

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.8643/-84.6741

| 3721 New MacLand Rd<br>Powder Springs, GA 30127 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Population</b>                               |  |             |       |             |       |             |       |
| Estimated Population (2023)                     |  | 5,862       |       | 45,135      |       | 120,456     |       |
| Projected Population (2028)                     |  | 6,064       |       | 47,310      |       | 126,498     |       |
| Census Population (2020)                        |  | 5,767       |       | 44,493      |       | 119,158     |       |
| Census Population (2010)                        |  | 5,044       |       | 38,375      |       | 104,752     |       |
| Projected Annual Growth (2023-2028)             |  | 202         | 0.7%  | 2,175       | 1.0%  | 6,042       | 1.0%  |
| Historical Annual Growth (2020-2023)            |  | 95          | -     | 642         | 0.5%  | 1,298       | 0.4%  |
| Historical Annual Growth (2010-2020)            |  | 723         | 1.4%  | 6,118       | 1.6%  | 14,406      | 1.4%  |
| Estimated Population Density (2023)             |  | 1,867       | psm   | 1,597       | psm   | 1,534       | psm   |
| Trade Area Size                                 |  | 3.1         | sq mi | 28.3        | sq mi | 78.5        | sq mi |
| <b>Households</b>                               |  |             |       |             |       |             |       |
| Estimated Households (2023)                     |  | 2,229       |       | 15,566      |       | 42,457      |       |
| Projected Households (2028)                     |  | 2,403       |       | 16,923      |       | 46,399      |       |
| Census Households (2020)                        |  | 2,167       |       | 15,152      |       | 41,485      |       |
| Census Households (2010)                        |  | 1,833       |       | 13,026      |       | 36,422      |       |
| Projected Annual Growth (2023-2028)             |  | 174         | 1.6%  | 1,356       | 1.7%  | 3,942       | 1.9%  |
| Historical Annual Change (2010-2023)            |  | 396         | 1.7%  | 2,541       | 1.5%  | 6,035       | 1.3%  |
| <b>Average Household Income</b>                 |  |             |       |             |       |             |       |
| Estimated Average Household Income (2023)       |  | \$125,421   |       | \$123,285   |       | \$116,669   |       |
| Projected Average Household Income (2028)       |  | \$123,465   |       | \$120,761   |       | \$113,609   |       |
| Census Average Household Income (2010)          |  | \$64,778    |       | \$68,985    |       | \$68,326    |       |
| Census Average Household Income (2000)          |  | \$59,945    |       | \$62,987    |       | \$65,447    |       |
| Projected Annual Change (2023-2028)             |  | -\$1,955    | -0.3% | -\$2,524    | -0.4% | -\$3,060    | -0.5% |
| Historical Annual Change (2000-2023)            |  | \$65,475    | 4.7%  | \$60,298    | 4.2%  | \$51,222    | 3.4%  |
| <b>Median Household Income</b>                  |  |             |       |             |       |             |       |
| Estimated Median Household Income (2023)        |  | \$81,230    |       | \$89,987    |       | \$90,441    |       |
| Projected Median Household Income (2028)        |  | \$82,598    |       | \$92,388    |       | \$92,951    |       |
| Census Median Household Income (2010)           |  | \$58,814    |       | \$59,863    |       | \$60,270    |       |
| Census Median Household Income (2000)           |  | \$54,707    |       | \$57,354    |       | \$58,206    |       |
| Projected Annual Change (2023-2028)             |  | \$1,367     | 0.3%  | \$2,401     | 0.5%  | \$2,510     | 0.6%  |
| Historical Annual Change (2000-2023)            |  | \$26,523    | 2.1%  | \$32,633    | 2.5%  | \$32,235    | 2.4%  |
| <b>Per Capita Income</b>                        |  |             |       |             |       |             |       |
| Estimated Per Capita Income (2023)              |  | \$47,710    |       | \$42,559    |       | \$41,175    |       |
| Projected Per Capita Income (2028)              |  | \$48,944    |       | \$43,235    |       | \$41,721    |       |
| Census Per Capita Income (2010)                 |  | \$23,554    |       | \$23,418    |       | \$23,756    |       |
| Census Per Capita Income (2000)                 |  | \$19,751    |       | \$20,938    |       | \$22,267    |       |
| Projected Annual Change (2023-2028)             |  | \$1,234     | 0.5%  | \$675       | 0.3%  | \$546       | 0.3%  |
| Historical Annual Change (2000-2023)            |  | \$27,959    | 6.2%  | \$21,621    | 4.5%  | \$18,908    | 3.7%  |
| Estimated Average Household Net Worth (2023)    |  | \$500,607   |       | \$509,554   |       | \$513,089   |       |

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| 3721 New MacLand Rd<br>Powder Springs, GA 30127 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Race and Ethnicity</b>                       |  |             |       |             |       |             |       |
| Total Population (2023)                         |  | 5,862       |       | 45,135      |       | 120,456     |       |
| White (2023)                                    |  | 2,375       | 40.5% | 14,838      | 32.9% | 46,894      | 38.9% |
| Black or African American (2023)                |  | 2,530       | 43.2% | 23,869      | 52.9% | 54,939      | 45.6% |
| American Indian or Alaska Native (2023)         |  | 32          | 0.6%  | 178         | 0.4%  | 530         | 0.4%  |
| Asian (2023)                                    |  | 94          | 1.6%  | 967         | 2.1%  | 3,012       | 2.5%  |
| Hawaiian or Pacific Islander (2023)             |  | 5           | -     | 29          | -     | 68          | -     |
| Other Race (2023)                               |  | 390         | 6.7%  | 2,465       | 5.5%  | 7,140       | 5.9%  |
