

# Demographic and Income Profile

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

Prepared by Esri  
Latitude: 33.90347  
Longitude: -84.67469

Summary	Census 2010	Census 2020	2024	2029
Population	2,044	2,817	3,005	3,216
Households	701	976	1,064	1,144
Families	563	791	851	915
Average Household Size	2.92	2.89	2.82	2.81
Owner Occupied Housing Units	611	854	948	1,035
Renter Occupied Housing Units	91	122	116	109
Median Age	39.9	42.1	42.7	43.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	1.37%	0.61%	0.38%
Households	1.46%	0.86%	0.64%
Families	1.46%	0.75%	0.56%
Owner HHs	1.77%	1.32%	0.97%
Median Household Income	3.47%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	31	2.9%	24	2.1%
\$15,000 - \$24,999	68	6.4%	44	3.8%
\$25,000 - \$34,999	47	4.4%	32	2.8%
\$35,000 - \$49,999	43	4.0%	32	2.8%
\$50,000 - \$74,999	144	13.5%	120	10.5%
\$75,000 - \$99,999	138	13.0%	139	12.2%
\$100,000 - \$149,999	220	20.7%	258	22.6%
\$150,000 - \$199,999	172	16.2%	229	20.0%
\$200,000+	201	18.9%	266	23.3%

Median Household Income	\$109,959	\$130,437
Average Household Income	\$142,306	\$168,051
Per Capita Income	\$51,010	\$60,513

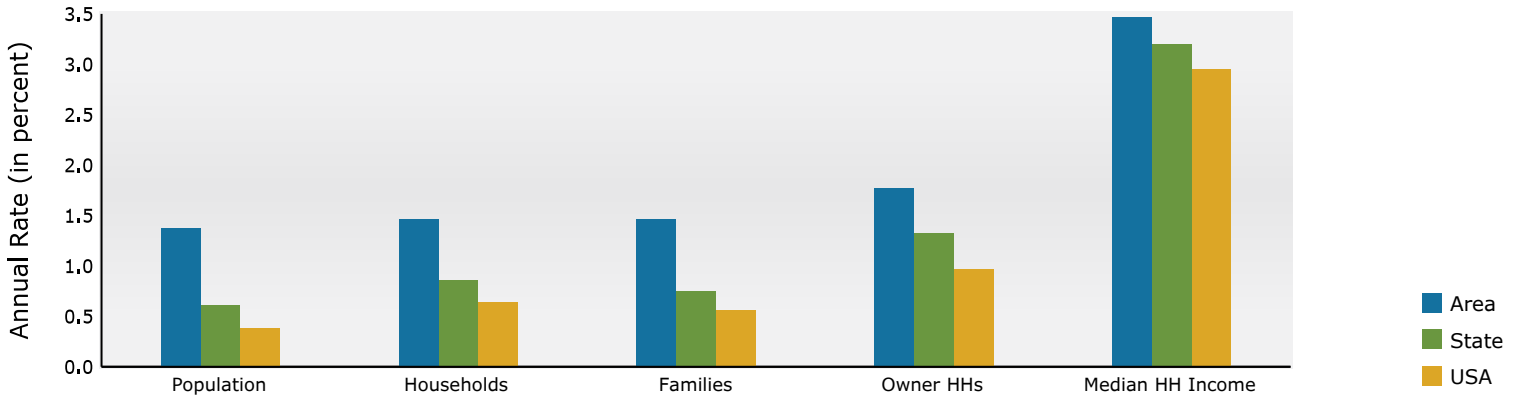
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	128	6.3%	151	5.4%	154	5.1%	162	5.0%
5 - 9	139	6.8%	176	6.2%	192	6.4%	179	5.6%
10 - 14	139	6.8%	189	6.7%	199	6.6%	214	6.7%
15 - 19	153	7.5%	205	7.3%	186	6.2%	189	5.9%
20 - 24	109	5.3%	148	5.3%	169	5.6%	156	4.9%
25 - 34	199	9.7%	266	9.4%	311	10.3%	390	12.1%
35 - 44	331	16.2%	382	13.6%	396	13.2%	391	12.2%
45 - 54	360	17.6%	408	14.5%	424	14.1%	443	13.8%
55 - 64	264	12.9%	398	14.1%	396	13.2%	420	13.1%
65 - 74	137	6.7%	287	10.2%	321	10.7%	365	11.4%
75 - 84	62	3.0%	170	6.0%	203	6.8%	230	7.2%
85+	23	1.1%	37	1.3%	54	1.8%	76	2.4%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,192	58.3%	1,201	42.6%	1,217	40.5%	1,234	38.4%
Black Alone	691	33.8%	1,178	41.8%	1,295	43.1%	1,422	44.2%
American Indian Alone	4	0.2%	9	0.3%	10	0.3%	12	0.4%
Asian Alone	66	3.2%	80	2.8%	91	3.0%	106	3.3%
Pacific Islander Alone	0	0.0%	2	0.1%	2	0.1%	2	0.1%
Some Other Race Alone	51	2.5%	126	4.5%	142	4.7%	161	5.0%
Two or More Races	40	2.0%	221	7.8%	247	8.2%	279	8.7%
Hispanic Origin (Any Race)	148	7.2%	265	9.4%	300	10.0%	343	10.7%

