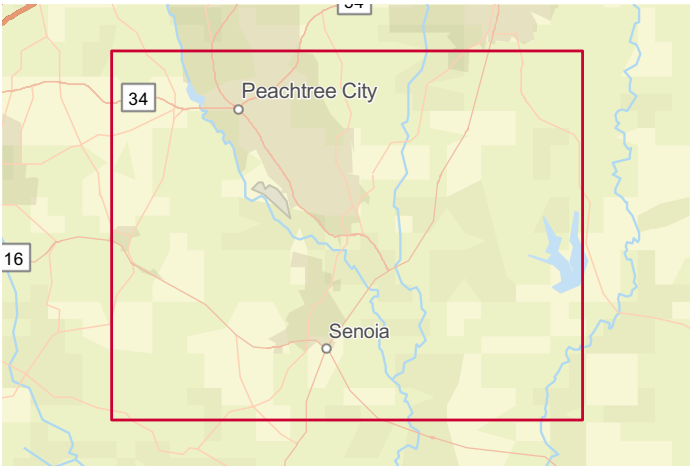
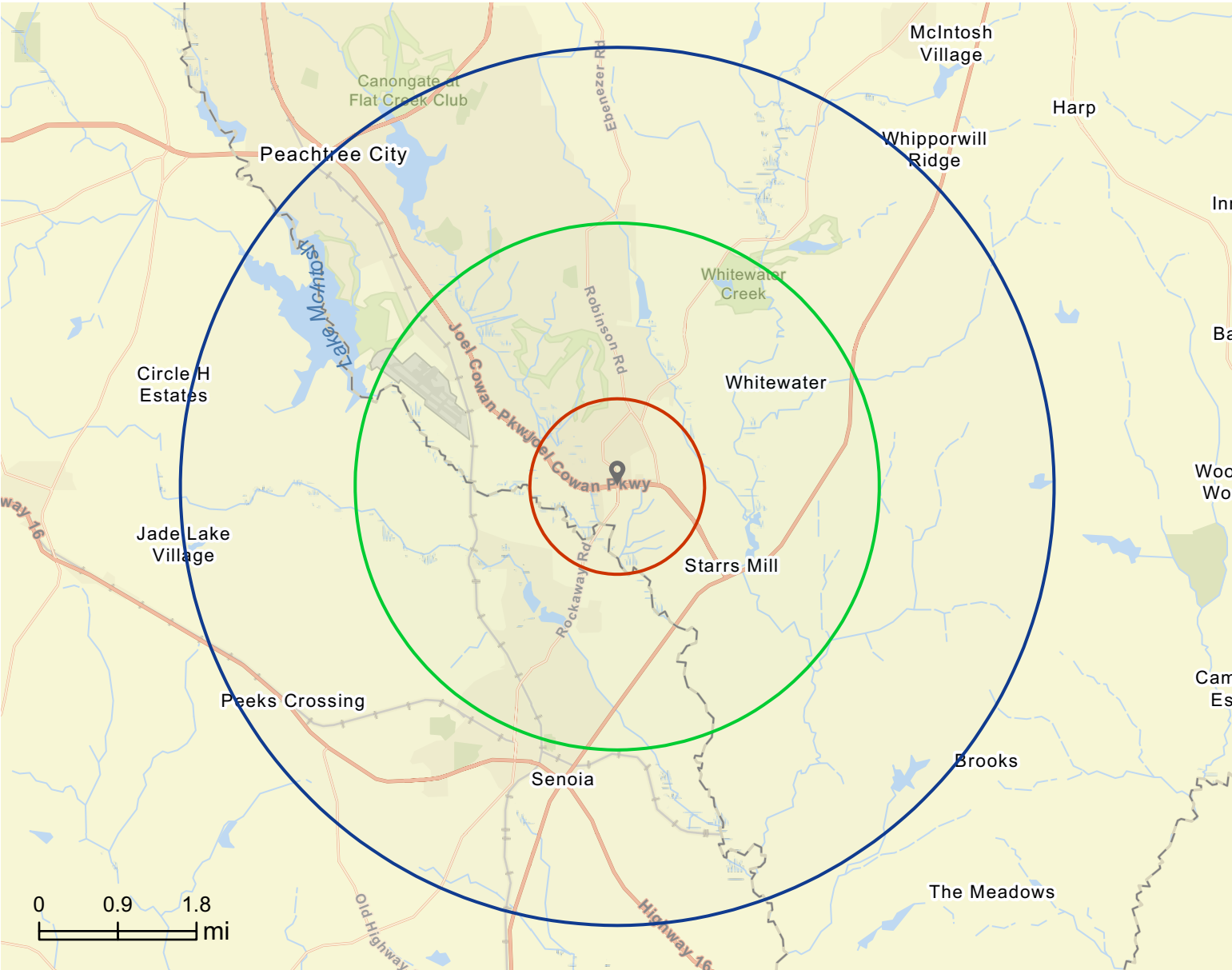


