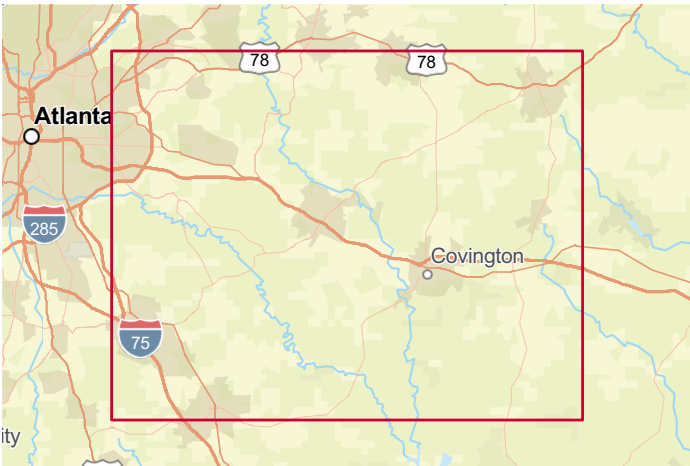
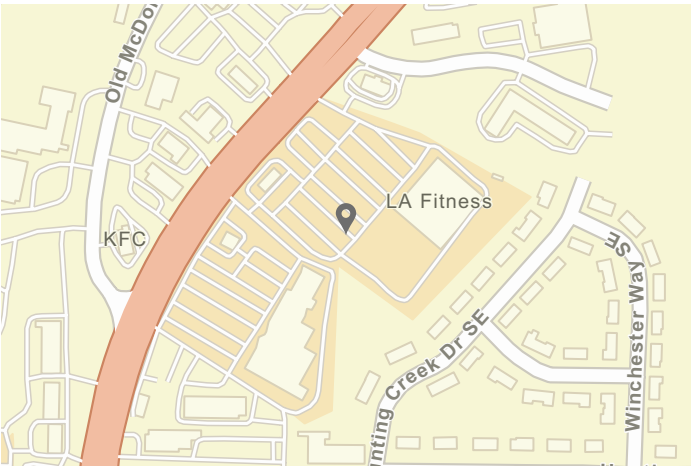
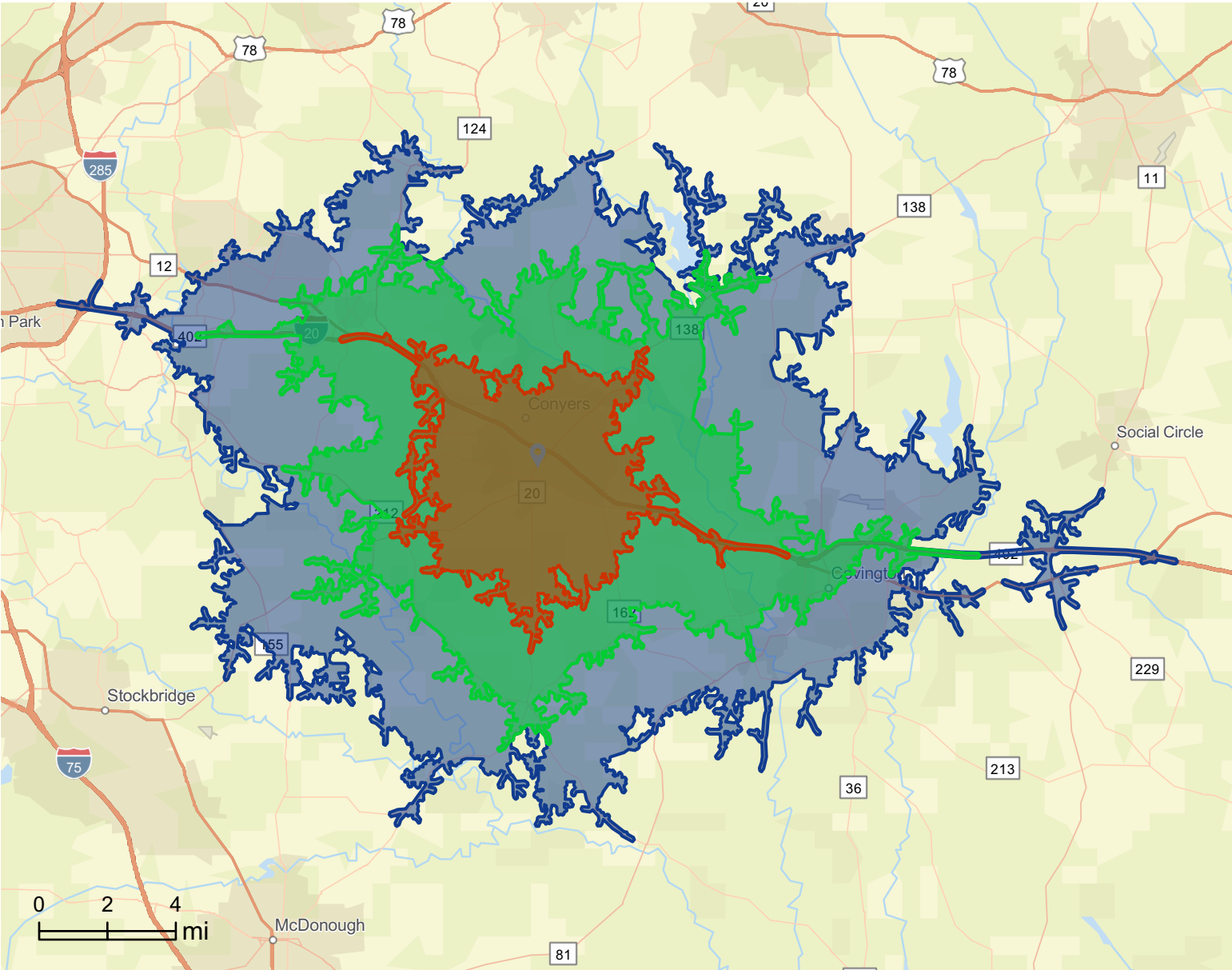