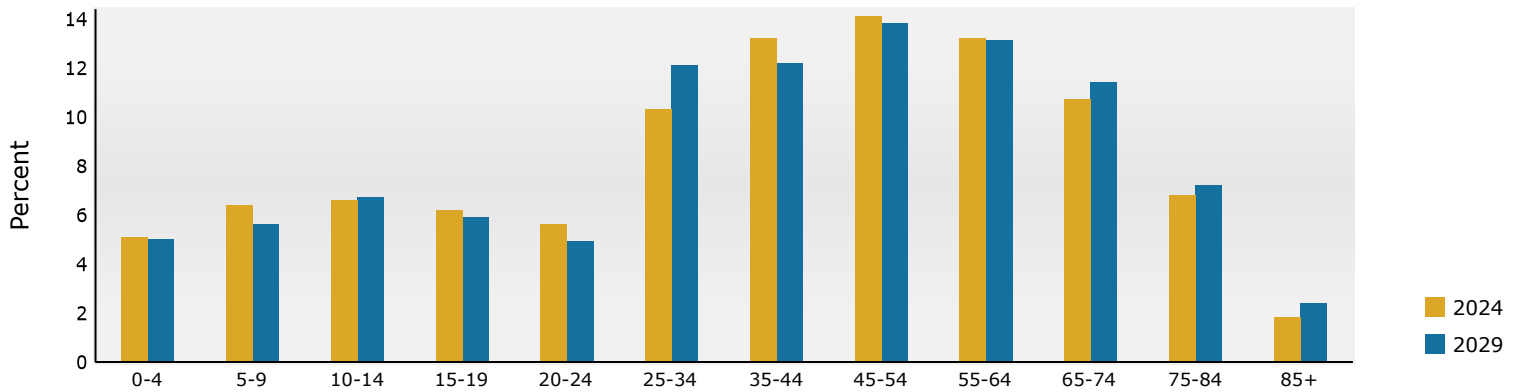
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