| Two or More Races (2023)                        |  | 435         | 7.4%  | 2,789       | 6.2%  | 7,873       | 6.5%  |
| Population < 18 (2023)                          |  | 1,220       | 20.8% | 10,918      | 24.2% | 29,525      | 24.5% |
| White Not Hispanic                              |  | 236         | 19.3% | 1,984       | 18.2% | 7,588       | 25.7% |
| Black or African American                       |  | 610         | 50.0% | 6,459       | 59.2% | 14,437      | 48.9% |
| Asian   |  | 22          | 1.8%  | 175         | 1.6%  | 655         | 2.2%  |
| Other Race Not Hispanic                         |  | 61          | 5.0%  | 452         | 4.1%  | 1,268       | 4.3%  |
| Hispanic  |  | 291         | 23.9% | 1,848       | 16.9% | 5,575       | 18.9% |
| Not Hispanic or Latino Population (2023)        |  | 4,945       | 84.4% | 39,344      | 87.2% | 103,898     | 86.3% |
| Not Hispanic White                              |  | 2,226       | 45.0% | 13,916      | 35.4% | 44,095      | 42.4% |
| Not Hispanic Black or African American          |  | 2,471       | 50.0% | 23,439      | 59.6% | 54,058      | 52.0% |
| Not Hispanic American Indian or Alaska Native   |  | 8           | 0.2%  | 40          | 0.1%  | 105         | 0.1%  |
| Not Hispanic Asian                              |  | 93          | 1.9%  | 952         | 2.4%  | 2,967       | 2.9%  |
| Not Hispanic Hawaiian or Pacific Islander       |  | 3           | -     | 17          | -     | 44          | -     |
| Not Hispanic Other Race                         |  | 10          | 0.2%  | 115         | 0.3%  | 292         | 0.3%  |
| Not Hispanic Two or More Races                  |  | 134         | 2.7%  | 866         | 2.2%  | 2,338       | 2.2%  |
| Hispanic or Latino Population (2023)            |  | 917         | 15.6% | 5,791       | 12.8% | 16,558      | 13.7% |
| Hispanic White                                  |  | 150         | 16.3% | 921         | 15.9% | 2,800       | 16.9% |
| Hispanic Black or African American              |  | 59          | 6.4%  | 430         | 7.4%  | 881         | 5.3%  |
| Hispanic American Indian or Alaska Native       |  | 24          | 2.6%  | 138         | 2.4%  | 425         | 2.6%  |
| Hispanic Asian                                  |  | -           | -     | 15          | 0.3%  | 45          | 0.3%  |
| Hispanic Hawaiian or Pacific Islander           |  | 2           | 0.2%  | 12          | 0.2%  | 24          | 0.1%  |
| Hispanic Other Race                             |  | 380         | 41.4% | 2,351       | 40.6% | 6,848       | 41.4% |
| Hispanic Two or More Races                      |  | 302         | 32.9% | 1,923       | 33.2% | 5,536       | 33.4% |
| Not Hispanic or Latino Population (2020)        |  | 4,731       | 82.0% | 38,004      | 85.4% | 100,452     | 84.3% |
| Hispanic or Latino Population (2020)            |  | 1,036       | 18.0% | 6,489       | 14.6% | 18,705      | 15.7% |
| Not Hispanic or Latino Population (2010)        |  | 4,524       | 89.7% | 34,686      | 90.4% | 93,672      | 89.4% |
| Hispanic or Latino Population (2010)            |  | 519         | 10.3% | 3,688       | 9.6%  | 11,080      | 10.6% |
| Not Hispanic or Latino Population (2028)        |  | 5,124       | 84.5% | 41,251      | 87.2% | 109,230     | 86.3% |
| Hispanic or Latino Population (2028)            |  | 940         | 15.5% | 6,059       | 12.8% | 17,267      | 13.7% |
| Projected Annual Growth (2023-2028)             |  | 23          | 0.5%  | 268         | 0.9%  | 709         | 0.9%  |
| Historical Annual Growth (2010-2020)            |  | 516         | 9.9%  | 2,801       | 7.6%  | 7,626       | 6.9%  |

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|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Total Age Distribution (2023)</b>            |  |             |       |             |       |             |       |
| Total Population                                |  | 5,862       |       | 45,135      |       | 120,456     |       |
| Age Under 5 Years                               |  | 275         | 4.7%  | 2,404       | 5.3%  | 6,727       | 5.6%  |
| Age 5 to 9 Years                                |  | 317         | 5.4%  | 2,851       | 6.3%  | 7,871       | 6.5%  |
| Age 10 to 14 Years                              |  | 367         | 6.3%  | 3,361       | 7.4%  | 9,145       | 7.6%  |
| Age 15 to 19 Years                              |  | 419         | 7.2%  | 3,517       | 7.8%  | 8,808       | 7.3%  |
| Age 20 to 24 Years                              |  | 334         | 5.7%  | 2,620       | 5.8%  | 6,925       | 5.7%  |
| Age 25 to 29 Years                              |  | 292         | 5.0%  | 2,373       | 5.3%  | 6,745       | 5.6%  |
| Age 30 to 34 Years                              |  | 324         | 5.5%  | 2,817       | 6.2%  | 7,753       | 6.4%  |
| Age 35 to 39 Years                              |  | 393         | 6.7%  | 3,200       | 7.1%  | 8,398       | 7.0%  |
| Age 40 to 44 Years                              |  | 376         | 6.4%  | 3,415       | 7.6%  | 8,927       | 7.4%  |
| Age 45 to 49 Years                              |  | 420         | 7.2%  | 3,505       | 7.8%  | 9,106       | 7.6%  |
| Age 50 to 54 Years                              |  | 442         | 7.5%  | 3,505       | 7.8%  | 9,167       | 7.6%  |
| Age 55 to 59 Years                              |  | 392         | 6.7%  | 3,113       | 6.9%  | 8,199       | 6.8%  |
| Age 60 to 64 Years                              |  | 378         | 6.4%  | 2,489       | 5.5%  | 6,672       | 5.5%  |
| Age 65 to 69 Years                              |  | 334         | 5.7%  | 2,118       | 4.7%  | 5,500       | 4.6%  |
| Age 70 to 74 Years                              |  | 359         | 6.1%  | 1,769       | 3.9%  | 4,703       | 3.9%  |
| Age 75 to 79 Years                              |  | 239         | 4.1%  | 1,052       | 2.3%  | 2,870       | 2.4%  |
