

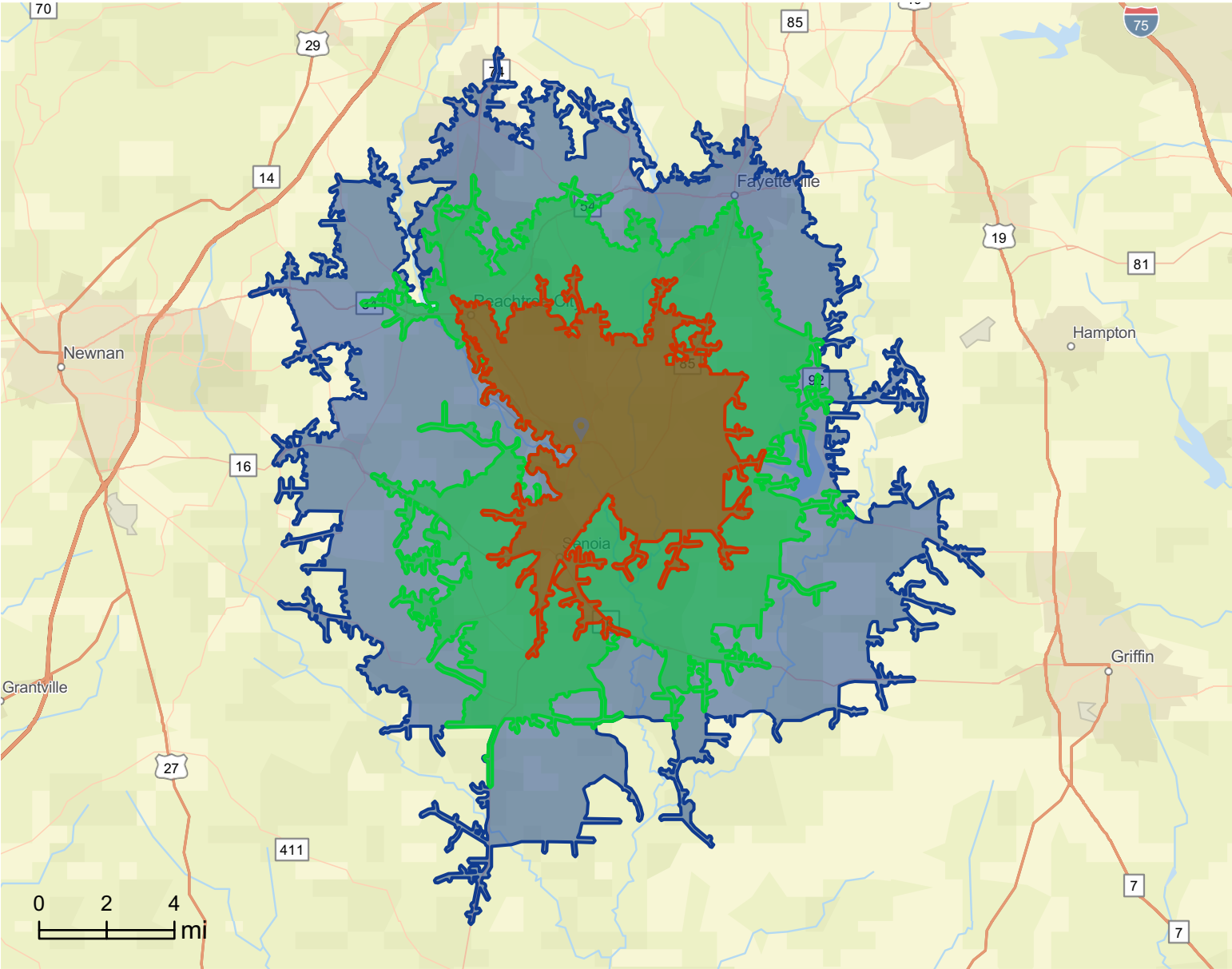
Site Map

GA-74 & Rockaway Rd, Peachtree City, Georgia, 30269



Wilshire Pavilion

Drive time: 10, 15, 20 minute radii



Market Profile

GA-74 & Rockaway Rd, Peachtree City, Georgia, 30269



Drive time: 10, 15, 20 minute radii

Population Summary	10 minutes	15 minutes	20 minutes
2010 Total Population	25,497	60,574	104,837
2020 Total Population	28,513	68,968	119,132
2020 Group Quarters	82	286	647
2025 Total Population	29,373	71,709	128,397
2025 Group Quarters	96	324	730
2030 Total Population	30,115	74,444	134,905
2025-2030 Annual Rate	0.50%	0.75%	0.99%
2025 Total Daytime Population	30,726	70,388	122,950
Workers	15,571	33,075	56,618
Residents	15,155	37,313	66,332

Household Summary	10 minutes	15 minutes	20 minutes
2010 Total Households	9,011	21,777	37,609
2010 Average Household Size	2.83	2.78	2.77
2020 Total Households	10,136	24,737	42,980
2020 Average Household Size	2.80	2.78	2.76
2025 Total Households	10,518	25,838	46,708
2025 Average Household Size	2.78	2.76	2.73
2030 Total Households	10,850	26,955	49,391
2030 Average Household Size	2.77	2.75	2.72
2025-2030 Annual Rate	0.62%	0.85%	1.12%
2025 Families	8,172	19,881	35,381
2025 Average Family Size	3.22	3.19	3.17
2030 Families	8,385	20,643	37,194
2030 Average Family Size	3.22	3.19	3.16
2025-2030 Growth Rate	0.5%	0.8%	1.0%

Housing Unit Summary			
2010 Total Housing Units	9,648	23,275	40,412
Owner Occupied Housing Units	84.4%	83.1%	83.0%