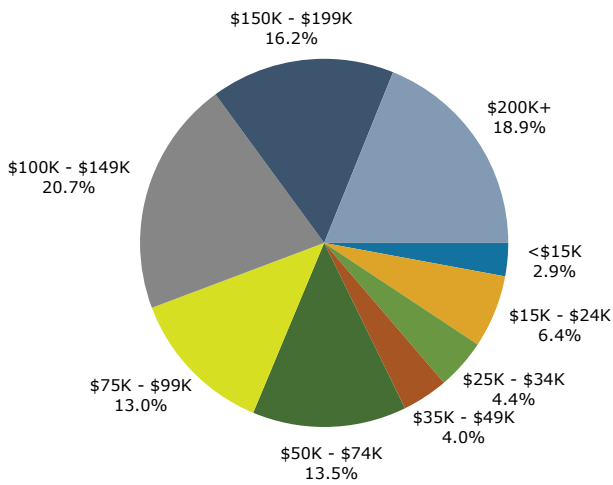
## Trends 2024-2029



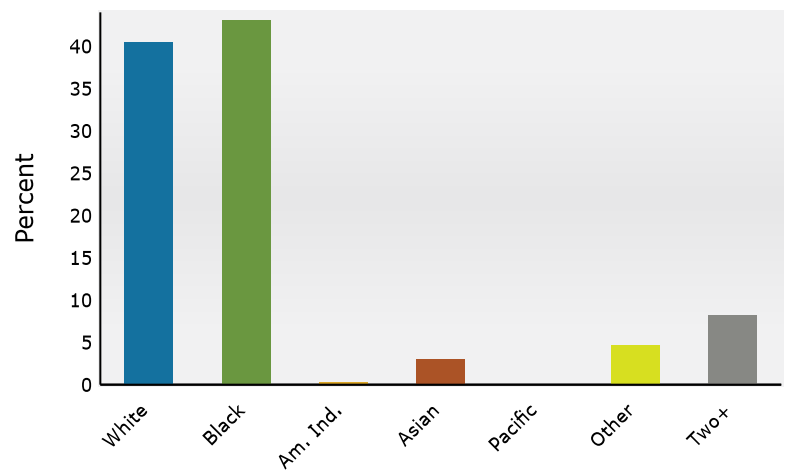
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 10.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

# Demographic and Income Profile

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

Prepared by Esri  
Latitude: 33.90347  
Longitude: -84.67469

Summary	Census 2010	Census 2020	2024	2029
Population	38,170	44,203	45,976	47,062
Households	12,780	14,809	15,443	15,931
Families	10,446	11,962	12,312	12,662
Average Household Size	2.98	2.98	2.97	2.95
Owner Occupied Housing Units	11,298	12,714	13,575	14,109
Renter Occupied Housing Units	1,482	2,095	1,868	1,822
Median Age	37.7	39.9	40.6	40.9

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.47%	0.61%	0.38%
Households	0.62%	0.86%	0.64%
Families	0.56%	0.75%	0.56%
Owner HHs	0.77%	1.32%	0.97%
Median Household Income	2.94%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	350	2.3%	270	1.7%
\$15,000 - \$24,999	457	3.0%	291	1.8%
\$25,000 - \$34,999	584	3.8%	387	2.4%
\$35,000 - \$49,999	907	5.9%	686	4.3%
\$50,000 - \$74,999	2,423	15.7%	1,988	12.5%
\$75,000 - \$99,999	2,197	14.2%	1,999	12.5%
\$100,000 - \$149,999	3,645	23.6%	3,944	24.8%
\$150,000 - \$199,999	2,093	13.6%	2,785	17.5%
\$200,000+	2,787	18.0%	3,582	22.5%

Median Household Income	\$107,460	\$124,237
Average Household Income	\$140,070	\$164,470
Per Capita Income	\$46,834	\$55,380

