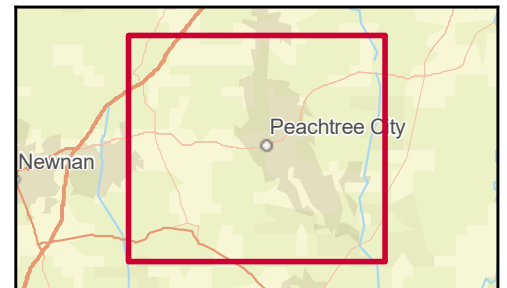
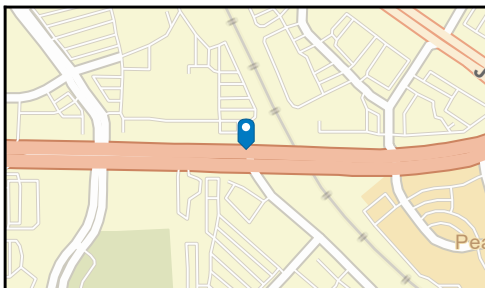
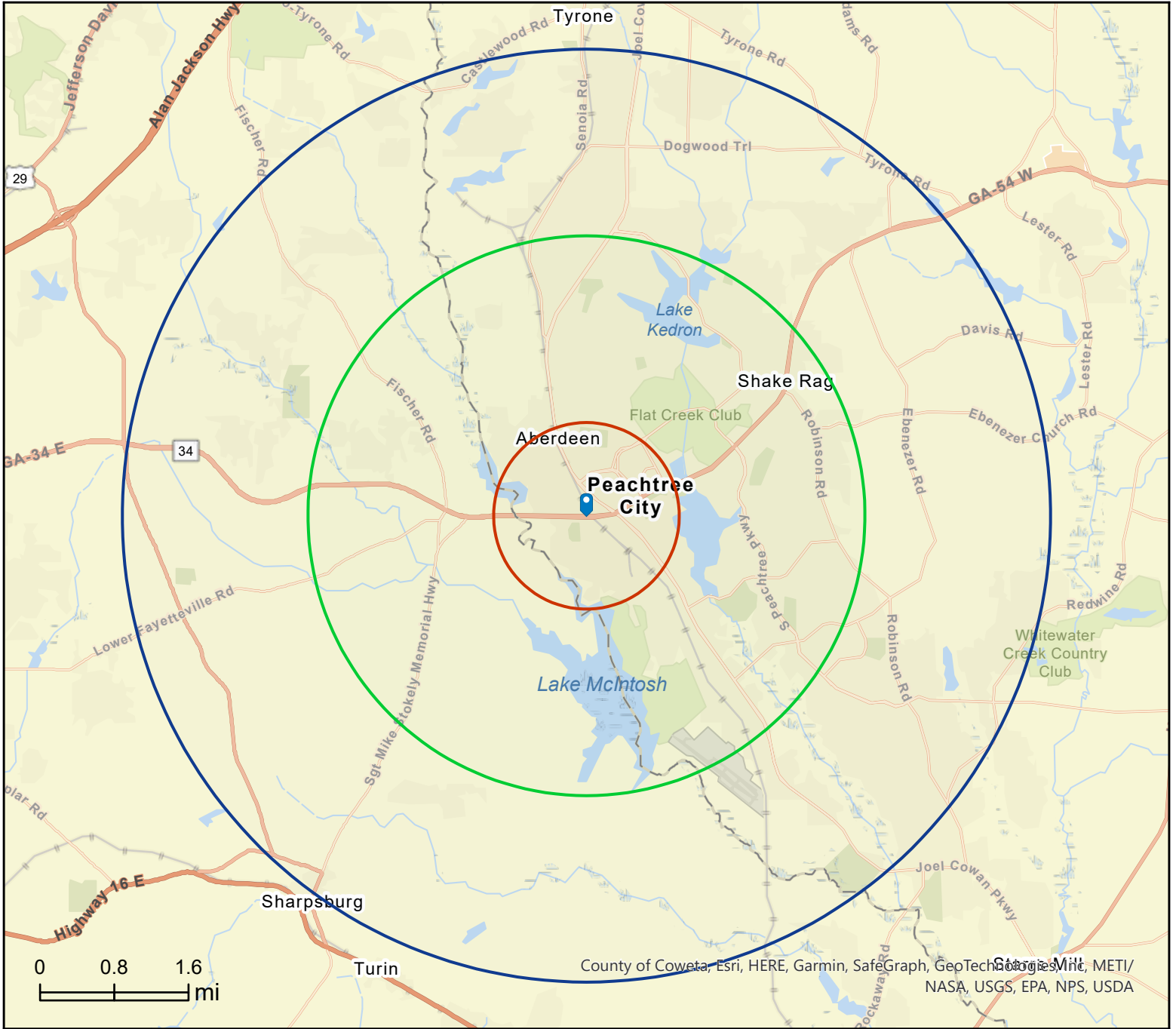


