Site Map
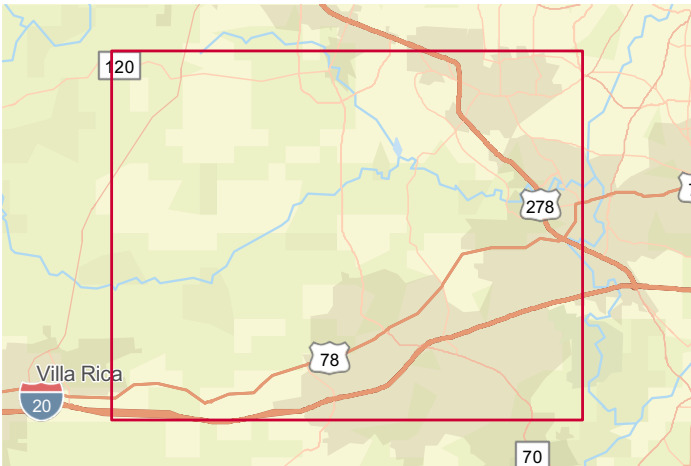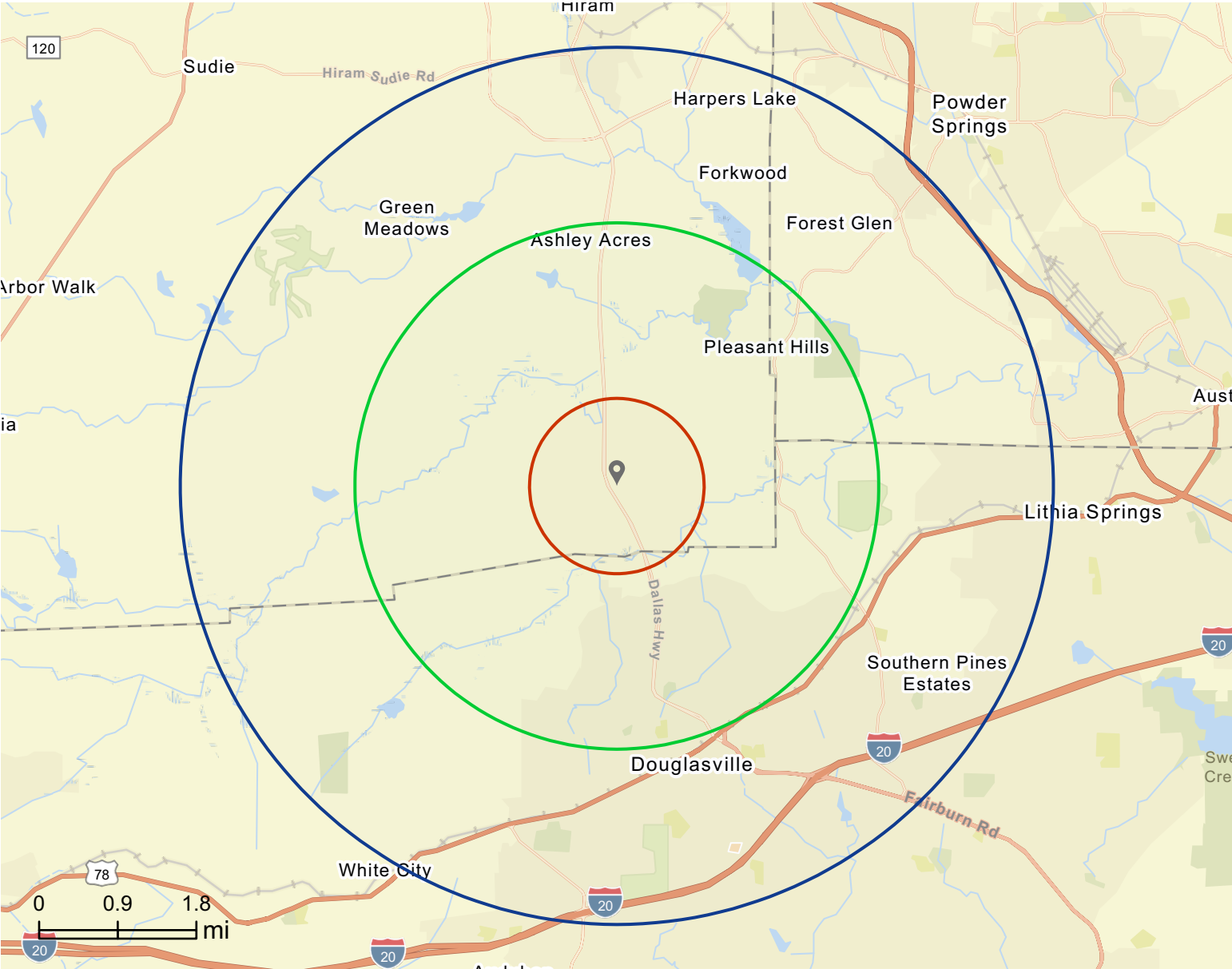
Brownsville Square