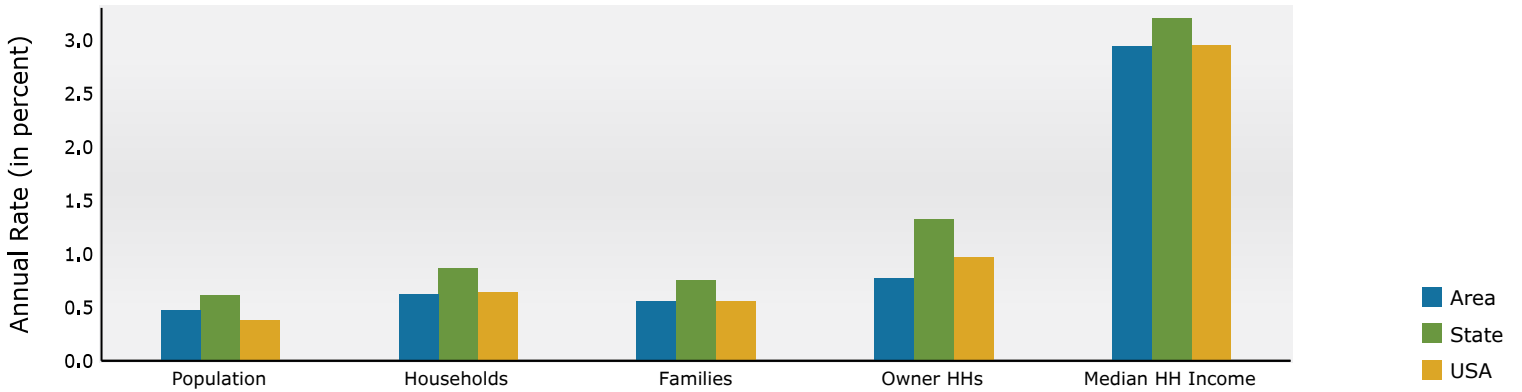
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,347	6.1%	2,279	5.2%	2,334	5.1%	2,395	5.1%
5 - 9	3,077	8.1%	2,920	6.6%	2,809	6.1%	2,579	5.5%
10 - 14	3,432	9.0%	3,493	7.9%	3,274	7.1%	2,973	6.3%
15 - 19	3,299	8.6%	3,603	8.2%	3,363	7.3%	2,958	6.3%
20 - 24	1,919	5.0%	2,660	6.0%	2,968	6.5%	2,687	5.7%
25 - 34	3,512	9.2%	4,442	10.0%	5,113	11.1%	6,519	13.9%
35 - 44	6,046	15.8%	5,701	12.9%	5,907	12.8%	5,843	12.4%
45 - 54	7,050	18.5%	6,523	14.8%	6,442	14.0%	6,120	13.0%
55 - 64	4,213	11.0%	6,359	14.4%	6,336	13.8%	6,150	13.1%
65 - 74	2,132	5.6%	3,921	8.9%	4,547	9.9%	5,248	11.2%
75 - 84	894	2.3%	1,836	4.2%	2,273	4.9%	2,782	5.9%
85+	251	0.7%	469	1.1%	610	1.3%	806	1.7%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	22,459	58.8%	19,822	44.8%	19,806	43.1%	19,439	41.3%
Black Alone	12,592	33.0%	16,562	37.5%	17,613	38.3%	18,328	38.9%
American Indian Alone	96	0.3%	214	0.5%	230	0.5%	240	0.5%
Asian Alone	716	1.9%	1,053	2.4%	1,157	2.5%	1,272	2.7%
Pacific Islander Alone	6	0.0%	27	0.1%	27	0.1%	30	0.1%
Some Other Race Alone	1,365	3.6%	2,593	5.9%	2,845	6.2%	3,099	6.6%
Two or More Races	936	2.5%	3,932	8.9%	4,298	9.3%	4,654	9.9%
Hispanic Origin (Any Race)	3,156	8.3%	5,478	12.4%	5,997	13.0%	6,532	13.9%

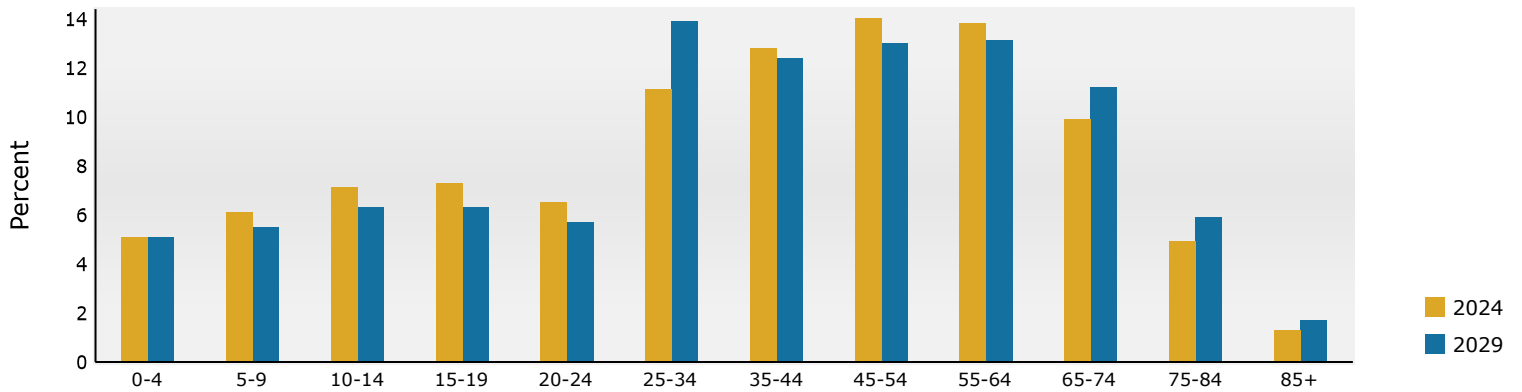
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