2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641





Executive Summary

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
Population			
2010 Population	4,015	28,765	55,458
2020 Population	5,054	32,680	60,615
2023 Population	5,583	34,636	63,299
2028 Population	5,733	35,153	65,245
2010-2020 Annual Rate	2.33%	1.28%	0.89%
2020-2023 Annual Rate	3.11%	1.80%	1.34%
2023-2028 Annual Rate	0.53%	0.30%	0.61%
2023 Male Population	48.7%	48.7%	48.9%
2023 Female Population	51.3%	51.3%	51.1%
2023 Median Age	39.5	42.8	42.9

In the identified area, the current year population is 63,299. In 2020, the Census count in the area was 60,615. The rate of change since 2020 was 1.34% annually. The five-year projection for the population in the area is 65,245 representing a change of 0.61% annually from 2023 to 2028. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 42.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	60.4%	68.1%	71.7%
2023 Black Alone	12.1%	9.6%	9.1%
2023 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2023 Asian Alone	14.2%	10.0%	7.2%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	3.9%	3.3%	3.1%
2023 Two or More Races	9.0%	8.7%	8.5%
2023 Hispanic Origin (Any Race)	10.6%	9.0%	8.5%

Persons of Hispanic origin represent 8.5% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 54.7 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	147	153	164
2010 Households	1,647	10,911	20,052
2020 Households	2,102	12,617	22,239
2023 Households	2,274	13,429	23,433
2028 Households	2,354	13,733	24,321
2010-2020 Annual Rate	2.47%	1.46%	1.04%
2020-2023 Annual Rate	2.45%	1.94%	1.62%
2023-2028 Annual Rate	0.69%	0.45%	0.75%
2023 Average Household Size	2.43	2.56	2.69

The household count in this area has changed from 22,239 in 2020 to 23,433 in the current year, a change of 1.62% annually. The five-year projection of households is 24,321, a change of 0.75% annually from the current year total. Average household size is currently 2.69, compared to 2.71 in the year 2020. The number of families in the current year is 18,107 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



Executive Summary

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	23.0%	23.1%	21.7%
Median Household Income			
2023 Median Household Income	\$97,236	\$96,983	\$102,224
2028 Median Household Income	\$111,405	\$110,560	\$116,214
2023-2028 Annual Rate	2.76%	2.66%	2.60%
Average Household Income			
2023 Average Household Income	\$138,909	\$140,696	\$147,372
2028 Average Household Income	\$160,088	\$161,450	\$167,029
2023-2028 Annual Rate	2.88%	2.79%	2.54%
Per Capita Income			
2023 Per Capita Income	\$53,331	\$54,470	\$54,543
2028 Per Capita Income	\$61,916	\$62,994	\$62,263
2023-2028 Annual Rate	3.03%	2.95%	2.68%
GINI Index			
2023 Gini Index	35.0	36.9	36.0