Site Map

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

Wilshire Pavilion

Rings: 1, 3, 5 mile radii



Market Profile

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



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,977	16,842	33,881
2020 Total Population	3,410	19,374	38,239
2020 Group Quarters	27	103	119
2025 Total Population	3,375	20,083	39,745
2025 Group Quarters	30	117	132
2030 Total Population	3,406	20,626	41,045
2025-2030 Annual Rate	0.18%	0.54%	0.65%
2025 Total Daytime Population	3,021	17,976	38,333
Workers	1,243	7,614	17,593
Residents	1,778	10,362	20,740

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	976	5,770	11,953
2010 Average Household Size	3.05	2.92	2.83
2020 Total Households	1,194	6,783	13,562
2020 Average Household Size	2.83	2.84	2.81
2025 Total Households	1,196	7,085	14,200
2025 Average Household Size	2.80	2.82	2.79
2030 Total Households	1,212	7,327	14,758
2030 Average Household Size	2.79	2.80	2.77
2025-2030 Annual Rate	0.27%	0.67%	0.77%
2025 Families	927	5,554	11,155
2025 Average Family Size	3.27	3.26	3.20
2030 Families	936	5,716	11,533
2030 Average Family Size	3.27	3.25	3.20
2025-2030 Growth Rate	0.2%	0.6%	0.7%

Housing Unit Summary			
2010 Total Housing Units	1,003	6,201	12,799
Owner Occupied Housing Units	90.1%	83.0%	84.9%
Renter Occupied Housing Units	10.0%	17.1%	15.1%
Vacant Housing Units	2.7%	7.0%	6.6%
2020 Housing Units	1,237	7,037	14,087
Owner Occupied Housing Units	77.5%	81.1%	83.9%
Renter Occupied Housing Units	22.4%	18.9%	16.1%
Vacant Housing Units	3.2%	3.8%	3.6%
2025 Housing Units	1,231	7,316	14,667
Owner Occupied Housing Units	79.3%	82.8%	85.2%
Renter Occupied Housing Units	20.7%	17.2%	14.8%
Vacant Housing Units	2.8%	3.2%	3.2%
2030 Total Housing Units	1,249	7,517	15,165
Owner Occupied Housing Units	80.9%	83.9%	86.4%
Renter Occupied Housing Units	19.1%	16.1%	13.6%
Vacant Housing Units	3.0%	2.5%	2.7%

Median Household Income	1 mile	3 miles	5 miles
2025	\$172,236	\$127,567	\$126,683
2030	\$201,434	\$147,101	\$145,203

Per Capita Income			
2025	\$65,643	\$56,927	\$56,578
2030	\$73,291	\$62,997	\$62,839

2025 Households by Income			
Household Income Base	1,196	7,085	14,200
<\$15,000	2.5%	3.1%	4.4%
\$15,000 - \$24,999	1.3%	2.8%	3.1%
\$25,000 - \$34,999	4.8%	4.3%	3.6%
\$35,000 - \$49,999	8.4%	7.7%	5.7%
\$50,000 - \$74,999	9.6%	11.9%	11.3%
\$75,000 - \$99,999	5.4%	7.6%	8.8%
\$100,000 - \$149,999	10.0%	20.2%	21.3%
\$150,000 - \$199,999	15.4%	13.2%	14.6%
\$200,000+	42.6%	29.2%	27.3%
Average Household Income	\$188,965	\$160,435	\$158,176