Site Map

Conyers Pointe
1648 Highway 138 SE, Conyers, Georgia, 30013
Drive time: 10, 15, 20 minute radii



Conyers Pointe



Market Profile

Conyers Pointe
1648 Highway 138 SE, Conyers, Georgia, 30013
Drive time: 10, 15, 20 minute radii



Population Summary	10 minutes	15 minutes	20 minutes
2010 Total Population	45,703	118,276	235,611
2020 Total Population	50,964	134,740	266,565
2020 Group Quarters	629	1,738	2,498
2025 Total Population	53,809	144,986	283,477
2025 Group Quarters	628	1,793	2,557
2030 Total Population	55,939	150,657	293,517
2025-2030 Annual Rate	0.78%	0.77%	0.70%
2025 Total Daytime Population	68,902	146,045	252,216
Workers	39,605	67,668	103,768
Residents	29,297	78,377	148,448

Household Summary	10 minutes	15 minutes	20 minutes
2010 Total Households	16,461	42,639	84,343
2010 Average Household Size	2.75	2.73	2.76
2020 Total Households	18,200	48,693	96,253
2020 Average Household Size	2.77	2.73	2.74
2025 Total Households	19,429	53,031	103,565
2025 Average Household Size	2.74	2.70	2.71
2030 Total Households	20,291	55,585	107,975
2030 Average Household Size	2.73	2.68	2.69
2025-2030 Annual Rate	0.87%	0.95%	0.84%
2025 Families	13,475	36,095	70,556
2025 Average Family Size	3.29	3.28	3.32
2030 Families	13,956	37,447	73,004
2030 Average Family Size	3.30	3.27	3.32
2025-2030 Growth Rate	0.7%	0.7%	0.7%

Housing Unit Summary			
2010 Total Housing Units	18,540	47,932	94,739
Owner Occupied Housing Units	59.6%	63.0%	66.0%
Renter Occupied Housing Units	40.4%	37.0%	34.0%
Vacant Housing Units	11.2%	11.0%	11.0%
2020 Housing Units	19,497	52,021	102,278
Owner Occupied Housing Units	57.3%	60.6%	61.0%
Renter Occupied Housing Units	42.7%	39.4%	39.0%
Vacant Housing Units	6.7%	6.3%	5.8%
2025 Housing Units	20,816	56,522	109,848
Owner Occupied Housing Units	60.0%	62.6%	63.7%
Renter Occupied Housing Units	40.0%	37.4%	36.3%
Vacant Housing Units	6.7%	6.2%	5.7%
2030 Total Housing Units	21,714	58,937	114,410
Owner Occupied Housing Units	62.1%	63.9%	65.2%
Renter Occupied Housing Units	37.9%	36.1%	34.8%
Vacant Housing Units	6.5%	5.7%	5.6%

Median Household Income	10 minutes	15 minutes	20 minutes
2025	\$73,935	\$75,867	\$74,936
2030	\$83,037	\$85,385	\$83,719

Per Capita Income			
2025	\$34,261	\$35,545	\$34,981
2030	\$37,954	\$39,763	\$39,243