Households by Income

Current median household income is \$102,224 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$116,214 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$147,372 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$167,029 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$54,543 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$62,263 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	106	105	112
2010 Total Housing Units	1,779	11,661	21,268
2010 Owner Occupied Housing Units	1,177	8,241	16,283
2010 Renter Occupied Housing Units	467	2,677	3,769
2010 Vacant Housing Units	132	750	1,216
2020 Total Housing Units	2,256	13,247	23,196
2020 Vacant Housing Units	154	630	957
2023 Total Housing Units	2,429	14,041	24,349
2023 Owner Occupied Housing Units	1,814	10,603	19,304
2023 Renter Occupied Housing Units	460	2,826	4,129
2023 Vacant Housing Units	155	612	916
2028 Total Housing Units	2,509	14,348	25,243
2028 Owner Occupied Housing Units	1,893	10,923	20,227
2028 Renter Occupied Housing Units	462	2,810	4,094
2028 Vacant Housing Units	155	615	922
Socioeconomic Status Index			
2023 Socioeconomic Status Index	61.3	60.5	61.4

Currently, 79.3% of the 24,349 housing units in the area are owner occupied; 17.0%, renter occupied; and 3.8% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 23,196 housing units in the area and 4.1% vacant housing units. The annual rate of change in housing units since 2020 is 1.50%. Median home value in the area is \$369,018, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.78% annually to \$383,660.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,015	28,765	55,458
2020 Total Population	5,054	32,680	60,615
2020 Group Quarters	47	205	251
2023 Total Population	5,583	34,636	63,299
2023 Group Quarters	47	205	251
2028 Total Population	5,733	35,153	65,245
2023-2028 Annual Rate	0.53%	0.30%	0.61%
2023 Total Daytime Population	10,346	37,179	61,943
Workers	7,467	19,231	29,862
Residents	2,879	17,948	32,081
Household Summary			
2010 Households	1,647	10,911	20,052
2010 Average Household Size	2.41	2.63	2.76
2020 Total Households	2,102	12,617	22,239
2020 Average Household Size	2.38	2.57	2.71
2023 Total Households	2,274	13,429	23,433
2023 Average Household Size	2.43	2.56	2.69
2028 Total Households	2,354	13,733	24,321
2028 Average Household Size	2.42	2.54	2.67
2023-2028 Annual Rate	0.69%	0.45%	0.75%
2010 Families	1,211	8,243	15,881
2010 Average Family Size	2.87	3.06	3.14
2023 Families	1,607	9,858	18,107
2023 Average Family Size	2.98	3.06	3.12
2028 Families	1,657	10,047	18,738
2028 Average Family Size	2.96	3.04	3.10
2023-2028 Annual Rate	0.61%	0.38%	0.69%
Housing Unit Summary			
2000 Housing Units	1,386	9,773	17,207
Owner Occupied Housing Units	77.1%	78.7%	82.2%
Renter Occupied Housing Units	18.8%	17.1%	14.1%
Vacant Housing Units	4.0%	4.2%	3.7%
2010 Housing Units	1,779	11,661	21,268
Owner Occupied Housing Units	66.2%	70.7%	76.6%
Renter Occupied Housing Units	26.3%	23.0%	17.7%
Vacant Housing Units	7.4%	6.4%	5.7%
2020 Housing Units	2,256	13,247	23,196
Vacant Housing Units	6.8%	4.8%	4.1%
2023 Housing Units	2,429	14,041	24,349
Owner Occupied Housing Units	74.7%	75.5%	79.3%
Renter Occupied Housing Units	18.9%	20.1%	17.0%
Vacant Housing Units	6.4%	4.4%	3.8%
2028 Housing Units	2,509	14,348	25,243
Owner Occupied Housing Units	75.4%	76.1%	80.1%
Renter Occupied Housing Units	18.4%	19.6%	16.2%
Vacant Housing Units	6.2%	4.3%	3.7%
Median Household Income			
2023	\$97,236	\$96,983	\$102,224
2028	\$111,405	\$110,560	\$116,214
Median Home Value			
2023	\$372,561	\$373,146	\$369,018
2028	\$384,604	\$386,352	\$383,660
Per Capita Income			
2023	\$53,331	\$54,470	\$54,543
2028	\$61,916	\$62,994	\$62,263
Median Age			
2010	39.1	41.4	41.3
2023	39.5	42.8	42.9
2028	39.3	43.0	43.0