6525 Hiram Douglasville Hwy, Douglasville, Georgia, 30134
Rings: 1, 3, 5 mile radii

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Hiram
120
Sudie
Hiram Sudie Rd
Harpers Lake
Powder Springs
Forkwood
Green Meadows
Forest Glen
Ashley Acres
Arbor Walk
Pleasant Hills
Aust
Dallas Hwy
Lithia Springs
Southern Pines Estates
20
Douglasville
Fairburn Rd
White City
78
20
20
mi
0   0.9   1.8

Brownsville
Sweetwater Church Rd
Sweetwater Pass
Landing Tr

120
278
78
Villa Rica
20
70

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Market Profile

Brownsville Square
6525 Hiram Douglasville Hwy, Douglasville, Georgia, 30134
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,550	26,598	72,616
2020 Total Population	2,819	28,475	76,604
2020 Group Quarters	0	3	555
2025 Total Population	2,971	29,218	78,457
2025 Group Quarters	0	3	503
2030 Total Population	3,041	29,579	79,255
2025-2030 Annual Rate	0.47%	0.25%	0.20%
2025 Total Daytime Population	1,973	19,600	64,390
Workers	476	4,196	24,022
Residents	1,497	15,404	40,368

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	842	8,597	24,486
2010 Average Household Size	3.03	3.09	2.93
2020 Total Households	940	9,348	26,403
2020 Average Household Size	3.00	3.05	2.88
2025 Total Households	984	9,700	27,280
2025 Average Household Size	3.02	3.01	2.86
2030 Total Households	1,009	9,870	27,674
2030 Average Household Size	3.01	3.00	2.85
2025-2030 Annual Rate	0.50%	0.35%	0.29%
2025 Families	767	7,503	19,990
2025 Average Family Size	3.40	3.46	3.31
2030 Families	781	7,576	20,127
2030 Average Family Size	3.41	3.46	3.31
2025-2030 Growth Rate	0.4%	0.2%	0.1%

Housing Unit Summary

2010 Total Housing Units	905	9,364	26,928
Owner Occupied Housing Units	89.2%	83.5%	75.9%
Renter Occupied Housing Units	10.8%	16.5%	24.1%
Vacant Housing Units	7.0%	8.2%	9.1%
2020 Housing Units	978	9,713	27,659
Owner Occupied Housing Units	82.7%	76.5%	70.9%
Renter Occupied Housing Units	17.3%	23.5%	29.1%
Vacant Housing Units	3.6%	3.8%	4.8%
2025 Housing Units	1,020	10,053	28,512
Owner Occupied Housing Units	84.5%	78.3%	72.6%
Renter Occupied Housing Units	15.6%	21.7%	27.4%
Vacant Housing Units	3.5%	3.5%	4.3%
2030 Total Housing Units	1,040	10,205	28,975
Owner Occupied Housing Units	85.7%	79.8%	73.9%
Renter Occupied Housing Units	14.3%	20.2%	26.1%
Vacant Housing Units	3.0%	3.3%	4.5%

Median Household Income

	1 mile	3 miles	5 miles
2025	$91,160	$95,232	$85,315
2030	$105,078	$105,176	$94,956

Per Capita Income

2025	$35,942	$35,440	$34,941
2030	$39,185	$38,448	$38,181

2025 Households by Income

Household Income Base	984	9,700	27,280
<$15,000	5.8%	5.5%	6.5%
$15,000 - $24,999	2.0%	2.7%	3.9%
$25,000 - $34,999	4.0%	4.0%	4.4%
$35,000 - $49,999	7.3%	8.0%	10.4%
$50,000 - $74,999	22.5%	17.4%	17.4%
$75,000 - $99,999	11.8%	14.6%	15.4%
$100,000 - $149,999	25.3%	27.2%	24.2%
$150,000 - $199,999	14.2%	14.2%	10.5%
$200,000+	6.9%	6.4%	7.4%
Average Household Income	$109,452	$106,391	$100,790