| Age 80 to 84 Years                              |  | 108         | 1.8%  | 551         | 1.2%  | 1,555       | 1.3%  |
| Age 85 Years or Over                            |  | 95          | 1.6%  | 475         | 1.1%  | 1,384       | 1.1%  |
| Median Age                                      |  | 41.9        |       | 38.2        |       | 37.9        |       |
| Age 19 Years or Less                            |  | 1,378       | 23.5% | 12,134      | 26.9% | 32,551      | 27.0% |
| Age 20 to 64 Years                              |  | 3,350       | 57.1% | 27,036      | 59.9% | 71,892      | 59.7% |
| Age 65 Years or Over                            |  | 1,134       | 19.3% | 5,965       | 13.2% | 16,013      | 13.3% |
| <b>Female Age Distribution (2023)</b>           |  |             |       |             |       |             |       |
| Female Population                               |  | 3,130       | 53.4% | 23,721      | 52.6% | 63,212      | 52.5% |
| Age Under 5 Years                               |  | 136         | 4.3%  | 1,160       | 4.9%  | 3,324       | 5.3%  |
| Age 5 to 9 Years                                |  | 156         | 5.0%  | 1,421       | 6.0%  | 3,909       | 6.2%  |
| Age 10 to 14 Years                              |  | 179         | 5.7%  | 1,615       | 6.8%  | 4,473       | 7.1%  |
| Age 15 to 19 Years                              |  | 202         | 6.5%  | 1,730       | 7.3%  | 4,403       | 7.0%  |
| Age 20 to 24 Years                              |  | 161         | 5.1%  | 1,284       | 5.4%  | 3,477       | 5.5%  |
| Age 25 to 29 Years                              |  | 151         | 4.8%  | 1,209       | 5.1%  | 3,398       | 5.4%  |
| Age 30 to 34 Years                              |  | 171         | 5.5%  | 1,513       | 6.4%  | 4,121       | 6.5%  |
| Age 35 to 39 Years                              |  | 218         | 7.0%  | 1,752       | 7.4%  | 4,510       | 7.1%  |
| Age 40 to 44 Years                              |  | 204         | 6.5%  | 1,825       | 7.7%  | 4,754       | 7.5%  |
| Age 45 to 49 Years                              |  | 224         | 7.2%  | 1,930       | 8.1%  | 4,932       | 7.8%  |
| Age 50 to 54 Years                              |  | 236         | 7.6%  | 1,826       | 7.7%  | 4,791       | 7.6%  |
| Age 55 to 59 Years                              |  | 217         | 6.9%  | 1,595       | 6.7%  | 4,263       | 6.7%  |
| Age 60 to 64 Years                              |  | 204         | 6.5%  | 1,343       | 5.7%  | 3,500       | 5.5%  |
| Age 65 to 69 Years                              |  | 200         | 6.4%  | 1,243       | 5.2%  | 3,094       | 4.9%  |
| Age 70 to 74 Years                              |  | 220         | 7.0%  | 1,065       | 4.5%  | 2,804       | 4.4%  |
| Age 75 to 79 Years                              |  | 128         | 4.1%  | 567         | 2.4%  | 1,582       | 2.5%  |
| Age 80 to 84 Years                              |  | 62          | 2.0%  | 329         | 1.4%  | 942         | 1.5%  |
| Age 85 Years or Over                            |  | 59          | 1.9%  | 315         | 1.3%  | 936         | 1.5%  |
| Female Median Age                               |  | 43.7        |       | 39.7        |       | 39.1        |       |
| Age 19 Years or Less                            |  | 674         | 21.5% | 5,926       | 25.0% | 16,110      | 25.5% |
| Age 20 to 64 Years                              |  | 1,786       | 57.1% | 14,277      | 60.2% | 37,745      | 59.7% |
| Age 65 Years or Over                            |  | 670         | 21.4% | 3,518       | 14.8% | 9,358       | 14.8% |

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|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Male Age Distribution (2023)</b>             |  |             |       |             |       |             |       |
| Male Population                                 |  | 2,732       | 46.6% | 21,414      | 47.4% | 57,244      | 47.5% |
| Age Under 5 Years                               |  | 139         | 5.1%  | 1,244       | 5.8%  | 3,403       | 5.9%  |
| Age 5 to 9 Years                                |  | 161         | 5.9%  | 1,431       | 6.7%  | 3,962       | 6.9%  |
| Age 10 to 14 Years                              |  | 188         | 6.9%  | 1,746       | 8.2%  | 4,672       | 8.2%  |
| Age 15 to 19 Years                              |  | 217         | 7.9%  | 1,787       | 8.3%  | 4,405       | 7.7%  |
| Age 20 to 24 Years                              |  | 173         | 6.3%  | 1,336       | 6.2%  | 3,448       | 6.0%  |
| Age 25 to 29 Years                              |  | 141         | 5.2%  | 1,164       | 5.4%  | 3,347       | 5.8%  |
| Age 30 to 34 Years                              |  | 153         | 5.6%  | 1,303       | 6.1%  | 3,633       | 6.3%  |
| Age 35 to 39 Years                              |  | 174         | 6.4%  | 1,448       | 6.8%  | 3,889       | 6.8%  |
| Age 40 to 44 Years                              |  | 172         | 6.3%  | 1,589       | 7.4%  | 4,172       | 7.3%  |
| Age 45 to 49 Years                              |  | 196         | 7.2%  | 1,575       | 7.4%  | 4,174       | 7.3%  |
| Age 50 to 54 Years                              |  | 205         | 7.5%  | 1,679       | 7.8%  | 4,376       | 7.6%  |
| Age 55 to 59 Years                              |  | 174         | 6.4%  | 1,519       | 7.1%  | 3,937       | 6.9%  |
| Age 60 to 64 Years                              |  | 174         | 6.4%  | 1,146       | 5.4%  | 3,172       | 5.5%  |
| Age 65 to 69 Years                              |  | 134         | 4.9%  | 876         | 4.1%  | 2,406       | 4.2%  |
| Age 70 to 74 Years                              |  | 138         | 5.1%  | 704         | 3.3%  | 1,900       | 3.3%  |
| Age 75 to 79 Years                              |  | 111         | 4.1%  | 485         | 2.3%  | 1,288       | 2.3%  |
| Age 80 to 84 Years                              |  | 46          | 1.7%  | 222         | 1.0%  | 613         | 1.1%  |