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
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	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,274	13,429	23,433
<\$15,000	3.1%	4.4%	3.8%
\$15,000 - \$24,999	5.6%	8.0%	6.3%
\$25,000 - \$34,999	4.0%	3.6%	3.7%
\$35,000 - \$49,999	4.8%	5.3%	5.7%
\$50,000 - \$74,999	16.1%	12.9%	13.7%
\$75,000 - \$99,999	18.0%	17.3%	15.6%
\$100,000 - \$149,999	18.6%	18.1%	18.0%
\$150,000 - \$199,999	12.4%	11.5%	12.3%
\$200,000+	17.5%	18.8%	20.9%
Average Household Income	\$138,909	\$140,696	\$147,372
2028 Households by Income			
Household Income Base	2,354	13,733	24,321
<\$15,000	2.2%	3.4%	3.0%
\$15,000 - \$24,999	3.7%	5.7%	4.4%
\$25,000 - \$34,999	3.1%	3.0%	3.0%
\$35,000 - \$49,999	4.1%	4.6%	4.9%
\$50,000 - \$74,999	14.2%	11.5%	12.3%
\$75,000 - \$99,999	16.7%	16.4%	14.5%
\$100,000 - \$149,999	19.5%	19.2%	18.8%
\$150,000 - \$199,999	15.7%	14.5%	15.2%
\$200,000+	20.9%	21.9%	23.8%
Average Household Income	\$160,088	\$161,450	\$167,029
2023 Owner Occupied Housing Units by Value			
Total	1,814	10,603	19,304
<\$50,000	1.1%	2.0%	1.5%
\$50,000 - \$99,999	1.8%	0.8%	0.8%
\$100,000 - \$149,999	2.0%	1.3%	1.4%
\$150,000 - \$199,999	4.3%	4.5%	5.5%
\$200,000 - \$249,999	5.7%	7.5%	9.8%
\$250,000 - \$299,999	8.8%	10.8%	12.4%
\$300,000 - \$399,999	36.2%	31.5%	27.0%
\$400,000 - \$499,999	21.6%	18.2%	18.0%
\$500,000 - \$749,999	17.0%	19.3%	19.4%
\$750,000 - \$999,999	1.0%	2.4%	2.9%
\$1,000,000 - \$1,499,999	0.1%	1.3%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$394,997	\$414,080	\$410,881
2028 Owner Occupied Housing Units by Value			
Total	1,893	10,923	20,227
<\$50,000	0.8%	1.6%	1.2%
\$50,000 - \$99,999	1.5%	0.7%	0.7%
\$100,000 - \$149,999	1.5%	1.0%	1.2%
\$150,000 - \$199,999	3.3%	3.7%	4.7%
\$200,000 - \$249,999	4.5%	6.2%	8.4%
\$250,000 - \$299,999	7.3%	9.2%	10.8%
\$300,000 - \$399,999	36.7%	32.0%	27.5%
\$400,000 - \$499,999	22.6%	18.7%	18.7%
\$500,000 - \$749,999	20.1%	22.4%	22.1%
\$750,000 - \$999,999	1.3%	2.8%	3.2%
\$1,000,000 - \$1,499,999	0.2%	1.4%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$413,081	\$432,508	\$427,981

