2027



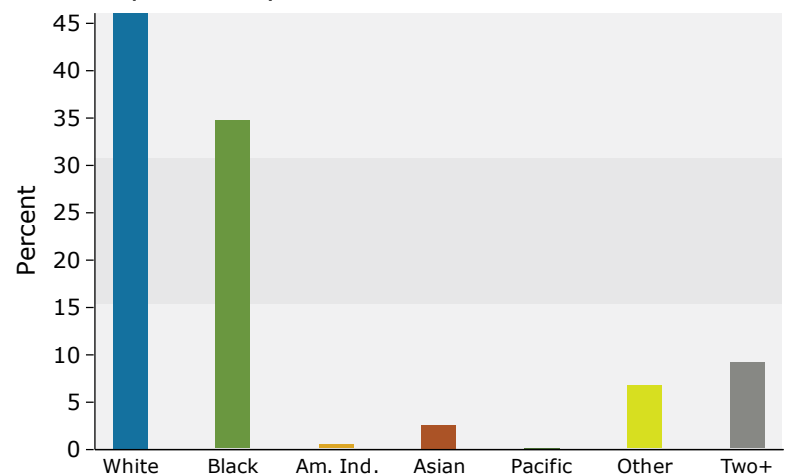
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 13.8%