| Age 85 Years or Over                            |  | 35          | 1.3%  | 160         | 0.7%  | 448         | 0.8%  |
| Male Median Age                                 |  | 39.7        |       | 36.3        |       | 36.4        |       |
| Age 19 Years or Less                            |  | 704         | 25.8% | 6,207       | 29.0% | 16,441      | 28.7% |
| Age 20 to 64 Years                              |  | 1,564       | 57.2% | 12,759      | 59.6% | 34,148      | 59.7% |
| Age 65 Years or Over                            |  | 464         | 17.0% | 2,447       | 11.4% | 6,655       | 11.6% |
| <b>Males per 100 Females (2023)</b>             |  |             |       |             |       |             |       |
| Overall Comparison                              |  | 87          |       | 90          |       | 91          |       |
| Age Under 5 Years                               |  | 102         | 50.4% | 107         | 51.7% | 102         | 50.6% |
| Age 5 to 9 Years                                |  | 103         | 50.8% | 101         | 50.2% | 101         | 50.3% |
| Age 10 to 14 Years                              |  | 105         | 51.2% | 108         | 52.0% | 104         | 51.1% |
| Age 15 to 19 Years                              |  | 107         | 51.7% | 103         | 50.8% | 100         | 50.0% |
| Age 20 to 24 Years                              |  | 107         | 51.8% | 104         | 51.0% | 99          | 49.8% |
| Age 25 to 29 Years                              |  | 94          | 48.4% | 96          | 49.0% | 99          | 49.6% |
| Age 30 to 34 Years                              |  | 90          | 47.3% | 86          | 46.3% | 88          | 46.9% |
| Age 35 to 39 Years                              |  | 80          | 44.4% | 83          | 45.3% | 86          | 46.3% |
| Age 40 to 44 Years                              |  | 84          | 45.7% | 87          | 46.5% | 88          | 46.7% |
| Age 45 to 49 Years                              |  | 88          | 46.7% | 82          | 44.9% | 85          | 45.8% |
| Age 50 to 54 Years                              |  | 87          | 46.5% | 92          | 47.9% | 91          | 47.7% |
| Age 55 to 59 Years                              |  | 80          | 44.5% | 95          | 48.8% | 92          | 48.0% |
| Age 60 to 64 Years                              |  | 85          | 46.1% | 85          | 46.1% | 91          | 47.5% |
| Age 65 to 69 Years                              |  | 67          | 40.2% | 70          | 41.3% | 78          | 43.8% |
| Age 70 to 74 Years                              |  | 63          | 38.6% | 66          | 39.8% | 68          | 40.4% |
| Age 75 to 79 Years                              |  | 86          | 46.3% | 85          | 46.1% | 81          | 44.9% |
| Age 80 to 84 Years                              |  | 73          | 42.3% | 68          | 40.4% | 65          | 39.4% |
| Age 85 Years or Over                            |  | 60          | 37.5% | 51          | 33.7% | 48          | 32.4% |
| Age 19 Years or Less                            |  | 105         | 51.1% | 105         | 51.2% | 102         | 50.5% |
| Age 20 to 39 Years                              |  | 92          | 47.8% | 91          | 47.7% | 92          | 48.0% |
| Age 40 to 64 Years                              |  | 85          | 45.9% | 88          | 46.8% | 89          | 47.1% |
| Age 65 Years or Over                            |  | 69          | 41.0% | 70          | 41.0% | 71          | 41.6% |

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|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Household Type (2023)</b>                    |  |             |       |             |       |             |       |
| Total Households                                |  | 2,229       |       | 15,566      |       | 42,457      |       |
| Households with Children                        |  | 744         | 33.4% | 6,388       | 41.0% | 16,931      | 39.9% |
| Average Household Size                          |  | 2.6         |       | 2.9         |       | 2.8         |       |
| Household Density per Square Mile               |  | 710         |       | 551         |       | 541         |       |
| Population Family                               |  | 4,974       | 84.8% | 40,448      | 89.6% | 106,183     | 88.2% |
| Population Non-Family                           |  | 870         | 14.8% | 4,463       | 9.9%  | 13,502      | 11.2% |
| Population Group Quarters                       |  | 19          | 0.3%  | 225         | 0.5%  | 771         | 0.6%  |
| Family Households                               |  | 1,529       | 68.6% | 12,022      | 77.2% | 31,618      | 74.5% |
| Married Couple Households                       |  | 993         | 65.0% | 8,280       | 68.9% | 22,024      | 69.7% |
| Other Family Households with Children           |  | 535         | 35.0% | 3,742       | 31.1% | 9,594       | 30.3% |
| Family Households with Children                 |  | 742         | 48.6% | 6,382       | 53.1% | 16,915      | 53.5% |
| Married Couple with Children                    |  | 420         | 56.5% | 3,981       | 62.4% | 10,647      | 62.9% |
| Other Family Households with Children           |  | 323         | 43.5% | 2,401       | 37.6% | 6,268       | 37.1% |
| Family Households No Children                   |  | 786         | 51.4% | 5,640       | 46.9% | 14,703      | 46.5% |
| Married Couple No Children                      |  | 574         | 73.0% | 4,299       | 76.2% | 11,377      | 77.4% |
| Other Family Households No Children             |  | 213         | 27.0% | 1,341       | 23.8% | 3,326       | 22.6% |
| Non-Family Households                           |  | 700         | 31.4% | 3,545       | 22.8% | 10,839      | 25.5% |
| Non-Family Households with Children             |  | 2           | 0.2%  | 6           | 0.2%  | 16          | 0.1%  |
| Non-Family Households No Children               |  | 698         | 99.8% | 3,538       | 99.8% | 10,823      | 99.9% |