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	4,013	28,765	55,458
0 - 4	5.8%	5.1%	5.0%
5 - 9	7.7%	7.4%	7.6%
10 - 14	8.6%	8.4%	9.0%
15 - 24	12.0%	11.6%	12.0%
25 - 34	10.3%	8.7%	8.0%
35 - 44	15.1%	14.3%	14.7%
45 - 54	16.6%	17.7%	18.8%
55 - 64	11.8%	13.8%	13.4%
65 - 74	7.1%	7.3%	6.8%
75 - 84	3.2%	3.8%	3.3%
85 +	1.9%	1.8%	1.3%
18 +	72.2%	73.4%	72.5%
2023 Population by Age			
Total	5,582	34,635	63,297
0 - 4	5.8%	4.9%	4.7%
5 - 9	6.8%	5.9%	5.8%
10 - 14	7.3%	6.8%	7.0%
15 - 24	11.5%	11.6%	12.2%
25 - 34	12.0%	10.8%	10.8%
35 - 44	14.4%	12.7%	12.2%
45 - 54	13.8%	13.9%	14.6%
55 - 64	13.1%	15.1%	15.4%
65 - 74	9.4%	11.3%	10.9%
75 - 84	4.4%	5.1%	4.8%
85 +	1.5%	1.7%	1.5%
18 +	75.7%	78.1%	77.9%
2028 Population by Age			
Total	5,732	35,152	65,246
0 - 4	6.2%	5.1%	4.9%
5 - 9	6.8%	5.9%	5.8%
10 - 14	6.8%	6.2%	6.4%
15 - 24	9.8%	9.9%	10.3%
25 - 34	13.5%	11.8%	11.7%
35 - 44	15.8%	13.9%	13.4%
45 - 54	11.9%	12.2%	12.8%
55 - 64	12.0%	14.0%	14.5%
65 - 74	10.0%	12.4%	11.9%
75 - 84	5.4%	6.7%	6.4%
85 +	1.8%	2.0%	1.8%
18 +	76.4%	79.2%	79.1%
2010 Population by Sex			
Males	1,932	13,866	27,070
Females	2,082	14,899	28,388
2023 Population by Sex			
Males	2,717	16,862	30,959
Females	2,866	17,774	32,340
2028 Population by Sex			
Males	2,783	17,090	31,820
Females	2,950	18,063	33,426