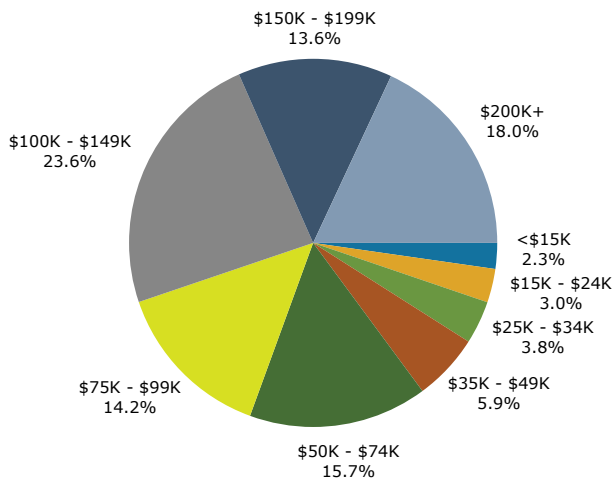
## Trends 2024-2029



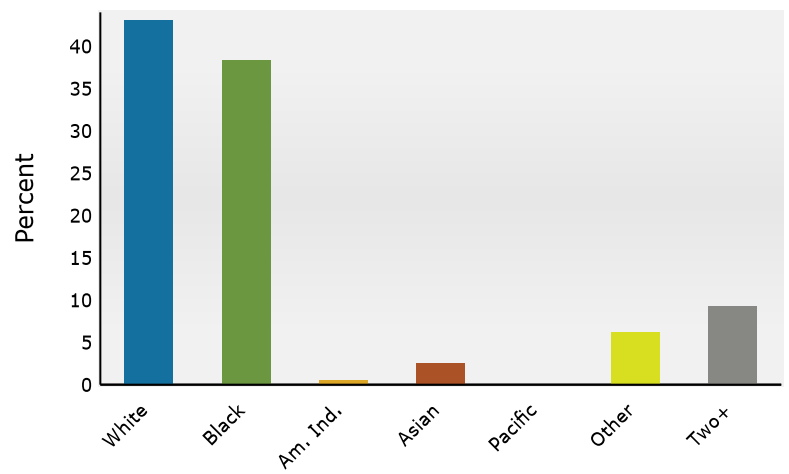
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 13.0%

# Demographic and Income Profile

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

Prepared by Esri  
Latitude: 33.90347  
Longitude: -84.67469

Summary	Census 2010	Census 2020	2024	2029
Population	102,407	117,605	122,185	125,652
Households	35,302	40,594	42,356	43,854
Families	27,627	31,168	32,027	33,040
Average Household Size	2.88	2.88	2.87	2.85
Owner Occupied Housing Units	29,511	32,455	34,825	36,456
Renter Occupied Housing Units	5,791	8,139	7,531	7,398
Median Age	37.4	39.7	40.3	40.8

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.56%	0.61%	0.38%
Households	0.70%	0.86%	0.64%
Families	0.62%	0.75%	0.56%
Owner HHs	0.92%	1.32%	0.97%
Median Household Income	2.50%	3.20%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	1,474	3.5%	1,148	2.6%
\$15,000 - \$24,999	1,333	3.1%	871	2.0%
\$25,000 - \$34,999	1,852	4.4%	1,275	2.9%
\$35,000 - \$49,999	2,874	6.8%	2,318	5.3%
\$50,000 - \$74,999	6,652	15.7%	5,786	13.2%
\$75,000 - \$99,999	6,095	14.4%	5,823	13.3%
\$100,000 - \$149,999	9,737	23.0%	10,756	24.5%
\$150,000 - \$199,999	5,312	12.5%	7,027	16.0%
\$200,000+	7,027	16.6%	8,849	20.2%

Median Household Income	\$102,937	\$116,461
Average Household Income	\$133,842	\$155,617
Per Capita Income	\$46,366	\$54,282