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	107	115	105
Percent of Income for Mortgage	21.4%	19.9%	22.0%
Wealth Index	81	80	78

Median Home Value

2025	$312,000	$303,103	$300,367
2030	$346,122	$344,977	$349,224

2025 Home Value

	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	831	7,591	19,801
<$50,000	3.4%	2.1%	4.0%
$50,000 - $99,999	0.4%	0.8%	2.0%
$100,000 - $149,999	1.9%	2.4%	3.5%
$150,000 - $199,999	9.8%	8.6%	11.1%
$200,000 - $249,999	14.3%	15.1%	13.3%
$250,000 - $299,999	14.9%	19.9%	15.9%
$300,000 - $399,999	45.1%	38.4%	32.3%
$400,000 - $499,999	6.6%	8.5%	10.9%
$500,000 - $749,999	3.3%	3.0%	4.6%
$750,000 - $999,999	0.1%	0.6%	1.6%
$1,000,000 - $1,499,999	0.0%	0.5%	0.4%
$1,500,000 - $1,999,999	0.2%	0.1%	0.2%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$306,789	$313,321	$314,203

2025 Population by Sex

Males	1,456	14,006	38,016
Females	1,515	15,212	40,441

Median Age

2010	33.4	33.0	34.2
2020	37.7	36.1	37.0
2025	38.2	36.6	37.6
2030	38.9	37.4	38.5

2025 Population by Age	1 mile	3 miles	5 miles
Total	2,971	29,217	78,457
0 - 4	5.3%	5.7%	5.6%
5 - 9	5.7%	6.0%	5.9%
10 - 14	6.1%	6.7%	6.5%
15 - 24	14.4%	14.5%	14.1%
25 - 34	14.5%	15.1%	14.5%
35 - 44	11.7%	11.9%	12.5%
45 - 54	13.1%	12.8%	12.8%
55 - 64	14.4%	13.9%	13.5%
65 - 74	8.8%	8.0%	8.8%
75 - 84	3.8%	3.7%	4.2%
85 +	0.7%	0.7%	1.0%
18 +	78.8%	77.5%	77.9%

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	2,038	19,627	53,273
Less than 9th Grade	2.5%	1.8%	2.5%
9th - 12th Grade, No Diploma	9.1%	6.4%	6.5%
High School Graduate	29.3%	24.6%	27.4%
GED/Alternative Credential	6.1%	4.1%	5.2%
Some College, No Degree	17.7%	22.0%	21.0%
Associate Degree	6.6%	7.0%	7.6%
Bachelor's Degree	18.3%	22.9%	20.2%
Graduate/Professional Degree	10.4%	11.2%	9.6%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	2,463	23,850	64,321
Never Married	34.1%	36.0%	36.0%
Married	56.7%	52.6%	49.4%
Widowed	2.8%	3.5%	3.9%
Divorced	6.5%	7.9%	10.7%

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Market Profile | Brownsville Square | Rings: 1, 3, 5 mile radii

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	2,819	28,475	76,604
White Alone	45.0%	38.6%	42.4%
Black Alone	39.8%	48.4%	43.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.1%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.8%	4.8%	5.7%
Two or More Races	4.8%	4.8%	5.7%
Hispanic Origin	11.0%	9.5%	10.9%
Diversity Index	70.1	67.6	69.9

2025 Population by Race/Ethnicity			
Total	2,971	29,219	78,457
White Alone	38.4%	33.5%	37.2%
Black Alone	44.8%	52.2%	46.4%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	1.4%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.5%	5.3%	6.5%
Two or More Races	9.6%	7.7%	8.1%
Hispanic Origin	12.6%	10.8%	12.6%
Diversity Index	71.9	68.2	71.5