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	136	107	105
Percent of Income for Mortgage	17.3%	22.1%	22.4%
Wealth Index	207	171	169
Median Home Value			
2025	\$477,295	\$449,814	\$453,988
2030	\$494,903	\$479,395	\$490,656

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	948	5,865	12,095
<\$50,000	0.2%	1.4%	1.3%
\$50,000 - \$99,999	0.2%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.3%	0.4%
\$150,000 - \$199,999	0.0%	0.6%	1.0%
\$200,000 - \$249,999	1.2%	2.9%	3.2%
\$250,000 - \$299,999	4.8%	6.5%	6.6%
\$300,000 - \$399,999	10.9%	24.5%	23.6%
\$400,000 - \$499,999	42.5%	27.5%	25.1%
\$500,000 - \$749,999	30.8%	25.0%	24.7%
\$750,000 - \$999,999	7.6%	9.2%	11.0%
\$1,000,000 - \$1,499,999	1.9%	1.9%	2.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$528,316	\$498,211	\$511,420

2025 Population by Sex			
Males	1,657	9,884	19,556
Females	1,718	10,199	20,189

Median Age			
2010	41.1	40.9	41.5
2020	43.1	42.5	43.2
2025	44.8	43.0	43.8
2030	45.7	43.4	44.3

2025 Population by Age	1 mile	3 miles	5 miles
Total	3,377	20,082	39,745
0 - 4	3.2%	4.5%	4.4%
5 - 9	4.1%	5.3%	5.3%
10 - 14	8.7%	7.4%	7.1%
15 - 24	15.9%	13.9%	13.6%
25 - 34	8.8%	9.9%	9.7%
35 - 44	9.5%	11.5%	11.5%
45 - 54	14.6%	13.5%	13.2%
55 - 64	15.6%	14.4%	14.5%
65 - 74	10.3%	11.0%	11.4%
75 - 84	5.6%	6.0%	6.7%
85 +	3.0%	2.3%	2.0%
18 +	78.4%	78.1%	78.7%

2025 Pop 25+ by Educational Attainment			
Total	2,297	13,830	27,663
Less than 9th Grade	0.8%	0.6%	0.8%
9th - 12th Grade, No Diploma	0.9%	1.1%	1.3%
High School Graduate	10.8%	12.8%	13.9%
GED/Alternative Credential	0.5%	1.4%	1.5%
Some College, No Degree	12.6%	17.0%	18.6%
Associate Degree	8.5%	7.0%	7.8%
Bachelor's Degree	41.4%	39.5%	36.7%
Graduate/Professional Degree	24.5%	20.7%	19.4%

2025 Population 15+ by Marital Status			
Total	2,835	16,623	33,070
Never Married	17.4%	19.6%	22.3%
Married	72.3%	67.4%	65.6%
Widowed	5.7%	5.3%	4.1%
Divorced	4.7%	7.7%	8.0%

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	3,410	19,374	38,239
White Alone	79.2%	78.2%	79.0%
Black Alone	5.0%	7.3%	6.9%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	6.7%	5.3%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.5%	2.0%
Two or More Races	1.6%	1.5%	2.0%
Hispanic Origin	6.1%	6.1%	6.7%
Diversity Index	43.3	44.6	44.3

2025 Population by Race/Ethnicity			
Total	3,375	20,083	39,744
White Alone	77.0%	75.9%	76.6%
Black Alone	5.8%	8.5%	8.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	7.2%	5.5%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.8%	2.3%
Two or More Races	8.0%	8.0%	8.3%
Hispanic Origin	7.1%	7.0%	7.6%
Diversity Index	47.2	48.4	48.2