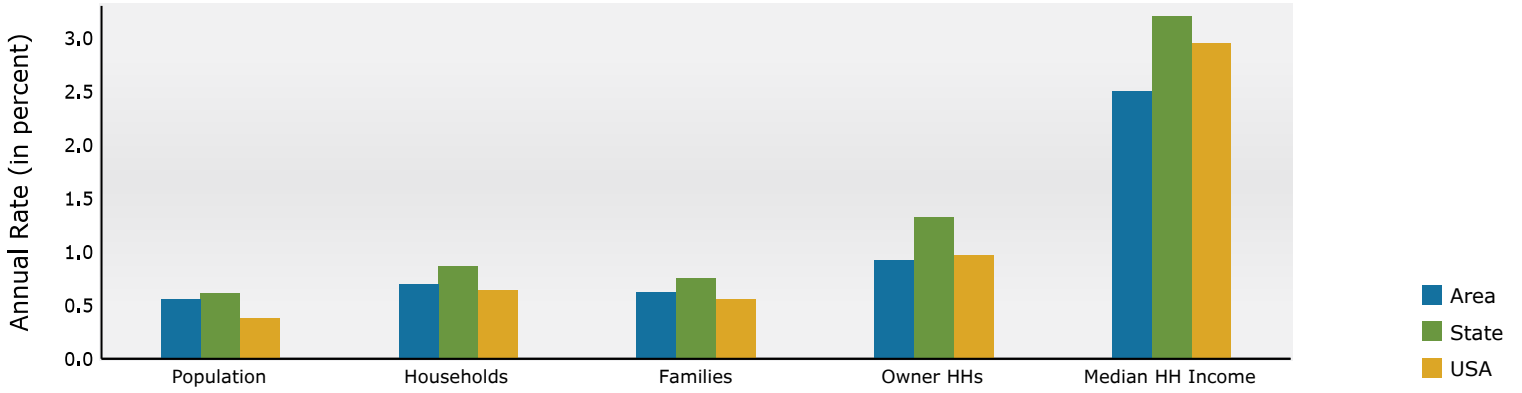
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,599	6.4%	6,367	5.4%	6,482	5.3%	6,629	5.3%
5 - 9	8,002	7.8%	7,500	6.4%	7,534	6.2%	6,993	5.6%
10 - 14	8,613	8.4%	8,930	7.6%	8,300	6.8%	7,939	6.3%
15 - 19	8,254	8.1%	9,121	7.8%	8,591	7.0%	7,623	6.1%
20 - 24	5,260	5.1%	7,050	6.0%	7,798	6.4%	7,184	5.7%
25 - 34	10,784	10.5%	12,846	10.9%	14,303	11.7%	17,088	13.6%
35 - 44	16,216	15.8%	15,275	13.0%	15,944	13.0%	16,106	12.8%
45 - 54	17,728	17.3%	16,911	14.4%	16,798	13.7%	16,252	12.9%
55 - 64	11,460	11.2%	16,301	13.9%	16,322	13.4%	16,078	12.8%
65 - 74	5,786	5.7%	10,622	9.0%	11,973	9.8%	13,676	10.9%
75 - 84	2,694	2.6%	5,052	4.3%	6,136	5.0%	7,638	6.1%
85+	1,010	1.0%	1,631	1.4%	2,005	1.6%	2,448	1.9%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	61,128	59.7%	54,989	46.8%	54,977	45.0%	54,374	43.3%
Black Alone	32,097	31.3%	40,769	34.7%	43,287	35.4%	45,268	36.0%
American Indian Alone	306	0.3%	586	0.5%	636	0.5%	662	0.5%
Asian Alone	2,160	2.1%	2,957	2.5%	3,254	2.7%	3,592	2.9%
Pacific Islander Alone	24	0.0%	91	0.1%	93	0.1%	98	0.1%
Some Other Race Alone	4,182	4.1%	7,751	6.6%	8,502	7.0%	9,251	7.4%
Two or More Races	2,511	2.5%	10,461	8.9%	11,436	9.4%	12,407	9.9%
Hispanic Origin (Any Race)	9,295	9.1%	15,993	13.6%	17,511	14.3%	19,052	15.2%