2025 Employed Pop 16+ by Occupation			
Total	1,542	14,824	40,218
White Collar	59.0%	58.9%	56.1%
Management/Business/Financial	14.0%	14.9%	15.0%
Professional	20.1%	24.9%	20.7%
Sales	8.0%	8.1%	8.2%
Administrative Support	16.9%	10.9%	12.2%
Services	15.8%	14.3%	16.2%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	1,542	14,824	40,218
Blue Collar	25.2%	26.8%	27.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	10.1%	7.7%	7.4%
Installation/Maintenance/Repair	5.6%	4.6%	3.4%
Production	2.7%	3.8%	6.2%
Transportation/Material Moving	6.8%	10.7%	10.7%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,542	14,824	40,218
Population 16+ Employed	93.1%	94.0%	95.1%
Population 16+ Unemployment rate	6.9%	6.0%	4.9%
Population 16-24 Employed	12.3%	11.1%	11.9%
Population 16-24 Unemployment rate	9.5%	17.9%	15.1%
Population 25-54 Employed	57.3%	60.9%	60.9%
Population 25-54 Unemployment rate	7.2%	3.9%	2.5%
Population 55-64 Employed	19%	18%	17%
Population 55-64 Unemployment rate	4.8%	4.3%	4.7%
Population 65+ Employed	4%	4%	5%
Population 65+ Unemployment rate	2.9%	6.1%	6.1%

2025 Employed Population 16+ by Industry			
Total	1,436	13,935	38,258
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	7.7%	7.8%	9.3%
Manufacturing	5.9%	8.2%	10.0%
Wholesale Trade	1.7%	2.2%	2.1%
Retail Trade	11.6%	10.8%	9.7%
Transportation/Utilities	11.3%	11.7%	9.8%
Information	3%	3%	2%
Finance/Insurance/Real Estate	2.6%	4.6%	5.0%
Services	48.2%	44.9%	46.7%
Public Administration	8.1%	6.8%	5.1%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total $	$2,279,417	$22,228,276	$59,505,330
Average Spent	$2,316.48	$2,291.57	$2,181.28
Spending Potential Index	95	94	89
Education: Total $	$1,545,781	$14,595,308	$39,289,044
Average Spent	$1,570.92	$1,504.67	$1,440.21
Spending Potential Index	88	84	81
Entertainment/Recreation: Total $	$3,812,130	$36,122,447	$96,806,389
Average Spent	$3,874.12	$3,723.96	$3,548.62
Spending Potential Index	94	91	86
Food at Home: Total $	$6,748,389	$65,211,105	$177,548,736
Average Spent	$6,858.12	$6,722.79	$6,508.38
Spending Potential Index	92	90	87
Food Away from Home: Total $	$3,836,585	$37,066,973	$99,127,055
Average Spent	$3,898.97	$3,821.34	$3,633.69
Spending Potential Index	94	93	88
Health Care: Total $	$7,337,132	$69,135,629	$187,094,390
Average Spent	$7,456.43	$7,127.38	$6,858.30
Spending Potential Index	96	92	89
HH Furnishings & Equipment: Total $	$2,775,986	$26,463,172	$70,492,152
Average Spent	$2,821.12	$2,728.16	$2,584.02
Spending Potential Index	97	94	89
Personal Care Products & Services: Total $	$987,864	$9,503,311	$25,456,124
Average Spent	$1,003.93	$979.72	$933.14
Spending Potential Index	96	93	89
Shelter: Total $	$23,740,376	$230,783,694	$617,729,609
Average Spent	$24,126.40	$23,792.13	$22,644.05
Spending Potential Index	91	89	85
Support Payments/Gifts in Kind: Total $	$3,292,416	$31,319,764	$82,219,977
Average Spent	$3,345.95	$3,228.84	$3,013.93
Spending Potential Index	101	98	91

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total $	$3,306,077	$31,216,824	$82,312,998
Average Spent	$3,359.83	$3,218.23	$3,017.34
Spending Potential Index	93	89	84
Vehicle Maintenance & Repairs: Total $	$1,267,857	$12,207,233	$32,960,478
Average Spent	$1,288.47	$1,258.48	$1,208.23
Spending Potential Index	96	93	90

Top Tapestry Segment

1 mile	3 miles	5 miles
Classic Comfort (K4):	**Up and Coming Families (G2):**	**Flourishing Families (H1):**
This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.	This segment is characterized by Southern suburbanites with diverse family structures, education, and employment.	This segment is characterized by large Southern and Midwestern suburban families in growing developments.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.

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