| Average Family Household Size                   |  | 3.3         |       | 3.4         |       | 3.4         |       |
| Average Family Income                           |  | \$147,518   |       | \$128,924   |       | \$126,147   |       |
| Median Family Income                            |  | \$108,738   |       | \$104,050   |       | \$103,192   |       |
| Average Non-Family Household Size               |  | 1.2         |       | 1.3         |       | 1.2         |       |
| <b>Marital Status (2023)</b>                    |  |             |       |             |       |             |       |
| Population Age 15 Years or Over                 |  | 4,903       |       | 36,518      |       | 96,713      |       |
| Never Married                                   |  | 1,550       | 31.6% | 12,427      | 34.0% | 32,172      | 33.3% |
| Currently Married                               |  | 2,247       | 45.8% | 16,792      | 46.0% | 44,295      | 45.8% |
| Previously Married                              |  | 1,106       | 22.6% | 7,299       | 20.0% | 20,247      | 20.9% |
| Separated                                       |  | 132         | 12.0% | 1,450       | 19.9% | 3,411       | 16.8% |
| Widowed   |  | 491         | 44.4% | 2,198       | 30.1% | 5,534       | 27.3% |
| Divorced  |  | 483         | 43.7% | 3,650       | 50.0% | 11,303      | 55.8% |
| <b>Educational Attainment (2023)</b>            |  |             |       |             |       |             |       |
| Adult Population Age 25 Years or Over           |  | 4,150       |       | 30,381      |       | 80,980      |       |
| Elementary (Grade Level 0 to 8)                 |  | 169         | 4.1%  | 1,139       | 3.7%  | 3,161       | 3.9%  |
| Some High School (Grade Level 9 to 11)          |  | 152         | 3.7%  | 1,158       | 3.8%  | 3,519       | 4.3%  |
| High School Graduate                            |  | 1,266       | 30.5% | 7,811       | 25.7% | 19,773      | 24.4% |
| Some College                                    |  | 824         | 19.9% | 6,461       | 21.3% | 16,512      | 20.4% |
| Associate Degree Only                           |  | 252         | 6.1%  | 2,820       | 9.3%  | 7,338       | 9.1%  |
| Bachelor Degree Only                            |  | 883         | 21.3% | 7,174       | 23.6% | 19,399      | 24.0% |
| Graduate Degree                                 |  | 605         | 14.6% | 3,818       | 12.6% | 11,278      | 13.9% |
| Any College (Some College or Higher)            |  | 2,563       | 61.8% | 20,273      | 66.7% | 54,527      | 67.3% |
| College Degree + (Bachelor Degree or Higher)    |  | 1,488       | 35.9% | 10,992      | 36.2% | 30,677      | 37.9% |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.8643/-84.6741

| 3721 New MacLand Rd<br>Powder Springs, GA 30127 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Housing</b>                                  |  |             |       |             |       |             |       |
| Total Housing Units (2023)                      |  | 2,261       |       | 16,552      |       | 45,204      |       |
| Total Housing Units (2020)                      |  | 2,186       |       | 16,005      |       | 43,942      |       |
| Historical Annual Growth (2020-2023)            |  | 75          | -     | 547         | -     | 1,262       | -     |
| Housing Units Occupied (2023)                   |  | 2,229       | 98.6% | 15,566      | 94.0% | 42,457      | 93.9% |
| Housing Units Owner-Occupied                    |  | 1,674       | 75.1% | 12,269      | 78.8% | 31,479      | 74.1% |
| Housing Units Renter-Occupied                   |  | 555         | 24.9% | 3,297       | 21.2% | 10,978      | 25.9% |
| Housing Units Vacant (2023)                     |  | 32          | 1.4%  | 985         | 6.0%  | 2,747       | 6.1%  |
| <b>Household Size (2023)</b>                    |  |             |       |             |       |             |       |
| Total Households                                |  | 2,229       |       | 15,566      |       | 42,457      |       |
| 1 Person Households                             |  | 602         | 27.0% | 2,952       | 19.0% | 9,115       | 21.5% |
| 2 Person Households                             |  | 755         | 33.9% | 4,952       | 31.8% | 13,221      | 31.1% |
| 3 Person Households                             |  | 344         | 15.5% | 3,024       | 19.4% | 7,811       | 18.4% |
| 4 Person Households                             |  | 286         | 12.8% | 2,465       | 15.8% | 6,623       | 15.6% |
| 5 Person Households                             |  | 128         | 5.7%  | 1,283       | 8.2%  | 3,415       | 8.0%  |
| 6 Person Households                             |  | 65          | 2.9%  | 530         | 3.4%  | 1,394       | 3.3%  |
| 7 or More Person Households                     |  | 49          | 2.2%  | 361         | 2.3%  | 877         | 2.1%  |
| <b>Household Income Distribution (2023)</b>     |  |             |       |             |       |             |       |
| HH Income \$200,000 or More                     |  | 232         | 10.4% | 1,553       | 10.0% | 4,346       | 10.2% |
| HH Income \$150,000 to \$199,999                |  | 205         | 9.2%  | 1,857       | 11.9% | 4,819       | 11.4% |
| HH Income \$125,000 to \$149,999                |  | 269         | 12.1% | 1,772       | 11.4% | 4,070       | 9.6%  |
| HH Income \$100,000 to \$124,999                |  | 115         | 5.2%  | 1,413       | 9.1%  | 4,499       | 10.6% |
| HH Income \$75,000 to \$99,999                  |  | 340         | 15.2% | 2,539       | 16.3% | 6,176       | 14.5% |
| HH Income \$50,000 to \$74,999                  |  | 411         | 18.4% | 2,631       | 16.9% | 7,753       | 18.3% |
| HH Income \$35,000 to \$49,999                  |  | 157         | 7.0%  | 1,333       | 8.6%  | 3,991       | 9.4%  |
| HH Income \$25,000 to \$34,999                  |  | 197         | 8.8%  | 955         | 6.1%  | 2,801       | 6.6%  |