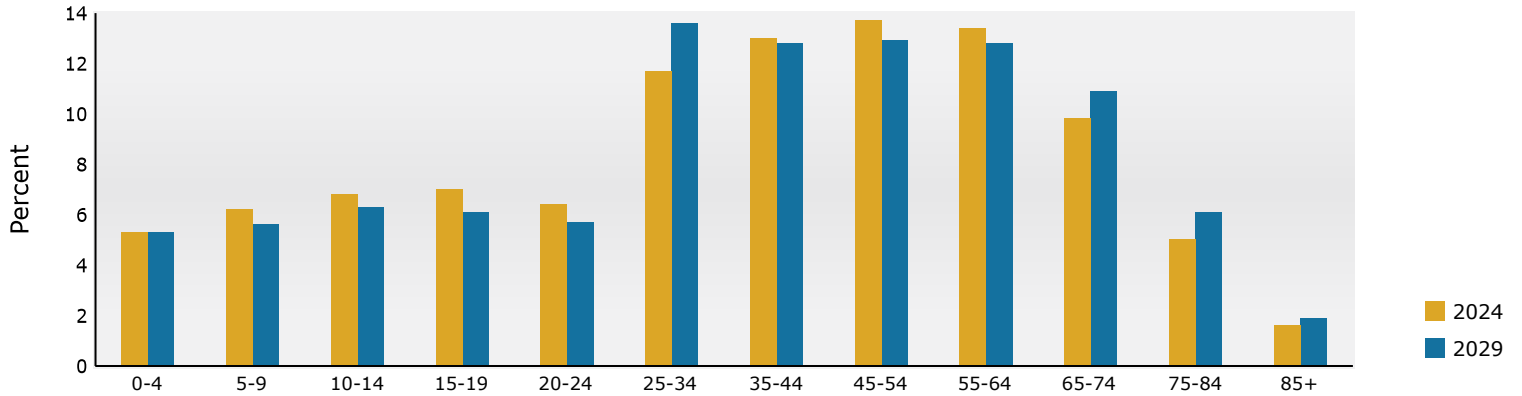
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

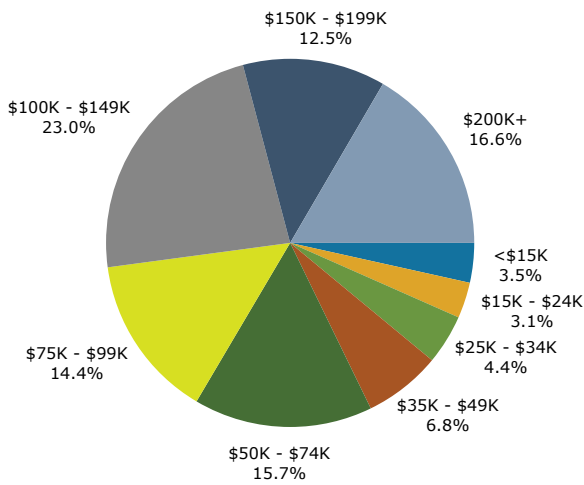
## Trends 2024-2029



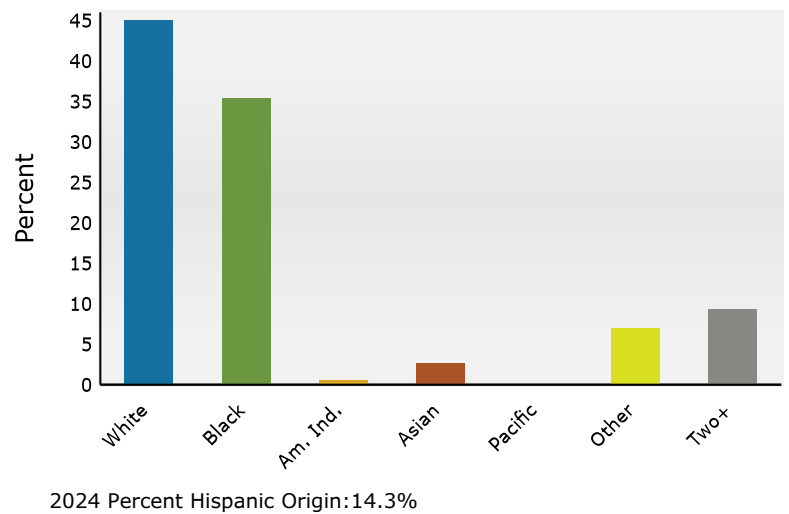
## Population by Age



## 2024 Household Income



## 2024 Population by Race



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.