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	4,015	28,764	55,457
White Alone	75.8%	81.7%	84.5%
Black Alone	10.0%	7.9%	7.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.7%	5.2%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	2.4%	1.9%
Two or More Races	3.4%	2.5%	2.2%
Hispanic Origin	9.5%	7.3%	6.3%
Diversity Index	51.0	41.4	36.4
2020 Population by Race/Ethnicity			
Total	5,054	32,680	60,615
White Alone	62.5%	70.3%	73.8%
Black Alone	11.8%	9.1%	8.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	13.1%	8.9%	6.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.8%	3.1%	2.9%
Two or More Races	8.6%	8.2%	8.0%
Hispanic Origin	10.2%	8.5%	7.8%
Diversity Index	64.8	56.2	51.8
2023 Population by Race/Ethnicity			
Total	5,583	34,635	63,299
White Alone	60.4%	68.1%	71.7%
Black Alone	12.1%	9.6%	9.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	14.2%	10.0%	7.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.9%	3.3%	3.1%
Two or More Races	9.0%	8.7%	8.5%
Hispanic Origin	10.6%	9.0%	8.5%
Diversity Index	66.8	59.0	54.7
2028 Population by Race/Ethnicity			
Total	5,733	35,153	65,245
White Alone	56.7%	64.8%	68.8%
Black Alone	13.1%	10.4%	9.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	15.8%	11.2%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	3.6%	3.4%
Two or More Races	9.8%	9.6%	9.5%
Hispanic Origin	11.5%	9.9%	9.3%
Diversity Index	70.1	62.7	58.4
2010 Population by Relationship and Household Type			
Total	4,014	28,765	55,457
In Households	99.0%	99.6%	99.8%
In Family Households	87.7%	89.0%	91.0%
Householder	27.6%	28.5%	28.6%
Spouse	21.7%	23.8%	24.4%
Child	33.9%	32.9%	34.2%
Other relative	3.3%	2.6%	2.6%
Nonrelative	1.2%	1.1%	1.1%
In Nonfamily Households	11.2%	10.6%	8.8%
In Group Quarters	1.0%	0.4%	0.2%
Institutionalized Population	1.0%	0.4%	0.2%
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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
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	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	3,829	24,507	44,466
Less than 9th Grade	0.6%	0.5%	0.6%
9th - 12th Grade, No Diploma	0.8%	1.5%	1.6%
High School Graduate	11.4%	13.8%	14.7%
GED/Alternative Credential	2.8%	1.8%	2.2%
Some College, No Degree	17.0%	17.3%	16.9%
Associate Degree	7.5%	7.9%	8.0%
Bachelor's Degree	40.1%	37.0%	35.8%
Graduate/Professional Degree	19.8%	20.2%	20.1%
2023 Population 15+ by Marital Status			
Total	4,471	28,540	52,158
Never Married	27.2%	25.3%	25.1%
Married	61.2%	60.7%	62.2%
Widowed	6.6%	6.5%	5.1%
Divorced	5.0%	7.5%	7.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,803	17,388	32,456
Population 16+ Employed	97.9%	97.4%	97.5%
Population 16+ Unemployment rate	2.1%	2.6%	2.5%
Population 16-24 Employed	10.3%	11.1%	11.8%
Population 16-24 Unemployment rate	7.2%	10.3%	8.8%
Population 25-54 Employed	65.9%	61.6%	61.2%
Population 25-54 Unemployment rate	1.3%	1.2%	1.5%
Population 55-64 Employed	18.6%	20.1%	20.4%
Population 55-64 Unemployment rate	1.7%	2.4%	1.8%
Population 65+ Employed	5.1%	7.2%	6.6%
Population 65+ Unemployment rate	3.4%	2.4%	1.6%
2023 Employed Population 16+ by Industry			
Total	2,745	16,928	31,644
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	4.8%	4.3%	5.1%
Manufacturing	11.4%	10.3%	10.9%
Wholesale Trade	2.6%	2.6%	2.2%
Retail Trade	6.2%	7.4%	7.3%
Transportation/Utilities	15.0%	12.7%	14.0%
Information	1.1%	3.1%	2.7%
Finance/Insurance/Real Estate	5.7%	5.9%	5.6%
Services	50.1%	50.5%	48.8%
Public Administration	3.1%	2.9%	3.4%
2023 Employed Population 16+ by Occupation			
Total	2,745	16,927	31,644
White Collar	72.2%	73.1%	70.0%
Management/Business/Financial	19.7%	22.4%	23.9%
Professional	33.6%	32.2%	29.2%
Sales	8.2%	9.6%	8.3%
Administrative Support	10.8%	8.9%	8.6%
Services	13.0%	12.7%	12.8%
Blue Collar	14.8%	14.2%	17.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.5%	1.5%	2.0%
Installation/Maintenance/Repair	1.9%	2.6%	3.4%
Production	4.4%	2.5%	3.0%
Transportation/Material Moving	7.9%	7.6%	8.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
Latitude: 33.39693
Longitude: -84.59641