2025 Households by Income			
Household Income Base	19,429	53,031	103,565
<\$15,000	8.3%	9.1%	8.5%
\$15,000 - \$24,999	4.6%	4.9%	5.6%
\$25,000 - \$34,999	9.8%	9.1%	7.5%
\$35,000 - \$49,999	10.7%	10.0%	10.1%
\$50,000 - \$74,999	17.1%	16.4%	18.3%
\$75,000 - \$99,999	12.6%	13.3%	14.4%
\$100,000 - \$149,999	17.3%	17.8%	17.7%
\$150,000 - \$199,999	12.8%	11.8%	10.0%
\$200,000+	6.6%	7.8%	8.0%
Average Household Income	\$94,394	\$96,959	\$95,474

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	100	96
Percent of Income for Mortgage	24.2%	23.1%	23.8%
Wealth Index	74	76	75
Median Home Value			
2025	\$286,072	\$280,108	\$285,232
2030	\$340,329	\$341,480	\$347,944

2025 Home Value	10 minutes	15 minutes	20 minutes
Total Owner Occupied Housing Units	11,650	33,163	66,002
<\$50,000	1.9%	4.1%	3.8%
\$50,000 - \$99,999	1.7%	3.2%	3.1%
\$100,000 - \$149,999	5.6%	5.7%	5.5%
\$150,000 - \$199,999	15.4%	12.8%	11.5%
\$200,000 - \$249,999	10.3%	12.9%	13.5%
\$250,000 - \$299,999	20.8%	18.7%	17.9%
\$300,000 - \$399,999	26.3%	25.0%	25.9%
\$400,000 - \$499,999	10.9%	10.7%	10.7%
\$500,000 - \$749,999	5.0%	5.3%	5.7%
\$750,000 - \$999,999	1.2%	0.9%	1.3%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.2%
\$2,000,000 +	0.4%	0.3%	0.6%
Average Home Value	\$315,042	\$301,483	\$316,647

2025 Population by Sex			
Males	25,117	67,783	132,267
Females	28,692	77,203	151,210

Median Age			
2010	35.0	34.3	34.2
2020	38.1	37.5	37.2
2025	38.8	38.1	37.9
2030	39.6	38.9	38.9

2025 Population by Age	10 minutes	15 minutes	20 minutes
Total	53,808	144,984	283,479
0 - 4	5.3%	5.6%	5.6%
5 - 9	5.7%	5.9%	6.0%
10 - 14	6.3%	6.3%	6.3%
15 - 24	14.3%	14.3%	14.1%
25 - 34	13.7%	14.1%	14.3%
35 - 44	12.2%	12.3%	12.6%
45 - 54	12.5%	12.5%	12.4%
55 - 64	12.8%	12.8%	12.8%
65 - 74	9.9%	9.5%	9.6%
75 - 84	5.2%	4.8%	4.7%
85 +	1.5%	1.3%	1.2%
18 +	78.4%	78.0%	77.9%

2025 Pop 25+ by Educational Attainment			
Total	36,773	98,475	192,765
Less than 9th Grade	2.8%	3.4%	3.0%
9th - 12th Grade, No Diploma	5.4%	5.7%	5.9%
High School Graduate	24.9%	24.0%	24.7%
GED/Alternative Credential	3.8%	4.7%	4.8%
Some College, No Degree	21.2%	22.0%	21.9%
Associate Degree	9.4%	9.9%	10.5%
Bachelor's Degree	20.6%	18.7%	17.4%
Graduate/Professional Degree	11.8%	11.6%	11.8%

2025 Population 15+ by Marital Status			
Total	44,458	119,204	232,659
Never Married	39.8%	40.4%	41.0%
Married	42.1%	42.1%	41.6%
Widowed	5.6%	5.3%	5.3%
Divorced	12.5%	12.1%	12.1%

2020 Population by Race/Ethnicity	10 minutes	15 minutes	20 minutes
Total	50,964	134,740	266,565
White Alone	20.1%	21.3%	21.6%
Black Alone	67.4%	65.8%	67.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	1.4%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	5.2%	3.8%
Two or More Races	4.3%	5.2%	3.8%
Hispanic Origin	7.9%	9.0%	6.9%
Diversity Index	57.2	59.5	55.4

2025 Population by Race/Ethnicity			
Total	53,810	144,986	283,477
White Alone	16.8%	17.7%	18.9%
Black Alone	69.8%	68.6%	69.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.8%	1.5%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	5.6%	4.1%
Two or More Races	6.2%	6.1%	5.7%
Hispanic Origin	8.8%	9.6%	7.5%
Diversity Index	56.1	57.9	54.7

2025 Employed Pop 16+ by Occupation			
Total	26,304	71,677	145,463
White Collar	64.5%	58.9%	60.0%
Management/Business/Financial	17.6%	16.1%	15.6%
Professional	25.4%	21.9%	22.0%
Sales	8.0%	8.7%	8.6%
Administrative Support	13.4%	12.3%	13.8%
Services	13.9%	15.9%	15.5%