| HH Income \$15,000 to \$24,999                  |  | 140         | 6.3%  | 824         | 5.3%  | 1,788       | 4.2%  |
| HH Income \$10,000 to \$14,999                  |  | 57          | 2.6%  | 305         | 2.0%  | 752         | 1.8%  |
| HH Income Under \$10,000                        |  | 106         | 4.8%  | 384         | 2.5%  | 1,463       | 3.4%  |
| <b>Household Vehicles (2023)</b>                |  |             |       |             |       |             |       |
| Households 0 Vehicles Available                 |  | 58          | 2.6%  | 292         | 1.9%  | 1,019       | 2.4%  |
| Households 1 Vehicle Available                  |  | 693         | 31.1% | 3,722       | 23.9% | 11,698      | 27.6% |
| Households 2 Vehicles Available                 |  | 776         | 34.8% | 6,291       | 40.4% | 17,504      | 41.2% |
| Households 3 or More Vehicles Available         |  | 703         | 31.5% | 5,261       | 33.8% | 12,236      | 28.8% |
| Total Vehicles Available                        |  | 4,540       |       | 34,347      |       | 88,331      |       |
| Average Vehicles per Household                  |  | 2.0         |       | 2.2         |       | 2.1         |       |
| Owner-Occupied Household Vehicles               |  | 3,611       | 79.5% | 28,761      | 83.7% | 70,020      | 79.3% |
| Average Vehicles per Owner-Occupied Household   |  | 2.2         |       | 2.3         |       | 2.2         |       |
| Renter-Occupied Household Vehicles              |  | 929         | 20.5% | 5,587       | 16.3% | 18,311      | 20.7% |
| Average Vehicles per Renter-Occupied Household  |  | 1.7         |       | 1.7         |       | 1.7         |       |
| <b>Travel Time (2023)</b>                       |  |             |       |             |       |             |       |
| Worker Base Age 16 years or Over                |  | 2,630       |       | 23,206      |       | 62,260      |       |
| Travel to Work in 14 Minutes or Less            |  | 320         | 12.2% | 2,289       | 9.9%  | 6,584       | 10.6% |
| Travel to Work in 15 to 29 Minutes              |  | 542         | 20.6% | 5,126       | 22.1% | 14,518      | 23.3% |
| Travel to Work in 30 to 59 Minutes              |  | 1,043       | 39.7% | 8,046       | 34.7% | 20,259      | 32.5% |
| Travel to Work in 60 Minutes or More            |  | 275         | 10.4% | 1,703       | 7.3%  | 4,205       | 6.8%  |
| Work at Home                                    |  | 450         | 17.1% | 6,042       | 26.0% | 16,695      | 26.8% |
| Average Minutes Travel to Work                  |  | 31.0        |       | 31.4        |       | 29.3        |       |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.8643/-84.6741

| 3721 New MacLand Rd<br>Powder Springs, GA 30127 | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|---|-------------|-------|-------------|-------|-------------|-------|
| <b>Transportation To Work (2023)</b>            |             |       |             |       |             |       |
| Worker Base Age 16 years or Over                | 2,630       |       | 23,206      |       | 62,260      |       |
| Drive to Work Alone                             | 1,862       | 70.8% | 14,851      | 64.0% | 39,661      | 63.7% |
| Drive to Work in Carpool                        | 199         | 7.6%  | 1,386       | 6.0%  | 3,852       | 6.2%  |
| Travel to Work by Public Transportation         | 4           | 0.2%  | 174         | 0.8%  | 341         | 0.5%  |
| Drive to Work on Motorcycle                     | -           | -     | 11          | -     | 80          | 0.1%  |
| Bicycle to Work                                 | -           | -     | 2           | -     | 45          | -     |
| Walk to Work                                    | 40          | 1.5%  | 233         | 1.0%  | 572         | 0.9%  |
| Other Means                                     | 75          | 2.9%  | 505         | 2.2%  | 1,013       | 1.6%  |
| Work at Home                                    | 450         | 17.1% | 6,042       | 26.0% | 16,695      | 26.8% |
| <b>Daytime Demographics (2023)</b>              |             |       |             |       |             |       |
| Total Businesses                                | 416         |       | 2,482       |       | 6,585       |       |
| Total Employees                                 | 1,970       |       | 10,759      |       | 32,603      |       |
| Company Headquarter Businesses                  | 10          | 2.5%  | 27          | 1.1%  | 88          | 1.3%  |
| Company Headquarter Employees                   | 74          | 3.8%  | 268         | 2.5%  | 1,109       | 3.4%  |
| Employee Population per Business                | 4.7 to 1    |       | 4.3 to 1    |       | 5.0 to 1    |       |
| Residential Population per Business             | 14.1 to 1   |       | 18.2 to 1   |       | 18.3 to 1   |       |
| Adj. Daytime Demographics Age 16 Years or Over  | 4,143       |       | 23,065      |       | 64,644      |       |
| <b>Labor Force</b>                              |             |       |             |       |             |       |
| Labor Population Age 16 Years or Over (2023)    | 4,817       |       | 35,748      |       | 94,719      |       |
| Labor Force Total Males (2023)                  | 2,201       | 45.7% | 16,607      | 46.5% | 44,204      | 46.7% |
| Male Civilian Employed                          | 1,360       | 61.8% | 11,786      | 71.0% | 30,948      | 70.0% |
| Male Civilian Unemployed                        | 50          | 2.3%  | 382         | 2.3%  | 1,199       | 2.7%  |
| Males in Armed Forces                           | 7           | 0.3%  | 58          | 0.4%  | 188         | 0.4%  |
| Males Not in Labor Force                        | 784         | 35.6% | 4,381       | 26.4% | 11,869      | 26.9% |
| Labor Force Total Females (2023)                | 2,617       | 54.3% | 19,141      | 53.5% | 50,515      | 53.3% |