2025 Employed Pop 16+ by Occupation			
Total	1,686	10,172	19,851
White Collar	74.1%	71.5%	69.8%
Management/Business/Financial	33.2%	30.7%	27.0%
Professional	34.0%	26.9%	26.4%
Sales	4.8%	7.8%	9.2%
Administrative Support	2.2%	6.1%	7.2%
Services	10.8%	10.5%	12.2%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	1,686	10,172	19,851
Blue Collar	15.3%	18.0%	18.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.4%	3.3%	3.3%
Installation/Maintenance/Repair	0.9%	3.6%	3.9%
Production	0.1%	1.3%	1.5%
Transportation/Material Moving	11.9%	9.7%	9.3%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,686	10,172	19,851
Population 16+ Employed	96.0%	96.9%	97.0%
Population 16+ Unemployment rate	4.0%	3.1%	3.0%
Population 16-24 Employed	16.9%	12.8%	12.6%
Population 16-24 Unemployment rate	2.1%	8.7%	9.6%
Population 25-54 Employed	53.7%	57.6%	57.2%
Population 25-54 Unemployment rate	6.0%	2.5%	2.0%
Population 55-64 Employed	23%	20%	20%
Population 55-64 Unemployment rate	1.0%	1.8%	1.6%
Population 65+ Employed	3%	7%	8%
Population 65+ Unemployment rate	0.0%	1.0%	2.0%

2025 Employed Population 16+ by Industry			
Total	1,619	9,853	19,263
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	4.0%	8.1%	7.5%
Manufacturing	7.1%	8.1%	7.2%
Wholesale Trade	6.6%	3.0%	3.1%
Retail Trade	4.2%	8.4%	8.6%
Transportation/Utilities	15.8%	13.3%	12.5%
Information	2%	2%	3%
Finance/Insurance/Real Estate	7.4%	5.7%	5.8%
Services	50.4%	46.4%	47.8%
Public Administration	2.4%	4.3%	4.4%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$4,562,533	\$23,288,778	\$45,908,907
Average Spent	\$3,814.83	\$3,287.05	\$3,233.02
Spending Potential Index	156	134	132
Education: Total \$	\$3,879,658	\$18,515,536	\$36,284,041
Average Spent	\$3,243.86	\$2,613.34	\$2,555.21
Spending Potential Index	182	147	143
Entertainment/Recreation: Total \$	\$7,932,660	\$40,013,162	\$79,474,709
Average Spent	\$6,632.66	\$5,647.59	\$5,596.81
Spending Potential Index	161	137	136
Food at Home: Total \$	\$13,284,811	\$68,287,700	\$136,093,187
Average Spent	\$11,107.70	\$9,638.35	\$9,584.03
Spending Potential Index	149	129	129
Food Away from Home: Total \$	\$7,636,428	\$38,939,327	\$76,812,561
Average Spent	\$6,384.97	\$5,496.02	\$5,409.34
Spending Potential Index	155	133	131
Health Care: Total \$	\$14,489,534	\$74,158,956	\$148,739,932
Average Spent	\$12,114.99	\$10,467.04	\$10,474.64
Spending Potential Index	157	135	135
HH Furnishings & Equipment: Total \$	\$5,615,691	\$28,499,770	\$56,619,664
Average Spent	\$4,695.39	\$4,022.55	\$3,987.30
Spending Potential Index	161	138	137
Personal Care Products & Services: Total \$	\$1,977,405	\$10,115,109	\$19,998,324
Average Spent	\$1,653.35	\$1,427.68	\$1,408.33
Spending Potential Index	158	136	134
Shelter: Total \$	\$49,195,841	\$250,193,001	\$493,825,814
Average Spent	\$41,133.65	\$35,313.06	\$34,776.47
Spending Potential Index	155	133	131
Support Payments/Gifts in Kind: Total \$	\$6,611,781	\$33,722,496	\$66,731,072
Average Spent	\$5,528.24	\$4,759.70	\$4,699.37
Spending Potential Index	167	144	142

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$7,444,128	\$36,850,546	\$72,532,045
Average Spent	\$6,224.19	\$5,201.21	\$5,107.89
Spending Potential Index	172	144	142
Vehicle Maintenance & Repairs: Total \$	\$2,445,483	\$12,584,060	\$25,148,606
Average Spent	\$2,044.72	\$1,776.16	\$1,771.03
Spending Potential Index	152	132	131

Top Tapestry Segment		
1 mile	3 miles	5 miles
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.