2025 Employed Pop 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	26,304	71,677	145,463
Blue Collar	21.6%	25.2%	24.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	3.9%	4.6%	4.3%
Installation/Maintenance/Repair	1.5%	2.2%	2.7%
Production	4.4%	6.0%	5.4%
Transportation/Material Moving	11.8%	12.3%	12.1%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,304	71,677	145,463
Population 16+ Employed	94.4%	94.6%	94.5%
Population 16+ Unemployment rate	5.6%	5.4%	5.5%
Population 16-24 Employed	11.3%	12.8%	12.7%
Population 16-24 Unemployment rate	14.7%	12.4%	12.2%
Population 25-54 Employed	62.3%	61.8%	61.4%
Population 25-54 Unemployment rate	3.8%	4.4%	4.5%
Population 55-64 Employed	16%	15%	15%
Population 55-64 Unemployment rate	4.4%	3.0%	3.5%
Population 65+ Employed	5%	5%	5%
Population 65+ Unemployment rate	8.4%	5.3%	6.4%

2025 Employed Population 16+ by Industry			
Total	24,841	67,793	137,400
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	5.6%	6.4%	5.8%
Manufacturing	7.8%	9.4%	8.5%
Wholesale Trade	1.2%	1.3%	1.6%
Retail Trade	10.9%	11.4%	12.0%
Transportation/Utilities	9.7%	9.7%	9.8%
Information	3%	2%	2%
Finance/Insurance/Real Estate	6.6%	6.0%	5.6%
Services	49.3%	47.8%	48.2%
Public Administration	6.1%	5.9%	6.2%

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Apparel & Services: Total \$	\$40,030,131	\$112,914,926	\$216,675,587
Average Spent	\$2,060.33	\$2,129.22	\$2,092.17
Spending Potential Index	84	87	85
Education: Total \$	\$27,718,822	\$75,441,276	\$144,837,923
Average Spent	\$1,426.67	\$1,422.59	\$1,398.52
Spending Potential Index	80	80	78
Entertainment/Recreation: Total \$	\$64,727,451	\$180,781,941	\$347,787,241
Average Spent	\$3,331.49	\$3,408.99	\$3,358.15
Spending Potential Index	81	83	82
Food at Home: Total \$	\$121,668,562	\$342,514,500	\$657,880,588
Average Spent	\$6,262.21	\$6,458.76	\$6,352.34
Spending Potential Index	84	87	85
Food Away from Home: Total \$	\$64,999,169	\$185,357,366	\$354,908,455
Average Spent	\$3,345.47	\$3,495.26	\$3,426.92
Spending Potential Index	81	85	83
Health Care: Total \$	\$127,409,892	\$355,045,349	\$684,907,916
Average Spent	\$6,557.72	\$6,695.05	\$6,613.31
Spending Potential Index	85	87	86
HH Furnishings & Equipment: Total \$	\$46,908,895	\$131,556,032	\$253,212,699
Average Spent	\$2,414.38	\$2,480.74	\$2,444.96
Spending Potential Index	83	85	84
Personal Care Products & Services: Total \$	\$16,959,083	\$47,946,694	\$92,013,905
Average Spent	\$872.87	\$904.13	\$888.47
Spending Potential Index	83	86	85
Shelter: Total \$	\$413,758,821	\$1,165,769,814	\$2,237,589,904
Average Spent	\$21,295.94	\$21,982.80	\$21,605.66
Spending Potential Index	80	83	81
Support Payments/Gifts in Kind: Total \$	\$51,454,233	\$145,671,556	\$281,969,903
Average Spent	\$2,648.32	\$2,746.91	\$2,722.64
Spending Potential Index	80	83	82

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Travel: Total \$	\$54,536,073	\$150,853,350	\$291,092,619
Average Spent	\$2,806.94	\$2,844.63	\$2,810.72
Spending Potential Index	78	79	78
Vehicle Maintenance & Repairs: Total \$	\$21,906,007	\$62,165,749	\$119,267,389
Average Spent	\$1,127.49	\$1,172.25	\$1,151.62
Spending Potential Index	84	87	85

Top Tapestry Segment		
10 minutes	15 minutes	20 minutes
Kids and Kin (C2): This segment is characterized by young, educated, metropolitan renter households. Learn more about this segment...	Kids and Kin (C2): This segment is characterized by young, educated, metropolitan renter households. Learn more about this segment...	Kids and Kin (C2): This segment is characterized by young, educated, metropolitan renter households. 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.