| Female Civilian Employed                        | 1,270       | 48.5% | 11,420      | 59.7% | 31,312      | 62.0% |
| Female Civilian Unemployed                      | 101         | 3.9%  | 705         | 3.7%  | 1,360       | 2.7%  |
| Females in Armed Forces                         | 8           | 0.3%  | 178         | 0.9%  | 230         | 0.5%  |
| Females Not in Labor Force                      | 1,238       | 47.3% | 6,838       | 35.7% | 17,614      | 34.9% |
| Unemployment Rate                               | 151         | 3.1%  | 1,087       | 3.0%  | 2,558       | 2.7%  |
| <b>Occupation (2023)</b>                        |             |       |             |       |             |       |
| Occupation Population Age 16 Years or Over      | 2,630       |       | 23,206      |       | 62,260      |       |
| Occupation Total Males                          | 1,360       | 51.7% | 11,786      | 50.8% | 30,948      | 49.7% |
| Occupation Total Females                        | 1,270       | 48.3% | 11,420      | 49.2% | 31,312      | 50.3% |
| Management, Business, Financial Operations      | 536         | -     | 3,845       | 16.6% | 11,766      | 18.9% |
| Professional, Related                           | 755         | 28.7% | 5,644       | 24.3% | 15,397      | 24.7% |
| Service   | 221         | 8.4%  | 3,296       | 14.2% | 8,238       | 13.2% |
| Sales, Office                                   | 368         | 14.0% | 4,514       | 19.5% | 13,068      | 21.0% |
| Farming, Fishing, Forestry                      | -           | -     | 11          | -     | 31          | -     |
| Construction, Extraction, Maintenance           | 209         | 8.0%  | 1,792       | 7.7%  | 5,142       | 8.3%  |
| Production, Transport, Material Moving          | 540         | 20.5% | 4,104       | 17.7% | 8,617       | 13.8% |
| White Collar Workers                            | 1,660       | 63.1% | 14,004      | 60.3% | 40,231      | 64.6% |
| Blue Collar Workers                             | 970         | 36.9% | 9,203       | 39.7% | 22,029      | 35.4% |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.8643/-84.6741

| 3721 New MacLand Rd<br>Powder Springs, GA 30127 |  | 1 mi radius |       | 3 mi radius |       | 5 mi radius |       |
|---|--|-------------|-------|-------------|-------|-------------|-------|
| <b>Units In Structure (2023)</b>                |  |             |       |             |       |             |       |
| Total Units                                     |  | 2,229       |       | 15,566      |       | 42,457      |       |
| 1 Detached Unit                                 |  | 1,753       | 78.7% | 12,938      | 83.1% | 33,483      | 78.9% |
| 1 Attached Unit                                 |  | 158         | 7.1%  | 870         | 5.6%  | 2,833       | 6.7%  |
| 2 Units   |  | 7           | 0.3%  | 52          | 0.3%  | 216         | 0.5%  |
| 3 to 4 Units                                    |  | 24          | 1.1%  | 142         | 0.9%  | 651         | 1.5%  |
| 5 to 9 Units                                    |  | 55          | 2.5%  | 249         | 1.6%  | 926         | 2.2%  |
| 10 to 19 Units                                  |  | 62          | 2.8%  | 464         | 3.0%  | 1,537       | 3.6%  |
| 20 to 49 Units                                  |  | 109         | 4.9%  | 376         | 2.4%  | 1,125       | 2.7%  |
| 50 or More Units                                |  | 49          | 2.2%  | 382         | 2.5%  | 1,197       | 2.8%  |
| Mobile Home or Trailer                          |  | 12          | 0.5%  | 92          | 0.6%  | 487         | 1.1%  |
| Other Structure                                 |  | -           | -     | 1           | -     | 2           | -     |
| <b>Homes Built By Year (2023)</b>               |  |             |       |             |       |             |       |
| Homes Built 2020 or later                       |  | 13          | 0.6%  | 90          | 0.5%  | 244         | 0.5%  |
| Homes Built 2010 to 2019                        |  | 166         | 7.3%  | 1,673       | 10.1% | 3,999       | 8.8%  |
| Homes Built 2000 to 2009                        |  | 300         | 13.3% | 3,385       | 20.5% | 9,131       | 20.2% |
| Homes Built 1990 to 1999                        |  | 521         | 23.0% | 3,791       | 22.9% | 9,958       | 22.0% |
| Homes Built 1980 to 1989                        |  | 386         | 17.1% | 3,041       | 18.4% | 8,821       | 19.5% |
| Homes Built 1970 to 1979                        |  | 268         | 11.8% | 1,645       | 9.9%  | 5,160       | 11.4% |
| Homes Built 1960 to 1969                        |  | 463         | 20.5% | 1,398       | 8.4%  | 3,380       | 7.5%  |
| Homes Built 1950 to 1959                        |  | 85          | 3.8%  | 357         | 2.2%  | 1,205       | 2.7%  |
| Homes Built 1940 to 1949                        |  | 14          | 0.6%  | 68          | 0.4%  | 142         | 0.3%  |
| Homes Built Before 1939                         |  | 14          | 0.6%  | 118         | 0.7%  | 418         | 0.9%  |
| Median Age of Homes                             |  | 39.6 yrs    |       | 33.9 yrs    |       | 34.6 yrs    |       |
| <b>Home Values (2023)</b>                       |  |             |       |             |       |             |       |
| Owner Specified Housing Units                   |  | 1,674       |       | 12,269      |       | 31,479      |       |
| Home Values \$1,000,000 or More                 |  | 32          | 1.9%  | 170         | 1.4%  | 385         | 1.2%  |
| Home Values \$750,000 to \$999,999              |  | 29          | 1.8%  | 291         | 2.4%  | 664         | 2.1%  |
| Home Values \$500,000 to \$749,999              |  | 106         | 6.4%  | 1,095       | 8.9%  | 2,738       | 8.7%  |
| Home Values \$400,000 to \$499,999              |  | 159         | 9.5%  | 1,474       | 12.0% | 3,092       | 9.8%  |