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,643	10,914	20,052
Households with 1 Person	23.0%	21.6%	18.0%
Households with 2+ People	77.0%	78.4%	82.0%
Family Households	73.7%	75.5%	79.2%
Husband-wife Families	57.9%	63.1%	67.4%
With Related Children	28.5%	29.5%	32.8%
Other Family (No Spouse Present)	15.8%	12.5%	11.8%
Other Family with Male Householder	3.0%	2.8%	3.0%
With Related Children	1.9%	1.7%	1.9%
Other Family with Female Householder	12.8%	9.6%	8.8%
With Related Children	9.4%	6.7%	6.0%
Nonfamily Households	3.3%	2.9%	2.8%
All Households with Children	40.1%	38.4%	41.0%
Multigenerational Households	3.2%	3.1%	3.6%
Unmarried Partner Households	3.2%	2.9%	2.9%
Male-female	2.7%	2.4%	2.5%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,647	10,910	20,051
1 Person Household	22.5%	21.6%	18.0%
2 Person Household	33.7%	34.4%	33.9%
3 Person Household	17.3%	17.4%	18.6%
4 Person Household	16.0%	16.7%	18.6%
5 Person Household	6.8%	6.6%	7.4%
6 Person Household	2.3%	2.2%	2.5%
7 + Person Household	1.4%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,644	10,918	20,052
Owner Occupied	71.6%	75.5%	81.2%
Owned with a Mortgage/Loan	58.1%	59.7%	65.4%
Owned Free and Clear	13.7%	15.8%	15.8%
Renter Occupied	28.4%	24.5%	18.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	105	112
Percent of Income for Mortgage	23.0%	23.1%	21.7%
Wealth Index	147	153	164
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,779	11,661	21,268
Housing Units Inside Urbanized Area	94.6%	92.2%	91.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.3%	7.8%	8.9%
2010 Population By Urban/ Rural Status			
Total Population	4,015	28,765	55,458
Population Inside Urbanized Area	92.7%	92.4%	91.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.3%	7.6%	8.5%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2701 GA-54 W, Peachtree City, Georgia, 30269
Rings: 1, 3, 5 mile radii

McIntosh Village
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Workday Drive (4A)
2.	Heartland Communities (6F)	Comfortable Empty Nesters (5A)	Green Acres (6A)
3.	Comfortable Empty Nesters (5A)	Green Acres (6A)	Professional Pride (1B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$6,258,354	\$37,278,082	\$68,349,821
Average Spent	\$2,752.13	\$2,775.94	\$2,916.82
Spending Potential Index	125	126	133
Education: Total \$	\$5,098,708	\$32,090,517	\$58,799,790
Average Spent	\$2,242.18	\$2,389.64	\$2,509.27
Spending Potential Index	125	133	140
Entertainment/Recreation: Total \$	\$11,449,050	\$67,147,680	\$122,178,096
Average Spent	\$5,034.76	\$5,000.20	\$5,213.93
Spending Potential Index	133	132	138
Food at Home: Total \$	\$18,998,268	\$113,409,007	\$207,107,678
Average Spent	\$8,354.56	\$8,445.08	\$8,838.29
Spending Potential Index	123	124	130
Food Away from Home: Total \$	\$10,796,853	\$63,698,737	\$116,540,120
Average Spent	\$4,747.96	\$4,743.37	\$4,973.33
Spending Potential Index	128	127	134
Health Care: Total \$	\$21,714,341	\$128,624,815	\$234,580,950
Average Spent	\$9,548.96	\$9,578.14	\$10,010.71
Spending Potential Index	130	130	136
HH Furnishings & Equipment: Total \$	\$8,705,072	\$51,929,857	\$95,082,065
Average Spent	\$3,828.09	\$3,866.99	\$4,057.61
Spending Potential Index	130	131	137
Personal Care Products & Services: Total \$	\$2,757,120	\$16,583,706	\$30,347,735
Average Spent	\$1,212.45	\$1,234.92	\$1,295.09
Spending Potential Index	127	129	135
Shelter: Total \$	\$70,417,645	\$423,924,886	\$773,286,744
Average Spent	\$30,966.42	\$31,567.87	\$32,999.90
Spending Potential Index	125	127	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,645,283	\$58,125,169	\$106,015,830
Average Spent	\$4,241.55	\$4,328.33	\$4,524.21
Spending Potential Index	136	138	145
Travel: Total \$	\$6,908,679	\$41,220,947	\$75,349,203
Average Spent	\$3,038.12	\$3,069.55	\$3,215.52
Spending Potential Index	135	136	143
Vehicle Maintenance & Repairs: Total \$	\$3,812,421	\$22,371,859	\$40,865,647
Average Spent	\$1,676.53	\$1,665.94	\$1,743.94
Spending Potential Index	128	127	133

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.