Renter Occupied Housing Units	15.6%	16.9%	17.1%
Vacant Housing Units	6.6%	6.4%	6.9%
2020 Housing Units	10,563	25,844	45,162
Owner Occupied Housing Units	82.8%	81.4%	81.2%
Renter Occupied Housing Units	17.2%	18.6%	18.9%
Vacant Housing Units	3.9%	4.2%	4.5%
2025 Housing Units	10,890	26,818	48,657
Owner Occupied Housing Units	84.1%	82.9%	82.6%
Renter Occupied Housing Units	15.9%	17.1%	17.4%
Vacant Housing Units	3.4%	3.6%	4.0%
2030 Total Housing Units	11,180	27,908	51,373
Owner Occupied Housing Units	85.2%	84.2%	83.6%
Renter Occupied Housing Units	14.8%	15.8%	16.4%
Vacant Housing Units	3.0%	3.4%	3.9%

Median Household Income	10 minutes	15 minutes	20 minutes
2025	\$127,696	\$120,628	\$111,113
2030	\$147,830	\$138,748	\$124,292

Per Capita Income			
2025	\$57,310	\$55,412	\$52,114
2030	\$63,639	\$61,690	\$58,041

2025 Households by Income			
Household Income Base	10,518	25,838	46,708
<\$15,000	4.2%	4.8%	4.5%
\$15,000 - \$24,999	3.3%	2.9%	2.9%
\$25,000 - \$34,999	3.5%	3.8%	4.8%
\$35,000 - \$49,999	6.5%	6.2%	6.8%
\$50,000 - \$74,999	11.9%	11.5%	13.7%
\$75,000 - \$99,999	8.2%	9.6%	10.0%
\$100,000 - \$149,999	19.9%	21.4%	22.5%
\$150,000 - \$199,999	14.5%	13.2%	12.7%
\$200,000+	28.1%	26.6%	21.9%
Average Household Income	\$159,284	\$154,770	\$143,059

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	99	95
Percent of Income for Mortgage	22.2%	23.8%	24.8%
Wealth Index	172	163	148
Median Home Value			
2025	\$453,391	\$458,893	\$440,804
2030	\$485,480	\$496,820	\$490,057

