Executive Summary

THE SCIENCE OF WHERE®

Drive Times: 5, 10, 15 drive time minute radii

4300 Chapel Hill Rd, Douglasville, GA
Latitude: 33.68880
Longitude: -84.71480

	5 drive time minute	10 drive time minute	15 drive time minute
Population			
2010 Population	9,726	33,090	78,577
2020 Population	10,658	36,641	86,386
2025 Population	10,739	37,127	92,062
2030 Population	10,684	37,371	96,186
2010-2020 Annual Rate	0.92%	1.02%	0.95%
2020-2025 Annual Rate	0.14%	0.25%	1.22%
2025-2030 Annual Rate	-0.10%	0.13%	0.88%
2020 Male Population	46.7%	47.2%	47.2%
2020 Female Population	53.3%	52.8%	52.8%
2020 Median Age	37.3	38.8	38.2
2025 Male Population	47.3%	47.7%	47.8%
2025 Female Population	52.7%	52.3%	52.2%
2025 Median Age	37.9	39.7	38.8

In the identified area, the current year population is 92,062. In 2020, the Census count in the area was 86,386. The rate of change since 2020 was 1.22% annually. The five-year projection for the population in the area is 96,186 representing a change of 0.88% annually from 2025 to 2030. Currently, the population is 47.8% male and 52.2% female.

Median Age

The median age in this area is 38.8, compared to U.S. median age of 39.6.

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Race and Ethnicity			
2025 White Alone	20.4%	29.1%	27.9%
2025 Black Alone	64.6%	54.7%	56.2%
2025 American Indian/Alaska Native Alone	0.5%	0.6%	0.5%
2025 Asian Alone	2.6%	2.4%	1.7%
2025 Pacific Islander Alone	0.1%	0.1%	0.1%
2025 Other Race	4.5%	5.1%	5.9%
2025 Two or More Races	7.3%	8.0%	7.7%
2025 Hispanic Origin (Any Race)	10.3%	11.3%	11.5%

Persons of Hispanic origin represent 11.5% of the population in the identified area compared to 19.7% 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 67.9 in the identified area, compared to 72.7 for the U.S. as a whole.

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Households			
2025 Wealth Index	109	117	98
2010 Households	3,108	11,104	27,147
2020 Households	3,350	12,202	29,919
2025 Households	3,391	12,467	32,281
2030 Households	3,385	12,613	33,939
2010-2020 Annual Rate	0.75%	0.95%	0.98%
2020-2025 Annual Rate	0.23%	0.41%	1.46%
2025-2030 Annual Rate	-0.04%	0.23%	1.01%
2025 Average Household Size	3.17	2.97	2.83

The household count in this area has changed from 29,919 in 2020 to 32,281 in the current year, a change of 1.46% annually. The five-year projection of households is 33,939, a change of 1.01% annually from the current year total. Average household size is currently 2.83, compared to 2.86 in the year 2020. The number of families in the current year is 23,199 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 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

January 28, 2026

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Mortgage Income			
2025 Percent of Income for Mortgage	20.0%	20.4%	23.5%
Median Household Income			
2025 Median Household Income	$114,677	$108,045	$91,940
2030 Median Household Income	$124,897	$120,907	$105,051
2025-2030 Annual Rate	1.72%	2.27%	2.70%
Average Household Income			
2025 Average Household Income	$123,978	$124,992	$114,278
2030 Average Household Income	$136,052	$138,294	$127,452
2025-2030 Annual Rate	1.88%	2.04%	2.21%
Per Capita Income			
2025 Per Capita Income	$39,021	$42,137	$40,170
2030 Per Capita Income	$42,998	$46,846	$45,077
2025-2030 Annual Rate	1.96%	2.14%	2.33%
GINI Index			
2025 Gini Index	37.0	39.6	42.0

Households by Income

Current median household income is $91,940 in the area, compared to $81,624 for all U.S. households. Median household income is projected to be $105,051 in five years, compared to $92,476 all U.S. households.

Current average household income is $114,278 in this area, compared to $116,179 for all U.S. households. Average household income is projected to be $127,452 in five years, compared to $128,612 for all U.S. households.

Current per capita income is $40,170 in the area, compared to the U.S. per capita income of $45,360. The per capita income is projected to be $45,077 in five years, compared to $50,744 for all U.S. households.

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Housing			
2025 Housing Affordability Index	116	113	98
2010 Total Housing Units	3,366	11,999	29,879
2010 Owner Occupied Housing Units	2,736	9,130	19,713
2010 Renter Occupied Housing Units	372	1,974	7,433
2010 Vacant Housing Units	258	895	2,732
2020 Total Housing Units	3,458	12,738	31,450
2020 Owner Occupied Housing Units	2,734	9,579	20,848
2020 Renter Occupied Housing Units	616	2,623	9,071
2020 Vacant Housing Units	105	532	1,508
2025 Total Housing Units	3,469	12,891	33,964
2025 Owner Occupied Housing Units	2,842	10,046	22,885
2025 Renter Occupied Housing Units	549	2,421	9,396
2025 Vacant Housing Units	78	424	1,683
2030 Total Housing Units	3,510	13,192	35,818
2030 Owner Occupied Housing Units	2,876	10,349	24,547
2030 Renter Occupied Housing Units	508	2,264	9,393
2030 Vacant Housing Units	125	579	1,879
Socioeconomic Status Index			
2025 Socioeconomic Status Index	50.0	49.7	48.5

Currently, 67.4% of the 33,964 housing units in the area are owner occupied; 27.7%, renter occupied; and 5.0% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 31,450 housing units in the area and 4.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.48%. Median home value in the area is $345,270, compared to a median home value of $370,578 for the U.S. In five years, median value is projected to change by 2.60% annually to $392,644.

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