| Home Values \$300,000 to \$399,999              |  | 292         | 17.4% | 2,834       | 23.1% | 7,281       | 23.1% |
| Home Values \$250,000 to \$299,999              |  | 249         | 14.9% | 1,507       | 12.3% | 4,523       | 14.4% |
| Home Values \$200,000 to \$249,999              |  | 328         | 19.6% | 2,100       | 17.1% | 5,170       | 16.4% |
| Home Values \$175,000 to \$199,999              |  | 127         | 7.6%  | 859         | 7.0%  | 2,085       | 6.6%  |
| Home Values \$150,000 to \$174,999              |  | 152         | 9.1%  | 809         | 6.6%  | 2,080       | 6.6%  |
| Home Values \$125,000 to \$149,999              |  | 48          | 2.9%  | 288         | 2.4%  | 1,059       | 3.4%  |
| Home Values \$100,000 to \$124,999              |  | 31          | 1.9%  | 253         | 2.1%  | 839         | 2.7%  |
| Home Values \$90,000 to \$99,999                |  | 49          | 2.9%  | 109         | 0.9%  | 192         | 0.6%  |
| Home Values \$80,000 to \$89,999                |  | 21          | 1.3%  | 74          | 0.6%  | 182         | 0.6%  |
| Home Values \$70,000 to \$79,999                |  | -           | -     | 46          | 0.4%  | 179         | 0.6%  |
| Home Values \$60,000 to \$69,999                |  | 3           | 0.2%  | 50          | 0.4%  | 75          | 0.2%  |
| Home Values \$50,000 to \$59,999                |  | -           | -     | 9           | -     | 61          | 0.2%  |
| Home Values \$35,000 to \$49,999                |  | 25          | 1.5%  | 95          | 0.8%  | 294         | 0.9%  |
| Home Values \$25,000 to \$34,999                |  | 5           | 0.3%  | 57          | 0.5%  | 175         | 0.6%  |
| Home Values \$10,000 to \$24,999                |  | 8           | 0.5%  | 94          | 0.8%  | 285         | 0.9%  |
| Home Values Under \$10,000                      |  | 8           | 0.5%  | 55          | 0.5%  | 122         | 0.4%  |
| Owner-Occupied Median Home Value                |  | \$261,518   |       | \$295,251   |       | \$282,589   |       |
| Renter-Occupied Median Rent                     |  | \$1,251     |       | \$1,271     |       | \$1,249     |       |

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.8643/-84.6741

| 3721 New MacLand Rd<br>Powder Springs, GA 30127      |  | 1 mi radius   | 3 mi radius   | 5 mi radius   |
|--|--|---------------|---------------|---------------|
| <b>Total Annual Consumer Expenditure (2023)</b>      |  |               |               |               |
| Total Household Expenditure                          |  | \$184.21 M    | \$1.27 B      | \$3.32 B      |
| Total Non-Retail Expenditure                         |  | \$97.34 M     | \$669.88 M    | \$1.75 B      |
| Total Retail Expenditure                             |  | \$86.88 M     | \$601.11 M    | \$1.57 B      |
| Apparel  |  | \$6.52 M      | \$45.36 M     | \$118.56 M    |
| Contributions  |  | \$6.2 M       | \$42.44 M     | \$110.87 M    |
| Education  |  | \$5.77 M      | \$40.18 M     | \$105.19 M    |
| Entertainment  |  | \$10.53 M     | \$73.19 M     | \$191.07 M    |
| Food and Beverages                                   |  | \$26.94 M     | \$186.06 M    | \$486.14 M    |
| Furnishings and Equipment                            |  | \$6.55 M      | \$45.44 M     | \$118.53 M    |
| Gifts  |  | \$4.72 M      | \$32.02 M     | \$83.48 M     |
| Health Care  |  | \$15.46 M     | \$105.68 M    | \$275.69 M    |
| Household Operations                                 |  | \$7.31 M      | \$50.3 M      | \$131.42 M    |
| Miscellaneous Expenses                               |  | \$3.49 M      | \$24.08 M     | \$62.97 M     |
| Personal Care  |  | \$2.48 M      | \$17.08 M     | \$44.59 M     |
| Personal Insurance                                   |  | \$1.34 M      | \$9.36 M      | \$24.34 M     |
| Reading  |  | \$404.28 K    | \$2.76 M      | \$7.23 M      |
| Shelter  |  | \$38.61 M     | \$265.89 M    | \$695.26 M    |
| Tobacco  |  | \$1.05 M      | \$7.07 M      | \$18.55 M     |
| Transportation                                       |  | \$33.52 M     | \$232.99 M    | \$608.07 M    |
| Utilities  |  | \$13.31 M     | \$91.07 M     | \$238.02 M    |
| <b>Monthly Household Consumer Expenditure (2023)</b> |  |               |               |               |
| Total Household Expenditure                          |  | \$6,888       | \$6,804       | \$6,516       |
| Total Non-Retail Expenditure                         |  | \$3,639 52.8% | \$3,586 52.7% | \$3,436 52.7% |
| Total Retail Expenditures                            |  | \$3,248 47.2% | \$3,218 47.3% | \$3,080 47.3% |
| Apparel  |  | \$244 3.5%    | \$243 3.6%    | \$233 3.6%    |
| Contributions  |  | \$232 3.4%    | \$227 3.3%    | \$218 3.3%    |
| Education  |  | \$216 3.1%    | \$215 3.2%    | \$206 3.2%    |
| Entertainment  |  | \$394 5.7%    | \$392 5.8%    | \$375 5.8%    |
| Food and Beverages                                   |  | \$1,007 14.6% | \$996 14.6%   | \$954 14.6%   |
| Furnishings and Equipment                            |  | \$245 3.6%    | \$243 3.6%    | \$233 3.6%    |
| Gifts  |  | \$176 2.6%    | \$171 2.5%    | \$164 2.5%    |
| Health Care  |  | \$578 8.4%    | \$566 8.3%    | \$541 8.3%    |
| Household Operations                                 |  | \$273 4.0%    | \$269 4.0%    | \$258 4.0%    |
| Miscellaneous Expenses                               |  | \$131 1.9%    | \$129 1.9%    | \$124 1.9%    |
| Personal Care  |  | \$93 1.3%     | \$91 1.3%     | \$88 1.3%     |
| Personal Insurance                                   |  | \$50 0.7%     | \$50 0.7%     | \$48 0.7%     |
| Reading  |  | \$15 0.2%     | \$15 0.2%     | \$14 0.2%     |
| Shelter  |  | \$1,444 21.0% | \$1,423 20.9% | \$1,365 20.9% |
| Tobacco  |  | \$39 0.6%     | \$38 0.6%     | \$36 0.6%     |
| Transportation                                       |  | \$1,253 18.2% | \$1,247 18.3% | \$1,194 18.3% |
| Utilities  |  | \$498 7.2%    | \$488 7.2%    | \$467 7.2%    |