2025 Home Value	10 minutes	15 minutes	20 minutes
Total Owner Occupied Housing Units	8,846	21,414	38,582
<\$50,000	1.4%	1.5%	1.4%
\$50,000 - \$99,999	0.3%	0.5%	0.8%
\$100,000 - \$149,999	0.3%	0.4%	0.9%
\$150,000 - \$199,999	0.6%	1.4%	2.5%
\$200,000 - \$249,999	2.7%	3.1%	5.2%
\$250,000 - \$299,999	6.8%	6.2%	8.5%
\$300,000 - \$399,999	23.7%	22.0%	21.8%
\$400,000 - \$499,999	26.7%	25.4%	21.9%
\$500,000 - \$749,999	24.8%	26.2%	26.1%
\$750,000 - \$999,999	10.3%	10.4%	8.6%
\$1,000,000 - \$1,499,999	2.3%	2.6%	2.0%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$507,912	\$513,491	\$487,389

2025 Population by Sex			
Males	14,405	35,148	62,702
Females	14,968	36,561	65,695

Median Age			
2010	41.9	41.4	41.3
2020	43.5	43.0	43.3
2025	44.1	43.6	43.9
2030	44.7	44.1	44.5

2025 Population by Age	10 minutes	15 minutes	20 minutes
Total	29,372	71,708	128,398
0 - 4	4.3%	4.5%	4.5%
5 - 9	5.0%	5.3%	5.3%
10 - 14	7.2%	7.0%	6.7%
15 - 24	13.8%	13.7%	12.9%
25 - 34	9.6%	9.9%	10.5%
35 - 44	11.3%	11.4%	11.6%
45 - 54	13.1%	12.9%	12.7%
55 - 64	14.6%	14.5%	14.5%
65 - 74	11.7%	11.2%	11.6%
75 - 84	6.7%	6.8%	7.1%
85 +	2.2%	2.0%	2.0%
18 +	78.9%	78.7%	79.3%

2025 Pop 25+ by Educational Attainment			
Total	20,480	49,881	90,828
Less than 9th Grade	0.8%	1.1%	1.4%
9th - 12th Grade, No Diploma	1.2%	1.6%	2.4%
High School Graduate	13.9%	14.1%	17.1%
GED/Alternative Credential	1.3%	1.5%	2.1%
Some College, No Degree	17.7%	18.0%	17.9%
Associate Degree	7.2%	8.9%	9.8%
Bachelor's Degree	38.5%	35.4%	31.9%
Graduate/Professional Degree	19.5%	19.3%	17.5%

2025 Population 15+ by Marital Status			
Total	24,532	59,677	107,342
Never Married	21.6%	22.9%	23.6%
Married	66.2%	65.2%	62.3%
Widowed	4.5%	4.5%	5.5%
Divorced	7.6%	7.4%	8.6%

2020 Population by Race/Ethnicity	10 minutes	15 minutes	20 minutes
Total	28,513	68,968	119,132
White Alone	78.4%	73.7%	70.7%
Black Alone	6.8%	10.5%	14.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.8%	5.4%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.5%	2.5%
Two or More Races	1.8%	2.5%	2.5%
Hispanic Origin	6.7%	7.0%	6.8%
Diversity Index	45.0	51.0	53.8

2025 Population by Race/Ethnicity			
Total	29,374	71,708	128,396
White Alone	76.1%	71.2%	67.8%
Black Alone	7.9%	11.9%	16.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.0%	5.5%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.1%	2.9%	2.9%
Two or More Races	8.5%	8.2%	7.9%
Hispanic Origin	7.6%	8.0%	7.8%
Diversity Index	48.8	54.7	57.6

2025 Employed Pop 16+ by Occupation			
Total	14,818	36,136	65,165
White Collar	70.7%	71.4%	69.1%
Management/Business/Financial	28.9%	25.5%	23.6%
Professional	26.6%	28.6%	27.0%
Sales	8.4%	9.3%	9.1%
Administrative Support	6.8%	8.0%	9.4%
Services	11.7%	11.6%	12.5%

2025 Employed Pop 16+ by Occupation	10 minutes	15 minutes	20 minutes
Total	14,818	36,136	65,165
Blue Collar	17.6%	16.9%	18.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.2%	3.2%	2.9%
Installation/Maintenance/Repair	3.5%	3.5%	4.0%
Production	1.2%	1.7%	2.6%
Transportation/Material Moving	9.6%	8.4%	8.9%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,818	36,136	65,165
Population 16+ Employed	97.2%	96.4%	96.2%
Population 16+ Unemployment rate	2.8%	3.6%	3.8%
Population 16-24 Employed	12.8%	11.9%	11.8%
Population 16-24 Unemployment rate	8.1%	13.3%	12.3%
Population 25-54 Employed	56.6%	56.8%	56.9%
Population 25-54 Unemployment rate	2.1%	2.1%	2.2%
Population 55-64 Employed	20%	19%	19%
Population 55-64 Unemployment rate	1.7%	2.0%	3.0%
Population 65+ Employed	8%	8%	8%
Population 65+ Unemployment rate	1.4%	2.6%	3.2%

2025 Employed Population 16+ by Industry			
Total	14,406	34,819	62,700
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	7.1%	7.1%	6.7%
Manufacturing	7.8%	8.0%	8.7%
Wholesale Trade	3.3%	3.0%	2.6%
Retail Trade	8.2%	8.2%	8.9%
Transportation/Utilities	12.8%	12.1%	12.7%
Information	3%	2%	2%
Finance/Insurance/Real Estate	5.1%	5.9%	6.2%
Services	47.8%	49.1%	47.1%
Public Administration	4.5%	4.3%	4.6%

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Apparel & Services: Total \$	\$34,159,877	\$81,982,014	\$136,942,748
Average Spent	\$3,247.75	\$3,172.92	\$2,931.89
Spending Potential Index	133	130	120
Education: Total \$	\$27,296,662	\$64,077,993	\$106,537,062
Average Spent	\$2,595.23	\$2,479.99	\$2,280.92
Spending Potential Index	146	139	128
Entertainment/Recreation: Total \$	\$59,186,595	\$141,323,553	\$237,595,152
Average Spent	\$5,627.17	\$5,469.60	\$5,086.82
Spending Potential Index	137	133	124
Food at Home: Total \$	\$101,189,828	\$243,826,536	\$413,316,961
Average Spent	\$9,620.63	\$9,436.74	\$8,848.95
Spending Potential Index	129	127	119
Food Away from Home: Total \$	\$57,167,993	\$137,340,758	\$229,236,428
Average Spent	\$5,435.25	\$5,315.46	\$4,907.86
Spending Potential Index	132	129	119
Health Care: Total \$	\$110,429,232	\$264,607,427	\$450,955,925
Average Spent	\$10,499.07	\$10,241.02	\$9,654.79
Spending Potential Index	136	132	125
HH Furnishings & Equipment: Total \$	\$42,088,762	\$100,735,385	\$168,965,506
Average Spent	\$4,001.59	\$3,898.73	\$3,617.49
Spending Potential Index	138	134	124
Personal Care Products & Services: Total \$	\$14,878,991	\$35,748,477	\$59,708,165
Average Spent	\$1,414.62	\$1,383.56	\$1,278.33
Spending Potential Index	135	132	122
Shelter: Total \$	\$369,158,161	\$885,866,864	\$1,474,047,433
Average Spent	\$35,097.75	\$34,285.43	\$31,558.78
Spending Potential Index	132	129	119
Support Payments/Gifts in Kind: Total \$	\$49,670,513	\$118,564,335	\$198,210,462
Average Spent	\$4,722.43	\$4,588.76	\$4,243.61
Spending Potential Index	143	139	128

2025 Consumer Spending	10 minutes	15 minutes	20 minutes
Travel: Total \$	\$54,318,028	\$128,525,597	\$213,168,101
Average Spent	\$5,164.29	\$4,974.29	\$4,563.85
Spending Potential Index	143	138	126
Vehicle Maintenance & Repairs: Total \$	\$18,662,094	\$45,080,289	\$76,144,132
Average Spent	\$1,774.30	\$1,744.73	\$1,630.22
Spending Potential Index	132	129	121

Top Tapestry Segment		
10 minutes	15 minutes	20 minutes
Savvy Suburbanites (L1): This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. Learn more about this segment...	Savvy Suburbanites (L1): This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. Learn more about this segment...	Savvy Suburbanites (L1): This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. 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.